

MANAGEMENT AND IMPACTS OF SPORT TOURISM EVENTS:

A Case Study of

RED BULL BIG WAVE AFRICA

By

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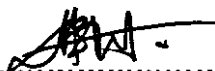
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December 2006

DECLARATION

I, Ncedo Jonathan Ntloko, declare that the contents of this dissertation represents my work and the opinions contained herein are my own. Where use has been made of the work of others, it has been acknowledged in text.

I further certify that this thesis was not previously submitted for academic examination towards this qualification.

Signature : 

Date : 14/12/2006

Ncedo J. Ntloko

DEDICATION

To my late big brothers Lusiba and Phambili ka Ntloko

DEDICATION

To my late big brothers Lusiba and Phambili ka Ntloko

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My research project would not have been successful if I fail to recognise and give thanks to:

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ABSTRACT

The focus of this study is on the management and impacts of sport tourism events. The study specifically evaluates the Red Bull Big Wave Africa (RBBWA) event as a case study. RBBWA is a unique surfing event taking place at the heart of the community and in an environmentally sensitive area (Sentinel) which is part of the Cape Peninsula National Park. Of cognisance in this study is the stakeholders' involvement, perceptions, attitudes and an understanding of costs and benefits linked to the event. The study examines the involvement of stakeholders and cost and benefits associated with the event as providing a critical view on the management aspects of the event and what impacts are evident from different stakeholders' point of view. Stakeholders involved in this study include: participants, spectators, organisers, sponsors, established businesses, informal traders and residents. Research methods deployed in this study included questionnaires, direct observations and interviews, as an attempt to gain a broader perspective of the research topic. The study reveals that there is a greater need to look at the relationship between participants and spectatorship, a dire need for community involvement, current and possible event leveraging business opportunities for local businesses, environmental control and responsibility as critical aspects in understanding the management and impacts of the event. The study contends that involvement of all stakeholders in the organisation of the RBBWA event will result in a better management of the impacts associated with the event, provide a better sport tourism experience and contribute greatly to the development of a sustainable sport tourism event industry in South Africa.

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ACRONYMS

ABEs	Affirmable Business Enterprises
DEAT	Department of Environmental Affairs and Tourism
FIFA	Federation of International Football Association
FTTSA	Fair Trade in Tourism South Africa
GIS	Geographical Information System
HBBOF	Hout Bay Business Opportunity Forum
ISA	International Surfing Association
NEPAD	New Partnership for Africa's Development
NPR	National Public Radio
NSRI	National Sea Rescue Institute
NTC	National Tourism Conference
RBBWA	Red Bull Big Wave Africa
RETOSA	Regional Tourism Organisation of South Africa
RSA	Republic of South Africa
RTP	Rattle Top Property
SA	South Africa
SACOS	South African Council of Sport
SADC	South African Development Community
SAETS	South African Embassy Tourism Sport
SANROC	South African Non-Racial Olympic Committee
SARSA	South African Surfriders Association
SASA	South African Sport Association
SASU	South African Surfing Union
SAT	South African Tourism

CHAPTER

1

GENERAL ORIENTATION AND IDENTIFICATION OF THE PROBLEM

1.1 Introduction

Over the years management has been viewed as one of the pillars that lead to the success of any establishment. Management is defined as “the process of working with and through others to achieve the organisational objectives in an efficient manner” (Masteralexis, Barr & Hums, 1998:21). Several authors (Masteralexis *et al.*, 1998; Bennett, 2000; Hellriegel, Jackson, Slocum, Staude, Amos, Klopper, Louw & Oosthuizen, 2004) explain the process as performed through the use of numerous knowledge areas including planning, organising, staffing, directing, and controlling. In view of the above definition and description of management Marx, Van Rooyen, Bosch and Reynders (1998) and Cole (2000) present the same analysis of management, providing both a theoretical and a practical approach to management, while Clegg, Kornberger and Pitsis (2005) highlight the fact that attention should be given to both the internal and external environment.

In reality, management goes beyond the definitions and description highlighted above. In governments, organisations, associations and bodies which have emerged and those which no longer exist, management can be seen as a measure of their success or failure. The evolution of management has led to different styles of management and as a result the approach of doing things has changed over the years. Hellriegel, Susan, Jackson and Slocum (2005:34-64) provide the basis of an understanding of the evolution of management from different viewpoints whilst Chowdhury (2000) presents arguably a model of change in management in the 21st century, providing a new vision of management for the new millennium. The writing of Robbins and Decenzo (2004) attest to this view of the model of change in management.

In the early years, management was profit-oriented, not giving recognition to the human capital. The early years of management could be viewed as exploitative (Coetzee & Graff, 1996; Hawken, Louins & Louins, 1999; Robbins & Decenzo, 2004), further highlighting the industrial revolution as an era where the main concern was productivity. However, there has been a shift in management. “The roots of modern management lie with ... the theoretical foundation for a discipline called management” (Robbins & Decenzo, 2004:27). In this

decade or century, it is an acceptable practice that people should be the centre of management. It is important that, whilst recognising profit, people who provide services which contribute to profit be considered as well.

A co-ordination of management elements highlighted earlier by Masteralexis *et al.* (1998) and Bennett (2000) is what adds value to the life and continuing existence of an organisation. Whether it is government, the private sector or a community-based organisation, failure to co-ordinate these elements could lead to a serious problem.

Even in the context of this study (management and impacts of sport tourism events), management is what will define the future of sport tourism events. Tassiopoulos (2005:4) argues that "events are becoming an integral and major part of tourism development and marketing strategies". This also applies to sport, tourism and sport tourism events. Giving attention to detail concerning the management of events will ensure growth and success in the running or hosting of events. It will also contribute towards a sustainable sport tourism practice.

Worldwide, events have been recognised as a strong component of sport tourism that draw people from different places (Getz, 1997; Gammon & Robinson, 2003; Sofield, 2003). This is a result of the relationship that exists between sport and tourism, hence a need for sound event management. Event management can be viewed as a pillar of hosting events that will satisfy the needs of all those who are involved. "Sport and tourism is not just about the management and operations of ... events; it also concerns offering consumers specific sport and tourism related services and experiences" (Gammon & Robinson, 2003:25). Giving attention to the latter will contribute to growth of events.

Sport tourism and sport tourism events are viewed as a growing niche market (Ritchie, 2005), which in order to grow needs event management. Event management is defined as "the process by which an event is planned, prepared, and produced ... It encompasses assessment, definition, acquisition, allocation, direction, control, and analysis of time, finances, personnel, products, services, and other sources to achieve objectives" (Silvers, 2004:5). Taking into consideration the nature of the study, it is apparent that the future of sport tourism events depends on how they are managed.

Countries that have been doing well in the field of events and have hosted major events successfully as a result of effective and efficient management, have found themselves hosting other bigger events more than once. For example, South Africa has hosted the 1995 Rugby World Cup, the 2003 Cricket World Cup and now the country is geared to host the

2010 Federation International de Football Association (FIFA) World Cup. If the organisation of the Rugby World Cup and the Cricket World Cup was flawed, South Africa would not have been in a position to host the upcoming world stage event in 2010. South Africa's effectiveness and efficiency in managing these events remains crucial.

Hosting various events of different magnitudes today requires professionalism. The 2010 FIFA World Cup is perceived to have a strong and positive economic contribution to the country (Bohlmann & Heerden, 2005). Definitely expectations have to be met, and they can only be achieved through effective and efficient management. However, it is not only the management plan that leads to success. The execution of the plan is what contributes mostly to the success of the plan. Tassiopoulos (2000) gives a concise picture reflecting on planning and management as leading to sustainable economic benefit of tourism destinations. This means, hosting the event/s is not good enough until recognition is given to the resources used, at the same time people (communities) should identify with the participatory processes.

Both sport and tourism have drawn tremendous interest from people all over the world ranging from participants, spectators, administrators to officials. This interest has resulted in political and socio-economic gains. At whom the gains or benefits are directed mostly, is a robust debate. This raises concerns on how the resources that cater for these activities are utilised. Involvement of people as an integral part of both sport and tourism, directly or indirectly is vital for the continuing existence of these activities.

The concept of sport tourism can be viewed as an amalgamation of two concepts – sport and tourism. How one views these concepts now, is very different from the past. In the past - before the new dispensation in South Africa (SA), involvement and participation in sport and tourism was based on racial grounds, bringing the imbalances of socio-economic issues into play. How these activities were managed created a setback, which further delayed their development in meeting world-class standards, though adjustments have been made. As a result of this, the impacts of these activities have not been widely noticed.

The development of both sport and tourism, and other major developments in South Africa have enhanced these activities, though in some areas there is great need for improvement. The current trends that are evident in sport and tourism are not only the result of development. How they are managed remains the foundation or the pillar of strength for their sustainability. This clearly indicates that it is difficult for any form of development to escape constraints.

Sport tourism has emerged as a result of these activities – sport and tourism. Participation from both domestic and international markets determines the success and continuing existence of sport tourism, hence the needs and expectations of those involved should be met. When one talks about a sport tourism event, the immediate question is about the destination – where is the event taking place? However, the success of these events does not depend only on the profile or image of the destination. "A destination is a place, including a physical or perceived location, consisting of primary and secondary attractions and supporting amenities that entice people to visit" (George, 2002:290).

Expanding on the latter statement, it is clear that it is not only the destination or the nature of the event that guarantees the success of sport tourism events. These elements highlighted by the author in defining a destination are of great significance. These elements put the spotlight on the destination or the location where the event is taking place, at the same time placing the destination under scrutiny. It is important to note that besides this, local people play a crucial role in these events. Managing sport tourism events remains a daunting task.

The concept of sport tourism has grown in other spheres of the globe (De Villiers, 2003; Dho, 2003; Dias, 2003; Lee, 2003b; Penot, 2003; Zauhar, 2004). A lack of written material on sport tourism in the South African context suggests that this area has not been given much attention. Moreover, the meaning and contributions that result from sport tourism events are not as recognised as in other countries like Australia, New Zealand and Canada.

Taking management into consideration, the impacts of sport tourism events could result in maximisation of benefits associated with events. This can only be achieved through effective and efficient management. "Effectiveness implies that a desired goal has been reached" (Marx *et al.*, 1998:125). On the other hand efficiency is "doing the task correctly and refer to the relationship between input and output" (Robbins & Decenzo, 2004:6).

The focus of this study will be on the Red Bull Big Wave Africa (RBBWA) event – a professional surfing event. Of particular importance, the event takes place within the Hungberg community, in an environmentally sensitive area and at a vibrant economic area (harbour) of the event location. RBBWA is known for its media profile. The event is part of a broader study. The nature of the broader study is a comparative one – management and impacts of sport tourism events in the Western Cape and KwaZulu-Natal.

The presentation of the management aspects above and their link to the impact of sport tourism events will ensure growth, survival, competitiveness and a positive image of the event.

1.2 Clarification of basic terms

1.2.1 Sport

There are different views on the definition of sport. Gouws (1997) gives an insight on the different definitions of sport which have developed over the years. New forms of sport and the way in which sport is organised have resulted in sport assuming different interpretations. Snyder and Speitzer (cited in Gouws, 1997:257) define sport as “a human activity that involves specific administrative organisation and the historical background of rules which define the objective and limit the pattern of human behaviour; it involves competition and challenge and a definite outcome primarily determined by physical skills”.

For the purpose of this study it is important to combine this definition with Coakley's (1998:19) definition of sport namely “institutionalised competitive activities that involve vigorous physical exertion or the use of relative complex physical skills by individuals whose participation is motivated by a combination of personal enjoyment and rewards”.

In addition, sport is also defined as “the whole range of competitive and non-competitive active pursuit that involves skills, strategy, and/ or change in which human beings engaged, at their own level, simply for enjoyment and training to or to raise their performance to levels of publicly acclaimed experienced” (Commonwealth, 2000:45).

1.2.2 Tourism

The World Tourism Organisation (WTO, 2003) defines tourism as follows: “... comprises the activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

Tourism has grown and changed its shape due to trends that are evident in the tourism industry, resulting in different definitions of tourism.

Weller and Hall (cited in Zauhar, 2004:11) give an explanatory definition of tourism which also reflects the nature of this study:

a form of activity that takes place beyond a specific distance from the home or in a geographic administrative jurisdiction different from one's place of permanent residence. ... [It] involves the motivation, preparatory experience and expectations of people traveling ... It also enwraps the anticipation, adjustment and tolerance of residence. ... And it engages numerous organisations, agencies and institutions in catering to guests needs, wants and desires.

1.2.3 Sport tourism

Towards an understanding of this concept, in line with the definition provided below, the Australia National Sport Tourism Strategy (Commonwealth, 2000:5) has categorised the concept as:

Domestic sport tourism: any sport related trip of over 40 kms and involving a stay of at least one night away from home; and

International sport tourism: any trip to [a country] of which a prime purpose is to participate in a sporting activity, either as a spectator, participant or official.

Standeven and De Knop (1999:12) define sport tourism as "all forms of active and passive involvement in sporting activity, participated in casually or in an organised way for non-commercial or business/commercial reasons, that necessitate travel away from home and work locality". This definition can be viewed in line with characteristics of sport tourism namely "leisure-based travel that takes individuals temporarily outside their home communities to participate in physical activities, to watch activities, or to venerate attractions associated with physical activities" (Gibson, 2003:207).

1.2.4 Sport tourism events

"Sport tourism events refer to those sport activities that attract tourists of which a large percentage are spectators. ... [they] have the potential to attract non-residents, media, technical personnel, athletes, coaches and other sporting officials" (Kurtzman & Zauhar, 2003:44).

Turco, Riley and Swart (2002) provide an explanation of sport tourism events as extremely diverse, where every event should be regarded as different and ignorance of their uniqueness could lead to poor organisation. In line with the explanation provided above of

the aforementioned authors, Turco *et al.* (2002:74) define sport tourism events as "events in which the primary purpose for travel is participating in or viewing of sport".

1.2.5 Sport management

Relevant to this study, DeSensi (cited in Parkhouse & Pitts, 2005:3) defines sport management as "any combination of skills related to planning, organising, directing, controlling-budgeting, leading and evaluating within the context of an organisation or department whose primary product or service is related to sport".

1.2.6 Sport development

According to Hylton, Bramham, Jackson and Nesti (2002:197) sport development is about "creating new and better ways of doing things in sport".

1.2.7 Sustainable tourism development

The Tourism White Paper (1996:vi) defines sustainable tourism development as "tourism development, management and any other tourism activity, which optimise the economic and other societal benefits available in the present without jeopardizing the potential for similar benefits in the future". For the purpose of the study, sustainable tourism development is defined in three dimensions:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation (WTO, 2004).

Taking both definitions into account will help to assess where we are as South Africa in relation to sustainable tourism development.

1.2.8 Responsible tourism development

The Department of Environmental Affairs and Tourism (DEAT) defines responsible tourism as “tourism that promotes responsibility to the government through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility to the safety and security of visitors and responsible government, employees, employers, trade unions and local communities” (South Africa, 1996:iv).

The above definitions are chosen specifically to give clarity and create common understanding towards the development of this dissertation. It is also important to note that they will be used with reference to the context of the study.

1.3 Motivation for the research

The lack of studies conducted in this area (sport tourism events) in South Africa, challenges and barriers to its growth result in a quest for knowledge and a holistic understanding of sport tourism events. The aim of the study is to create an understanding of management and the impact of sport tourism events using the RBBWA event as a case study. Following this trend, the research will be able to assess the response of the event in the political, socio-cultural, environmental and economic environment, at the same time establishing links between the event and the destination. The study will ascertain the unexplored potential of the event, incorporating role players and those which are likely to add value in its organisation. The uniqueness of the Red Bull Big Wave Africa event as an extreme sport tourism event is an important motivation for this study. The event takes place in the backyard of a community (Hungberg) and in an environmentally sensitive area (Sentinel) located under the Cape Peninsula National Park, hence a need for an understanding of the socio-economic impacts of the event, this in turn will contribute towards an understanding of sustainable sport tourism sector in the country. In addition “surfing is no longer just an unusual and entertaining activity carried out by occasional and generally impecunious wandering foreigners, but a significant opportunity of economic growth” (Buckley, 2002a:418).

1.4 Statement of the research problem

Sport tourism is a growing niche market in South Africa and its contribution to the economy is increasingly noticed. According to Trade and Investment South Africa - TISA (2002/2003), “more than 10% of all foreign tourists come to watch or participate in sport events, with

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spectators accounting for 60% to 80% of these arrivals". The gain that arises out of these sport events contributes greatly to the economy and social wellbeing of our people. The importance of addressing how these events are managed, whilst at the same time carefully taking cognisance of the impacts they have, remain an important aspect for the future of these events. Failing to address these could pose a threat to the development of this growing niche market.

A destination or location is the central part of the problem or solution in magnifying the nature of these events. This includes its people and resources. Using this approach, the study seeks to achieve a balance between people who are involved in these events and the available resources, thereby putting into practice the principles of sustainable sport tourism development. The RBBWA event will inform our understanding of the research problem.

1.5 Research aim and questions

The overall aim of the study is to assess the management and impact of the Red Bull Big Wave Africa event. Guidance in achieving this aim depends on the following research questions:

- What are the spending patterns and demographic profile of sport event tourists at the RBBWA?
- Who are the target markets that the event attracts?
- In what ways do the local community and businesses support and benefit from the RBBWA event?
- What are the visitors' perceptions, needs and level of awareness regarding sport tourism imperatives concerning the RBBWA event?
- What are the current patterns and trends in terms of sponsorship and sponsor perceptions in relation to the RBBWA?
- How do residents respond to and perceive the RBBWA event?
- What are the current management practices and policies that impact on the development of sustainable sport event tourism in relation to the RBBWA?

1.6 Objectives of the study

- To identify the spending patterns and demographic profiles of sport event tourists at the RBBWA.
- To determine the target market that the event attracts in order to enhance visitors' experience.
- To examine ways in which the local community and businesses support and benefit from the RBBWA event.
- To ascertain visitors' perceptions, needs and level of awareness regarding sport tourism imperatives concerning the RBBWA event.
- To evaluate current patterns and trends in terms of sponsorship and sponsor perceptions of the RBBWA.
- To gain an understanding of residents' perceptions of the RBBWA event.
- To assess the current management practices and policies that impact on the development of a sustainable sport tourism event in relation to the RBBWA.

1.7 Research methods and design

Standard quantitative and qualitative methods were used to collect data in order to meet the research objectives identified above. This was done using both primary and secondary data sources.

1.7.1 Primary data

For the purpose of the study, primary data included survey questionnaires, interviews and observations. Reasoning and explanation for deploying these methods is explained below.

1.7.1.1 Survey questionnaires and interviews

Survey questionnaires will contribute to the investigation of the study. The aim of using this method is to gather information that will form part of the analysis. Structured questionnaire surveys were given to spectators, participants, stallholders/exhibitors, established businesses, organisers, sponsors and local residents. Interviews were also conducted with key stakeholders mentioned above. Unstructured and semi-structured interviews were conducted in order to gain a greater view into sport tourism event initiatives including planning, management and implementation.

1.7.1.2 Observations

Observations were carried out to gather information which the surveys and interviews could not cover. Observations were carried out throughout the event.

1.7.2 Secondary data

Secondary data was used for providing background information and reference to the study. It included books, journals, articles, Internet and reports of sport tourism events. This approach provides a holistic understanding of these events and at the same time places in context what the study seeks to achieve.

1.7.3 Sampling

The targeted population included residents, spectators, sponsors, local businesses, organisers, informal traders and participants (competitors). Different sampling methods were employed. A detailed methodology and sampling approach of the key stakeholders is presented in the methodology chapter (Chapter 4), presenting both the targeted and actual sample of the respondents.

1.7.4 Data analysis

The Statistical Package for Social Science (SPSS) was used as a tool for data inputting and analysis. The reflection of this analysis is provided as evidence for the study. The analysis is presented to justify the reliability and the validity of the findings and recommendations thereof.

1.8 Delineation of the study

The study was conducted in Hout Bay, specifically in the key areas identified below.

- The harbour is popularly known as the base of the RBBWA event and is the departure point for participants, using their boats and jet skis. The harbour also provides access to view the surfers/event in action from water. It can also be seen as a departure point for those who opt to view the event from the land.

- The Sentinel (peak of the mountain) allows one to view the event from the land. The distance is between 1 and 2kms from the harbour. This point is located at the heart of the community called Hungberg – a predominantly Coloured community. One needs to pass through this community in order to view the “Big Wave” event from the land. ∴

1.9 Significance of the study

The significance of the study is justified by the research motivation, aims and objectives already highlighted. Furthermore, the study is very important as sport tourism is a growing sector of the tourism industry in South Africa and its contribution is evident in the national economy. “In South Africa, 4% of domestic tourism market comprises sport tourism ...” (Ritchie, 2005:156).

This research was conducted at an appropriate time, when the country (South Africa) recently won the FIFA World Cup Bid to host the mega event in 2010. It is important that both small and large-scale events be studied in an attempt to create better ways of managing these events and making sure that they contribute to the broader sectors of our society. This dissertation seeks to divert the attention and focus away from larger scale events, which have a large crowd pulling factor such as cricket, soccer and rugby. Research on small or medium scale events like Red Bull Big Wave Africa is important as a drive to create a growing and sustainable sport tourism event industry. If management and impact related issues of sport tourism events are addressed at local and regional levels, it will be easier for the country to attain its objectives at a national level by giving attention to this growing segment, making sure that it is understood and that it contributes broadly to different sectors of our population.

1.10 Expected Outcome

Taking into account the nature of the event, it is anticipated that the study is unique. The RBBWA event is not just a surfing event but a unique surfing event. A reflection of this is based on the criteria set for the event to take place. An explanation of this criteria is evident in Chapter 3 of the study.

However, the expected outcome will depend on the investigations performed by using various methods (surveys, interviews, observation, etc.) throughout the study. The approach is expected to bring to light realities and encounters evident in management and impacts of

the event. Pending the validity of the findings, where it is necessary, recommendations will be made, paving the way for corrective action by identifying areas that seek attention, identifying priorities and designing strategies that will enhance the nature of the event.

It is also expected that while negative impacts are minimised, positive impacts should be directed towards maximisation of economic and social benefits via sport tourism opportunities in the event area. This study is expected to strengthen and contribute to the creation of a sustainable sport tourism industry in the Western Cape, as well as South Africa.

1.11 Chapter Outline

This dissertation comprises six chapters; the outline is summarised below.

Chapter One provides a general orientation and identification of the study by contextualising the research problem.

Chapter Two is the background information to the study, providing an overview of the global picture of sport tourism. An overview of sport and tourism including its growth and development in the South African context is also a highlight of this chapter. A link between sport, tourism and sport tourism is presented and impacts of sport tourism events on host communities are discussed to create broader understanding of the study.

Chapter Three is a historical perspective of surfing, highlighting the origin of surfing, as well as surfing in South Africa, incorporating its origin, image and institutions responsible for its growth and development. Background to the Red Bull Big Wave Africa is provided, as it is the foundation for the investigation.

Chapter Four provides details of the investigating methodologies and procedures deployed in this study prior, during and after the event as a basis of measuring the reliability and validity of the findings.

Chapter Five is the presentation, analysis and interpretation of data collected from various stakeholders in the Red Bull Big Wave Africa event.

Chapter Six is the final chapter of this study. This chapter presents recommendations and conclusions based on the contributions of the respondents and observations carried out in the study, at the same time it identifies future research areas.

1.12 Conclusion

The importance of this study (management and impacts of sport tourism events) cannot be overemphasised. Its significance is broadly explained by giving recognition to the event itself, and assessing the potential the event has by conducting a critical investigation of the fundamentals (management and impacts) of the event as a measure to determine the success and the future of the event. In this way a general overview of the event will be drawn and an understanding of both positive and negative impacts of the event will be a reflection of the event as well as an integral part of the investigation. The next chapter is an attempt to give background information to this study as a basis of understanding analysis in the remainder of the thesis.

CHAPTER

2

SPORT TOURISM

2.1 Introduction

This chapter provides an overview of the global picture of sport tourism, sport and tourism and the way in which sport tourism has developed in SA. Recognition and acknowledgement of the growth and development of these activities, at the same time putting forth the challenges they face in the context of this dissertation, is an important aspect. An overview of the relationship that exists between these activities is highlighted. Furthermore, impacts which are associated with sport tourism events are discussed as a foundation for understanding the management and impacts of sport tourism events.

This will be done by reviewing the existing literature, at the same time considering its relevance to the study. The study will attempt to create a holistic understanding that will draw the attention of the reader to relate to this chapter in understanding the responses or reflections which might be evident throughout the study. It could be used as a baseline for understanding the interpretation of the results and conclusion arrived at in this study.

2.2 Global picture of sport tourism – an overview

For the purpose of the study, it is important to provide a global picture of sport tourism, in order to lay a foundation for deliberations that will arise, at the same time providing testimony to the management and impacts of sport tourism events. This will also enhance the scope of knowledge and understanding of this arena, contributing to the broader study. The intention is not to study the historical aspect in-depth but to acknowledge work done in this field.

2.2.1 The rise of sport tourism

The rise of sport tourism can be traced back to its history or origin. The two concepts (sport and tourism) contribute to the existence of sport tourism. This can be endorsed by activities which sport and tourism provides (travel, tourism and participation). Standeven and DeKnop (1999:39) posit that "unparallel growth of sport and tourism has taken place this century and the period is characterised by social diffusion and the development of mass tourism and mass sport. Contextualised by the democratisation that has taken place in society, sport tourism has become a prevalent and growing phenomenon".

Summarising the historical background to sport tourism, Standeven and DeKnop (1999) and Weed and Bull (2004) provide a clear indication of the rise of sport tourism, dating it back to the ancient Olympic Games of 776 BC until the twentieth century. Saayman (2004) provides a brief overview of the evolution of sport tourism with reference to different countries referring to the period of the Greeks, Egyptians, Romans, Sumarians, Babylonians and Crete-Menonians. However, the latter author's presentation of the facts is more on sport, as a result the link between the two (sport and tourism) is blurred. Though Saayman's view is based on sport, the link that exists between sport and tourism strengthens his views in the context of sport tourism.

However, "the century which witnessed the most substantial growth and development of sport was heralded by the revival of the modern Olympic Games in Athens in 1896" (Weed & Bull, 2004:13). Global shaping of sport and tourism has contributed to the recognition of sport tourism as a growing economic segment. Tourism is not what it was a century ago and sport today is absolutely different to the past. Infrastructural, technological, economic, political developments across the globe are and will continue to make sport tourism an important sector.

Continual existence and celebration of sport tourism events have revived and aroused interest from people all over the world. Demands, expectations and interests of those who are involved in sport and tourism greatly contribute to the growth and development of sport tourism events.

Competition and bidding for hosting the events as a commitment by countries and sport bodies to host world class events and provide unforgettable experiences, has become the order of the day. The benefits that the hosting of events could provide are often used as justification to bid and host these events.

2.2.2 The nature of the sport tourism services

It is important to understand the nature of the sport tourism services. An understanding of this issue can be viewed as one of the motivating factors for people making decisions to take part in sport tourism events. Turco *et al.* (2002:41) identify the problem areas (discussed below) in providing sport tourism services. The study looks at the following areas illustrating the nature of sport tourism services from their (Turco *et al.*) perspective.

2.2.2.1 Intangibility of services

What is being sold to the sport tourists, as in all tourism encounters, is an experience, something that is intangible. This intangible service may be providing the experience of observing a professional baseball game or the experience of playing in a chess tournament, but the sport tourist comes home with only memories.

2.2.2.2 Inseparability of production and consumption

The sport tourism experience is very difficult to manufacture in Sydney and send to the consumer in Rome. Because sport tourists must be present to produce and consume the experience (inseparability), they must always be brought to the site of the sporting activity.

2.2.2.3 Perishability of services

The sport tourism events (attractions) must go on as scheduled whether or not sport tourists arrive. There is a large loss of money to be dealt with if there are few spectators or few competitors or if airlines and hotels are empty. The event seats cannot be saved for another time and neither can the hotel beds – they will perish if not used when offered.

2.2.2.4 Heterogeneity of service offering

If a manufacturer sells a product, they can test it before they sell it. They can ensure quality before it leaves the factory. When providing sport tourism services/experiences, the weather may be bad, the game may be boring, the hotel service may be inadequate, or the direction to the venue may be poor.

George (2001) shares the same sentiment but the author's deliberations are based on the tourism offering, explaining the characteristics of the service offering. "To event management companies, effectively managed systems and procedures are essential as they define the

operational quality and standards achieved" (Bowdin & Church, 2000:186). Deducing from the nature of the tourism services identified, it is clear that there is an element of risk for everyone who is involved in sport tourism events. However, taking cognisance of the impacts that surface, the sport tourism industry could minimise the risk.

Understanding the complexity of the nature and challenges facing sport tourism highlighted earlier, Costa, Glinia and Drakou (2004) emphasise empathy in sport tourism as important in order to achieve advanced quality and retain customers. Presenting their argument they highlight that "empathy represents one of five main dimensions of service quality amongst reliability, assurance and responsibility in many service sectors" (Costa *et al.*, 2004:331).

2.2.3 Global challenges in sport tourism

It is important that this dissertation provides a view of the challenges facing sport tourism by referring to developed countries as well as a global view. The Commonwealth (2000) examines the following areas (presented below), which identify global challenges facing sport tourism. A selective identification was undertaken, and the following challenges are highlighted.

2.2.3.1 Industry co-ordination

Sport tourism opportunities, and especially the tourism benefits, are sometimes lost or not maximised because the linkages between the sport and tourism sector are not well established or integrated. Separate departments as in the case of South Africa contribute to this lack of integration.

2.2.3.2 Education and training

For sport tourism, the issue of education and training is especially important in ensuring that sporting bodies in particular have the requisite business skills both to run successful events and to recognise and take advantage of the tourism opportunities which accompany the hosting of those events.

2.2.3.3 Regulatory issues

Government regulations can and does impact on the sport tourism sector – at the local, State/Territory and Commonwealth levels. These range from the need to obtain permits for

road closures etc. at the local level, to visa requirements for international athletes or international visitors generally, involved in the sporting activity.

2.2.3.4 Infrastructure

Most if not all sporting activities and events rely on there being appropriate infrastructure in place. The most obvious form of infrastructure is the sporting facilities themselves, however, other infrastructure such as accommodation and transport are often important if sport tourism opportunities are to be maximised.

2.2.3.5 Research and data collection

A further issue is that the most available research tends to focus on individual events and not on improving the overall understanding of the sport tourism market and how it operates at a national or regional level.

2.2.3.6 Evaluation of events

There are numerous "models" employed to evaluate events which can lead to different outcomes and consequently the inability to compare results. A more consistent methodology, and in the case of smaller regional events, a simplified methodology, would be of considerable benefit.

2.3 Sport tourism events and the destination mix

Sport tourism events and destination mix contribute greatly towards an understanding of the link between sport, tourism and sport tourism. Lee (2003a) contextualises this by arguing that both tourism destinations and sport events have to manage their own brands and have specific strategies and responses regarding negative perceptions. What characterises sport is not only the event. The place or location where an event is taking place plays a crucial role in strengthening the event. "Events can be seen as an additional element in a destination's tourism marketing mix alongside permanent attractions, both natural and man-made" (Fredline & Faulkner, 2000:60). The latter statement can only be achieved if the dependency relationship that the two (sport and tourism) have is understood, thereby pointing to the importance of a sport tourism destination.

Paraphrasing the argument on the importance of the event location, George (2001) outlines attractions, accessibility, amenities and ambience as important elements of a destination mix. These elements contribute to the entire tourist experience and satisfaction. Without these elements a destination is not complete. Imagine a destination without these elements. Would it still be a tourism destination? What makes a destination complete are these elements. Not dismissing the presentation made by the latter author, Getz and Cheney (cited in Getz, 1997) present uniqueness as an important factor that will attract tourists to travel to an event. It is therefore important that besides boosting the destination elements, a destination needs to distinguish itself from others by uniqueness of its features. A diagram detailing the destination elements is presented in Figure 2.1.

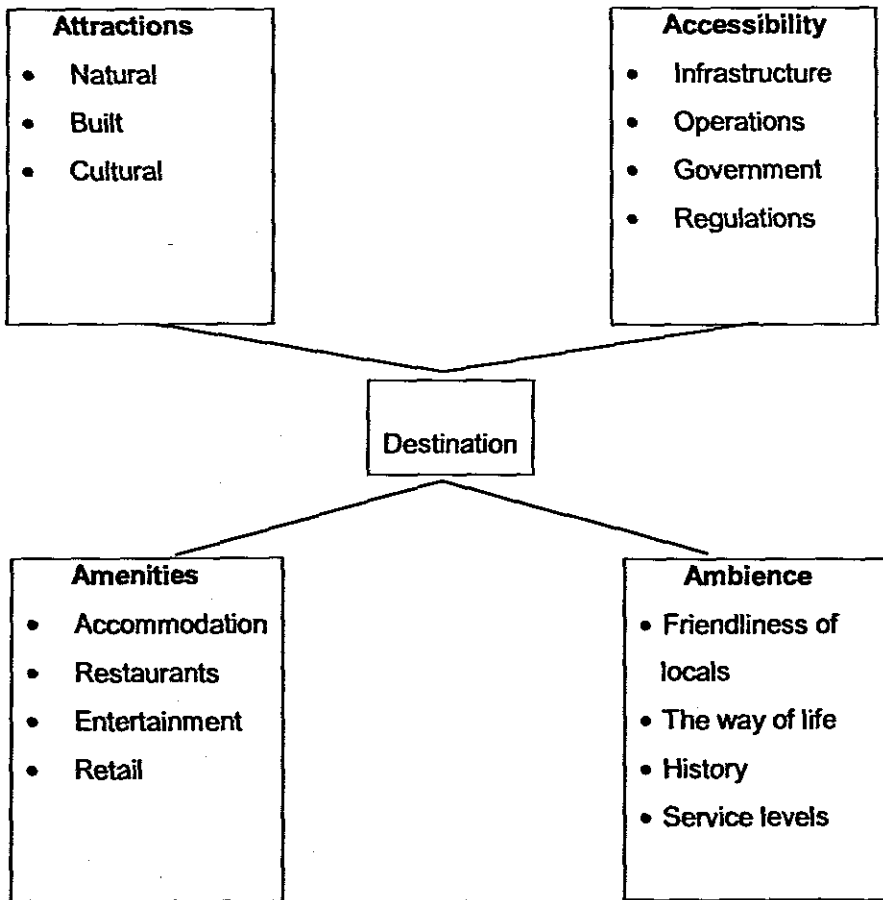


Figure 2.1: The tourism destination mix (George, 2001:291)

These elements will be discussed below. A sport tourism approach will be used as the basis of analysis.

2.3.1 Attractions

The attractions are inseparable from the tourist experience. They serve as substitutes and sometimes complement the events. Whilst tourists are not at the event, time could be used to

explore the event location to see what makes a particular destination, without giving much attention to the event. In some instances, sport tourism events occur over a number of days. However, on those days where an event is on hold, utilisation of the elements of the destination mix can add value to the tourist's experience. Lubbe (2003) contends that natural, built and cultural resources are perceived as having a key role at the destination.

This clarifies the importance of sport in tourism and tourism within sport. "The more sport resources— whether man-made ... or natural—a location has, the more likely to attract tourism. Recognising this, the tourism industry has developed sporting attractions and facilities in an effort to sell more tourism by diversifying its product and expanding its market" Mill (cited in De Knop, 1999:83).

What seems to be crucial in the latter statement is the need to grow and sustain the sport tourism markets, making sure that while sport tourism develops, the state of the destination's attractions is greatly considered. To grow and develop this niche market, interest in a destination will spark even for those who are not passionate sport tourists, for whom the event is not the major aspect in their trip.

In addition, Higham (2003:237) conceptualises sport as a tourism attraction, applying Leiper's 1990 tourism attraction system to substantiate his argument. The pulling factor to the destination cannot only be seen as a result of an event. Mill and Morrison cited in Getz (1997) use the term "drawing power", linking it to the distance people are willing to travel to experience a destination. Undermining or failing to recognise the power of attractions at an event destination could result in a negative response from those who are involved in events. However, this is not the only challenge which could be linked to sport tourism and attractions at an event destination.

Lee (2003a) gives a clear picture of the challenges facing the two areas – sport tourism and tourism destination. These challenges are presented in Figure 2.2.

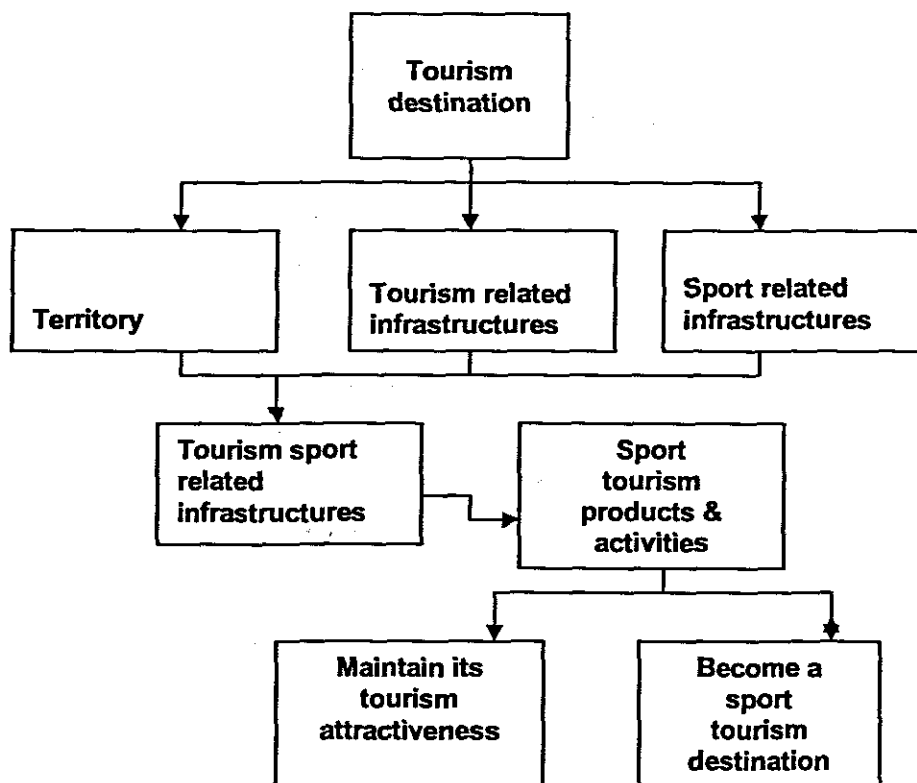


Figure 2.2: The challenges for a tourism destination (Lee, 2003a:84)

Based on Figure 2.2 above, it is apparent that giving attention or detail to the areas projected in the figure will put a destination in a better position to attract a good number of people interested in both sport and tourism. This could justify the possibility of providing a better future for sport tourism events, at the same time boosting the image of a destination. "Attractions are the first order for any sport tourist destination area" (Turco *et al.*, 2002:92).

2.3.2 Accessibility

Having attractions at a destination, does not make the sport tourism product a complete one. These attractions must be utilised or explored to satisfy the needs of those who seek interest in them. This raises the next question of -how? "Often destinations are artificially divided by geographical and political barriers, which fail to take into consideration consumer preference ..." (Buhalis, 2000:97).

As discussed earlier, attractions have the major pulling power to a destination. The attractions and amenities presented in Figure 2.1 will not serve their purpose if they are not accessible. If attractions and amenities are highly profit oriented, but fail to give attention to this element (accessibility), economic loss and a dented image of the destination could result. It is therefore of paramount importance that an accessible environment, in the provision of the sport tourism experience be taken into consideration.

2.3.3 Amenities

Amenities are also important in sport tourism events. "Amenities are the desirable supporting offering at a destination which serve the needs of the visitors while they are away from home" (George, 2001:292). As some events run over a number of days, they can serve as a substitute at the time of the event and even after. This element (amenities) addresses tourists' needs whilst they are at a destination or event. When considering this element, both domestic and international markets should be catered for.

A developed tourist destination will adjust itself and be in a position to cater for people coming from different parts of the world. That is why a destination needs to keep a profile of its visitors. This allows a destination to access its current and potential markets. Doing so will assist in understanding different markets attracted by an event and serve as a basis of learning from the previous event. Learning from previous events is a solid approach, to make sure that the amenities a destination provides are in line with what the tourists want.

The existence of these amenities suggests that what might be viewed as a sport tourism benefit or opportunity could well be creating an opportunity or benefit for tourism. Amenities in sport tourism events are necessary elements of tourism (Miranda & Andueza, 2005), in some way they are a fundamental part of lively holidays.

2.3.4 Ambience

Ambience is another important destination element. Elements explaining ambience as reflected in Figure 2.1 contribute greatly to the quality of the event. These elements qualify sport tourism events as a service. Most of these elements can be identified by treatment received by tourists at a destination. As a result of this, perceptions can be created based on the tourists' encounter. Bennet (2000:13) argues that perceptions are mainly formed on the basis of four attributes: marketing communication, previous experience of the destination, word-of-mouth recommendations from friends or family and the prospective tourist's immediate needs.

If events are not managed in a profound manner, it could lead to a serious problem. The destination can boast good attractions with high standard supporting amenities and be accessible in all respects (George, 2001), but in essence tourists will have a much more satisfying holiday if they are welcomed by the host population and receive good service. Waldren (1997) contends that identifying with place, people and history of the destination can make tourists claim that they are no longer tourists. This destination element (ambience)

requires the joint effort of everyone involved in the entire organisation of the event. Failure to do so will result in consequences which need to be looked at with a critical eye, as they will greatly affect the tourist experience.

Therefore, the concern of the event organisers must not focus only on hosting an event but also take charge of consequences which might prevail during and after the period of the event. It is important during the planning stage to eliminate all the possible negative aspects that could crop up and disrupt an event such as crime and unfriendliness of locals to tourists. It is also important that everyone must 'buy-in' to the concept of an event so that a positive or conducive atmosphere can be maintained. This can only be achieved provided a proper strategy is developed.

Other issues related to the above will be discussed further when addressing the impacts of sport tourism events. Summing up these deliberations on sport tourism events and destination mix, Turco *et al.* (2002:93) provide a guiding summary of essential elements of a sport destination area which are:

- A recognised, definable appeal to travellers.
- A tourism identity of sufficient scale to deserve treatment as a factor in the local economy.
- Coherence in its geography and among its tourist-related features.
- Political integrity so that viable decisions can be made.
- Communication/information distribution channels.
- Access to the destination (modes of transportation and accessible transportation corridors).
- Residents willing to accept/embrace tourism.
- Defined attractions.
- Accommodation and service employees.

For a country like South Africa which has a past, and having undergone a transitional stage, these elements are important. Contributing mostly to this view is the 2010 FIFA World Cup which is around the corner. How crucial these elements are, could also depend on the size and popularity of an event.

Regardless of the size and popularity of the event, Tassiopoulos (2005:23) argues that "a special effort is needed to create a positive image and to provide added value. Events can be used to stress the unique resources and themes that make the destination worth the cost and effort". The beauty of the event partly depends on what the destination has to offer. It is

therefore important for organisers or sport tourism event managers to give people value for their money. This will possibly guarantee repetitive visits and good word of mouth in countries or areas where the visitors are coming from. In the long run this will provide a positive impact that could benefit the destination and its people.

The destination elements presented above should be a priority for destinations which seek to have a strong destination image and remain a competitive sport tourism event destination. The image of a destination is always at stake. Getz (1997:84) brings to light that "the way in which people perceive an area ... might greatly influence attendance, although events are often used to help change negative images".

As a growing sport tourism destination, taking cognisance of the issues relating to sport tourism events and the destination would contribute towards increasing visitors' length of stay in our country. Though the purpose of the visit could be sport related, combining the destination elements in the entire organisation of sport tourism events will contribute to tourists participating in a number of activities that the country (SA) offers, thus making a greater contribution to the economy.

2.4 Sport in the South African context: an overview

2.4.1 History

In line with the development of this dissertation, the history of sport in SA plays an important part in creating an understanding of this study. It is known that history is linked to the past, present and the future. Mandela (2005:3) substantiated this by explaining that:

South Africa is a country of many cultures but we are one sporting nation. Through sporting excellence we have learned to accept one another, not for the colour of one's skin, but for what you are. Sport has made a very important contribution to the reconciliation of a once divided South Africa. Let us not only appreciate our sporting achievements but also the role that sport has played in bringing South Africans together.

This is an indication that the country has come far as a sporting nation. The importance of referring to history at times cannot be over-emphasised. Ramphela (2005) posits that "we are all agents of our history". In most cases people do not want to relate to the past which dictated everything in SA including sport on racial terms. It is important to note that the intention is not to dwell too much on the past but rather to see beyond what history has

written to re-writing history in order to provide direction for the future of these events. Integration of the country to its past, will forever remain an important element.

In terms of the historical part played by sport in SA, it is important to acknowledge the role played by previous associations and bodies namely South African Sport Association (SASA), South African Non-Racial Olympic Committee (SANROC), South African Council of Sport (SACOS) and others, which have been and are still involved in sport and have stood up against all odds to make sport an activity across all divides. Allison (1989) gives further insight on the role played by different associations and bodies for the transformation of sport in SA.

Sport bodies, sportpersons, individuals and the country at large give respect to the former president of the Republic of South Africa (RSA), Dr Nelson Mandela on behalf of SA sport because of his role in unifying sport. In her tribute to this great giant of the country and the African continent, Roberts (2005:2) declares that:

Sport may be about participation and winning but, in South African sport, the past 15 years of sport in SA would not be honestly documented if we had not paid tribute to Madiba for all that he has done for us as a non-racial, democratic nation. South Africa will go on to have many happy sporting moments, but our memories of Madiba's participation in sport at whatever level, would forever remain with us.

Madiba has also played a major role in the hosting of international games, including the upcoming 2010 FIFA World Cup. Acknowledging his role, Roberts (2005) describes Nelson Mandela as a man for all sport and SA's number one sport fan.

Whilst highlighting the historical context of sport in SA, respect and gratitude does not only go to Mandela but also to those who have participated in the transformation of sport and have made sport a unifying element of our nation. Their initiatives were not only limited to sport at play but to the benefit of the entire society. Alexander (cited in Keim, 2003:183) argues that "sport ...[is] inherently capable of playing an integrative role where it can teach one another about their cultural background".

The rebirth of SA in 1994 under the democratic government was a reflection of a new dawn for SA sport and created better platforms for sport beyond local, regional, and national boundaries to the international ones. However, government's involvement in sport has led to criticism and the politicisation of sport to a certain extent. Government's efforts have addressed the issue of the so-called 'Black' and 'White' sport. This was to enforce equity, not

only on the playing field but as well as in our society. The ground for government's involvement in sport is fertile.

Amongst tools which can be viewed as custodians of a united and equal sporting nation is the Sports Transformation Charter (STC). According to the South Africa Yearbook (2004/2005) the focus of the STC is to:

- Increase participation levels in sport and recreation.
- Make sport and recreation accessible to all South Africans.
- Ensure that provincial and national teams reflect South African society.
- Ensure that all sport and recreation bodies meet their affirmative action objectives.
- Promote greater involvement of marginalised groups, such as women, people with disabilities, people living in rural communities and the youth, in sport and recreation.

Despite such efforts by the government in transforming sport, there are dynamic debates across the country on government's involvement in sport. The heated debates in sport around this issue could present government's involvement in SA sport as either flawed or as milestone in the development of sport as an instrument towards building an egalitarian society.

Different views could be based on diverse perceptions that people have on the role of the past government in sport (racial segregation) through policies, which reinforces government's position through sport. Despite this, the government has tied itself in the process of creating a better sporting environment for all those involved. The National Sport and Recreation Act no.110, 1998 (South Africa, 1998:2) interprets government's involvement in sport as a commitment:

To provide for the promotion and development of sport and recreation and co-ordination of the relationships between the Sport Commission, national and recreation federations and other agencies; to provide equity and democracy in sport and recreation; to provide dispute resolution mechanisms in sport and recreation; to empower the minister to make regulations; and to provide for matters connected therewith.

Such a commitment enables one not to view sport only as an activity but also as the tool for social development and nation building. Regardless of the predicaments which surface in the sport corridors in SA, sport continues to grow and grounds of participation, equity, transformation and integration through sport remain important.

2.4.2 Growth and development of sport

The uplifting of sanctions and integration of the country to the international sphere did not only put the country in a better economic position but also saw the countries improvement across its activities such as sport, politics, mining, agriculture and technology.

Nevertheless, the dissertation's focus is on growth and development of sport. Competition has intensified at local, regional and national level. Growth and development of sport saw attention being given to various sports – those attracting small and huge crowds including a quest for reviving indigenous sport or games. This meant not giving focus only to the country's "crowd pulling" sports (soccer, cricket and rugby), but also giving attention to sports like swimming, surfing, etc.

The formation, review and adaptation of the White Paper in 1998 on Sport and Recreation in South Africa was an indication of commitment of the national government to the growth and development of sport. The paper stipulates clearly the importance of the policy document as "SA's conviction about how sport and recreation activities contribute to the general welfare of all South Africans ... [and] the best way of involving [everyone] in meaningful activities that must contribute to the building of our communities" (White Paper, 1998:1).

It is clear that sport is not an activity on its own. People are what makes sport a reality. Their attitude, behaviour, involvement, interaction and participation in sport as individuals as well as groups, determines the nature of our society. Therefore, the responsibility of creating a beneficial sport environment does not only lie with the government but with everyone involved, promoting the country as a nation striving to take sport to a higher level.

Consequently there was a shift in emphasis of the country getting opportunities to host more world-class events. This in a way was a symbol of the country's recognition of sport and its resources to host these events. As a result, the country has gained pride in different sports at international level, with the country hosting major international sport events like the Rugby World Cup 1995, African Cup of Nations 1996, All Africa Games 1997, Cricket World Cup in 2003 and the Swimming World Cup, 2005. These events resulted in infrastructural developments and economic gains. The South African Embassy Tourism Sport (SAETS) (2000) provides a perspective through a survey conducted in 2000:

... contribution of sport and recreation to the gross domestic product (GDP) of South Africa from 1,9% in 1997 to 2% in 2000. Its estimated worth was some R15 913 million. If the capital expenditure is included, the contribution rises to R16 765 million or 2,1% of GDP. According to

a survey done in 2000, sport and recreation provided employment for some 34,325 full-time and 6,140 part-time workers, as well as about 8,000 volunteers

Though projections above reflect on the contribution of sport and recreation, sport was not the only recipient, so was tourism. As a result of SA's growth and development in sport, the country has the prominent challenge of hosting the 2010 FIFA World Cup. All eyes will be on South Africa and the entire continent to see this global event become a success. However, the success of this event lies not only with the officials of this event but with each and every citizen of the country. This is the only way we can sustain the growth of sport in the context of sport tourism in South Africa.

As indicated earlier, the power of sport in SA can be perceived as a tool for social integration hence the 'rainbow nation'. Keim (2003:197) defines integration as "the preparedness of all groups to accept one another and especially one another's differences, as well as a holistic understanding of other people's cultural background, and it is important that the social borders are permeable". Though this was written with reference to sport, it also applies in the context of sport tourism.

Allison (1989:118) opens a debate that "integration has become a new norm to which all but few sporting bodies are committed". This is an indication that a critical eye is needed to oversee that sport in SA does not only benefit a selected few. This clearly indicates that the process of integration through sport has had its own shortcomings. The adaptation of these different views can be easily understood when one relates it to a specific code of sport or scenario. Nevertheless, this does not undermine the country's efforts (sport bodies and individuals) in making sport an instrument for social integration.

The deliberations on the growth and development of sport in SA strengthens the need for all those involved to understand the importance of working together to create pride in the development of our sport. The importance of doing so cannot be overemphasised as sport contributes to tourism. Tutu (cited in Keim, 2003:169) describes true integration as "when the norms of all those who want to become a unity are taken into account and then you do not try to make a mish-mash but rather a recognition and celebration of diversity where everyone is made to feel proud of whom they are". However, Hylton *et al.*, (2001:45) argues that "unequal processes and practices in society are the reasons why sport and recreational development professionals have difficulty in developing sport for all".

Tutu's statement on true integration cited above presents a challenge or constraint facing the growth and development of sport in the country. The projections made by Hylton *et al.*, (2001) including the issue of diversity highlighted by Tutu above, are complemented by

Lapchick's (1986) views that sport is a mirror of society. Until sport administrators, bodies, clubs, private sector, participants, spectators and the entire society are on equal footing with issues of sport, their preparedness to be part of the processes will determine the future of sport and of a society that we live in.

2.5 Tourism in the South African context: an overview

2.5.1 History

The history of tourism in SA is not much different from the history of sport as highlighted already. When it comes to tourism, there has been a strong dichotomy between "Blacks" and "Whites", those who have and have not. At one stage tourism was perceived as a White person's activity. This was influenced by use and access to facilities through racial laws that benefited "Whites" only. Contributing to this was the Pass Laws, which restricted movement of Black people, as well as the Separate Amenities Act. According to Bennett (2000:394) this act is explained as "enabling 'White' municipalities to allocate public areas, including restaurants, toilets, trains, hotels, public transport, beaches and so forth, for exclusive use by one race group". This prevented the racial and cultural interaction and experience which tourism provides. Though Bennett explains the Act at municipal level, citing the incident of beaches in Durban, it applied to all the areas of the country.

Based on the above, it is clear that understanding, participation, and the entire running and co-ordination of tourism activities were for a selected few. This state of affairs in tourism did not only deny and divide the country but affected other race groups beyond the borders of the Republic of South Africa, making the advantaged group dominant over the other. Feinstein (2005:150) further stated that even the conditions of the facilities were not equal.

This brief explanation of tourism provides an insight that the country has delayed itself in providing a tourism service and generating economic growth for the benefit of its people. South Africa is an extremely diverse country. The reflection of tourism in the historical context has not only affected people of South Africa but the entire world. This affected economic gains based on the tourism potential the country has. Critics have suggested improvement on how the country should shape its tourism in the future. Carolus (2003) argued that "the way we choose to build tourism can either reinforce the past or help to build a better future for people of South Africa".

Despite the country's past, South Africa is continuing to build a solid foundation for tourism and its people. The abolishment of the apartheid laws and the country's smooth transitional period, paved the way for a more balanced tourism industry. The tourism establishments had to adjust to the order of the day and promote tourism without a racial face, ranging from joint use of facilities including restaurants, hotels, beaches, transport, etc. Although the 'tourism for all' concept was not a smooth process for some tourist establishments, they had to comply. Tourism in the country started to flourish in all avenues – domestic and international. Reports by South African Tourism (SAT) over the years are a testimony to this (SAT, 2004; 2005).

Further testimony of the country's progress in the tourism industry is displayed in detail in the tourism ten year review by the Department of Environmental Affairs and Tourism (DEAT), highlighting the country's progress in tourism development, tourism development policies and plans, tourism product development, tourism marketing, human resource development, institutional frameworks, socio-economic and environmental aspects, and linkages with Southern Africa and Africa (DEAT, 2003).

2.5.2 Growth and development of tourism

Concerning the growth and development of tourism, the country had to redefine its tourism product in an attempt to ensure growth and development, at the same time protecting its market. The release of the national tourism guidelines for SA by DEAT set our tourism industry at another level, focusing on the following areas as priorities:

- Strategic significance of tourism;
- Key macro-environmental trends affecting tourism;
- The present tourism market;
- A vision and value system for tourism;
- Critical issues in the tourism industry; and
- Institutional adjustment.

(South Africa, 2002)

This foundation has contributed to what tourism is today, but it is still not enough. The tourism policy formulation process and different strategic frameworks were deployed as initiatives to take the country's tourism into another chapter. Reuvid and Priestner (1997:25) substantiate this argument by noting that "the publication of the White Paper on tourism in 1996 highlighted the potential of the industry as a significant generator of foreign exchange and creator of new jobs". Tourism began to prove itself as a business, attracting and

servicing the needs of visitors/tourists. It did not only become an economic vehicle but also a tool for social transformation.

Providing views on the tourism formulation process in SA Jenkins, cited in Dieke (2000), presents the policy formulation process of the White Paper on tourism in 1996 as providing empowerment to the people in the formulation process; a need to give them a sense of ownership, especially on completion of the policy document and at the same time stimulating a dialogue between government and private sector bodies. These processes have gone far in establishing people (communities) as the heart of development, who have an important role to play in the tourism policy formulation processes and participation in the industry.

At this stage it is clear that the tourism potential of the country is yet to be exploited. South African Tourism (2002) showed that the Tourism Growth Strategy (TGS) in 2002 accelerated tourism as a vehicle for economic and social change. Given the diverse and unique nature of our tourism resources, this move was a foundation for growth while giving the country a platform to compete not only at continental level but also globally. South African Tourism (2004) attests to this by providing evidence that "Most tourists that visited SA in 2003 and 2004 were first time visitors". The growth of tourism in South Africa cannot only be understood within its borders but goes beyond the Southern African Development Community (SADC), Regional Tourism Organisation of Southern Africa (RETOSA) and New Partnership for Africa's Development (NEPAD). In RETOSA and NEPAD, tourism is not only viewed as an economic activity but also a tool for peace and poverty reduction (WTO in Africa, 2003).

By virtue of South Africa affiliating to the WTO, the country's commitment on growth and development of the tourism industry is made clear. Affiliation to WTO strengthened SA's position in the global competitive industry, identifying itself as a definite must see tourism destination and gaining a position as a leader as well the top earning destination in Africa (Dieke, 2000) Table 2.1 provides a reflection of the discussion above.

Table 2.1: Top six earners in Africa (for selected years)

	Tourism receipts (US\$ million)				Market share in the region (%)		Growth rate (%)		Ave. annual growth (%)
	1995	1999	2000	2001	1995	2000	00/99	01/00	95-00
South Africa	2,126	2,637	2,707	-	26.2	25.1	2.7	-	5.0
Morocco	1,304	1,880	2,040	2,460	16.1	18.9	8.5	20.6	9.4
Tunisia	1,393	1,560	1,496	1,605	17.2	13.9	-4.1	7.3	1.4
Tanzania	259	733	739	725	3.2	6.8	0.8	-1.9	23.3
Mauritius	430	545	542	625	5.3	5.0	-0.6	15.3	4.7
Ghana	233	304	386	448	2.9	3.6	27.0	16.1	10.6

Source: World Tourism Organisation (2002) cited in Dieke (2003:291)

Table 2.1 presents SA as a key tourism destination in Africa, as it is indicated as having a bigger market share. It also provides a picture of strides which South African Tourism has made in growing and developing tourism in the country and on the continent at large. South Africa has grown as a destination, becoming attractive and competitive. "Tourism is now one of the largest employers in the world, accounting for 10% of the world's GDP and employing some 200 million people. It contributes 7.1% (R53,9bn) of South Africa's GDP, more than the gold mining industry at R35.3bn per annum (FTTSA, 2005). Adding to this, WTO in Africa (2003) assess South Africa as Africa's top tourist destination.

It is not only the administrative duties that have led to the projections in Table 2.1, but the positive response of various stakeholders involved in the tourism industry including government, private sector and communities. Dieke (2000:22) explains this by arguing that "... South Africa ... probably presents an example of the best practice in the participative model". Furthermore, the opportunity for the country to host the World Summit on Sustainable Development (WSSD) in 2002 accelerated the country's view and stand on tourism. This was a platform for the country to gauge itself against challenges and strides that it faces towards sustainable development.

The establishment of bodies like Fair Trade in Tourism South Africa (FTTSA) reflect its commitment to establishing the best and balanced industry for all bodies involved in the tourism industry. Fair trade in tourism is about ensuring that people whose land, natural resources, labour, knowledge and culture which are used for tourism activities, actually benefit from tourism (FTTSA, 2005). The existence of such bodies gives value not only to the tourism resources but to its people. In this way, while tourism grows as an industry, people who contribute to this recognition also benefit. The role of these bodies in the growth and development of the tourism industry remains crucial.

Platforms like Tourism Indaba, National Tourism Conference (NTC) and other tourism platforms across the country ranging from local, regional/provincial to national level, reflect commitment to growth and development of tourism, at the same time conscientising all role players, facilitating transformation in this sector and making sure that tourism contributes to the broader societal development. As a result of this South Africa's tourism continues to grow and prospects for the future are not limited, provided tourism is led in a sustainable manner.

2.6 Sport tourism in the South African context: an overview

2.6.1 History

The historical perspective presented earlier on sport and tourism, have provided substantial evidence of the relationship that sport and tourism have. Sport tourism has emerged as a result of growth in both sport and tourism. Sport tourism has been there for quite some time but failure to take cognisance of its importance, management and direct and indirect impacts, has made sport tourism a new concept in SA. This is one reason which makes it difficult to trace the origin of sport tourism in South Africa. However, Swart (1998) highlights South Africa's sport tourism campaign as being launched in 1997.

For the purpose of the study, common understanding on the statement made by Swart above can be achieved only if we try and limit the scope of history of sport tourism to the era of the new social and democratic order (demise of apartheid). Using this parameter assists in creating an argument that will be easily understood by different generations. This will eliminate elements of who was participating, what was the form of participation, what were the conditions. During this period participation in these activities (sport and tourism) is not bound by any form of segregation but limited by economic gains of individuals or households.

The current period has placed the country in a position to host different events, as people of the world are interested about what the country has to offer. Movement of people from different parts of the world has resulted in tourists engaging in various activities in different countries. People come for different reasons (activities) to a destination and in return these activities contribute to the broader circles of our economy. Sport, in light of sport tourism has been viewed as one of the activities contributing to the economy. Figure 2.3 provides evidence of this.

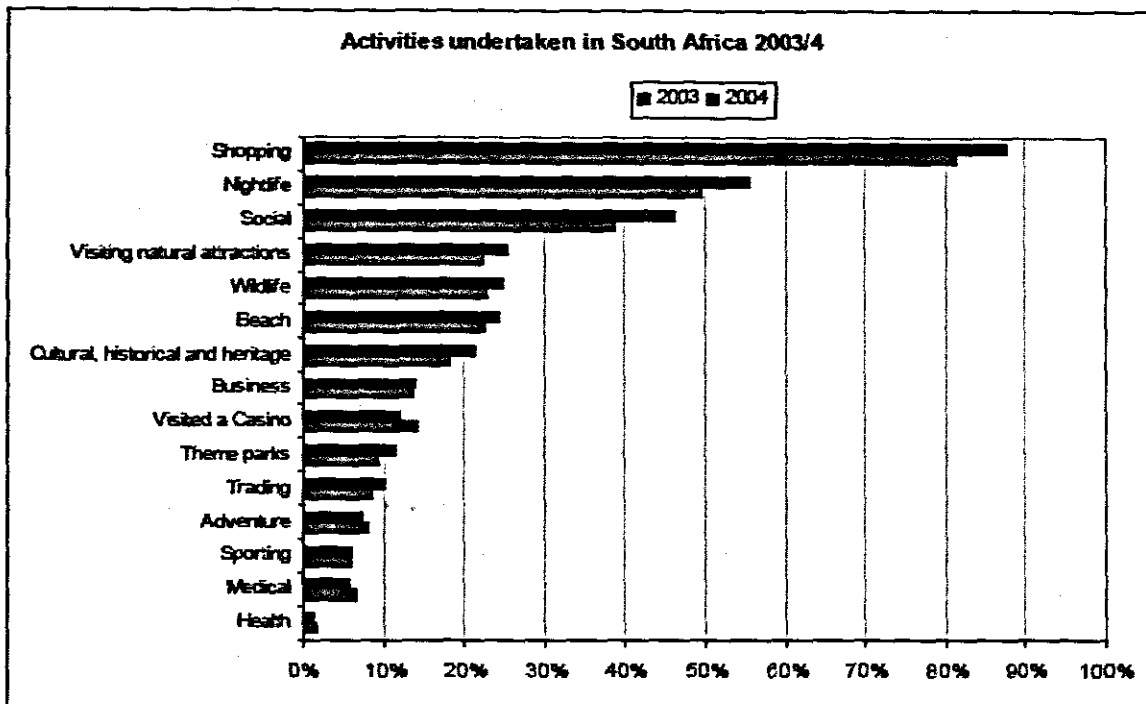


Figure 2.3: Activities undertaken in South Africa
Source: South African Tourism (Annual Tourism Report, 2004)

The range of activities indicated in Figure 2.3 does not necessarily mean that people travel to South Africa for shopping, but acknowledges that shopping is one of the popular activities which people engage in when they are in the country. It also provides recognition of sport as an activity which tourists participate in when in the country, measuring close to 10%. The importance of providing quality experience whilst providing sporting activities and having best management practice in sport tourism events will see growth of participation in sport by tourists. Growth of participation in sport events in the context of sport tourism does not refer to active participants but also passive participants.

2.6.2 Growth and development of sport tourism

The maturity of the country in the global world has laid a tremendous foundation for sport tourism events. "Sport and tourism have grown increasingly close during recent years and have developed into a distinct niche market" (Turco *et al.*, 2002:xv). The concept (sport tourism) is acknowledged and is viewed as a strong component for economic growth. Realisation of this niche market can be linked to growth in both tourism and sport. However, sport tourism events must grow beyond an economic reason to a social one.

In the midst of the social quest on sport tourism, the country continues to host world stage events. Sport tourism events have given SA an opportunity to showcase the country to the world. Despite the country hosting some of the great events in the world, some events are

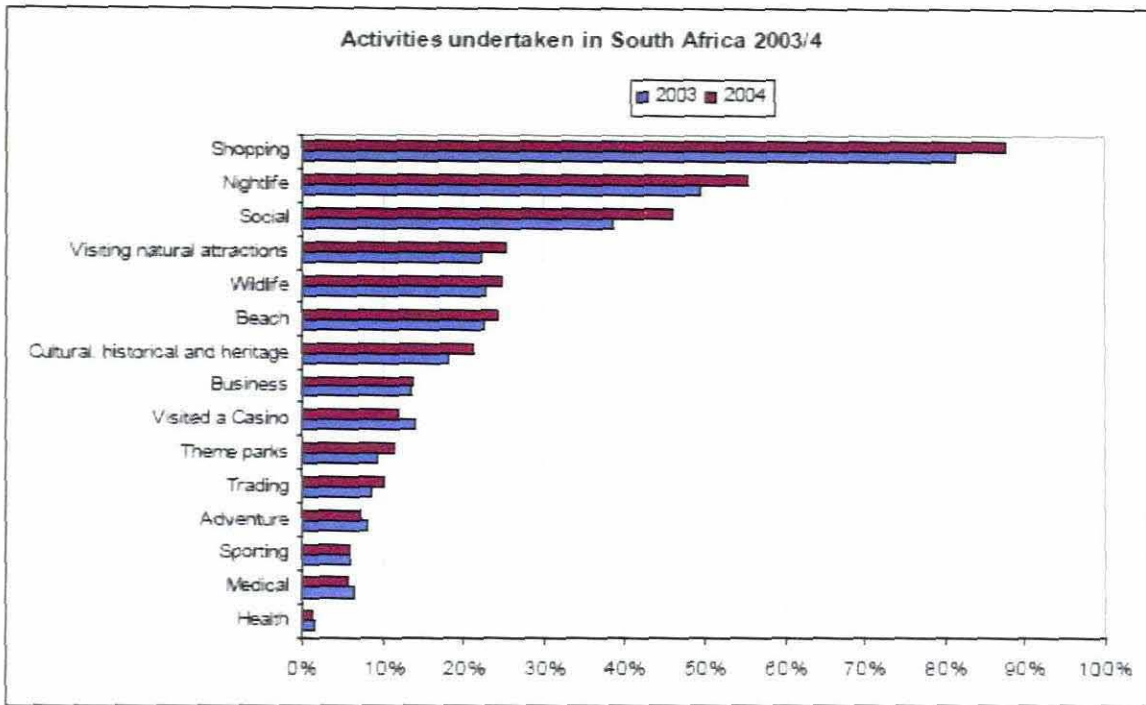


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In the midst of the social quest on sport tourism, the country continues to host world stage events. Sport tourism events have given SA an opportunity to showcase the country to the world. Despite the country hosting some of the great events in the world, some events are

not given the recognition or publicity they deserve. For example, South Africa hosted a World Cup in swimming. Naidoo (2005) notes the privilege of Swimming South Africa in hosting swimmers from 22 countries in November 2004 when the Swimming World Cup was hosted in Durban. Different swimmers or teams from all over the world converged in South Africa to witness this event either as participants and/ spectators but the event status was not given that of a World Cup game. The potential of sport tourism in this country will only be reached if all events are viewed as vital for the country's growth and development of sport tourism events.

The growth and development of sport tourism events cannot only be drawn or measured through its economic contribution. There is a range of factors influencing growth. These include: "continuing increases in the number of sporting events and accompanying media exposure; increased professionalism in sport and consequent demand for training camps; the growth of mass participation events ...; and the growth in "manufactured" events – both made for television and made specifically to help promote tourism ..." (Commonwealth, 2000:6).

In light of the above, growth and development of sport tourism in South Africa does not depend solely on government (policies) through relevant departments i.e. Department of Environmental Affairs and Tourism (DEAT) or Department of Arts, Sport and Culture. The concept of sport tourism needs to be understood across sectors of our society and an understanding must be created as to what it means to be a sport tourism destination. Moreover, all sectors play a crucial role in the development of sport tourism events. Growth and development of sport tourism in a sustainable manner could be a step towards overcoming political, economic, environmental and social challenges.

2.7 Linking sport, tourism and sport tourism

Tourism has proven itself to be a diverse and a dynamic industry. There is a robust argument amongst authors as to which one has made more of a contribution, sport or tourism (Reuvid & Priestner, 1997; Standeven & De Knop, 1999; Turco *et al.*, 2002; Lee, 2003a; Weed & Bull, 2004). This is because of the strong link that sport and tourism have. Standeven and De Knop (1999:5) describe this relationship as "symbiotic". Paraphrasing this statement on their predictions on growth of the SA industry which reflect the symbiotic relationship, Reuvid and Priestner (1997:215) reveal that "growth for 1996 will be modest compared to 1995 ... [with] a number of reasons including the Rugby World Cup... maybe exerting a dampening effect on the growth rate". This explains explicitly the impact of sport events as imperative when

measuring the growth of the industry. Furthermore, the relationship or link between these activities can have both positive and negative influences over each other.

Figure 2.4 shows the growth of tourism as well as the impact of sport tourism events contributing to this growth.

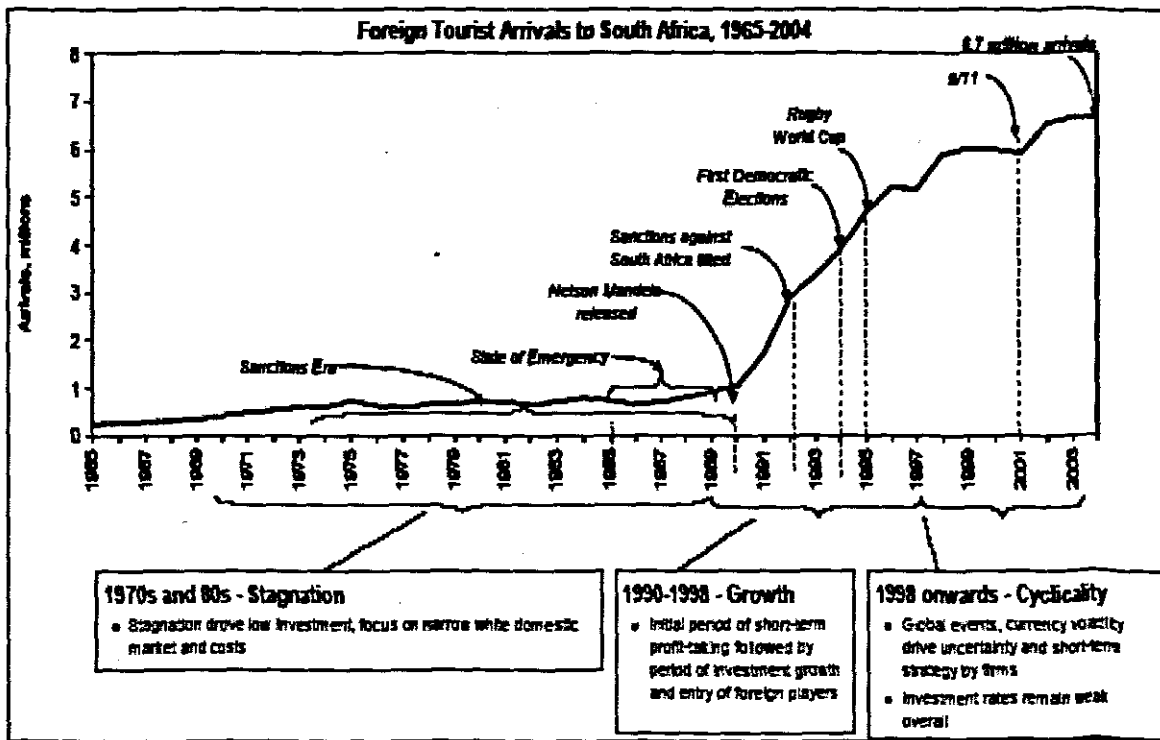


Figure 2.4: Foreign tourist arrivals in South Africa

Source: South African Tourism (Annual Tourism Report, 2004)

From the figure, it is evident that political instability in the country which was shaped by apartheid delayed growth and development of the tourism industry, as discussed previously. Consequently, tourism in the country was in stagnation. However, the demise of apartheid which resulted in sanctions against South Africa being lifted saw an increase in foreign tourist arrivals to the country. The first democratic elections strengthened the perception of a country going through a transitional stage. There were fears that these elections could lead to another catastrophe, but they became a solid foundation for the country's development and prompted foreign visitors to the country.

The success of the Rugby World Cup (sport tourism event) in pulling visitors to the country is also evident. However, incidents like the bombing of the World Trade Center in September (9/11) which caused political instability deterred tourists from visiting South Africa. Referring specifically to the Rugby World Cup and foreign tourist arrival at the time, the relationship between the two (sport and tourism) is justified. Despite incidents like 9/11, foreign tourist arrival is growing in SA. "Foreign tourist arrivals reached a record high of 7.4 million in 2005.

The 690,903 more foreign tourists who arrived in 2005 was a 10,3% increase over 2004. This rate exceeds the estimated average global growth rate in tourism of 5.5% and brings average growth rate between 2001 and 2005 to 6.2%" (SAT, 2005:3).

Adopting the view projected in Figure 2.4, events can be seen as the pillar of both sport and tourism, ranging from small, medium to large scale events. Their scale usually determines the interest and efforts in the entire organisation of the event. In most cases small scale events regardless of their nature, are not given the best attention.

Global participation and involvement in these activities have resulted in scrutiny of the manner in which they are managed. SA has faced criticism on whether it will be able to manage the FIFA 2010 World Cup (Kunene, n.d). Most of the time, failure or success is seen as a reflection on the part of management, hence a dire need for sport event management. How both sport and tourism develop is critical, because of the strong infrastructure and superstructure dependency. Greater attention must be given to make sure that both sport and tourism develop in a responsible and sustainable manner. However, for greater output this can never be dealt as a separate issue from the management of sport tourism events.

The shift from the social benefit, which both sport and tourism were known for, has moved to an economic one. It is clear that conflict arises between social and economic benefits. When the focus is more on the economics, the importance of addressing other areas are often overlooked. The rift between the two (social and economic benefits) underscores the need to understand the impact that sport tourism events have.

The history of sport tourism events serves as evidence that the host destination comes under the spotlight, especially if the event is of high magnitude. In terms of this, it is the responsibility of all the stakeholders involved in organising sport tourism events to make sure that the impacts are widely understood, resulting in positive attributes of the destination being showcased and the event being noticed. The historical grounding of sport, tourism and sport tourism demonstrate the diabolic nature of the system (apartheid) that has separated Black people from exposure and adventure in these activities. For other people, it is not easy to adjust to the current environment that these activities provide as a result of their past experience. For the future of these activities (sport, tourism and sport tourism) they must reflect priorities of national interest as enshrined by policies of both sport and tourism. A picture of a growing nation which has been triumphant over challenges facing sport, tourism and sport tourism must be portrayed, whilst taking cognisance of challenges ahead.

2.8 Impacts of sport tourism events on the host community

For the purpose of this study, impacts of sport tourism events can be seen as a way of understanding the management of sport tourism events in relation to the host community. "It is widely recognised that events have the power to have impacts of socio-cultural, economic and environmental nature on its host destination and within its communities" (Swart & Smith-Christensen, 2005:125). The impacts that are mostly considered when looking at the nature of any events are the positive ones. Hede, Jago and Deery (2002) suggest that events are evaluated from an economic perspective and largely driven by the needs of government and tourism agencies to justify the staging of special events based on their economic contribution to the host economy. "Historically, event economic impact measurement has focused on visitor spending and multipliers that extend this spending to other sectors of the economy" (Goldblatt, 2000:5). This is because of the benefits or economic stimulus associated with sport tourism events (Hautbis, Revenel & Durand, 2003) linking sport tourism and local economic development. What contributes greatly to this view is the strong link that exists between sport and tourism.

Swart and Smith-Christensen (2005) identify positive impacts as the creation of income opportunities, employment, civic pride, cultural rejuvenation and education. Highlighting negative impacts, Shaw and Williams (2002) include economic leakages, cultural exploitation, social exclusion of certain groups or individuals, as well as problems relating to the environment such as degradation and pollution. Adding to this, Getz (1997) highlights noise, overcrowding, resentment of inequitable distribution of costs and benefits, inflation of goods and services that can upset housing markets and impacts most severe on low income groups. In view of both negative and positive impacts of sport tourism events on the host community, Ritchie and Hall cited in Fredline (2004:159) describe event impacts according to six categories: economic, tourism and commercial, physical, socio-cultural, physiological, and political.

Taking these impacts into consideration, sport tourism events could be beneficial or detrimental to the host country. Measuring these impacts depends on the scale and the nature of the event. Looking at the nature of the impacts previously discussed, it cannot be disputed that when providing a sport tourism experience, utilisation of resources in the entire organisation of the event remains crucial. Thus, proper planning, taking cognisance of both management and impacts of sport tourism events could result in the maximisation of positive impacts. "It is critical that the impacts of ... events be managed effectively so that benefits accrue not only to select stakeholders, but to all of the host community" (Tryce & Dimmock, 2000:222). In addition, Reid and Arcodia (2002:494) highlight that "management has an

important function in identifying the stakeholders, bringing them together to foster an environment that enables all stakeholder views to be heard”

Based on the background information provided above, it is important to note that in the final analysis of this study, consideration should be given to both positive and negative impacts as a solution to sustainable sport tourism events. Not overlooking other impacts noted by the authors above, an overview of economic, environmental impact and social impacts is provided below. This will serve as a basis of understanding for this study, as most of the impacts previously identified fall within these three categories.

2.8.1 Economic Impacts

According to Daniels and Norman (2003:214) economic impacts of an event are defined as “the net economic change in a host community, excluding non market values, which result from spending attributable to the event”. In addition to this definition Turco *et al.* (2002:53) argue that there are four primary considerations when assessing the economic impacts of sport tourism:

1. The extent to which to which the sport stimulates new spending within the economy,
2. The extent to which the sport retains local income,
3. The costs to produce the sport, and
4. The extent to which the economy internalises spending attributed to the sport.

The study will combine both the definitions and the primary consideration of economic impacts explained above, in an attempt to understanding the economic impacts of this study.

Sport tourism events have the ability to generate significant economic and tourism gains for the host destination (Hiller, 1998; Getz, 1999; Barker, Page & Meyer, 2002; Wood, 2005). This is a result of spending associated with events. Spending could range from accommodation, transport, entertainment, visiting attractions to participating in different activities at a destination. Recognising the relationship between sport and tourism highlighted previously in this study, is a step towards understanding economic impacts associated with sport tourism events. As it has been argued earlier, economic impacts vary depending on the size and nature of the event.

There are costs and benefits associated with these impacts. Dwyer, Mellor, Mistilis and Mules (2000) provide a summary of cost and benefits (economic and social) of events in Figure 2.5.

<p>Social Benefits</p> <ul style="list-style-type: none"> • Community development • Civic pride • Event production extension 	<p>Social Costs</p> <ul style="list-style-type: none"> • Disruption to resident lifestyle • Traffic congestion • Noise • Vandalism • Crowding • Crime • Property damage
<p>Economic Benefits</p> <ul style="list-style-type: none"> • Long term promotional benefits • Induced development & construction expenditure • Additional trade & business development • Increased property values 	<p>Economic Costs</p> <ul style="list-style-type: none"> • Residents exodus • Interruption of normal business • Under-utilised infrastructure

Figure 2.5: Recognition of tangible costs and benefits (Dwyer *et al.*, 2000:35)

Costs and benefits presented above can be used as the basis of understanding and assessing some of the impacts linked with events. Getz (1997) presents the processes of monitoring and evaluation as paramount when looking at costs and benefits of events. The author further emphasises that all event stakeholders should be involved in the process.

Several authors (Higham, 1999; Dwyer *et al.*, 2000; Barker *et al.*, 2002; Daniels & Norman, 2003; Riberio, Viseu, Delalande & Rodrigues, 2004) concur that the significance of an economic assessment in sport tourism events is vital. Carlsen, Getz and Geoff (2000) and Rees (2000) further highlight the existence of assessment and evaluation criteria as having the potential to clarify and enhance the value of an events' positive impact on economies, tourism destination marketing, sponsorship and partnership, and other benefits they bring to the business sector and the wider community. By doing so, long and short term impacts will be broadly understood in relation to multiplier effects.

A summary of the economic impacts giving recognition to the economic role of events is provided in Figure 2.6.

<p>Social Benefits</p> <ul style="list-style-type: none"> • Community development • Civic pride • Event production extension 	<p>Social Costs</p> <ul style="list-style-type: none"> • Disruption to resident lifestyle • Traffic congestion • Noise • Vandalism • Crowding • Crime • Property damage
<p>Economic Benefits</p> <ul style="list-style-type: none"> • Long term promotional benefits • Induced development & construction expenditure • Additional trade & business development • Increased property values 	<p>Economic Costs</p> <ul style="list-style-type: none"> • Residents exodus • Interruption of normal business • Under-utilised infrastructure

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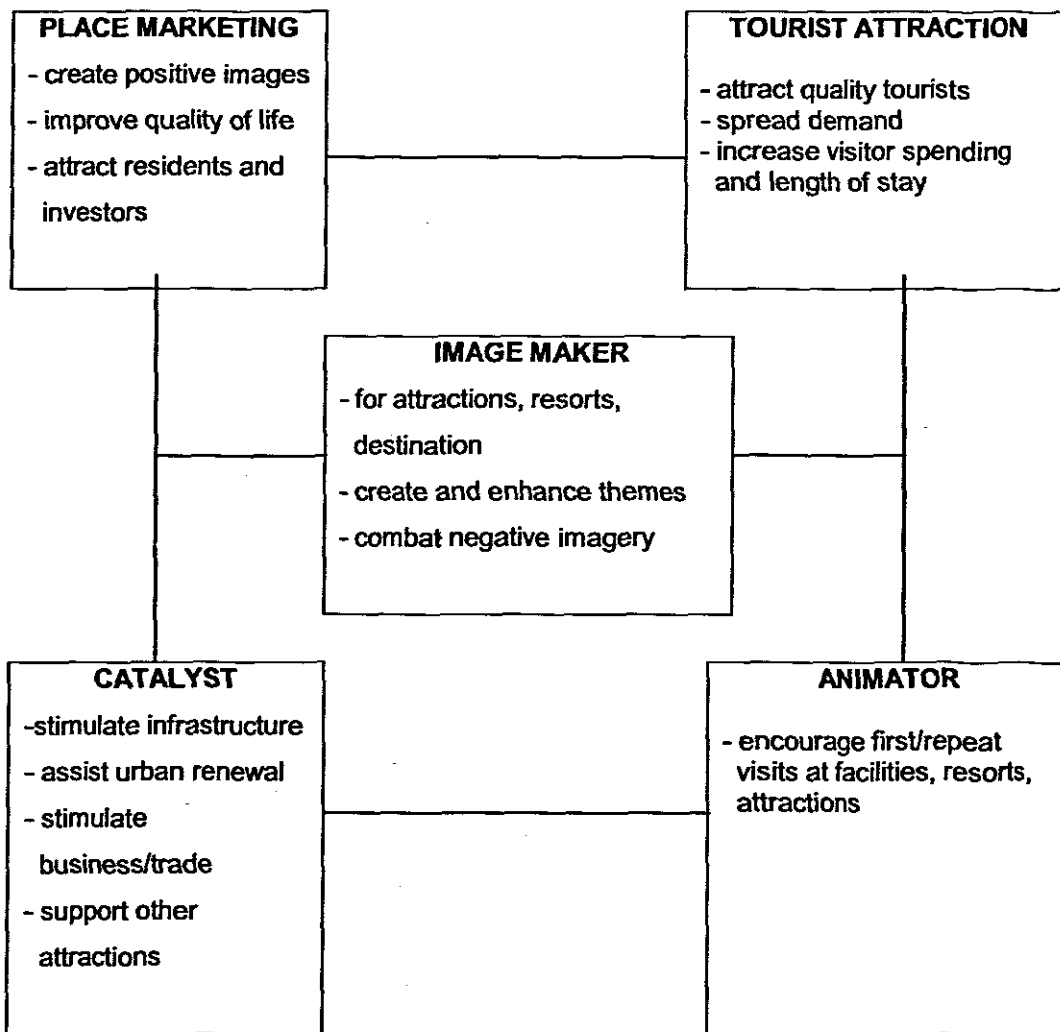


Figure 2.6: Economic roles of events (Getz, 1997:53)

From the figure above it is clear that the impacts of sport tourism events are a critical component in understanding the management of events. The projections in the figure translate the role of events as playing a major part in economic development in the host destination. However, this can only be achieved if a coordination of economic, environmental and socio-cultural impacts is carefully considered. In support of Figure 2.5, Gartner (1996:62) notes that "not all economic impacts are beneficial, but if the economic ramifications of tourism development are understood ... progress could be made".

2.8.2 Environmental impacts

Environmental impacts in sport tourism events suggest a critical evaluation of the relationship between sport tourism and the environment. In a situation where consideration of this aspect is ignored, negative environmental impacts could result. Masterman (2004:78) defines negative environmental impacts as "includ[ing] the non-disposal of waste and the destruction of the habitat". Inskeep (1991) describes the environment as comprising all the natural and

cultural surroundings of people, which translate to the physical environment. It is in this context that environmental impacts will be discussed in this section.

There are numerous factors which cause environmental impacts. Hinch (1996) identifies urban tourism as a factor which creates complexity in this aspect while Gartner (1996:111) identifies the root causes of environmental impacts as:

- Rapid population growth, which has led to an ever increasing demand for further exploitation of renewable and non-renewable resources;
- Increasing industrial growth, which has accelerated the rate of air and water pollution;
- The general lack of awareness of the value of natural resources, especially fauna and flora, and man's limited knowledge of the complex system of interacting processes and interdependent components of the environment.

It is important to highlight that in the corridors of growth and development in this millennium, sustainable development is the theme. "Due to the growing importance of sport tourism as a niche of the tourism industry, total quality management will become a hot issue in sport tourism policy ... due to the increasing popularity of natural and adventure sport tourism" (De Knop, 2004:309). As sport tourism is recognised in this study as a growing niche market, the principles of sustainable development should apply as many events take place in natural destination areas. Conflict of resources is bound to surface whilst providing a sport tourism experience and possibly result in a clash of interest. As much as sport tourists must be satisfied by meeting their needs and expectations, environmental integrity must not be compromised.

In his study, Jamal (2004) highlights the following as possible types of interest which could result in a conflict in a natural destination area. They include

- Environmental interest;
- Business interest; and
- Host community interest.

A critical view of these interests in relation to sport tourism and the environment suggests that there must a balance of interests in the organisation of sport tourism events. Giving focus to a particular interest could be detrimental to the growth and development of sport tourism events, thus resulting in negative environmental impacts. However, a comprehensive approach would drive sport tourism events towards a sustainable sport tourism industry. This will ensure that environmental quality is not compromised whilst providing sport tourism experiences, provided that environmental control and assessment measures are in place.

immediate future. Presentation of future trends, albeit from North the American perspective, is tabled in Table 2.2.

Table 2.2: Future trends which may impact on events over the next 25 years (Goldblatt, 2000)

Year	Trend	Trigger Event/Early Warning	Response
2005	Environmental	Energy costs escalates	Use of alternative energy/power sources such as methane gas and wind to power event technical systems
2005	Technological	E-commerce archives full penetration	Shift to on-line registration/ticket sales and tracking for many events
2005	Human Resource	Generation X and Y desire shorter weeks/job sharing	Redefine role and scope of full and part-time event management positions.
2010	Environmental	State, Provincial, and Federation environmental regulations impact event industry	Green event certificate programmes through non-governmental organisation (NGO's) develop voluntary standards
2010	Technological	Internet 2 provides wide band real time event opportunities	Hybridisation between live in-person events and on-line live (virtual) events improves yield management and guest interaction
2010	Human Resource	Females dominate event management executive level	Shift in organisations from traditional hierarchical systems to collaborative structures; increased job sharing, flexible time bands, on-site or nearby day care, paternity leave.
2015	Environmental	Global warming increases	Severe weather shifts cause new time bands for outdoor and indoor events, heating, cooling, and ventilation systems are upgraded to quickly respond to these shifts
2015	Technological	Complete system integration	Event and technology achieves harmonious relations with 24 hour, seven day per week event opportunities fro guests who desire to forecast, attend, and review their participation in an event
2015	Human Resource	Increased number of deaths due to aging of North American baby boomers	Funeral events increase in frequency among human life cycle event category, purpose built facilities such as 'Life Celebration Centres' replace traditional funeral homes, alternative rituals are introduced to reflect immigration trends in the US and creativity of baby boomers and their children (i.e. pyrotechnic displays containing ashes of deceased as well as friends, family)
2020	Environmental	Water scarcity crisis	Developed countries conserve water and develop improved recycling and purification systems for events

2020	Technological	Interplanetary broadcasting	Guests of planet earth and guests of other planets conduct interplanetary events using advanced communications technology
2020	Human Resource	Human capital needs are replaced by technological capital advances	Event staff become highly specialised as more and more functions are performed electronically
2025	Environmental	Major advances in medicine, agriculture, and other sciences	Incident and risk exposure is significantly reduced at events due to precise forecasting and intervention measures. Health of event staff will improve due to early diagnosis resulting in alteration of lifestyles, medications, and medical procedures. This will result in a much wider age span for event staff including octogenarians as well as young adults.
2025	Technological	Full robotic capacity	Events are totally automated enabling event professionals to significantly expand the number of simultaneous events being produced using fewer human staff
2025	Human Resource	Life long learning systems developed	Human beings will be capable of significant intellectual development throughout their lives (now averaging over 100 years) and therefore, the qualified workforce for events will improve and increase as well as age.

The challenges projected in Table 2.2 indicate the threats that could surface in events in future even in the context of sport tourism. It also suggests innovation in management of events and high levels of professionalism as future trends could pose changes in basic management functions linked to events. Whether the future trends highlighted will be manageable, where sport tourism events and other events will be triumphant over these challenges remains to be seen.

2.9 Conclusion

Background information provided in the historical context for sport, tourism, and sport tourism in South Africa has created a holistic understanding of how these activities have developed and constraints which are evident. Understanding the historical context of these activities and evaluating their status today is a massive achievement for the country.

Highlighting the global perspective on sport tourism and the nature of sport tourism events' service justifies the link that exists between sport, tourism and sport tourism events. As a

result the elements of the destination mix (attractions, accessibility, amenities and ambience) are of great significance to the growth and development of the sport tourism event. Since sport tourism has proven to be a growing niche market, it is crucial that it is understood by all sectors of our society, who should also understand what it means to be a sport tourism destination, as all sectors play a crucial role in the development of sport tourism events. It is evident that there are impacts associated with sport tourism, in relation to the host community, in particular.

Due to the complex nature of the sport tourism service, the role played by elements of the destination mix, future trends and impacts associated with sport tourism events, the future of these events depends on the management and impact of events for a sustainable sport tourism event industry.

CHAPTER

3

HISTORICAL PERSPECTIVE OF SURFING AND THE EVENT

3.1 Introduction

This chapter provides the origin and historical perspective of surfing. Based on the background information on surfing, a distinction is made regarding the development of this sport in the South African context. Highlights on the historical perspective of the RBBWA are provided, as it is the area of study. Critical issues that revolve around the event are presented in order to visualise the event and provide a holistic understanding of the event and its dynamics. This will create an understanding of how certain areas of the study were determined. Furthermore, a reflection of similar events is provided as a baseline or a measure of the RBBWA.

It is important to highlight that literature sources provided in this chapter are limited, including journals, Internet and books dating back as far as the 1960's, 70's and 80's. Current journals cite the authors of the books indicated above and to avoid the multiple use of quotation as 'cited by', original sources were used.

3.2 Historical background of the sport (surfing)

3.2.1 Origin of Surfing

Marcus (n.d.) refers to surfing as "The Sport of Kings". Providing clarity on the term 'Kings' Mendez-Villanueva and Bishop (2005:56) explain that "historically, surfing was considered the sport of Hawaiian kings and only they could enjoy the pleasure of gliding over the waves". Referring to this sport as "The Sport of Kings" could be influenced by the nature of the sport. This is the kind of sport which requires bravery, looking beyond the dangers of the sea, for example sharks. The death of the big wave legend Mark Foo at Maverick's 20 foot wave by sharks was the last ride for the legendary surfer (Hoffer, 1995).

Surfers face physical risks including potential death by drowning, stings from jellyfish and stingrays, sunburn and dehydration, being struck with a surfboard, hitting the ocean floor, as well as shark attacks (Butts, 2001). He further argues that for surfers, sharks and other

hazards hold their respect, not their fear as surfers know every time they are in the water it is likely that sharks are nearby, probably swimming beneath their dangling feet. Despite this, the surfing community is growing and the sport is becoming more popular.

“Surfing as a sport can be traced as far back as the 15th century AD and the Polynesians: Hawaiian chants of the time tell stories of surfing that seem to indicate that the sport had long been a major part of their lifestyle” (Jury, 1989:10). Surfing is an extreme sport. The origin of surfing seems to be a never-ending discovery and it remains an unresolved mystery. The intention in this chapter is to create clarity on the origin of the sport.

Information provided by the Tahiti Guide.com (n.d.) reveals that “the origin of surfing is Polynesian, although this sport is popular in the North, in Hawaii. Explorers’ stories, particularly Cook’s, already mentioned that this sport was practiced by the Maohis in 1767 ...”. Tominanga (2004) argues that the origin of surfing is unknown. Similarly, El Dessouky (n.d.) explained that the exact place of surfing’s origin is still disputed and cannot be accurately pinned down. Several authors (Booth, 1995; Butts, 2001; Dolnicar & Fluker, 2003; Yen, 2004; Mendez-Villanueva & Bishop, 2005) also link the origin of surfing to the Hawaiians. Perhaps this is influenced by the popularity of the sport in Hawaii. A number of factors could be contributing to this. “The quality and size of Hawaii waves, unparalleled anywhere else in the world, were the genesis of surfing and have provided the challenge that has led to its development as a sport” (Standeven & De Knop, 1999:135).

In the battle of words, knowledge, understanding and a quest for creating the basis for the understanding of the origin of surfing, it is better to depart with an understanding that, though there seems to be a strong connection between the sport and the Hawaiian Island “It is certainly critical that Ocean voices speak for themselves and finally get a chance to influence how other regions of the world perceived them” (El Dessouky, n.d.). The answer to the origin of surfing lies with the voices of the ocean – only if oceans could speak.

However, there seems to be a strong link between the Tahitians and Hawaiians regarding the origin of this sport. Various sources (Farrelly & McGregor, 1965; Margan & Finney, 1970; Prytherch, 1972; Jury, 1989) underpin this view, though there is no specified common period evident.

3.2.2 Surfing – Towards an understanding

Admitting that surfing is a complicated subject to define Farrelly and McGregor (1965:12) view surfing as “a demanding sport ... more than an art than sport”. However, the authors do not dismiss the fact that it is a way of life.

Posing a rhetorical question as to what surfing is, Prytherch (1972:15) defines surfing as “a sport, an art form, a personal involvement between man and these elements”. Furthermore, Marcus (n.d.) defines surfing as “art, sport and religion”.

Based on the latter author’s view on the history of the sport, referring to the Hawaiian Island which have been previously cited as having a link between the origin and the history of surfing, the National Public Radio (NPR) (2002) defines surfing as “sport and a way of life connected to Hawaiian religious beliefs”.

Surfing South Africa (SSA) provides a more technical definition of surfing. They define surfing as “the act of riding an ocean or man-made wave on a surfboard of any size or dimension whilst in a standing position, and ‘surfer’ shall have a corresponding meaning” (2004:2). The art element is evident through a skill demonstration by the surfer of control and speed in riding the waves.

The sport element is manifested in the definition of sport highlighted in Chapter 1. Surfing as a way of life is supported by El Dessouky (n.d.) that “surfing in ancient Polynesian societies was so much a part of daily life ...”, whilst the link between religion and surfing is reinforced by the Hawaiian religious beliefs. “For surfing, the abolition of traditional religion signaled the end of surfing’s sacred aspects” (Marcus, n.d.).

These arguments presented contribute to defining and providing a holistic picture of surfing. Deducing from the different contributions made by the authors, it is clear that the origin of surfing is deep rooted. This makes the sport far from ordinary.

There seem to be strong features of culture associated with the event. Growth and development of surfing could have affected culture especially at the places where surfing originates. Margan and Finney (1970:288) suggest that “the Sport of Kings has gone to the common man. From the days before Captain Cook when the Polynesian islanders had taken their tree trunks and planks out into the surf to find their fun and found their culture, surfing has become a major international sport, big business, the recreation of millions”.

Most of this 'big business' could be linked to the commercialisation of this sport. The economic scale of the surfing industry including travel, surf branded clothing and manufacture of surfboards, is in the order of \$US 10 billion per annum (Buckley, 2002a:407) while Griffin (2003) argues that most significant aspect of surf's growing participation rates and sales figures is the fact that women have also become active participants in surfing. This economic scale might be bringing positive attributes but "commercialisation also threatens to undermine the cultural tenets of surfing" (Booth, 2001:16). Griffin expresses the fear that surfing could lose all of its exclusivity as a result of the peak arguing that "with all of these new surfers, consumers, and media mongrels latching on to the sport, one question facing the industry is how much is too much?" (Griffin, 2003:26). Whether the cultural creed of surfing is to survive in the mist of big business and millions that are generated is yet to be seen. However, that is beyond the scope of this study.

3.3 Surfing in South Africa

South Africa is highlighted amongst the countries which have gained respect or have the reputation of being a surf destination. "These early surfing explorers have since opened up surfing destinations around the globe such as Bali, the Mentawai Island, Fiji, the Meliades, Tahiti and South Africa ..." (Dolnicar & Fluker, 2003:186). Different coasts in these countries provide different experiences. Conway (1988) and Pike (2001) highlight Durban as the hub of SA surfing and that the legendary Jefferies Bay has a reputation of being one of the world's most demanding waves to ride.

Not different from the efforts of trying to create an understanding of the global picture on the origin of surfing, there are also unanswered questions when it comes to an understanding of surfing in South Africa. Amongst these questions are those that seek the origin of the sport in SA, the first person to surf SA waters, the first surf area, etc. In the mystery of unanswered questions, the wave riding community mourns the loss of Baron Stander – one of the pioneers of SA surfing, who kept the spirit of the sport in his heart (Scholtz, 2006).

Botha (1998) arguably explains the answers to the questions posed above as "blurred by time". However, it is clear that as surfing has developed and spread across the globe, SA was not left behind. Despite these unclear and unfounded facts on surfing in South Africa, Pike (2001) highlights that in the 1960's, the surfing cult took off through Mertz Whitmore who invented the first surfboard roof racks.

Pike further highlights Durban 1966 as the year in which the first official SA Surfing Championships were held. Though these Championships were held in the name of the development of surfing in South Africa, they had their limitations. This was due to the political instability and the diabolical nature of the system (apartheid) which made surfing a sport with a face: "a White man's sport".

As previously highlighted in Chapter 2, the development of sport in SA has been delayed by a number of issues including inequalities in sport participation, national representation, access to resources, segregation laws and policies, etc., which favoured White people and disadvantaged Black people. The historical understanding of the country's development, development of sport and documentation on the history of surfing in SA is sufficient evidence to limitations of surfing in SA. These issues did not only hamper the development of sport locally but also affected the recognition of the country's surfing and participation at international level.

However, with the demise of apartheid South Africa has made progress. Like any other sport, surfing developed and associations were formed. Amongst these associations are the SA Surfriders Association (SASRA), non-racial SA Surfing Union (SASU) and United Surfing Council of SA (USCSA) (Botha, 1998; Pike, 2001). The formation of the latter can be viewed as an effort to make surfing a sport without a face. "Sharon Ncongo was the first development surfer to represent SA ..." (Botha, 1998). Ncongo is the first surfer of colour (Black) and has made history in SA surfing. He is not the only figure that can be looked at in turning the face of this sport to become a sport for all. However, people of colour, especially those from previous disadvantaged communities are experiencing challenges in participating in this sport. Their participation in the sport, does not mean they will develop and reach the level of competitiveness with their counterparts.

"Dorian Newman, Hilton Klophas and Kwezi Qika, three talented surfers from extremely disadvantaged backgrounds made it to the Western Province Surfing team but were unable to get to the national championships because of a lack of resources" (Balfour, 2003:2). The problem of resources in surfing is a strong impediment for people from the previously disadvantaged areas. Development programmes for surfing can be seen as developments with minimal achievement – especially if the resource issue is not seen as paramount. This area needs consideration as this sport develops in South Africa.

Despite such challenges South Africa claimed the prestigious International Olympic Committee President's Trophy for the first time since re-admittance to the International

Surfing Association (ISA) in 1992 at the 2002 Quicksilver ISA World Surfing Games at North Beach in Durban in June 2002 (South Africa Yearbook, 2002/2003).

The country has gained respect in this sport internationally. Prytherch (1972:113) posits that "one of the great surfing countries is South Africa, ... [and] has some of the finest surf, surfers and officials in the world". The level of events the country has hosted has made it popular. Jury (1989:132) identifies "the Gunston 500, the Smith Industries Classic, the Hang Ten, the Mainstay Magnum, the Renault (all in Durban), the Country Feeling Classic (Jefferys Bay), the Spur Steakranch Surfabout, and the Sea Harvest Surfers International (both Cape Town)". It is through these events that an understanding of the history of SA surfing can be traced. Pike (2001) presents a comprehensive understanding of surfing in SA, which could serve as a guide to those who seek to know more about the country's shores and what they can offer to the surfing community.

The surf bodies and achievements previously mentioned have reshaped the status of surfing in SA to a better course. Today the country boasts a number of local, regional, national and international competitions. SA surfers are now competing on their home soil and internationally without hindrances, making a name for themselves, the country and the entire continent. This has boosted the image of surfing in SA, and will be the focus of the following section.

3.4 The image of surfing in SA

The historical overview of surfing in SA shows the country's surfing as having grown to a higher level. However, it is important to highlight that "commodification of surfing into lifestyle in the 1980's meant two things: the diffusion of its practice and signifiers into a broader and often non-surfing section of the population; and a changed, even an estranged relationship between the surfer and the signifiers of the surfing identity" (Henderson, 2001:326). Contribution to the image of surfing in SA mounts to a number of issues. These issues are discussed next.

3.4.1 Media

Media has played an important role in building the image of surfing not only in SA but also across the globe. The image stirred so much interest that surfers began a mass exodus to the shores (Yen, 2003). This has popularised surfing and made it a sport to be reckoned with. It has also raised awareness even to people who are not interested in this sport. The

role media has in this sport has changed its shape over the years, from photographs, magazines and films. Arguing that the links between an expanding surf industry and video technology contributing to the rise of corporate-backed and heavily commercialised videos, Beattie (2001:337-338) reveals that “in contrast to the communal experience of watching a surf film in a public space, video reception is a (semi) private act of consumption that takes place primarily in the domestic sphere”. Media have also played a role in the commercialisation of surfing. “Commercial surf tourism is strongly linked to the clothing, fashion, and entertainment industries, and marketed through special surfing magazines and surfing media” (Buckley, 2002a:405).

Media involvement in this sport can be viewed as one of the tools which has drawn surfers around the world to compete. It also serves as a medium of information to keep the surfing community well abreast of development of the sport on different shores of the country. The competitive nature of the sport today, with a strong focus on the best surfer riding the biggest wave like the RBBWA has made a huge contribution in attracting media to the surf locations.

3.4.2 Surf shops

Awareness and popularisation of this sport does not only take place at the deep waters of the sea. It has spread to the extent that even those that do not get to participate in surfing can find a bond between themselves and the sport. Griffin (2003) underpins the growing presence across all forms of media being the result of surf trends influencing other aspects of fashion. The opening of surf shops has played a role in promoting the culture of surfing. It is at these surf shops where the brands of different companies involved in surfing are strengthened. Surf shops have contributed to the growth of different product ranges such as surfing equipment or gear, clothing and magazines, resulting in unprecedented economic prosperity on rising consumption (Booth, 2001). The author posits that “there is no doubt that in their search for greater profits, the major manufacturers will at some point overstep that finest of lines between cultural authenticity and irrelevance” (Booth, 2001:16). Commercialisation of surfing poses a threat to the culture of surfing, as mentioned previously.

Surfing has made inroads in fashion, competing with other sport brands. Clothing of well-known brands in surfing have hit the streets of SA and created a craze particularly amongst the youth. Brands like Billabong, Quiksilver, Oakley, Lost, O’Neil, Rusty, Island Style, Reef and Von Zipper are amongst the surfing sponsors which have hit the fashion arena by storm. They have built the image of surfing in SA and spread this awareness widely.

3.4.3 Promotion of sport through events

The development of surfing in South Africa has placed the country on the map as a surfing community or destination. The country now hosts a number of surfing events from junior to international surfing events and competitions take place at amateur and professional levels as well. The Surfing South Africa 2006 Events Calendar depicts the surfing events the country hosts (SSA, 2006). The competition for the surfing event calendar around the world by the Association of Surfing Professionals (ASP) promotes surfing in SA to different appealing markets (Mendez-Villanueva & Bishop, 2005). Thus, the foundation of surfing in SA is good. However, there is a strong challenge for the development and promotion of surfing in a sustainable way.

3.4.4 Surf administration

The affiliation of SA to the international surfing body, the International Surfing Association (ISA), and the formation of national bodies or associations previously mentioned throughout this chapter have played a tremendous role in building the image of surfing in SA. Prescribed standards which are set by these bodies are an indication of SSA's effort to build an image that will be acknowledged internationally, thus making SA not only a national surfing stage but also a nation striving to make surfing standards globally acceptable.

3.4.5 Destination elements

There has always been a strong link between sport and travel. "Surfers are great travellers" (Conway, 1988:102), Dolnicar and Fluker (2003) present the sport of surfing and the act of travelling as two behaviours well suited to each other. This does not make surfers different from other travellers, however, there is a strong element of sport tourism in their travel. Due to the growth and development of surfing, the focus is not only on the sport, but also on the destination. As mentioned before, the country hosts a number of different surfing events.

There are a number of factors that make people participate in these events. "The emergence of surfing and surf related sport has brought changes in consumer/traveller attitude and destination choices" (Young & Augustin, cited in Nair, Clark & Milne, 2004:2). Depending on the duration of the event, there could be a need for accommodation, places to see whilst at the surfing destination, transportation to these places and other avenues that the surfing community would like to engage in as participants or spectators. These factors could have an influence in the decision making of people involved in sport and does not merely apply to surfing.

Our country has a strong competitive advantage because of the image it has on the continent and internationally. Political stability and the maturity of democracy has boosted the image of the country, leading to high levels of economic growth and the country's participation in the global economy. SA has developed a strong tourism destination competing with developed countries for different markets. Whilst the country's image can be seen as a support structure for these events to take place, the country is also benefiting by virtue of them being hosted in its terrain.

The standard of the infrastructure and superstructure need to be kept high so the link that exists between sport and tourism could result in extensive growth of sport tourism and in so doing, the benefits will remain widely in SA. The importance of destination elements in the growth and development of sport tourism events were discussed with reference to Figure 2.1.

3.4.6 Surf tours

The existence of surf tours is a reflection of the strong link that exists between surfing and tourism. These tours are designed to meet the needs of individual surfers. Giving recognition of the importance of surf tours Booth (2001) mentions Quiksilver's plan to open travelling agencies catering for the adventure market.

Surf clubs/schools can be viewed as an integral part of surf tours as it caters for those learning to surf. In a way they promote the development of the sport to the national and international community. "In popular destinations there are now surf schools with their own minibuses, which sell learn-to-surf classes, including equipment rental, with touring backpackers as a major market" (Buckley, 2002a:409). It is at these clubs/schools that development and growth with a broad based racial representation can be expected. Those from previously disadvantaged communities can make inroads in this sport by using this platform and learning the basic disciplines of surfing.

Based on the above, it is clear that SA surfing has developed in its own way. The development of surfing across the globe and the status of competitive surfing events which the country (SA) has hosted, contributes to this development. Institutions like SSA have a great role to play concerning the development of this sport in SA, as sport tourism continues to grow.

3.5 Surfing South Africa (SSA)

The body that is responsible for surfing in SA is Surfing South Africa (SSA). SSA is:

a member of the South African Confederation of Sport and Olympic Committee which, along with Sport and Recreation South Africa controls all sport in South Africa. ... [SSA] is autonomous and runs its own show but like all sports in South Africa (and in most countries). Policies such as those on development, affirmative action, transformation, the national team selection process, approval of national team colours, constitutionality, international acceptance and good governance are among the criteria expected to be adhered to by sporting bodies which are recognised by the Minister and his Department (SSA, 2005).

The role played by SSA in the development of sport is eminent. SA sport including surfing would not be where it is today if there was no commitment from the surfing bodies. An in-depth reflection on the development of sport and issues which relate to sport policies and governance in SA has been cited in the previous chapter.

Developed countries like Australia have created surfing policies beyond the governmental level. Australia has developed a policy for different waters which constitutes different parts of its region, for example, the Policy Manual on Surfing Western Australia (SWA, 2004). The policy provides guidelines and procedures which need to be adhered to in all surfing events taking place in the waters of Western Australia including the entire organisation of the events.

Development of such policies can be seen as the result of growth directed towards sustainable development. The growth of surfing in other countries has become a priority even at a regional level making sure that there is a broad balance on social, political, economic and environmental aspects that are evident in surfing events. An example of this is the Cape to Cape Surfing Policy in Australia (Augusta Margaret River Shire Council, 1997). The policy is vocal on a number of issues. It is clearly defined by its objectives:

- Seeking consistency and co-ordination of staging surfing contests;
- Ensure equitable use of surf locations;
- Minimise damage to the coastal system; and
- Address issues of conservation and land management

(Augusta Margaret River Shire Council, 1997).

These objectives are an indication of the commitment that the development of surfing should be directed towards sustainable development. In South Africa, SSA legitimises most of the surfing events taking place. The constitution of the body SSA serves as guidelines for the daily running and administration of the association (SSA, 2005).

The code of conduct and competition rules by SSA is a step forward in an attempt to create good practice for surfing in South Africa. Making a comparison with these developed countries, even though there seem to be gaps which SA must bridge, it is imperative to acknowledge work that has been done thus far and challenges the country is facing as a developing surfing nation.

Attention will now be turned to RBBWA, which is the focus of this study.

3.6 Red Bull Big Wave Africa – background



Figure 3.1 Surfer of the Red Bull Big Wave (RBBWA, 2005)

Red Bull Big Wave Africa (RBBWA) is a professional surfing event. It is an event for those who participate in extreme sport, namely riding/surfing the “Big Wave”. It is not an ordinary surfing event, it is unique. The nature of the event can be compared with other big wave surfing events across the globe. The event is organised by Red Bull hence called the Red Bull Big Wave Africa.

The event takes place in a suburb called Hout Bay, located in Cape Town. Hout Bay constitutes part of the Western Cape. Though Hout Bay is a small suburb it plays a crucial role in the provincial economy. Hout Bay has a potential of being a strong tourism based suburb. The resources that the suburb boasts are evidence of this, ranging from natural resources, facilities, accommodation, events, etc. Highlights of this suburb in terms of economic activities and what it has to offer for visitors include shopping centres, restaurants, fishing, harbour, the largest bird park in SA, hiking trails, walks, nature reserves and a white sandy beach (Treasure Africa, 2006). South Africa Online Travel Guide (2006) include sailing, surfing, kayaking, cycling, boat trips, Chapman's Peak drive and the Seal Island whilst Rattle Top Property (RTP) highlights swimming, sunbathing, mountain rambles, horse riding and windsurfing, as part of what Hout Bay has to offer (RTP, 2006).

These activities are what make tourism in the area a strong potential economic contributor. "... Chapman's Peak Drive [is] one of the World's most spectacular passes and [is] one of the Cape's greatest tourism drawcards" (Hout Bay Holidays, 2001). Amongst local and provincial contributions made by the province in the distribution of visitors, Hout Bay needs to be given recognition.

Hout Bay is known for its fishing. As a result of this, a fishing event is held annually in Hout Bay. The event is known as the Snoek Festival and is held in June. It is known for attracting large volumes of visitors. Complementing this event, RBBWA can be seen as playing a role in reshaping the image of the suburb not only as a fishing hub, but also as the largest wave breaking point in Africa. The RBBWA event takes place over a period of about two weeks. There is no specified date for this contest as it depends on the size of the wave at a given period.

The actual surfing takes place at the Dungeons. Bertish (2005) describes the Dungeon as an open ocean reef located under the towering cliffs of the Sentinel Mountain at the mouth of Hout Bay, on the west coast of the Cape Peninsula at the southern tip of Africa. It is at this point that surfers are tried and tested. The Dungeon has become part of the international wave circuit (Pike, 2001:77). It is at this point that the art and skill of the surfers determine the winner of the RBBWA. According to Davis (2005b) Pierre de Villiers and Peter Button were the first people to surf Dungeons in 1984.

Red Bull stepped up and initiated the first big wave surfing event in Africa (Red Bull Big Wave Africa, 2005). The inception of the RBBWA event in 1999 was not only a highlight to the South African waters but also a highlight to the African continent. The event is sanctioned

by Surfing South Africa. This is the body responsible for growth and development of this sport in South Africa, as previously mentioned.

It is important to highlight Hout Bay harbour and the Sentinel as forming an integral part of the event location. These points will assist in creating an understanding of the site characteristics of the event. The harbour can be viewed as the base of the RBBWA and the National Sea Rescue Institute (NSRI) building located at the harbour is the headquarters of RBBWA. It is also the departure point for participants, using their boats and jet skis. In addition, the harbour provides access to view the surfers/event in action from the water. Finally, it can be seen as a departure point for those who opt to use transport to the Sentinel and watch the event at the tip of the Sentinel.

The Sentinel (peak of the mountain) point allows one to view “the biggest and most radical surf break on the African continent” (Red Bull Big Wave Africa, 2005). The distance is approximately between 1 and 2kms from the harbour. This point is located in an area under the Cape Peninsula National Park (Botha, 2005b). This makes the area an environmentally sensitive one. It is also located at the centre of the Hungberg community. One needs to pass through this community in order to view the “Big Wave” event from the land.

Since its inception RBBWA has been an annual event. It has attracted quite a number of well-known, top surfers of the “Big Wave” across the globe. Amongst the nationalities which have been part of this event include South Africans, Europeans, Brazilians and Australians.

Over the years the contest has changed shape and form. This is due to the contest’s requirements and the difficulty in meeting such conditions. The contest does not have a specified annual date. In 1999 it was held in September whilst in 2005 it was held in May – June. While the event has taken place every year since 1999, the RBBWA contest took place once since its inception, as the waves need to reach a required height for the contest to begin. Table 3.1 is a summary from the roots of the RBBWA over the years (Davis, 2005a:8).

Table 3.1: Contest status over the years

Year	Status of the Contest
1999	Contest did not take place
2000	Contest took place
2001	Contest did not take place
2002	Contest did not take place
2003	Contest did not take place
2004	Contest did to take place
2005	Contest did not take place

Even if the contest does not take place, the prizes and awards are distributed based on the call made for the trial sessions within the 21-day waiting period. Whether the contest takes place or not, a contest format is in place for this event:

"The 14 man field will be divided into two semi-final heats of seven competitors each and a draw will be conducted at the opening function to decide which heat will surf first. The duration of these heats will be 60 minutes and each surfers' best two rides during that period will be tallied to determine his total for the heat. The three competitors with the highest tallies in each semi-final will advance to the final. The six man final will start approximately 30 minutes after the completion of the second semi to allow for scores to be tallied and for the top three competitors in the second heat to change their contest vests and get some sustenance. The duration of the final will depend on the surf and weather conditions on the day, but is likely to be a minimum of 60 minutes with each surfers' best two rides counting. The highest scorer in the final will be crowned the 2005 Red Bull Big Wave Africa champion" (Red Bull Big Wave Africa, 2005).

This was the prescribed contest format for the 2005 RBBWA.

3.7 Growth and recognition of the event

The event takes place on the African continent, which has been perceived generally as a continent lagging behind. However, South Africa is among the countries which have made progress in all forms of development, including sport as discussed previously. Surfing as a sport has developed in this country and has given rise to events of high magnitude like the RBBWA.

This event is of international calibre. Organisers, participants, spectators, residents, sponsors etc., come from different parts of the world. These people have different needs and

expectations which should be met. There are also certain standards which need to be met. Some of the issues which the study perceives as bringing about change at the same time contributing to growth and development of the event are highlighted below.

3.7.1 Participants

During the year of inception (1999), RBBWA was a contest between South African surfers. There were no international invitees. The contestants comprised the six best South African surfers from Durban and Cape Town (Red Bull Big Wave Africa, 2005).

Due to growth of this event, the event is now hosting seven international invitees and seven nationals (Botha, 2005a). This clearly indicates that the event has grown in numbers, from six to fourteen contestants. The event organisers have gone beyond the borders of the country in seeking the best surfers this world has ever produced. This has boosted the image of the event as an international surfing event.

3.7.2 Organisers

Though the event is organised by RBBWA, the involvement of different teams (disaster management, safety, organising team, etc.) possessing different specialities has reshaped the event. The development of policies in the country in a quest to achieve a sustainable sport tourism development, has encouraged organisers to give balance to political, socio-cultural, economic and environmental challenges that are linked to the event.

3.7.3 Spectators and Residents

Since this is the first study conducted on the RBBWA, there are no exact figures of previous year's attendance. However, Botha (2005a) provides a rough estimation that when the contest took place, between two and three hundred people converged at the Sentinel to watch the event. Spectators are an integral part of this event. How they behave at the event is an important issue. In certain cases, spectators determine the future of the event. Their conduct can portray the nature of the event. Meeting their expectation is also a baseline for growth and development of the RBBWA.

Residents need to be given recognition as part of growth and development of this event. James (2005) and Ngetu (2005) state that there is a greater need for community involvement in the RBBWA event, basing their argument on the event experience over the years. The study views this aspect as critical for the future and development of the RBBWA event.

3.7.4 Sponsors and Partners

The event is sponsored by well-known and established brands, locally and internationally. Top brands generally, do not associate themselves with events that will not reflect their image. The commercialisation of surfing is what has strengthened some of the brands of the sponsors associated with the event. As a result of these sponsors and partners, the image of the event is growing from strength to strength. Among the sponsors that have contributed to developing the image of the RBBWA event are:

- Red Bull – the major sponsor of the event;
- Sensi Threads – sponsor of the Biggest Wave Award;
- Engen – sponsor of the event;
- Canon – sponsor of the Best Tube Award;
- Von Zipper – sponsor of the Deep Throat Award; and
- Billabong – official clothing supplier of the crew

(Red Bull Big Wave Africa, 2005).

3.7.5 Technology

Technology is another factor which attests to the growth and development of surfing, not only in terms of the RBBWA but surfing in general. New forms of technology require organisers and contest directors to be informed of such development for the smooth running of the contest. Some of the decisions are taken based on the technological instruments used. For example, a decision to give the contest a status (red, amber or green) is indicated based on the judgement of the contest director using computer based technology to detect the waves.

3.8 Reflection of Big Wave events with reference to other countries

It is important that similar events are highlighted in this study.

“Billabong Pro at J-Bay, the Mr Price Pro (successor to the Gunston 500) and the Red Bull Big Wave Africa (a showcase of the country’s big wave talent), keep South African surfing right up there” (RBBWA, 2005). These surfing events have gained popularity and brought surfers to the shores of SA, growing the sport at national level.

Besides SA, there are other countries which are known for the big wave surfing. Hawaii has been highlighted as the place for the Big Wave riders and Australia has a combination of both (Margan & Finney, 1970). Dixon (1965) identifies France and Peru while Prytherch

(1972) include Mexico, Panama, Ecuador, Japan, Ghana, Morocco and Great Britain amongst big wave surfing countries. Bamberger (2003) categorise the Billabong Odyssey as a surfing event with the real big wave measuring at one hundred foot. This is a reflection of the countries with big wave surfing.

3.9 Conclusion

The historical background of surfing in SA has provided an understanding of the broader surfing environment in SA. It has portrayed SA as a growing surfing super power. In the process the country has and continues to develop some of the best surfers in the world. The historical perspective provides a basis for the existence of the RBBWA - the core of the study. It is evident that there are challenges facing this sport. Some obstacles have been addressed and others continue to create debates at relevant platforms in the country. However, for the future of this sport, and in the context of sport tourism it is suggested that more work is to be done.

CHAPTER

4

THE INVESTIGATION: METHODS AND PROCEDURES

4.1 Introduction

This chapter provides an overview of how the investigation for the study was conducted. The core of the investigation was to analyse the management and impacts of sport tourism events by focusing on the RBBWA. The purpose of the research is to provide a holistic understanding of the event in the field of sport tourism, as highlighted previously. Different methods were deployed in this study to obtain data.

The debate on the best or preferred method of obtaining data is an open one. The study will be conducted on the basis of the known and acceptable methods of obtaining data – qualitative and quantitative. Veal (1992:25) explains these methods as complementing each other and argues that the base of quantitative research is on initial qualitative work. Several authors (Erwee, n.d.; Bailey, 1987; Veal, 1992; Welman & Kruger, 2000; Goddard & Stuart, 2001; Gratton & Jones, 2004) provide a comprehensive understanding on the way these methods complement each other. This research approach was chosen on the basis that it will cover all aspects of the management and impacts of sport tourism event in relation to the RBBWA.

4.2 Prior to the event

Since the inception of the event, this is the first study that has been conducted at the event. It is of great importance to understand the dynamics of the event before conducting the study. Precautionary measures were adopted to make sure that there were no hindrances to the study and technicalities around the event were understood. Below is a summary of activities undertaken prior to the event.

Meetings were held with the organisers of the event after extensive communication (telephonic and electronic). The event organiser has been part of the event since its inauguration. Meeting the organiser was on the basis of gaining an understanding of the event itself at the same time exploring the possibilities of conducting the study by using the event as an area of focus. An indication of areas which are of importance to the study were

highlighted. That was followed by a site visit to allow proper planning and execution of the study.

On the side of the organisers an indication was given that it might not be that feasible to conduct research at this event on the basis that the study will not contribute greatly to the comparative study of similar events. It was emphasised that though RBBWA is a surfing event it is not similar to other surfing events. The unpredictability of the contest will be a challenge to the fieldwork.

Fieldworkers who assisted in the collection of data were familiarised with the questionnaires and the dynamics of the event to make sure that the data was collected accordingly and the execution was in line with the planning to ensure the validity of the data collected.

4.2.1 Field study procedure

A questionnaire was developed on the basis of acquiring relevant data as determined by the objectives highlighted in Chapter 1 targeting:

- Informal traders/Stallholders;
- Established businesses;
- Spectators;
- Organisers;
- Sponsors;
- Participants; and
- Residents.

It is important to note that the event occurs over a specified time frame or period. In this case the event was held from the 22 May – 12 June 2005. The contest of the event would take place within this period, provided the wave reached a height of 5 metres (15 foot) (Surfersvillage.com. 2003). Once the contest takes place, the end of the event is in sight. It was therefore important to gather sufficient information in good time and have good planning at hand.

The researcher was at the site for observations, to capture any situation that arose in relation to the event and the study.

4.3 Field study procedure – questionnaires

Questionnaires were used in the collection of data for the RBBWA event. "Questionnaire based surveys are probably the most common in leisure and tourism research They are used when quantified information is required concerning a specific population and when the individual's own account of behaviour and/or attitudes is acceptable as a source of information" (Veal, 1992:52).

Each of the questionnaires outlined previously, will be presented in detail below.

4.3.1 Informal traders/stallholder questionnaire

The questionnaire was designed for stallholders, however there were no stallholders at the event. There were informal traders at the harbour, which was one of the event locations. The issues which the questionnaire highlights included:

- Their knowledge of the event;
- Issues relating to their involvement if any and the marketing of the event; and
- The impact of the event on their businesses.

It was paramount to conduct this survey as the informal traders are situated at the event location. Their involvement in the study will contribute to gaining insight on the event from their perspective and how the event impacted on their businesses and in general. It will also contribute to a holistic understanding of the event.

These surveys were conducted during the first and second week of the event. Refer to Appendix A1 to view the questionnaire.

4.3.2 Established businesses questionnaire

For the purpose of the study, it was imperative to investigate the relationship or link between the event and the established businesses in the area. The general or common perception of events is that they boost businesses in the area in which the event/s are held. Masterman (2004:102) expanded this view by arguing that "the revenue earning potential has been extended beyond the more traditional ticket, food and beverage, ... hotels, restaurant and theme park type amusement". Depending on the type of services offered by the established businesses and their link to the event, the level of maximising benefits associated to the event/s will be determined.

This is mostly influenced by the visitor expenditure patterns linked to the sport tourism experience. Based on Masterman's reflection, it is important to highlight that the spending patterns will always be different depending on the size, scale and nature of the event.

When referring to the established businesses in the sample, it is important to highlight that most of these businesses are situated at the harbour – the base of the event. Few of the established businesses were also in close proximity to the event. It is important to highlight that the latter surveys were conducted because there is a strong link between these businesses and the event, for example surf shops.

Important elements of the questionnaire included:

- Involvement of locals businesses in the event.
- Knowledge, advertising and marketing of the event.
- The organisation of the event.
- Leveraging related issues about the event.
- Impact of the event on their businesses.

Refer to Appendix A2 for the established businesses questionnaire. These surveys were conducted in the first and second week of the event.

4.3.3 Spectator/Attendees questionnaire

The importance of conducting attendees surveys is that "the event itself must be the subject of research particularly in the interactions of setting, programme, management system and attendees" (Getz, 2000:13). As outlined in Chapter 3, based on the nature and the uniqueness of the event, this survey was not an easy one to conduct. For the spectators to attend the event, it depends on whether the contest is taking place or not. This is determined within the waiting period. A factor that contributes to this is the weather which determines the size of the wave, thus determining whether the participants (surfers) should go for the practice or the contest. This is the pulling power of the event.

The importance of conducting an investigation in this area is justified by the following:

- Information about origin and the type of accommodation they are using during their stay within the period of the event.
- Benefits associated with the event from the perspective of the attendees/spectators including their expectations.
- Expenditure patterns and verification if the expenditure is a result of the event.
- Marketing and advertising of the event as attesting to their knowledge and perception of the event.
- Their general overview of the event.

The surveys were conducted at the peak of the Sentinel during the practice session. Refer to Appendix A3 to view the questionnaire.

4.3.4 Organiser questionnaire

The organisers are the face of the event. They deal with almost all the aspects related to the event ranging from planning, organising and directing of the event. They are key stakeholders of the event. The importance of completing the questionnaire was emphasised. This was done in a meeting set between the interviewer and the organiser while in the waiting period of the event. Highlights of the questionnaire, as directed by the objectives of the study include:

- Their involvement and expenditure patterns associated with the event.
- Outsourcing of services in particular to Affirmable Business Enterprises (ABEs).
- Media associated costs and sponsor's involvement.
- Opportunities created by the event on the side of the organisers.
- Whether their objectives as organisers of the event were met.

The survey was conducted during the period of the event, on the second week. To view the questionnaire for the spectators refer to Appendix A4.

4.3.5 Sponsor questionnaire

RBBWA is an event of high magnitude, attracting local and international participants. It is important that sponsors complete the questionnaire as they are also the key stakeholder of the event. Completion of the questionnaire was after the event, as the information required could only be provided after the event.

Amongst the issues that the questionnaire sought to highlight were:

- Identifying names of sponsors and their involvement.
- Checking whether their objectives of sponsoring the event have been met.
- Their general overview of the event.
- Future engagements in the event.

Refer to Appendix A5 for the sponsor questionnaire.

4.3.6 Participants' questionnaire

Participants are the reasoning behind the event. The future of this event depends on participants. Dolnicar and Fluker (2003:186) posit that "... surfers of today still travel to locations ..., but for varying lengths of time, having different economic impacts, and are in search of different experiences". The magnitude of the event (RBBWA), which brings about the best surfers of the big waves in the world, is an indication that a perspective of the participants be taken into consideration as an integral part of the study. This is influenced by:

- Their expectations as participants in the event.
- Their expenditure patterns during their stay at the event location.
- Reason for participating in the sport and other socio-economic issues relating to the event.
- Marketing and advertising of the event.
- Their general overview of the event.

The surveys were conducted on the first and second week of the event. Refer to Appendix A6 for the participants' questionnaire.

4.3.7 Residents' questionnaires

It is not going to be a complete study if residents do not form part of the study. It is contested that:

"if the event planners and managers want their event to be successful then it is strategically important to try to get the locals on side. High levels of discontent amongst the local population can lead to behavioural responses that will potentially jeopardise the long term success of the event" (Fredline, 2004:155).

Their importance has been emphasised throughout the study. Furthermore, it would be contrary to the literature review if this area was not included as an important aspect when looking at management and impacts of the event. Most importantly, the event occurs at the heart of the community.

Areas which were part of the study included:

- Hungberg;
- Imizamo Yethu;
- Mount Rhodes;
- Llandudno; and
- Hout Bay Heights.

A Geographical Information System (GIS) map was used to determine these areas within the scope of 1 to 5 km radius. This was done on the basis of their close proximity to the event and thus they should relate easily to the event and make a reasonable contribution to the study. The GIS map is attached, refer to Appendix C.

Meetings were held prior and during the course of the event with the community leaders of the residents. Police of Hout Bay were informed about the residents' survey to be conducted in the residential areas highlighted above. This was done in a scheduled meeting with the police. Furthermore an official letter from the institution (Cape Peninsula University of Technology) regarding the research was presented to the police. The letter is attached, refer to Appendix D. This was done as a measure against any hostility or incident that might arise while conducting the surveys.

Site visits to the residents were conducted to look at the feasibility of the study. This was done with the aid of community leaders making sure that all sectors of the community will be covered as providing representation to the study. The questionnaire highlighted the following:

- The awareness of residents about the event;
- Their perception and attitudes about the event;
- Their involvement in the event;
- The entire organisation of the event ranging from planning, prior to the event and during the event;
- The impact of the event on their communities;
- The location of the event;
- Benefits associated with the event (direct or indirect); and

- General overview of the event.

Residents' surveys were conducted a week after the event, spread over three days. The questionnaire for residents' survey is attached, refer to Appendix A7. It is important to note that the questionnaires for the RBBWA event constituted both closed and open-ended questions.

4.4 Population and sampling

The table below presents the targeted sample of respondents and the actual respondents.

Table 4.1: A comparative reflection of the targeted sample and the actual sample of the population

Name of the questionnaire	Targeted sample (as proposed)	Actual Sample (respondents)
1. Informal traders	10	10
2. Established businesses	10	10
3. Spectators	200	16
4. Organisers	1	1
5. Sponsors	5 -10	0
6. Participants	All participants (14)	6
7. Residents	200	200
Total	440	232

As it can be seen in Table 4.1 there are gaps in the study affecting the spectators and sponsors in particular. It further demonstrates the possible limitations to the study. This interpretation will be examined when the data received is presented and analysed in the next chapter.

4.4.1 Sampling approach

It is important to note that the sampling methods deployed throughout the study attest to the broader objectives of the study. Referring to Table 4.1:

Questionnaires (1) and (2) - A purposive sampling approach was chosen for the targeted sample as identified in the table above (informal traders and established businesses).

Questionnaire (3) - A spatially-based purposive sampling approach was deployed for the spectators. The reflection of the total number of the respondents evident in Table 4.1 could be drawn from the fact that the contest did not take place and that RBBWA event is an extreme one with a strong media profile. Details on this will be clarified in the next chapter.

For questionnaire (4) and (5) - A purposive sampling approach was chosen for the targeted sample. A response from the organisers was received. An effort to gather data from the sponsors was in vain. This area can be viewed as a limitation to the study.

Questionnaire (6) - In view of the number of contestants (14) for the RBBWA, it was anticipated that all participants would be able to complete the questionnaire. However, this was not the case. It is important to note that all participants were approached and only 6 agreed to do so.

Questionnaire (7) - A stratified purposive sampling was deployed to collect the data. Stratified sampling was used taking cognisance of low, medium and high income areas in order to provide a broad representation of the respondents.

The software, SPSS was used as an instrument for inputting and analysing the data collected. This tool shed light on the findings of the study by providing tables, bar charts, histograms and correlation.

4.5 Other Methods

The surveys highlighted earlier were not the only form of collecting data. There were other methods used. These methods were selected in line with the context of the study and included interviews and observations.

4.5.1 Interviews

Interviews were conducted with the relevant stakeholders to gain more information which the surveys did not cover. Organisers, sponsors and leaders of the communities were included in these interviews. Interview with organisers/sponsors of the event were conducted during the period of the event, specifically the second week (towards the end of the event). It is important to note that though interviews with leaders of the community were conducted during the second week, they were done after the interviews were held with the organisers/sponsors of the event. The interviews ranged from unstructured to semi structured personal interviews. Welman and Kruger (2000:161) state that "unlike completely structured interviews, unstructured and semi structured interviews allow the interviewer to use probes with a view to clearing up vague responses, or to ask for elaboration of incomplete answers". The purpose of these personal interviews was to gain a greater understanding of tourism event initiatives in relation to the RBBWA, including planning, management and implementation, which might not be captured in the surveys.

4.5.2 Observations

Observations were carried out throughout the event. This was done to capture supporting evidence for the study. The method was chosen because of its ability to excavate and expose the underlying areas of the investigation. Bailey (1989:239) posits that "observation can provide a picture of overall ... [of] all persons present at a given time rather than the more fragmented and isolated information provided by a survey respondent". In addition, Veal (1992:92) promotes observation as an important research method for leisure and tourism arguing that "careful observation of what is happening ... at a particular facility or type of facility or among particular groups can be a more appropriate research approach than the use of questionnaires or even informal interviews". The observations carried out were direct observations.

These methods complement other research methods deployed in this study. Reflection of the observations carried out, interviews and surveys conducted will contribute to an understanding of the next chapters. These methods were specifically chosen for the targeted population with the view that they will enhance the RBBWA event at the same time contributing to knowledge in the field of sport tourism events in South Africa.

4.6 Summary

Despite the limitations that are projected in Table 4.1 concerning the targeted sampling and the actual respondents, the sample size is adequate for the study. The reasons for this have been mentioned briefly previously, and will be further reflected upon in the following chapters.

The questionnaires were drawn as a tool for collecting data. The questionnaires are unambiguous, therefore providing a good prognosis that the study objectives will be achieved. Each questionnaire is designed to give a good reflection of data, given the respondents' affiliation (participant, spectator, organiser, sponsor, resident, etc.) as stakeholders of the event.

A comprehensive report of the outcome of the intended methodology and what actually transpired is detailed in the next chapter.

CHAPTER

5

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

5.1 Introduction

This chapter is a reflection of the investigations carried out in the RBBWA study – management and impacts of sport tourism events. A broad based understanding of management issues which relates to the RBBWA will be drawn, based on the analysis of socio economic impacts of the event. Previous methodologies highlighted for the investigations carried out in this study, are an attempt to address the objectives of the study as explained in Chapter 1. This chapter entails presentation, analysis and interpretation of data collected from various stakeholders of the event. The data presented and analysed in this chapter is the responses of the following stakeholders:

- Spectators;
- Organisers;
- Established businesses;
- Informal traders/Stallholders;
- Residents; and
- Participants.

It is through this process that the results, findings, recommendation and conclusions will be drawn. As mentioned previously, not all the respondents highlighted above completed the questionnaires, thus reflecting limitations to the study. This will be explained in greater detail in the next chapter.

5.2 Spectators

Given the understanding about the nature and the uniqueness of the event highlighted in Chapter 3, while the waiting period for the required size of the wave (5 metres) was in vain and not evident within the prescribed period, the event took place. It is the contest that did not take place, as prescribed by the rules of the contest (Red Bull Big Wave, 2005).

The surveys were conducted at the peak of the Sentinel – the viewing point from the land. The data was collected on the day of the practice session. For the respondents, watching the surfers of the 'Big Wave' from the land (Sentinel) was free of charge. However, the practice session did not attract a large number of crowds, it was mostly media. Table 5.1 is a reflection of attendance figures at the RBBWA event during the practice session.

5.2.1 Number of spectators at the event

Table 5.1: Attendance figures - spectators

Day	Targeted sample	Actual respondents	Estimated number - people attended
07/06/2005	200	16	25

Before the event, it was anticipated that the event would attract about (300) spectators. The targeted sample of a population ($n=200$) was drawn based on this representation. This was based on the experience and information provided by the organiser of the event. However, only sixteen people were interviewed on the day of the practice as the waiting for the required size of the wave was in vain. "A wide range of factors influence the quality and consistency of surf, including swell height, fetch and wave length; seabed profile and nearshore seafloor shape and structure; tide and wind regime; ..." (Buckley, 2002a:409).

A number of factors could have contributed to this scenario projected in Table 5.1. These factors are identified below:

- It was not the contest that took place but a practice session.
- Though it was a practice session, a call for it was made at short notice and it was late afternoon.
- Only those who were in close proximity to the event could attend.
- The event has a stronger media profile, opposed to actual attendance.
- The extreme weather conditions at the peak of the mountain.

The number of the respondents equates to 64% of the attendees. It is from these responses that an analysis is made. Despite the evident turn out, all the respondents came specifically to the location for the event. The illustration of the attendance at the RBBWA event projected by Table 5.1 reveals that during the practise session this event did not attract a large number of spectators. It is interesting to note that 93.8% of the respondents were local residents and 6.3% day tripper. Factors which could have contributed to this have been explained.

It was anticipated that the spectator survey would constitute both local and international respondents. Assumptions were drawn from the fact that the event hosted national and international surfers of the 'Big Wave' and that the event would attract spectators from the surfing community, a variety of spectators as tourists, friends or families accompany them. Due to the contest not taking place, the attendance of the event revealed otherwise.

5.2.2 Economic evaluation

The projections on the number of the spectators who attended the event and the status of the participants previously highlighted, demonstrates that an understanding of the economic evaluation of the RBBWA event is a complex issue.

The waiting period for the event was a two week period. The study anticipated that during the event period Hout Bay's economic situation would rise as a result of activities or benefits which could be associated with the event, ranging from accommodation, sport equipment to daily spending of people attending the event. "The investment of time, money and energy in accessing a destination will generally influence length of stay and, as a consequence, most aspects the visitor experience" (Collier, cited in Hinch & Higham, 2004:147). Based on the latter argument and what transpired, the scale of assessing the economic gains which can be linked to the event is difficult – based on attendance.

Deducing from the explanation above, the study of possible economic contributions from the spectators became a 'diminishing' shadow. Since the waiting period was two weeks, it was anticipated that the accommodation industry of Hout Bay would benefit and that visitors' expenditure patterns would be influenced during this waiting period. The event period was viewed as a slot for Hout Bay to offer an excellent visitor experience (participants and non participants) to lure repeat visit and more tourists. However, the response from the respondents reveals otherwise. Table 5.2 presents purchases or intended purchases at the event.

Table 5.2: Purchase at the event in % - spectators (n=16)

Response	Number of Respondents	%
Yes	4	25
No	12	75
Total	16	100

It was anticipated that the spectator survey would constitute both local and international respondents. Assumptions were drawn from the fact that the event hosted national and international surfers of the 'Big Wave' and that the event would attract spectators from the surfing community, a variety of spectators as tourists, friends or families accompany them. Due to the contest not taking place, the attendance of the event revealed otherwise.

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Table 5.2: Purchase at the event in % - spectators (n=16)

Response	Number of Respondents	%
Yes	4	25
No	12	75
Total	16	100

As presented in Table 5.2, 75% of respondents indicated that they will not be purchasing anything at the event, was influenced by the fact that there were no items (see items in Table 5.3) offered at the Sentinel (event location) where they were interviewed and where the actual event was taking place. It is important to note that though 25% of the respondents who spent or intended to spend money at the event based on the items projected in Table 5.3 below, presentation of what is evident can be based the two scenarios presented below. Table 5.3, provides an indication of their actual or intended spending on different items.

Table 5.3: Items reflecting actual or intended purchase in % - spectators (n=16)

Item/s	Respondents spending nothing in %	Respondents spending (0-50) Rand
Food and beverage	-	100
Entertainment	18.8	81.3
Gifts/Souvenirs	37.5	62.5
Sport Equipment	31.3	68.8

In all items in Table 5.3, it is important to note that the respondents' spending ranged from 0-R50 of the actual intended spending. However, 18.8% on entertainment, 37.5% on gifts/souvenirs and 31.3% on sport equipment explicitly stated that they would be spending nothing. The explanation of the scenario of the actual and intended purchase is explained below.

1. The actual or intended purchase did not take place at the Sentinel where the respondents watched the event and where they were interviewed. Furthermore, if the purchases were done, they were done at the Hout Bay harbour (base of the event) or town (close proximity to the event) and not at the spectator event site (Sentinel).
2. On the other hand, these purchases can be viewed as intended purchases as there was nothing to offer or purchase such as food and beverages and entertainment at the event location (Sentinel) where spectators were watching.

Summarising the two-fold analysis of purchases at the event which constitute part of the economic evaluation of the event on the spectators' side, cited above, is an indication of its complexity when it comes to this event. This makes it difficult to understand or measure the economic impact made by spectators at this event. Based on Table 5.1 and Table 5.2 the study contends that attendance was sport motivated as all respondents came specifically to location for the event, with other activities as secondary. The study also notes that all

respondents were locals, thus not capturing non-residents mostly spending resulting in limited economic impacts.

Not all this complexity can be shifted to the number of participants who attended the event and their status of residence. The extreme nature of the event and the fact that the contest did not take place contributed to his view. This statement will be further understood, as deliberations based on the findings will be made in the next chapter.

5.2.3 Factors influencing decision to attend

Despite the fact that the respondents were all local residents, it was important for the study to establish factors which influenced the respondents to attend. In so doing, the study will be able to give a reflection whether the instruments used in this event were effective or not. It is these factors that will determine the scope of work that needs to be done to improve the event. This will raise alarms about the marketing of the event at the same time assist in understanding the knowledge and perceptions of the event from the spectators' view.

Table 5.4: Factors influencing decision to attend in % - spectators (n=16)

	Number of respondent	%
Word of mouth	8	50
From a friend	1	6.3
Newspaper	3	18.8
Internet	4	25
Total	16	100

Information sources have a strong influence on decision making to travel to a destination. Hinch and Higham (2004:142) argue that "information may be obtained through word of mouth, via advertisement and promotion and through professional outlets such as travel agencies and information centres". Of the respondents who attended the event, Table 5.4 gives a reflection of what influenced them to attend the RBBWA event. Contextualising the table above, 56.3% (50% & 6.3%) of the respondents attended the event through word of mouth. "It is essential to make the experience so attractive and complete that repeat visits are assured and word-of-mouth promotions will be strong" (Getz, 1997:319). In addition the internet (25%) and (18.8%) newspaper influenced respondents decision to attend the event.

Table 5.5 is a reflection of the respondents' rating of the marketing material of the event.

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Table 5.5 is a reflection of the respondents' rating of the marketing material of the event.

Table 5.5: Rating respondents level of satisfaction with the marketing material provided in % - spectators (n=16)

Response	Number of respondents	%
Excellent	3	18.8
Good	4	25
Satisfactory	1	6.3
Poor	8	50
Total	16	100

Half of the respondents rated the marketing material for the event as poor with a response rate of 50%. However, 25% of the respondents rated the material as good, 18.8% with an excellent rating while 6.3% gave a satisfactory rating. The poor rating of the marketing material of the event underestimates the link between sport and tourism and the influence that the two have in influencing the decision to travel. Highlighting the role advertisements fulfil in sport and tourism events, Miranda and Andueza (2005:145) argue that “sport [events] are an essential ingredient of tourism”, hence a dire need for a marketing approach to the event that will complement the destination.

The responses which reflected a 50% poor and a 6.3% satisfactory response can be viewed as a basis for suggestions. The majority of the respondents (68.7%) provided suggestions to improve the event. The respondents highlighted a need for more marketing (12.5%), sign posts (18.8%), more awareness (12%), for television advertising, posters along the road, spectator infrastructure and entertainment (6.3% each).

5.2.4 Perceptions and attitudes – RBBWA and Hout Bay

The event and the event location are two sides of the same coin. In some cases they rely on each other. A strong profile of an area or destination could be a positive attribute for the event hosting area or destination. “Events can contribute to positioning and branding, specifically by using events to create a positive and distinct image” (Getz, 2004:129). It is in this context that respondents’ perception and attitudes are important.

Despite the gaps that the respondents highlighted which relate to the marketing of the event, they rated their experience as a fairly good one, with 56.3% good response, 37.5% satisfactory and 6.3% rating their experience on the day as excellent.

Respondents were further asked to rate their experience based on various elements of the event as presented in Table 5.6 below (SD = strongly disagree; D = disagree; N = neutral; A = and SA = strongly agree). Through the respondents' responses, it became evident that in some areas they gave a not applicable (NA) response. A NA column is created in the table below for a better understanding of the analysis.

Table 5.6: Rating of respondents' experience of the event in % - spectators (n=16)

Statement	SD	D	N	A	SA	NA
The event is well organised	-	18.8	37.5	31.3	6.3	6.3
The event attracts tourists	-	18.8	18.8	62.5	-	-
Parking is adequate	12.5	18.8	31.3	25	1.5	-
Sufficient facilities at the event	43.8	37.5	12.5	6.3	-	-
Good refreshment areas	50.0	37.5	12.5	-	-	-
People enjoyed themselves at the event	-	6.3	6.3	62.5	25	-

For a better understanding of the table above, it is important to note that in some instances responses have been grouped (agree and strongly agree and disagree and strongly disagree). The respondents (37.6%) indicated that the event was well organised. Some respondents (18.8%) opposed the statement that the event is well organised while 37.5% remained neutral and 6.3% were unaccounted for. The interpretation of the respondents suggests that the majority are not satisfied with the manner in which the event is organised. The 81.3% response rate highlighting insufficient facilities at the event and 87.5% response which describes the state of refreshment areas as a bad experience, constitute part of their dissatisfaction with the organisation of the event.

It is difficult to put into context the parking difficulties because of the number of the respondents who attended the event. A considerate figure (31.3%) of the respondents rated the parking facility as inadequate, 31.3% remained neutral and 26.5% indicated their level of satisfaction. Parking availability is of cognisance to provide an excellent visitors' experience. If the number of people who attended the event was sixteen and this is the response, it becomes apparent that parking could be a problem especially if huge numbers of crowds attend the event.

There seems to be a common understanding when it comes to the potential of the event attracting tourists (62.5%) and the level of enjoyment of respondents (87.5%) at the event, despite the level of dissatisfaction on issues previously indicated by the respondents.

Table 5.7: Rating of respondents experience about the destination in % - spectators (n=16)

Statement	SD	D	N	A	SA	NA
It is a beautiful area	-	-	-	37.5	62.5	-
The locals are friendly	-	6.3	12.5	43.8	37.5	-
The infrastructure is good	-	12.5	43.8	25	18.8	-
The area is polluted/ lots of litter	6.3	25	25	43.8	-	-
Crime is a problem in the area	-	25	25	43.8	-	6.3
I feel safe in the area	-	6.3	25	50	12.5	6.3
The quality of service is good	6.3	43.8	25	25	-	-
The locals support events in the area	6.3	25	18.8	31.3	6.1	12.5
Would not attend event if is was held in another location	18.8	37.5	18.8	12.5	12.5	-

A reflection of respondents' rating of their experience of the destination is presented in Table 5.7 above. The scenic beauty and landscape of Hout Bay and the view of surfers from the Sentinel has caught the eye of the respondents. All the respondents (100%) collectively agreed to strongly agreed that the area where the event is held is a beautiful area. What could be counting towards this are the respondents ratings of the friendliness of locals (81.3%) and feeling safe in the area (62.5%).

Regarding quality of the service, 50.1% response rate disagreed to strongly disagreed that the quality of service of the event is good with 25% neutral responses and a further 25% respondents agreed that the quality of the service for the event is good. About half (50.1%) of the respondents indicated a need for action in the area of service quality in this event. While 43.8% of respondents indicated that the infrastructure was good, 12.5% described the infrastructural condition as poor, with a further 43.8% providing neutral responses.

Locals' support at events seem to be an area of contention with 37.4% respondents agreeing to strongly agreeing, 31.3% indicating their level of disagreement and 18.8% providing a neutral response on the statement that locals support events in the area. About 43.8% of the respondents indicated that litter was a problem in the area, 31.3% of the respondents reflected the opposite, with 25% remaining neutral. Crime in the area was not viewed as a big problem but not dismissed completely. A considerate amount of respondents (43.8%) indicated that crime was not a problem in the area while 25% were against this view and 25% provided a neutral response to this subject.

Elements of dissatisfaction by the respondents about the organisation of the event and the destination are an indication of a need to understand and respond to the respondents' perspective of the event in order to improve the event in future. Gammon and Robinson (2003) note a need for consumers to be targeted and their needs satisfied through recognition of clear sport tourism segmentation for a better understanding of the sport tourism market and environment.

Despite this illustration revealed by the investigation, the majority of the respondents (93.8%) did not experience any problems at the event with 6.3% respondents highlighting infrastructural-related problems. Charmetant (2001:77) posits that "sport tourism can generate user conflict by means of infrastructure it creates or because spaces are occupied for different reasons". In the midst of these views on the destination of the event, Hout Bay/Sentinel seems to bear the positive attributes of a tourist destination. However, there are some areas such as crime, poor infrastructure and quality of service which could portray the destination negatively, if not given attention – as highlighted by the respondents.

5.2.5 Suggestions to improve quality of the event

As mentioned previously in Table 5.7, 50.1% of the respondents indicated a poor service quality, 42.6% submitted suggestions to improving the quality of the event in future. Their responses included more promotion/marketing (12.5%), cheaper price for boats, community involvement, marquee at the Sentinel, signage, entertainment, more charter boats and provision of facilities like toilets (6.3% each). It is important to note that submissions were made by the respondent to create a better spectator environment. Kurtzman and Zauhar (2004) highlight the importance of a better spectator environment in sport tourism and satisfaction of need.

The rest of the respondents (43.8%) did not make any submissions in order to improve the event in the future. Expanding on the importance of sport tourism consumer experience, Bouchet, Lebrun and Auvergne (2004) posit customer expectations as important by arguing that the customer compares the offered quality with their expectations.

5.2.6 City profiling and future attendance at the event

The majority of the respondents (93.8%) indicated that the event has a positive impact in profiling the city of Cape Town – Hout Bay in particular. Justification behind this submission specifying the impacts is reflected in Table 5.8.

Table 5.8: Impacts of the event on the city in % - spectators (n=16)

	Number of respondents	%
No comment	5	31.3
More money for city	1	6.3
Attracts tourists	6	37.5
Creates better image of city	3	18.8
More riders, more experience & knowledge	1	6.3
Total	16	100

Contextualising the table above, 31.3% of the respondents did not provide comments in linking the event with positive impacts in profiling the city where they are held. Indicating the positive impacts of the events on the host destination, 37.5% believed that these types of event attract tourists with 18.8% of the view that the event has a contribution in creating a better image of the city and 6.3% highlighting that the event brings more surf riders, experience and knowledge in the surfing arena. Eliminating negative impacts in the RBBWA event could put Hout Bay in a better tourism and economic position.

Of the respondents who were spectators at the event, 37.5% attended the event last year as per Table 5.9. In addition the majority (87.5%) are certain that they will attend the event if it is held the following year, while 12.5% do not know whether they will attend in the future.

Table 5.9: Event attendance in % - spectators (n=16)

Response	Previous year	Following year
Yes	37.5	87.5
No	62.5	-
Don't know	-	12.5

Besides the contest taking place, what will contribute greatly to the attendance of the event next year is for the organisers to create a conducive spectator environment and put control measures in place at the Sentinel not only for the contest but also during the practice session. This will be explained in detail in the next chapter.

5.2.7 Sponsor identification and perception

The respondents seem to be aware of only two sponsors taking part in this event. All respondents indicated Red Bull as the main sponsor of the event and Surfing SA as the other sponsor with a response rate of 6.3%. Popularity of Red Bull as a sponsor could be drawn from the fact that the event is named as the RBBWA. Based on the number of sponsors taking part in this event as highlighted previously in Chapter 3, the respondents' lack of

awareness in this aspect creates a concern around how much they know about the other sponsors of the event. This reflects on the sponsors' objective for associating with the event, however this could not be gauged as no responses were forthcoming from sponsors.

5.2.8 Activities – pre and post event

The waiting period provided an opportunity for spectators to participate in activities prior to or after the event in the area of close proximity to the event location. Table 5.10 provides a summary of these activities.

Table 5.10: Activities participated in prior to or after the event in the area or in close proximity to the event location in % - spectators (n=16)

Activity	Number of respondents	%
None	8	50
Visiting friends and relatives	2	12.5
Sight seeing/ visiting tourist attractions	2	12.5
Entertainment	3	18.8
Climbing	1	6.3
Total	16	100

Lack of participation in other activities can be drawn on the grounds that most of the spectators were locals. Half of the respondents (50%) indicated that they will not participate in any activity in the close proximity of the event, 12.5% each indicated sightseeing/visiting tourist attractions and climbing (6.3%). It is important to highlight that at the time of practice session, there were only 5 days left for other activities.

Table 5.11: Days attending or intended to spend at the event in % - spectator (n=16)

	Number of respondents	%
n/a	2	12.5
1	1	6.3
2	3	18.8
3	3	18.8
4	2	12.5
Until the contest takes place	4	25
Not sure	1	6.3
Total	16	100

Twenty five percent of the respondents indicated that they would be attending the event until the contest takes place, 18.8% attending for 2 to 3 days respectively and 12% planning to attend the event for 4 days. It is important to note the contest never took place, although the respondents (25%) indicated that they would be attending the event until the contest took place, which in effect meant 6 days.

5.2.9 Demographic profile of people attending the event

Since the event takes place in a Coloured dominated community it is of concern to learn that the majority of the respondents (81.3%) were Whites, followed by Coloureds (12.5%) and Indians (6.3%). The interpretation of these questions a) the level of awareness of the local community; b) support of this event by the local community; c) the interest of local community in the event, could be drawn from the above. Figure 5.1 provides a clear representation of the respondents at the event.

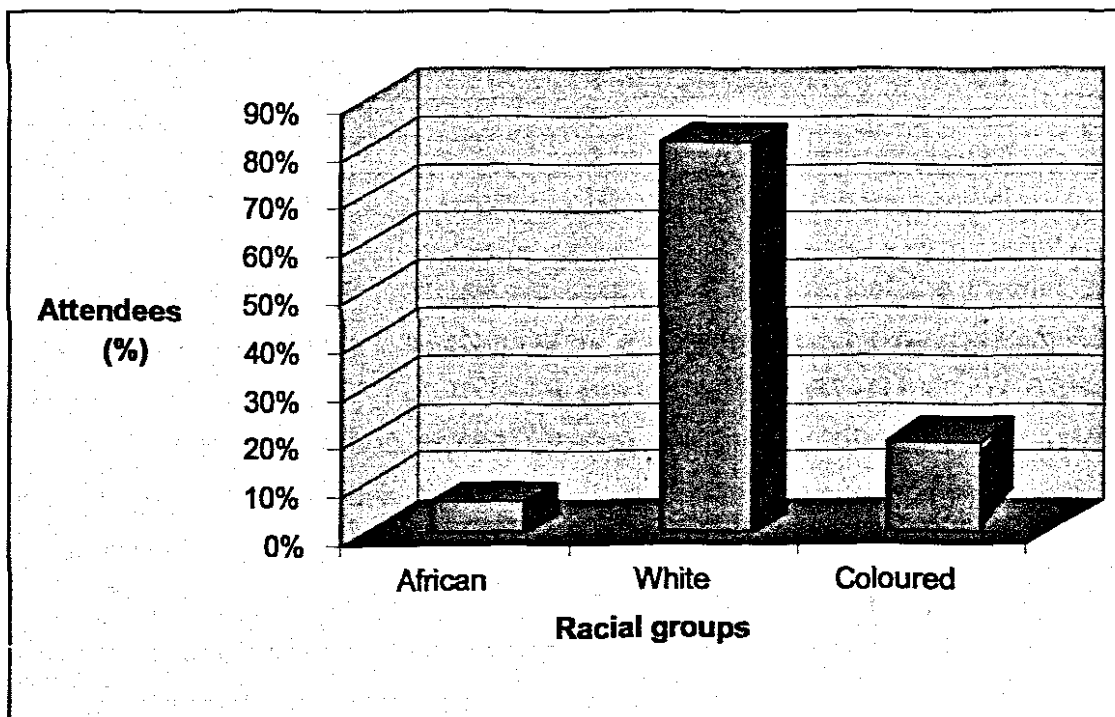


Figure 5.1: Racial representation of attendees

Since the event was attended mainly by Whites, with the majority (75%) of the respondents being males, Black people do not appear to be making inroads even as spectators in this event. Understanding the history of sport and politics in this country, especially in relation to participation as spectators or participants in surfing indicates that more needs to be done in increasing access to the sport and to promote diversity in participation. Promotion of the sport of surfing through surf schools in Black communities could be a step forward in bringing them on board as participants as well as spectators.

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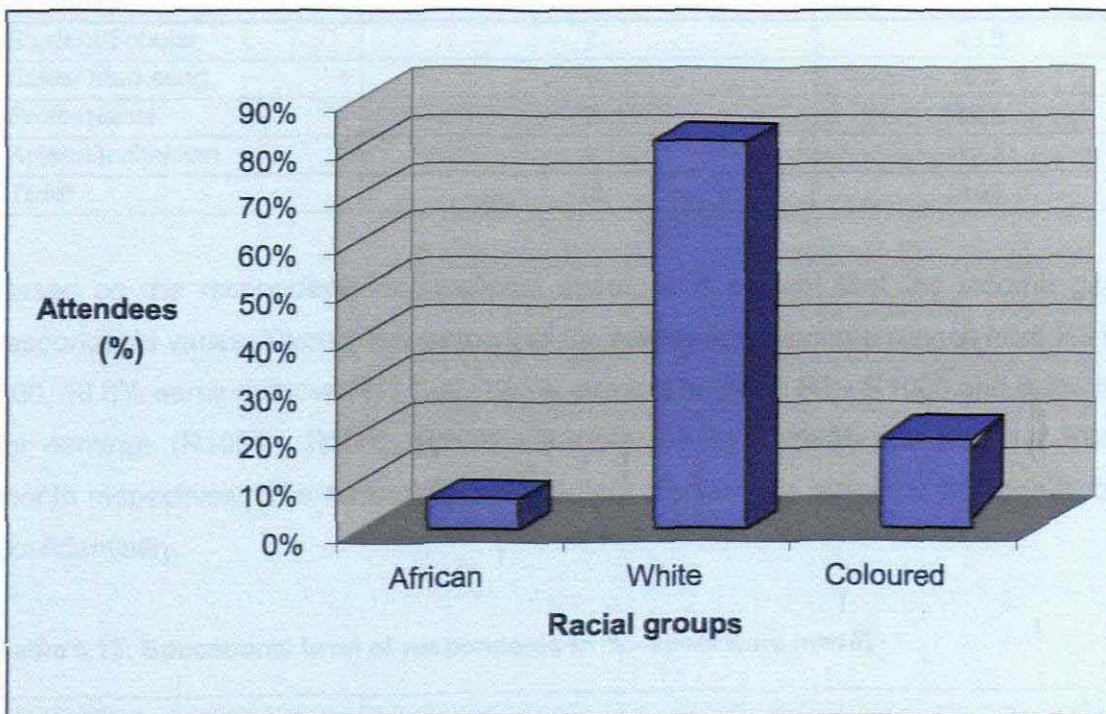


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Table 5.15: Organiser's perception of the event

Satisfaction	Yes (give reason)
Location of the event	It is integral to the event
Overall organisation of the event	Internally organised
Information provided about the event	A thorough communication strategy was planned
Attendance at the event	Not a spectator event
Security at the event	Reliable supplier
Quality of the event	No response
Advertising/ publicity of the event	Low key and very targeted
Physical appearance of the event (littering, overcrowding, etc.)	No response
Physical facilities (Toilets, bins, seating availability etc.)	No response

Based on the table above, there seemed to be a high level of satisfaction from the organiser of the event. Contributing to this view could be the fact that the event was organised internally. The respondent indicated a level of satisfaction with the information provided about the event, highlighting that a thorough information strategy with low key and very targeted advertising and publicity as contributing to this view. This could be drawn from the fact that RBBWA is not a spectator event. Though the respondent failed to provide responses, concerning physical appearance of the event, physical facilities and service quality of the event, the respondent indicated that there were plans or steps to prevent and control crime, crowd and traffic and a disaster management plan. The respondents presented these steps as successful indicating that they did not experience any problems.

However, their response indicating that there were no steps in place to ensure service quality raises a concern. The respondent's response regarding the role of the host city in the event and whether they will be organising the event the following year/s remains unknown as no response was submitted in this area.

Seven years experience highlighted by the respondent in organising the event presented their response as good in meeting the overall expectations of the event. A full response of the respondent is attached as Appendix B.

5.4 Established Businesses

Data collected for this purpose was from ten established businesses. The majority of the established businesses (80%) are situated at the harbour – the base of the event, with 10% each the surf shop and events and a construction company in close proximity to the event. They were locally established businesses offering different products or services. They included:

- Retail (30%)
- Restaurant (20%)
- Curio (20%)
- Museum (10%)
- Sport shop (10%)
- Events and Construction (10%)

5.4.1 Event awareness and involvement

The majority of the respondents (80%) were aware of the RBBWA event while 20% indicated the opposite. Different sources played a role in raising their level of awareness. These sources are presented in Table 5.16 below.

Table 5.16: Medium of information about the event in % - established businesses (n=10)

Medium	Number of respondents	%
n/a	2	20
Word of mouth	3	30
Letters	1	10
Newspapers/ magazines	2	20
Television	1	10
Know about it	1	10
Total	10	100

Contextualising Table 5.16, the medium of information which raised their level of awareness was word of mouth indicating a 30% response. Contributing to this could be the fact that the respondents are at close proximity to the event and that the event has been taking place for six years, followed by 20% newspapers/magazines and 10% respectively for television and previous knowledge of the event while 20% of the respondents did not provide any response. Even though the majority (80%) of the respondents were aware of the event, they provided submissions on the need to improve the marketing of the event in future. Their suggestions are presented in Table 5.17.

Table 5.17: Suggestion to improve marketing of the event in % - established businesses (n=10)

Suggestion	Number of respondents	%
N/a	1	10
More advertising over the radio/TV	4	40
Involvement of businesses around the harbour	2	20
Put posters or banners around the harbour	1	10
Market in a way that Black business in the harbour benefit	1	10
Marketing and promotion	1	10
Total	10	100

It is of concern to learn that 40% of the respondents suggested more advertising over television and radio while 10% suggested posters and banners around the harbour. The latter suggestion raises concern about the visibility of the event at the harbour. The 20% response suggesting involvement of businesses around the harbour, as well as the response that the event must be marketed in a way that Black businesses in the harbour benefit (10%) is also of concern. As a result, only 30% of the respondents indicated their direct involvement in the event. They were involved in promotion (10%) and as a service provider (20%). Suggestions made by respondents will be contextualised further in the next chapter. Whether the respondents attempted to leverage business opportunities associated with the event is presented in Table 5.18

Table 5.18 Attempt to leverage business opportunities in % - established businesses (n=10)

Statement - Did you make use of:	Yes	No	Was it Successful
Marketing/advertising (flyers, posters, banners)	10	90	10
Tie-in promotion/package deals	-	100	-
Extended business hours	-	100	-
Facilities such as parking	-	100	-
Outdoor sales	-	100	-
Themed areas	-	100	-
Entertainment	-	100	-
Forming alliances among businesses	-	100	-

In leveraging business opportunities, the majority (90%) of the respondents did not take advantage to leverage associated business opportunities while 10% of businesses leveraged through use of marketing/advertising (flyers, posters and banners). These respondents rated the marketing effort as successful. Table 5.18 portrays the action of the respondents, the overwhelming majority who did not leverage. Furthermore, 60% of the respondents will not

attempt to leverage opportunities even if the event is held next year. This perhaps indicates that the event has no impact on their businesses and that the event takes place in isolation of their establishments. However, as Chalip and Leyns (2002:132) contest “most local business managers fail to recognise the event as a leveraging opportunity”. Forty percent will attempt to leverage provided there is consultation and open opportunities for their businesses. In line with the responses evident from the established businesses to leverage opportunities, the authors look at the failure to recognise the potentials for leveraging as a degree of inertia that would need to be overcome to realise those potentials.

None of the respondents were aware of any ambushing opportunities.

Among the established businesses interviewed in this study, ten percent of respondents indicated that four people were employed by an ABE company. Their jobs involved distribution of event letters and cleaning of the Sentinel prior to and after the event. The results indicate that there is room for improvement in this regard.

5.4.2 Perception and attitude of the event

The interpretation provided below concerning perceptions and attitudes of local established businesses about the event is presented as a summary in Table 5.19. Respondents provided their responses indicating if they were satisfied with the event as explained by the statements in the table.

Table 5.19: Perception and attitude of the event in % - established businesses (n=10)

Statement	Yes	No	Don't know
Level of satisfaction on/about			
Location of the event	60	20	20
Organisation of the event	40	20	40
Information provided in the event	30	30	40
Attendance of the event	40	20	40
Security provided at the event	40	20	40
Quality of the event	50	-	50
Advertising/publicity of the event	20	30	50
Physical appearance of the event (littering, overcrowding)	40	10	50
Physical facilities (toilets, bins, seating availability)	40	20	40

It is important to note that where respondents gave a 'no' response indicating their level of dissatisfaction, they were asked to provide reasons. A detailed analysis of each statement is discussed below.

Location of the event: 60% of the respondents were satisfied with the event location, whilst 20% were dissatisfied. Amongst the issues which caused their dissatisfaction included:

- Insufficient parking; and
- Accessibility.

Organisation of the event: 40% of the respondents were satisfied with the organisation of the event while 20% were not and 40% provided a don't know/no comment response. The dissatisfaction is manifested in the submission made by respondents that the organisation of the event must be done in a way that it benefits the local community.

Information provided about the event: An even response (30% each) for the satisfaction and dissatisfaction was evident, while 40% of the respondents provided no comment/don't know. The dissatisfaction can be linked to their responses noting that:

- Letters were not good enough to consult with the public, thus indicating a need for community engagement and participation.
- No direct information was available.

Attendance: 40% of respondents indicated that they were happy with the attendance, while 20% were dissatisfied and a further 40% provided a don't know/no comment response. Though there is a level of dissatisfaction concerning attendance by the respondents, they have not provided reasons to justify their level of dissatisfaction.

Security: 40% of respondents expressed satisfaction with the security, while 20% were dissatisfied and 40% provided a don't know/no comment response. The respondents highlighted that the use of outside security companies in this event, instead of local security companies contributed to their level of dissatisfaction.

Quality of the event: Half of the respondents (50%) indicated their satisfaction with the quality of the event while the rest (50%) provided a don't know/no comment response. No reasons were provided for the level of dissatisfaction expressed.

Advertising/publicity: 20% of respondents indicated that they were satisfied with the advertising of the event while 30% indicated dissatisfaction and 50% provided a don't know/no comment response. Respondents rated this aspect as poor.

There seem to be high levels of don't know/no comment response with regard to the perceptions and attitudes of local established businesses about the event. This may indicate

their level of isolation from the event. In some areas they lack actual experience of the event, hence it was not easy for the respondents to express their perception concerning physical appearance of the event and physical facilities such as toilets, bins and seating availability as reflected in Table 5.19. The points highlighted in Table 5.19 contribute greatly to the service quality of the event.

5.4.3 Suggestions and event reflection

Of the respondents, 70% submitted suggestions to improve service quality to better the event. The suggestions included:

- Community participation and local businesses involvement 20%
- More advertising 20%
- Provide more parking 10%
- Putting people in place to give direction to people about the event 10%
- Provide security for cars 10%

The respondents (80%) stated that during the period of the event their turnover remained the same while 20% indicated an increase. Half of the respondents indicated the event as having no positive impact on their business. Despite this reflection the other half (50%) of respondents indicated that these types of events have a positive impact on the respondent's type of business. This response shared by the respondents in view of the event having positive impacts on their businesses can be achieved to a greater extent if it is planned appropriately. It would then bring more money, involve local businesses and create more awareness of the area.

The views of the other half of the respondents who opposed the statement that the event had a positive impact on their businesses argued that the event has no impact on their business; when the event takes place their businesses are isolated from the event; their businesses are boosted by tourists who visit the harbour, not by the event.

Respondents were asked to rate their level of agreement (SD = strongly disagree; D = disagree; N = neutral; A = agree and SA = strongly agree) with statements concerning the event from a business perspective.

Table 5.20: Event perceptions from a business perspective in % (n=10)

Statement	SD	D	N	A	SA
The event increases awareness among locals of businesses in the area	-	30	10	40	20
The event disrupts local patronage of business in the area	60	20	10	10	-
The leveraging of the event creates opportunities for local businesses	40	-	20	30	10
Businesses need some assistance to formulate and implement strategies and tactics to leverage events	10	10	30	30	20
Businesses should form alliances to maximise event leveraging opportunities, for example, common theming	20	-	20	50	10

Sixty percent of the respondents agreed to strongly agreed with the statement that the event increases awareness amongst local businesses in the area with eighty percent dismissing the view that the event disrupts local patronage. While 40% of respondents agreed to strongly agreed that leveraging of the event creates opportunities for local businesses, 40% also indicated the opposite and a further 20% remained neutral. This is an important aspect to be considered.

Fifty percent of the respondents were in favour of businesses to be given assistance to formulate and implement strategies and tactics to leverage events with thirty percent providing a neutral response. The majority of the respondents (60%), with a 20% neutral response rate, indicated a strong level of agreement for the great need for businesses to form alliances to maximise event leveraging opportunities associated with the RBBWA event. Emphasising that events can provide businesses in the host economy with opportunities, Chalip (2004:237) highlights that "local businesses can undertake joint marketing programmes with event sponsors, or they may be able to act as local suppliers for sponsors".

Based on Table 5.20, it is clear that established local businesses see a need to be involved in this event and believe that with planning and assistance provided to them, their businesses will benefit from the event. This can only be achieved provided there is coordination to include established businesses in this event from the organisers point of view. Chalip and Leyns (2002:154) motivate that "by working with ... local businesses to plan and implement a coordinated leveraging of a sport event, event organisers could design and produce events that are consistent with ... legitimisation".

5.5 Informal Traders

It has been pointed out already that the questionnaire was designed for the stallholders; however there were no stallholders at all event locations, except informal traders at the harbour – the base of the event. For the informal traders to be at the harbour is routine business. Ten informal traders were interviewed at the harbour. Since the harbour is an economic vibrant area of the suburb, there are costs associated with ownership of stalls in this area. Table 5.21 is a reflection of the cost of acquiring a stall/s.

Table 5.21: Cost of acquiring a stall/stand for the event – informal traders (n=10)

Amount	Number of respondents	%
R170	5	50
R400	3	30
R300	2	20
Total	10	100

Fifty percent of respondents indicated that they paid R170 for their stands, 30% indicated R400 and 20% noted R300. Difference in terms of costs per stall/stand depended on the size and the number of stalls. Fifty percent of their product/services provided by the informal traders were craft and fifty percent curios.

5.5.1 Event awareness and event marketing

Since the respondents were situated at the harbour, their level of awareness of the event has drawn interest in this study. Table 5.22 is the presentation of their awareness of the event.

Table 5.22: Event awareness in % - informal traders (n=10)

Medium	Number of respondent	%
Unaware	4	40
Word of mouth	4	40
Know about it/annual event	2	20
Total	10	100

It is important to note that though respondents are situated at the harbour which is the base of the event, 40% of the respondents were not aware of the event. However, 40% of the respondents were aware of the event through word of mouth and 20% aware of the event as it has been an annual event. Any form of media did not influence their knowledge of the event. As a result of this, the respondents (60%) rated the marketing of the event as poor while 20% rated it good, 10% satisfactory and 10% providing no response.

Factors contributing to this poor marketing rating of the event include submissions made by the respondents that the event was marketed in such a way that:

- It does not have influence on their businesses (20%);
- They are not involved in any way as informal traders (10%); and
- They are not aware of the marketing of the event though they are at the event location (60%).

As a result of the respondents' poor level of satisfaction, they made suggestions to improve the marketing of the event. Table 5.23 is the presentation of those submissions.

Table 5.23: Suggestions to improve marketing of the event in the future in % - informal traders (n=10)

Suggestions	Number of respondents	%
n/a	1	10
Involve the community	1	10
Increase marketing/advertising	8	80
Total	10	100

5.5.2 Organisation and perception of the event

Table 5.24: Informal traders perception of the event in % (n=10)

Statement	Yes	No	Don't know/ no comment
Level of satisfaction on/about			
Location of the stall/stand	60	-	40
Fees/cost for acquiring a stall	-	30	70
Location of the event	10	-	90
Organisation of the event	-	-	100
Information provided about the event	-	60	40
Attendance at the event	-	-	100
Security at the event	-	-	100
Quality of the event	-	-	100
Advertising/publicity of the event	-	60	40

With reference to Table 5.24, it is important to note that where the respondents were not satisfied, they were asked to provide comments or reasons that might have led to their dissatisfaction. Though the respondents indicated a 60% level of satisfaction with the

location of the stall, this cannot be linked to the event. The event has no influence in the allocation of the stall. The respondents were operating in their normal areas allocated to them.

Seventy percent of the respondents provided no comment concerning the cost of acquiring the stall/stands, while thirty percent indicated their level of dissatisfaction with the latter respondents indicating that the costs of acquiring a stall are too expensive. Interpreting the response of the majority (70%), the costs paid for the stands are not linked to the event, hence a high response of no comment. They are normal costs which respondents pay every month.

The majority of the respondents (90%) provided no comment when responding to the location of the event while all respondents provided no comment regarding the organisation of the event. The interpretation of this can be based on the submission made by respondents earlier of their non-involvement which amounts to their isolation from the event.

Sixty percent of the respondents were not satisfied with the information provided at the event and forty percent provided no comment. Dissatisfied respondents indicated that there is no information provided about the event. This indicates a poor level of information dissemination of the event as informal traders are situated at the base of the event.

Concerning the attendance, security at the event and the quality of the event, the respondents provided a 100% don't know/no comment response. On the other hand, the respondents expressed a 60% dissatisfaction with the advertising of the event with 50% linking their dissatisfaction to poor advertising.

There seemed to be a high level of dissatisfaction concerning the event issues highlighted in Table 5.24, considering that the respondents are situated at the event location and that they are a prominent feature within the harbour precinct.

5.5.3 Problems associated with the event and suggestions

Referring to the problems encountered during the period of the event, 60% provided no comment. Other responses included:

- Non-involvement of local businesses (10%).
- Disturbance of informal traders as a result of parking, hence they trade next to the parking bays (10%).

- None to insufficient information provided about the event (20%).

Building from the information mentioned earlier, the respondents made suggestions to improve the event in future. The majority of the respondents (80%) expressed a need for more marketing of the event, 10% expressed a need for community involvement and 10% indicated a need for local business involvement in the event.

5.5.4 Event participation and impacts

For the purpose of this study, it was important to get a reflection of the involvement and participation of the respondents (informal traders) in this event. This will contribute to an understanding of the organisation and management of the event. Table 5.25 presents event participation of the respondent in previous years' event at the same time exploring possibilities of their participation if the event is held next year.

Table 5.25: Event participation in activities in % - informal traders (n=10)

	Yes	No	Not Sure
Last year	-	100	-
Next year	30	50	20

All the respondents did not take part in the event activities last year. However, 30% of the respondents indicated that they will participate in the event activities if it is held next year, with 20% not sure and 50% expressing a no response. Based on the response projected in Table 5.25 it is important to note that participation and involvement of informal traders in event activities depends highly on the event organisers.

Though the respondents did not provide an indication of their average turnover per day and were not involved in this event, 80% of the respondents uphold a strong view that such events (RBBWA) have a positive impact on their businesses. Supplementing this statement, half of the respondents (50%) underscored that such events attract people/tourists (30%), increases sales (10%), and expose their local services or businesses (10%) whilst the other half (50%) provided no response.

The respondents' view can only become reality when they form an integral part of the event and the organisation/management of the event is reviewed.

5.6 Residents

As highlighted before, the residents' survey formed part of the study. Their perception of the event and how the event contributes to their social setting (cost and benefits) with RBBWA taking place right at the heart of the community is an important component of the study. Getz (1997:42) notes that "attention to community wishes and impacts is essential".

5.6.1 Location and demographic profile of residents

In order for the study to have an objective view of the event in relation to the objectives of the study, respondents were interviewed from different areas within the Hout Bay community. Figure 5.2 is an illustration of areas which constituted part of study.

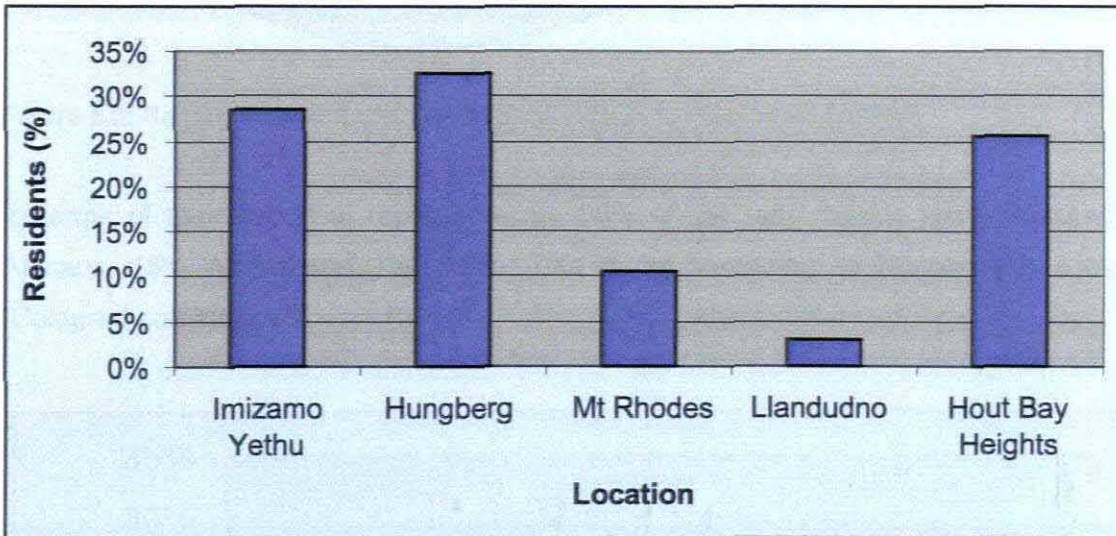


Figure 5.2: Geographical illustration of respondents in % - residents (n=200)

Most of the respondents (32.5%) were from Hungberg – an important area that gives access to view the event from the land, 28.5% from Imizamo Yethu, 25.5% Hout Bay Heights, Mt. Rhodes 10.5% and 3.0% Llandudno. Forty three percent of the respondents indicated that they live at a distance of 1-2 km, 24.5% at a distance of 3-4 km and 32.5% at a distance of 5-6 km of the event location. It is important to note that the distance limit was 5km.

Out of the sample (n=200), 59% of the respondents were males and 41% females. Historical representation of respondents is illustrated in Figure 2.3.

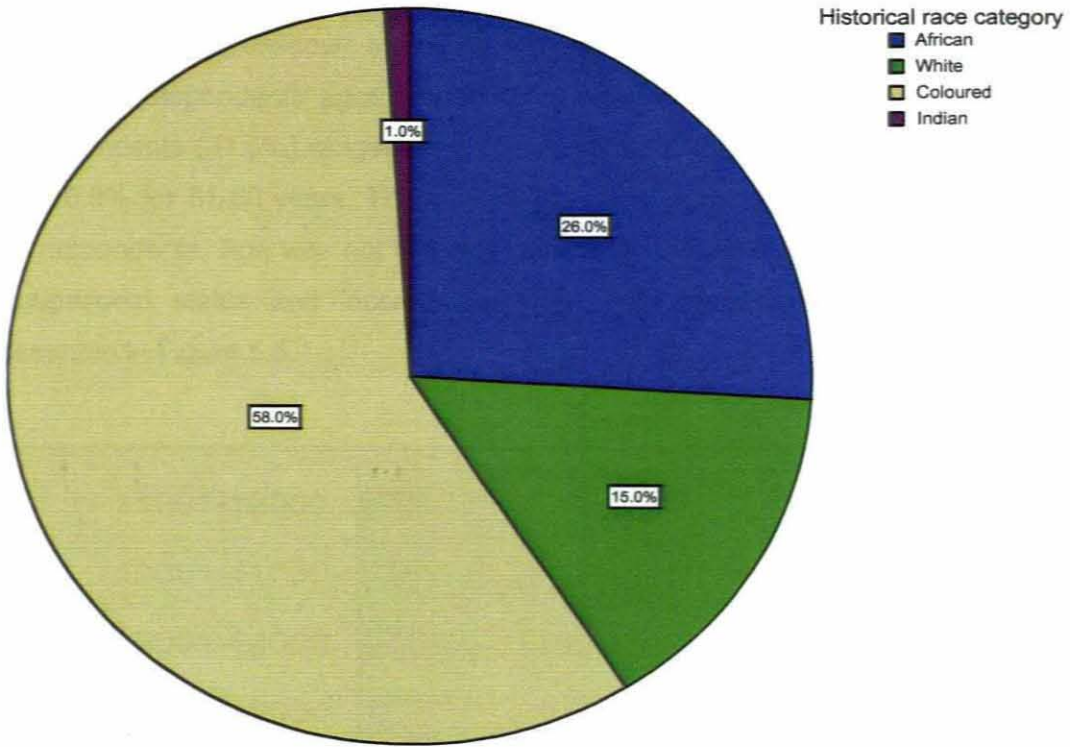


Figure 5.3: Racial representation of respondents in % - residents (n=200)

In terms of their historical representation, 58% of the respondents were Coloureds, 26% Africans, 15% Whites and 1% Indian. This is not surprising as Hungberg is a traditional "Coloured community".

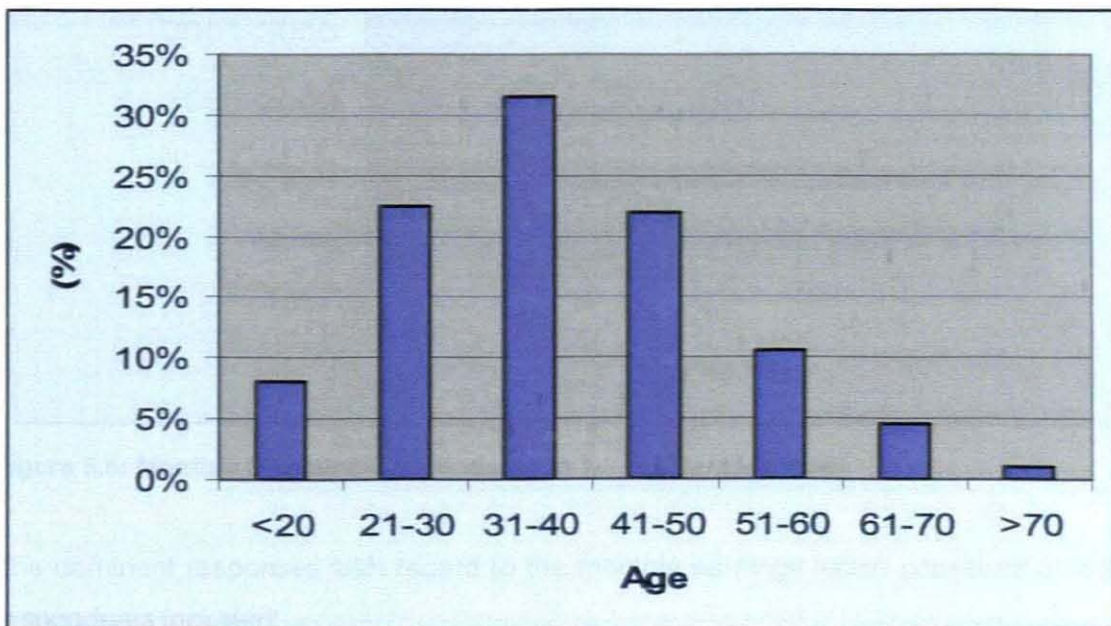


Figure 5.4: Age of the respondents in % - residents (n=200)

Respondents' age was taken into consideration and residents under 18 years were not interviewed. The breakdown indicating the age of respondents is evident in Figure 5.4. The interviewed respondents' ages ranged from under twenty to over seventy years. The majority of respondents (31.5%) ranged from 31-40 years, 21-30 years (22.5%), 41-50 years (22%) and 10.5% for 51-60 years. These were the most prominent groups representing 86.5% of the respondents. Age was not the only difference concerning the respondents, so was their occupational status and income earnings. Their monthly income earning in Rand is presented in Figure 5.5.

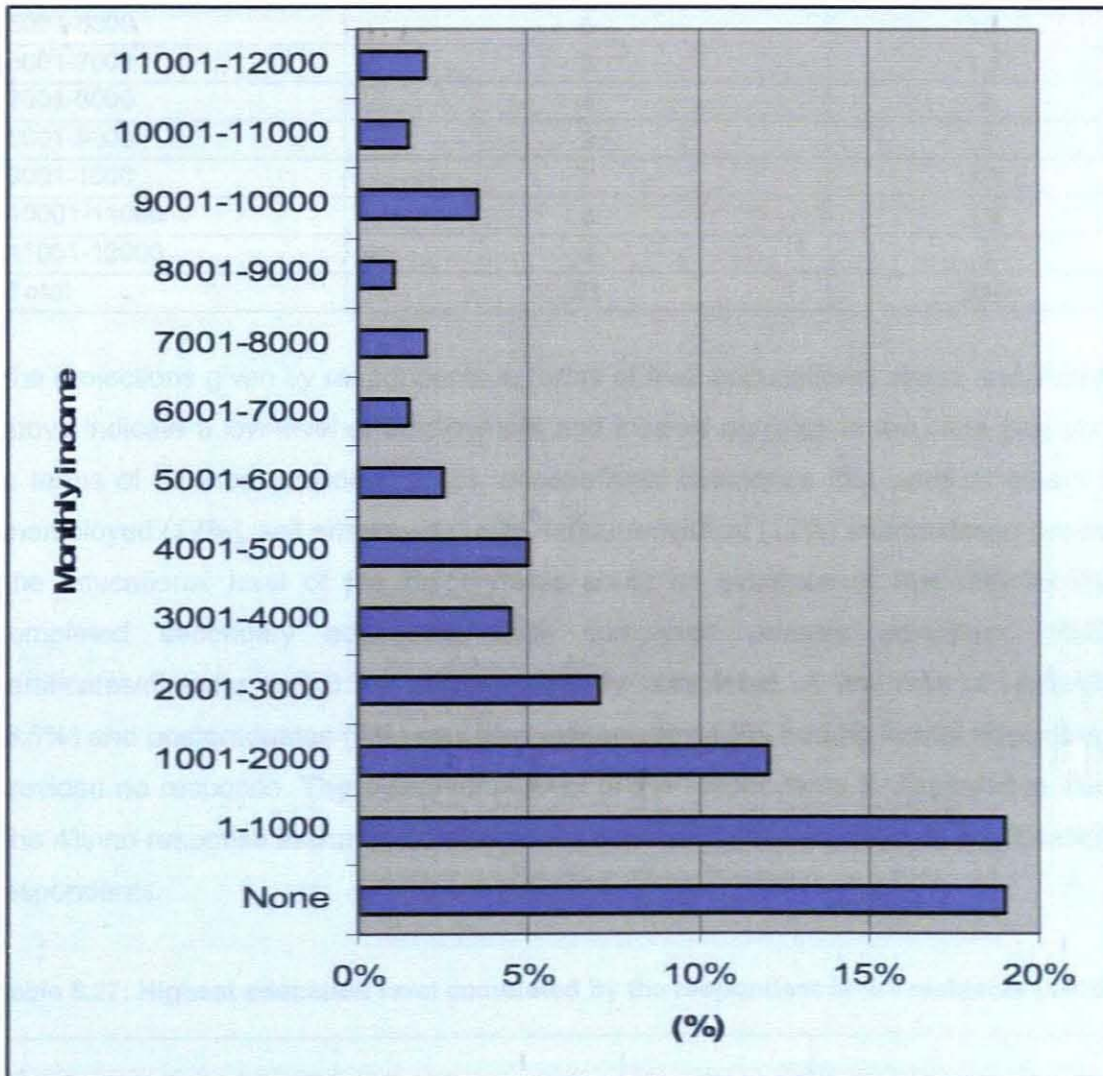


Figure 5.5: Monthly income of respondents in % - residents (n=200)

The dominant responses with regard to the monthly earnings which constitute 69.5% of the respondents included:

- No income 19%
- R1-R1000, 19%
- R1001-R2000 12%

(SD = strongly disagree; D = disagree; N = neutral; A = agree and SA = strongly agree). Ratings of the statement are presented in Tables 5.28 to 5.37.

Table 5.28: The event as entertainment in % - residents (n=200)

	SD	D	N	A	SA
The event provided an opportunity to attend an interesting event	6.5	7	24.5	47	15
The event provided an opportunity to have fun with family and friends	6.5	8	19.5	51	14
The event provided an opportunity to meet new people	4	7	15.5	60	13.5
The event increases entertainment opportunities for locals	8.5	10	12.5	53	15.5

Although the majority of the respondents (62%) were not aware and did not attend they still see the event as providing an opportunity to attend an interesting event, 65% saw the event as providing an opportunity to have fun with family and friends, 75% saw it as a chance to meet new people and for 68.5% of residents, the event increases entertainment opportunities for locals. Towards an understanding of the tangible benefits associated with staging of events, Fredline and Flaukner (2002a:103) include "entertainment and social opportunities" as part of the range of tangible benefits.

Though there seems to be quite a high level of satisfaction on the entertainment statements above, the relatively high response rate of neutrality by the respondents cannot be overlooked. The 24% neutral response of the event as an interesting event, 19.5% of the event providing an opportunity to meet new people can be drawn from the fact that the majority of the respondents have not attended the event, therefore do not know if it is interesting or not and find it difficult to comment on any form of entertainment which could be linked to the event. Overall, the event is seen by the respondents as having entertainment value.

Table 5.29: Use of public money in %- residents (n=200)

	SD	D	N	A	SA
The event was a waste of public money	17.5	35	27.5	10.5	6.5
Too much money was spent on the event that could be spent on other activities	10	29	27	20	11.5
The event assists in increasing public spending for sport	11	14.5	28	34	10.5

Based on Table 5.29, there seems to be no clear understanding from the respondents about the use of public money. High levels of neutral responses (27.5%, 27% and 28%) could merely mean that the respondents are not aware of:

- How the event is organised or managed?
- Who is involved and the status of their involvement?
- How much money is involved in the event and the source of money involved in the event?

However, 52.5% of the respondents are of the view that the event was not a waste of public money, 39% indicating their disagreement (strongly disagreed and disagreed) with the statement that too much money was spent on the event that could have been spent on other activities while 44.5% agreed to strongly agreed that the event assists in increasing public spending for sport.

Table 5.30: Economic benefits of the event in % - residents (n=200)

	SD	D	N	A	SA
The event is good for the economy since it creates jobs	9.5	17.5	14.5	42	15
The event is good for local business (increases turnover)	9.5	12	16	47.5	13.5

Relating to the economic benefits of the event, the majority of the respondents agreed to strongly agreed with the statements in Table 5.30. Fifty seven percent were of the view that the event is good for the economy since it creates jobs with 61% giving an indication that the event is good for local business (increases turnover). Chalip, Green and Hill (2003:230) put emphasis on the importance of events on the host community by arguing that “the increasing demand for accountability requires event organisers ... to demonstrate that their events add value to the life of the community in which they are held”.

The question of whether local businesses benefit from this event as stated in Table 5.30, seem to be a critical aspect when relating to the economic benefits of the study not only for the respondents but also for the local established businesses in and around Hout Bay as discussed previously. The majority (61%) agreed to strongly agreed that the event is good for local businesses.

Table 5.31: Event disruption to local residents in % - residents (n=200)

	SD	D	N	A	SA
The event disrupted the lives of local residents and created inconvenience	21.5	48.5	16.5	10	3.5
The event caused traffic congestion and parking difficulties	19	37	17	21	5
The event created excessive noise	25	48	15.5	8.5	1.5
The event increased crime	21.5	47.5	16	11	3.5
The event was associated with some people behaving inappropriately such as excessive drinking or drug use	23	34	29.5	10	3

Relating to the disruption of local residents, there seemed to be a high level of disagreement with statements in Table 5.31. The respondents disagreed to strongly disagreed that the event disrupted the lives of local residents and created inconvenience (70%), the event caused traffic congestion and parking difficulties (56%), the event created excessive noise (73%), the event increased crime (69%) and the event was associated with some people behaving inappropriately such as excessive drinking or drug use (57%). Despite the reflection projected in Table 5.31, Williams, Hainsworth and Dossa (1995:13) argue that "uncontrolled crowding of facilities, strains on community infrastructure, and inappropriate guest behaviour are commonly reported as examples of negative effects associated with hosting of events". Since the contest did not take place, it could be argued that less negative impacts were observed by residents.

The relatively high neutral response rate of the respondents (29.5%) to the latter statement raises a concern regarding excessive drinking or drug abuse. Though the respondents who agreed or strongly agreed with the statements in Table 5.31 is relatively low (13.5%, 26%, 10%, 14.5% and 13% respectively), the study cannot dismiss the fact that the event caused some disruption to local residents. As presented by Delamere (2001:25) "awareness of these social impacts, and of residents' attitudes towards those impacts, may enable action that could lead to a reduction in the unwanted disruption of local community life ... thereby encouraging a balance between social and economic development forces within the community".

Table 5.32: Use of public facilities in % - residents (n=200)

	SD	D	N	A	SA
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/ or public transport	26	18.5	26	26	3.5
The event denied local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding	24	27.5	29	17	2.5

In terms of public facilities it is disconcerting to note that 44.5% of the respondents indicated their disagreement with the statement that the event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/ or public transport while 29.5% agreed to strongly agreed as per Table 5.32. Only 19.5% of respondents agreed to strongly agreed that the event denied local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding while 51.5% of the respondents provided an opposite view of the statement. This table presents lower levels of inconvenience and lack of access. This could be a result of the contest not taking place as well.

Table 5.33: The event and promotion of community pride in % - residents (n=200)

	SD	D	N	A	SA
The event made locals feel more proud of the city/ country	3.5	5.5	7.5	57	26
The event made locals feels good about themselves and their community	3	5	10	54.5	24.5
Ordinary residents get a say in the planning and management of the event	39.5	23	15.5	18.5	2

Respondents indicated a high level of agreement with the event impacting on community pride. The majority of the respondents (83%) expressed that the event made locals feel more proud of the city/country and the event made locals feels good about themselves and their community (79%) as per Table 5.33. However, there seemed to be a higher level of disagreement when it comes to the planning and management of the event. The majority of respondents (62.5%) dismissed the statement that ordinary residents get a say in the planning and management of the event with a 15.5% neutral response. Only 20.5% of respondents agreed to strongly agreed with the latter statement.

Putting the responses above into context, though there seemed to be a strong impact of the event on community pride, the relations between the event organisers and the community is an important aspect of the event. Community consultation, participation and involvement in planning and management of the event are a base for the sustainable future of the event. As highlighted by Reid and Arcodia (2002:501) "involving community leaders and the key stakeholders within the host community in the planning process is also a way for the event organisers to ensure that the community participates in and has ownership of the event".

Table 5.34: Environmental impact of the event in % - residents (n=200)

	SD	D	N	A	SA
The event had a negative impact on the environment through excessive litter	17	40.5	28	12	2.5
The event had a negative impact on the environment through pollution	18	42.5	27.5	9.5	1
The event had a negative impact on the environment through damage to natural areas	17.5	41	24	15	1

In terms of the environmental impact of the event, the respondents disagreed to strongly disagreed with the statement that the event had a negative impact on the environment through excessive litter (57.5%), through pollution (60.5%) and through damage to natural areas (58.5%).

However, a proportion of the respondents (14.5%) agreed to strongly agreed with the first statement in Table 5.34 and this could be based on the fact that few of the respondents have attended the event. The response (10.5%) to the second statement could be based on the

fact that the actual event takes place at sea and that an understanding of pollution caused by the event is not known by the respondents. Relatively high levels of neutrality (28%, 27.5% and 24%) respectively on the three statements above could also be based on the arguments highlighted for the low response rate above.

Table 5.35: The event as a regional showcase in % - residents (n=200)

	SD	D	N	A	SA
The event showcased the area in a positive light	4	4.5	10.5	57.5	23
The event attracts tourists to the area	1.5	5	8.5	62.5	22.5
The event attracts future business to the area	5	9	20	50	15
The event has increased media coverage of the area	5	9	17.5	51.5	14.5

In view of the event as a regional showcase, the majority of the respondents (80.5%) agreed to strongly agreed that the event showcased the area in a positive light, the event attracts tourists to the area (85%), the event attracts future business to the area (65%), and the event has increased media coverage of the area (66%). Lee (2001) denotes that increasing community visibility, positive income, and enhancing community image are all common and acceptable postulations in hosting events.

Putting the respondents' reflection into context, there seemed to be a strong view that the event is a regional showcase. Arguing that the event is one element of a destination's overall product or service mix, Chalip (2004:243) contends that "events can be useful beyond the period of the event itself if it is built into the destination's marketing communication mix". Despite the challenges that the respondents have highlighted about the event, the power of an event such as the RBBWA has demonstrated its role in profiling the area. Hout Bay can use this event to create a strong profile for the event. Jago, Chalip, Brown, Mules and Ali (2002:115) note that the importance of events in a destination will only be achieved if "marketers and event managers have a good understanding of brand theory and how it can be used to achieve maximum visitation to the destination".

Table 5.36: Impact of the event on price in % - residents (n=200)

	SD	D	N	A	SA
The event leads to increases in the price of some things such as food, transport and property values	19.5	31.5	28	18	2
As a result of the event, more people are buying holiday homes in the area	8	18.5	37	26.5	7.5
During the event period, the overall cost of living has increased	20	31	30	15	1

In view of the impacts of the event on price concerning the first statement in Table 5.36, 28% of respondents provided a neutral response, a further 20% agreed to strongly agreed and

51% of the respondents disagreed to strongly disagreed with the statement that the event leads to increases in the price of food, transport and property values and during the event period. A significant percentage of the respondents (34%) agreed to strongly agreed with the statement that as a result of the event, more people are buying holiday homes in the area while 30% remained neutral and 16% agreed to strongly agreed. The overall cost of living has increased according to 51% of respondents with 37% of the respondents remaining neutral.

The relatively high response rate reflecting neutral responses makes it difficult to give a true reflection of the impact of the event on price. However, the discussion above can be used as a basis for understanding this aspect of the event.

Table 5.37: Community benefits in relation to the event in % - residents (n=200)

	SD	D	N	A	SA
The community benefited directly from the event	31.5	30	20	16.5	1.5
Only some members of the community benefited from the event/ event increases social inequity	9	15.5	27.5	37	10
The event increases interaction between locals and tourists	10.5	14	20.5	45	8.5

Considering the community benefits in relation to the event, 61.5% of the respondents disagreed to strongly disagreed with the statement that the community benefited directly from the event while 20% provided a neutral response, with a further 17% agreeing with the statement. Highlighting the importance of relations between the organisers and the community in hosting events Waitt (2003:195) posits that "a positive perception is suggested to occur only when both [community and organisers] actors have high levels of social power within the exchange relationship".

Nearly half of the respondents (47%) agreed to strongly agreed as per Table 5.37 that only some members of the community benefited from the event while 53.5% agreed to strongly agreed that the event increased interaction between locals and tourists. In addition, 27.5% and 20.5% of the respondents provided a neutral response to the two latter statements, respectively.

Contextualising the responses indicated above, speculations can be drawn from the responses in Table 5.37 that:

- The respondents do not know who in their communities benefits from this event.
- Even though they highlighted that certain members of the community benefit, it is not clear how they go about doing so, and

- There is no evidence in their communities which reflect direct or indirect community benefits from or as a result of this event.

Presenting the importance of social impacts of events Fredline *et al.* (2003:36) deduce that "understanding the social impacts of events on residents and being able to measure or monitor such impacts is vital to the event vitality". Based on the results evident in this dissertation, this could be an area for further study.

5.6.4 Event location

Despite the challenges that seem to be surfacing around this event on the side of the respondents, an outright majority (93%) uphold a strong view that Hout Bay must continue to be the host of the RBBWA event. Only 2.5% of the respondents indicated that the event should be held in another location but in the region, 1.5% were of the view that the event should be held in another location outside the region and 1% indicated that it should be discontinued altogether. Their general positive perception of the event location could have contributed to the respondents' being in favour of the event being held at the same event location.

The view of the majority of the respondents for the event being held in the same location could be based on their response where 91.5% indicated that the event location is a beautiful area. They responded further by indicating a 58% response for a good quality of the service at the event location, followed by 24% neutral response, 14.5% disagreed to strongly agreed while 0.5% of the respondents highlighted the statement as not applicable. Furthermore, a 62.5% response rate expressing that locals support the events in the area in which the event is being held could have contributed to this view with 16.5% giving an opposite response and 14.5% remaining neutral.

5.6.5 Direct benefits

In the history of the event, only 10% of the respondents indicated that they or member/s of their family have ever worked for the event in either a paid or voluntary capacity. Additionally 11.5% of the respondents stated that they or a member of their family worked in or owned a business that they think is positively affected by the event (for example, hospitality, retail, tourism, etc.).

These responses complement the submissions made by the respondents earlier on providing a clear view that only few members of the community benefit from the event. Though there

could be a few benefiting from the RBBWA, how they get to benefit remains a crucial concern as suggested by the submissions of the respondents.

5.6.6 Problems and suggestions

It was merely 7.5% of the respondents who indicated that they experienced problems related to the event. The event was not well promoted (2.5%) no local community involvement and unsafe (2% each), and traffic (1%). It is important to note that though there is a low response rate in these areas, it is mostly from the experiences of people who have attended the event (25%).

While 31% did not provide any suggestions to improve the event in future, 69% of the respondents' submissions on suggestions to improve the event including service quality are indicated below:

- Involve local community (32%)
- More advertising/marketing of event (20.5%)
- Event must benefit the community (3%)
- Involve the youth (2%)
- More parking (2%)
- More entertainment at event and weather consideration (1.5%)
- Improve infrastructure (1.5%)
- More security (1.5%)
- Better traffic control (1.5%)
- Vary location of event (1.5%)
- More accessibility for locals (1%)
- Invest more money into community (0.5%)
- Cater for everyone (0.5%)

The respondents encouraged the implementation of these suggestions as their submissions for improving the event in the future. "The compatibility of an event with the host community's values and expectations is important if local residents are not to see themselves and their community as being exploited" (Williams *et al.*, 1995:12).

5.6.7 Identification with surfing

Respondents were asked to give an indication by choosing a statement that summarises their interest in surfing as a spectator (Table 5.38) and as a recreational activity (Table 5.39).

Table 5.38: Identification with surfing as a spectator in % - residents (n=200)

Statement	Number of respondents	%
No response	2	1
Avid fan and always try to attend or watch on TV	59	29.5
Interested in sport and see it when I can	62	31
Not particularly interested but enjoy seeing it in the area	41	20.5
Not interested in sport but sometimes attend	10	5
Have no interest in sport even if held in the area	26	13
Total	200	100

Statements which became prominent in identifying respondents as surfing spectators included:

- I am an interested in the sport and see it when I can (31%).
- I am an avid fan of the sport and always try to attend or watch it on TV (29.5%).
- I am not particularly interested in the sport, but I enjoying seeing it when it comes to our area (20.5%).

Deducing from the reflection above, the sport seems to have a good following in the area with the TV and surfing tournaments playing a great role in increasing the spectators of surfing in the area. Even those who are not interested in the sport, sometimes attend (5%).

Table 5.39: Identification with surfing as a recreational activity in % - residents (n=200)

Statement	Number of respondents	%
No response	3	1.5
Keen participant who is involved in club competition	23	11.5
Keen participant who is involved but not in club competition	14	7
Occasionally participate in sport socially	32	16
Used to participate but have not done so in recent years	22	11
Absolutely no interest in participating in the sport	106	53
Total	200	100

The statements in identifying surfing as a recreational activity by respondents is presented below.

- o I occasionally participate in sport socially (16%).
- o I am a keen participant who is involved in club competition (11.5%).
- o I used to participate but I have not done so in recent years (11%).

Though there seems to be an active involvement of a few of the respondents in the sport whether socially or at club level, 53% of the respondents have no interest in participating in the sport.

5.6.8 Residents' analysis – Event vs. proximity (Hungberg)

The deliberations made earlier relate to the general overview of the residents' perception of the RBBWA event in understanding the cost and benefits associated with the event. The next session will focus specifically on Hungberg, where an event is hosted at its backyard. Chalip (2004:155) motivates this approach by arguing that "a range of reactions can be observed amongst local residents when a major ... event is hosted in their backyard".

Hungberg is regarded as a significant event location. The location is the passing point to those who want to view the event from land. From this perspective, the study will be able to expose the difference in the responses of residents in immediate proximity to the event with those that are at a greater distance from the event or event location. "The residents living close to the [event] areas are clearly subjected to localised event impacts such as noise, traffic and parking and access restrictions to a greater extent than those living a substantial distance from the [event]" (Fredline, 2004:166).

Strengthening the argument presented above, residents of the Hungberg community may have a better view of the event based on more respondents having attended this event (Table 5.40) as well as previously (Table 5.41) and their close proximity to the event.

Table 5.40: Event attendance vs. proximity - residents (n=200)

Name of Location	Yes	No	Total
Imizamo Yethu	6	51	57
Hungberg	12	53	65
Mt Rhodes	3	18	21
Llandudno	2	4	6
Hout Bay Heights	9	42	51
Total	32	168	200

Of the 16% respondents who attended the RBBWA event, 6% which was the majority came from the Hungberg community followed by 4.5% from Hout Bay Heights. It is important to note that Hout Bay Heights is close to Hungberg.

Table 5.41: Previous event attendance vs. close proximity - residents (n=200)

Name of Location	Yes	No	Total
Imizamo Yethu	5	51	57
Hungberg	26	39	65
Mt Rhodes	5	16	21
Llandudno	2	4	6
Hout Bay Heights	12	39	51
Total	50	149	200

Even with previous attendance of the event, out of the 25% of the respondents who attended the event before, 13% (which is the majority) came from Hungberg followed by Hout Bay Heights (6%). Though the response of attendance in Table 5.42 and Table 5.43 is low, residents in the proximity appear to support the event to a greater extent.

A reflection of the event in relation to close proximity is further presented by an illustration provided through cross tabulation using clustered bar charts, highlighting the statistical responses of respondents (residents) of Hout Bay. This will assist in understanding, comparing and weighing the responses of residents' attitude and perceptions based on close proximity to the event. The charts/figures provided in the next section can also be used in conjunction with the discussion and presentation derived from the data collected to ascertain differences and similarities. A closer look will be given to the event disruption to local residents and community benefits in relation to the event. Each chart/figure is explained by the statement on the right side of the chart above the indicators (SA, A, N, D, SD, NA). Graphical presentation of comparison based on close proximity is presented in Figures 5.6 to

5.13. In some instances responses have been grouped (agree and strongly agree and disagree and strongly disagree). Adding to this, it is also important to take cognisance of the actual number of responses received (reflecting as count in the figures) from each location as mentioned earlier.

5.6.9 Event disruption to local residents (close proximity)

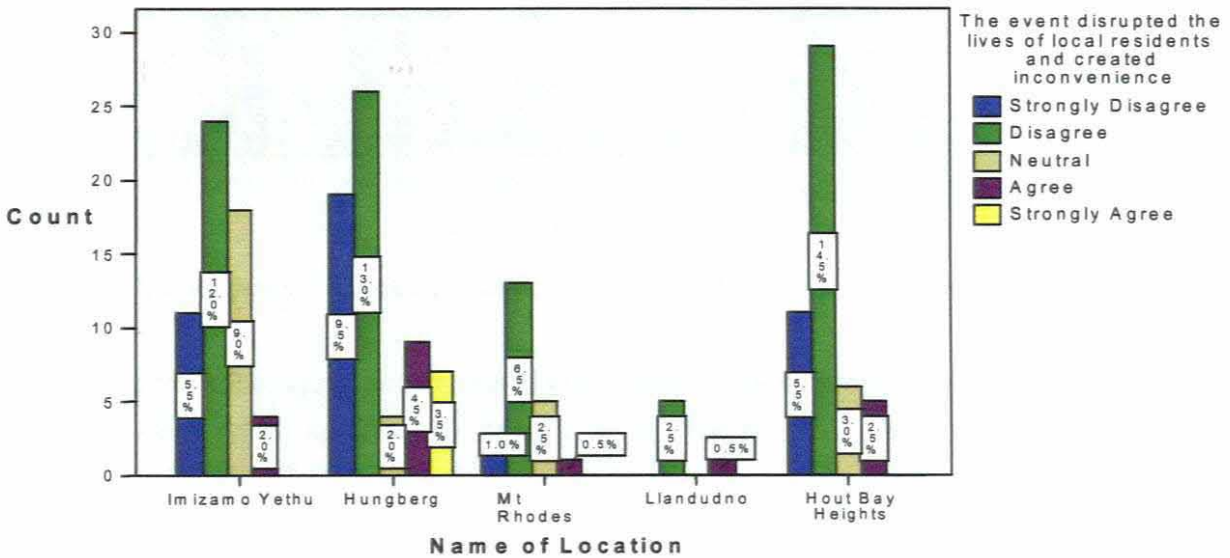


Figure 5.6: Disruption of local lives and inconvenience in % – residents (n=200)

Relating to disruption of local residents, there seems to be a high level of disagreement that the event disrupted local residents and created inconvenience, with Hungberg (22.5%), Hout Bay Heights (20%), followed by Imizamo Yethu (17.5), then Mt Rhodes (7.5%) and Llandudno (2.5%), equating to 70% of the respondents. Despite the high level of disagreement, Hungberg has the highest responses (8%) of the overall sample agreeing to strongly agree that the event disrupted local residents and caused inconvenience, with the lowest response from Mt Rhodes and Llandudno (0.5% each). It is important to note that Hungberg is the closest community to the event location and Mt Rhodes and Llandudno the furthest away. The level of disagreement from Hout Bay Heights with regard to the statement posed in the figure above is not surprising, as these communities (Hungberg and Hout Bay Heights) are close to each other.

Taking into consideration Figure 5.6, the study contends that in this event, disruption to local lives and inconvenience had an impact on the respondents at close proximity to the event.

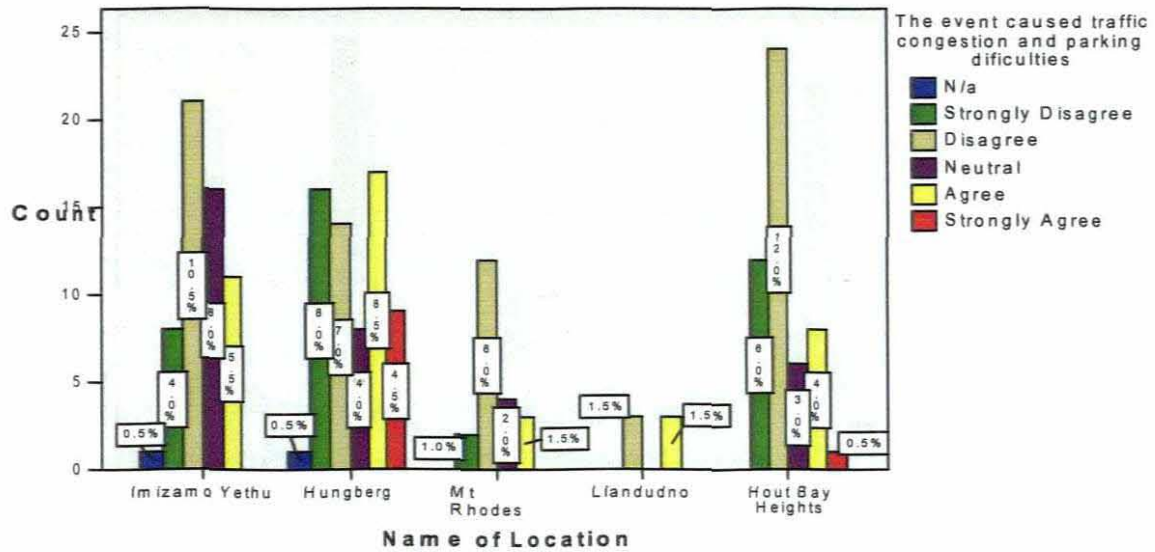


Figure 5.7: Location vs. congestion and parking difficulties in % - residents (n=200)

Deducing from the figure above, Hungberg respondents indicated a higher response (13%) of the overall (26%) agreeing to strongly agree that to a certain extent the event caused congestion and parking difficulties. Though the figure also indicates a high level of disagreement to strongly disagree that the event caused traffic congestion and parking difficulties, highlighting Hout Bay Heights (18%) and Imizamo Yethu (14.5%) dominating the responses of 56% majority, the 4% neutral and 15% response opposing the statement from Hungberg suggests the respondents might not be very close to the event location where cars park and spectators take a walk to the Sentinel. Contributing to the latter statement is the contest not taking place which equates to the low number of spectators the event attracted. As a result not all residents of Hungberg were affected by the congestion and parking difficulties. The high level of disagreement from other areas with the statement that the event caused congestion and parking difficulties is a clear indication that, close proximity of the event impacts on the host community.

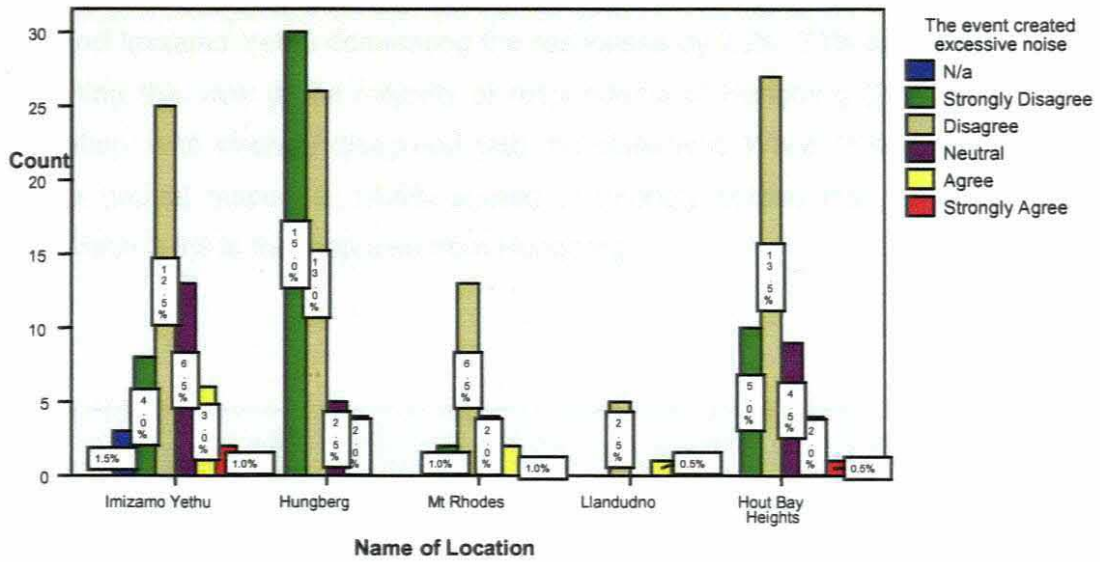


Figure 5.8: Location vs. excessive noise in % - residents (n=200)

An overview of the projections presented in Figure 5.8 highlights that the majority of the respondents (64%), including those at a distance from the event location, disagreed to strongly disagreed that the event created excessive noise. Surprisingly, the majority of Hungberg respondents (28%) disagreed to strongly disagreed that the event created excessive noise with only 2% not ruling out the noise in the RBBWA event.

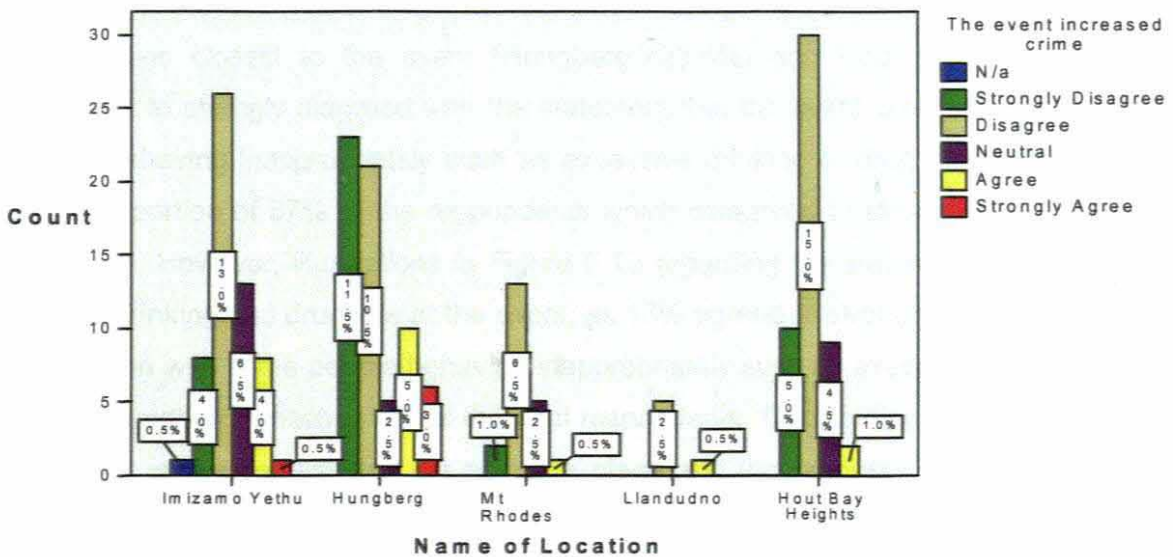


Figure 5.9: Location vs. crime in % - residents (n=200)

There seems to be a common view among all respondents concerning the event and crime as illustrated in Figure 5.9. The majority of the respondents (69%) disagreed to strongly disagreed with the statement that the event increased crime, with Hungberg, Hout Bay Heights, and Imizamo Yethu dominating the responses by 22%, 20% and 17% respectively. Strengthening this view is the majority of respondents of Hungberg (22%), situated at the event location, who strongly disagreed with the statement. While 16% of the respondents provided a neutral response, 14.5% agreed to strongly agreed that the event increased crime, of which 2.5% is the response from Hungberg.

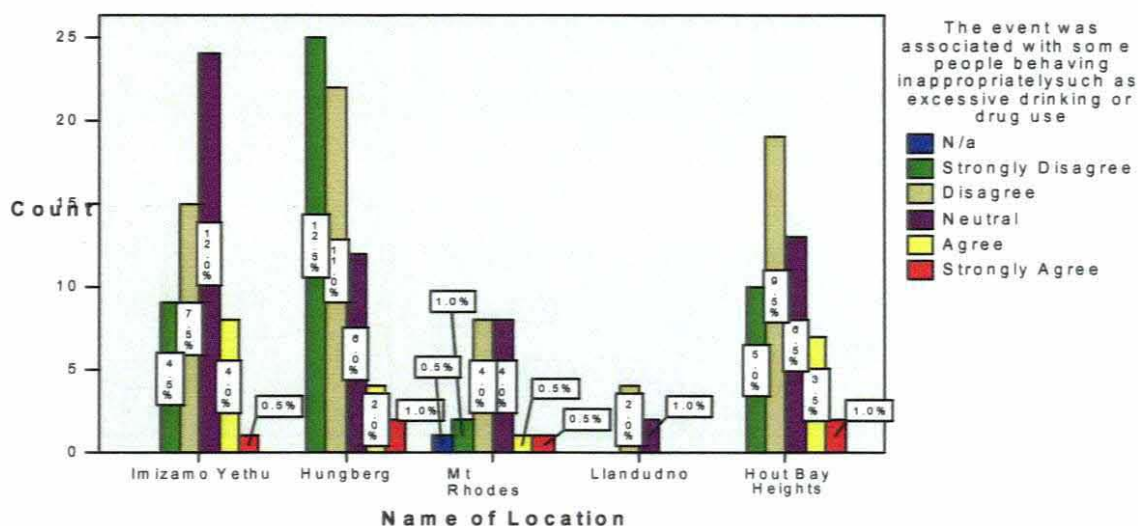


Figure 5.10: Location and attendees behaviour in % - residents (n=200)

Relating to the event and attendees behaviour using Figure 5.10 above, respondents in communities closest to the event (Hungberg (23.5%) and Hout Bay Heights (14.5%)), disagreed to strongly disagreed with the statement that the event was associated with some people behaving inappropriately such as excessive drinking or drug use. These responses are a proportion of 57% of the respondents which disagreed to strongly disagreed with the statement. However, illustrations in Figure 5.10 regarding the statement do not completely dismiss drinking and drug use at the event, as 13% agreed to strongly agreed with the event association with some people behaving inappropriately such as excessive drinking and drug abuse, Hungberg reflecting 3% of the total respondents. Contributing to the low response to the latter, is the contest that did not take place and the numbers attracted to the event, resulting in the behaviour of spectators less noticed. The high neutral response (29.5%), dominated by 12% from Imizamo Yethu could be based on the fact that the community is not in the immediate vicinity of the event.

5.6.10 Community benefits in relation to the event (close proximity)

It is important to get an insight of how the community benefits from the event and to assess whether the benefits are spread across the Hout Bay community, to create an understanding of any social inequalities that can be linked to the event. For a better understanding of community benefits in relation to the event Fredline and Faulkner (2000:61) highlight that “understanding the way in which the event impacts upon the quality of life of local residents is important for the success of any event”.

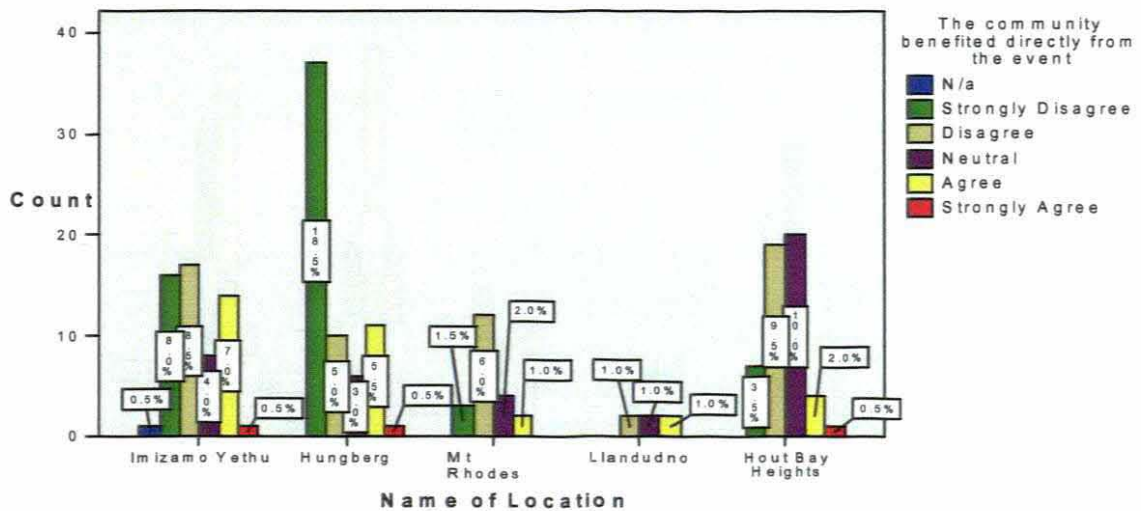


Figure 5.11: Location and direct community benefits in % - residents (n=200)

Figure 5.11 indicates that the majority of the respondents (61.5%), with 23.5% of the proportion situated at the event location (Hungberg) disagreed to strongly disagreed that the community directly benefited from the event. The relative low percentage of respondents (18.5%) of which 6.5% is the percentage from Hungberg, agreed to strongly agreed to the statement from the figure above, can be linked to the responses evident in Figure 5.12 that there are benefits associated with the event. However, they perceive the benefits to be associated with certain members of the community.

It is important to note that Figure 5.12 is the continuation of the presentation of analysis in Figure 5.11. Almost half of the respondents (47.5%) agreed to strongly agreed that only some members of the community benefited from the event, with 17.5% of the responses from the Hungberg community. The relative high response from Hungberg is not surprising, as it is expected that people in close proximity should know better than people at a distance from the event. Though 24.5% of respondents disagreed to strongly disagreed to the statement in Figure 5.12, the high level of neutrality raises concerns. Based on the manifestation of respondents illustrated in this figure, the respondents' reflect the event as

having social inequalities. Inequalities projected in this study could result in conflict if not addressed. Hanlon and Jago (2000:95) suggest that “adoption of a normal organisational structure in pulsating sport events will result in better facilitation of communication, coordination and control and at the same time reduce conflict”. Based on the results, the development of the organisational structure suggested by Hanlon and Jago should go beyond the scope of being “normal” to being a “fully representative” organisational structure. In the context of this study, all the possible event stakeholders of the RBBWA should be involved.

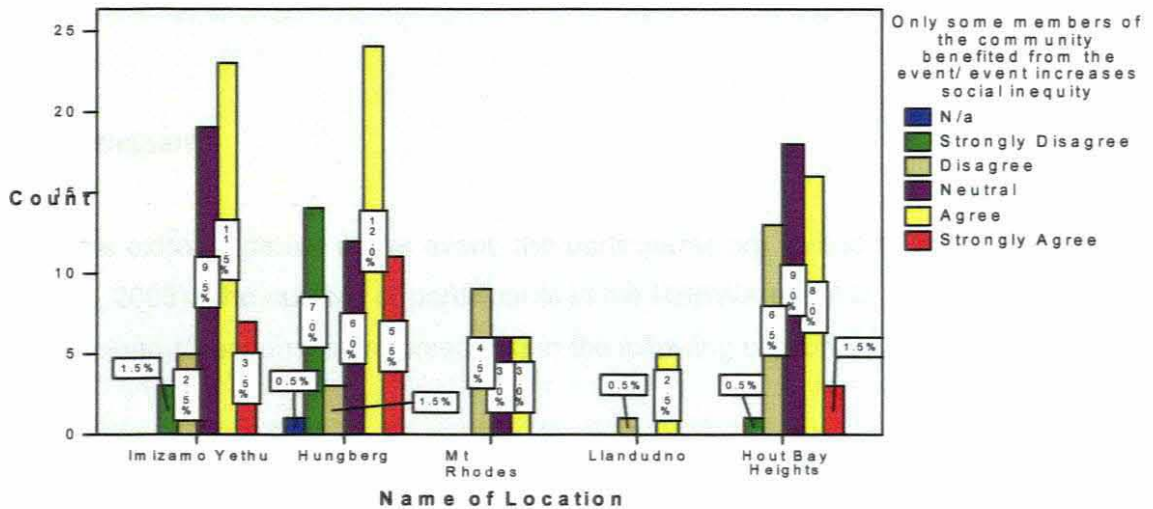


Figure 5.12: Location and social inequalities in % - residents (n=200)

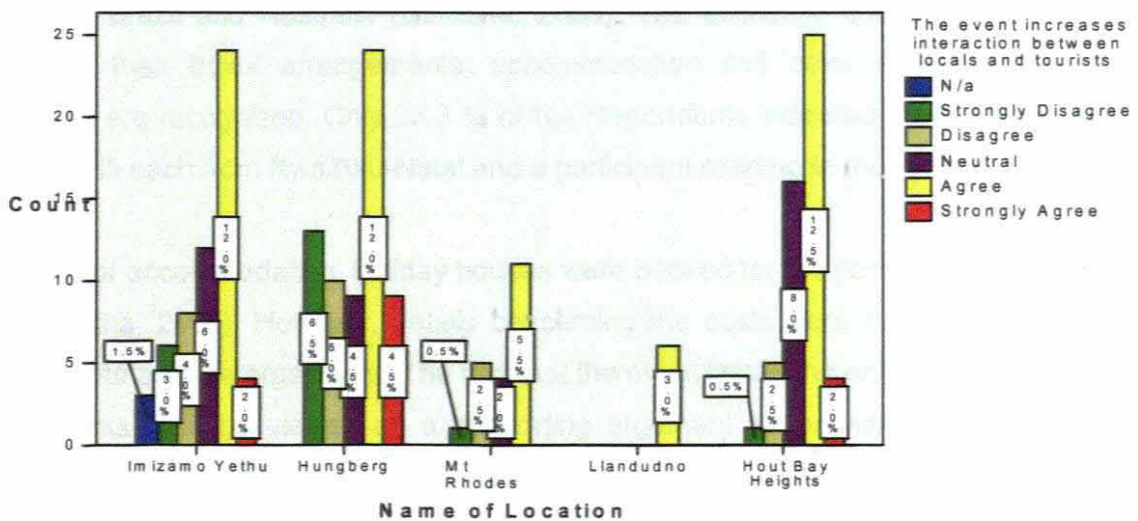


Figure 5.13: Location vs. local/tourist interaction in % - residents (n=200)

The majority of the respondents in all communities (53%) agreed to strongly agreed that the event increases interaction between locals and tourists. It is important to note that though in

other areas the level of disagreement with the statement is fairly low (24.5%), in Hungberg it is a considerable proportion (11.5%) which is the proportion of the overall response. Despite the illustration and presentation above, RBBWA is an event that promotes interaction between locals and tourists, as presented in the Figure 5.13.

The two areas presented in the figures above (event disruption to local residents and community benefits in relation to the event) based on close proximity supplement the need for this comparison. Based on the findings of this dissertation in relation to proximity, it is important to note that not in all instances does proximity have an impact on the event. However, event location/s at close proximity can be used as a measure in understanding issues that relate to the event and their communities.

5.7 Participants

Due to the extreme nature of the event, the participants are invited to take part in this event (RBBWA, 2005). The number of participants in the RBBWA event is presented in Figure 4.1. The participants' responses are presented in the following section.

5.7.1 Economic evaluation

The study has revealed that the event invited participants from other parts of SA and internationally. National invitees included those coming from Kwa-Zulu Natal, Gauteng and Western Cape whilst the international invitees included those from The United States of America, Brazil and Australia (Backline, 2005). The economic contributions evident as a result of their travel arrangements, accommodation and other expenses through their spending are recognised. Only 33.3 % of the respondents indicated their place of residence with 16.7% each from KwaZulu-Natal and a participant residing in the Western Cape.

In terms of accommodation, holiday houses were booked for the participants in the Hout Bay area (Botha, 2005). However, details concerning the costs were not revealed by both the participants and the organisers. The fact that the event lasted the entire duration of the event (two weeks) can be viewed as a supporting argument for providing a greater economic contribution by participants. This includes accommodation, entertainment, visiting of attractions, and other activities. However, this information was not forthcoming from the organisers. It is important to note as identified by Turco *et al.* (2002), organisers are a source of economic impact at sport tourism events. A summary of expenditure patterns of the respondents is presented in Table 5.42.

Table 5.42: Expenditure patterns for participants (daily spend) in % (n=6)

Amount in Rand	Food % of respondents purchasing	Entertainment % of respondents purchasing	Gifts/souvenirs % of respondents purchasing	Sport equipment/ Gear % of respondents purchasing
0-50	33.3	33.3	33.3	50
51-100	16.7	-	-	33.3
101-150	33.3	-	-	-
151-200	-	-	-	16.7
201-250	-	-	16.7	-
251-300	-	16.7	16.7	-
>300	16.7	50	33.3	-
Total	100	100	100	100

Table 5.42 is a reflection of the spending patterns of the participants. Even purchases linked to the sport and equipment gear were minimal as these invitees were sponsored. Noting the response received from the organiser highlighted earlier and the respondents' expenditure patterns in Table 5.42, in other parts of the country, economic contribution of surfers as a result of surfing events is underscored. "The township of Jeffrey's Bay in South Africa receives a significant part of its income from surfers who travel there to sample its legendary waves" (Buckley, 2002a:410).

5.7.2 Perceptions and attitudes

There seemed to be a high level of satisfaction on the marketing aspects of the event, with all respondents giving a reflection ranging from 33.3% satisfactory, 16.7% good to 50% excellent for the marketing material provided from the event. As a result, all respondents made no submission or suggestions to improve this area in future. Even on event experience, participants provided a satisfactory (16.7%) and good (16.7%) response and 66.7% excellent response.

Providing a critical view on the above, and since the participants in the RBBWA event were invitees, the study notes that they did not pay attention to details which do not affect their area of their involvement in the event. Even when it came to suggestions the majority (83.3%) did not provide suggestions while 16.7% provided a suggestion that participants should be based at the event like the previous years.

Table 5.43: Rating participants' event experience in % (n=6)

Statement	SD	D	N	A	SA
The event is well organised	16.7	-	-	66.7	16.7
The event attract tourists	16.7	50	16.7	-	16.7
Parking is inadequate	33.3	50	-	-	16.7
Sufficient facilities at the event	-	-	-	50	50
Good refreshment areas	16.7	-	-	33.3	50
People enjoyed themselves at the event	-	-	-	33.3	66.7

The participants' experience was evaluated based on the statements above, with the indicators (SD = strongly disagree; D = disagree; N = neutral; A = agree and SA = strongly agree) as the manifestation of their responses.

Contextualising and summarising Table 5.43 in rating the event experience, respondents were generally satisfied. A significant majority (83.4%) agreed to strongly agreed that the event was well organised, that parking was adequate (83.3%), that there were sufficient facilities (100%), that there were good refreshment areas (83.3%), and 100% indicated that they enjoyed themselves at the event. It is important to note that the majority (67%) of the respondents disagreed to strongly disagreed that the event attracts tourists, with 16.7% each strongly agreeing and neutral response, respectively. The low response to the latter statement can be linked to the fact that the event has a strong media profile and, is not regarded as a spectator event.

The reflection above indicates the event experience of the participants as different from the spectators, particularly concerning the facilities at this event. Contributing to this is the fact that the event location for the participants and spectators is different. The difference between the participant and the spectators concerning event experience relating to facilities is presented in Table 5.44.

Table 5.44: Comparing event experience based on facilities (participants vs. spectators)

Statement	Participants %	vs.	Spectators %
Parking is enough	83.3		31.3
Sufficient facilities at the event	100		6.3
Good refreshment areas	83.3		0

Deducing from the reflection above, the study contends that the event organisers give more attention to the needs and preference of participants and are not too considerate concerning the requirements of spectators at the RBBWA event. It is important to note that though there is a 6.3% response (spectators) indicating that there were sufficient facilities such as toilets and refreshment areas at the Sentinel, observations conducted by the researcher conclude that there were no facilities at the event. Hinch and Higham (2004:45) argue that "the relationship between participation and spectatorship in event sport tourism deserves more ... attention".

The participants' perceptions of the destination as the host for the RBBWA event are summarised in Table 5.45 below.

Table 5.45: Rating participants' experience (destination) – in %

Statement	SD	D	N	A	SA
It is a beautiful area	-	-	-	16.7	83.3
The locals are friendly	-	-	-	33.3	66.7
The infrastructure is good	16.7	16.7	-	50	16.7
The area is polluted/lots of litter	33.3	66.7	-	-	-
Crime is the problem in the area	16.7	33.3	33.3	16.7	-
I feel safe in the area	-	16.7	16.7	66.7	-
The quality of the service is good	-	-	16.7	50	33.3
The locals support the events in the area	-	-	33.3	66.7	-
Would not attend the event if it was held another location	66.7	33.3	-	-	-

The indicators (SD, D, N, A, SA) reflect the participants response concerning the destination. The indicators (SD & D, A & SA) are grouped to provide a general overview of the responses. With regard to features of the destination, all respondents noted that the area is beautiful (100%), the locals are friendly (100%), the infrastructure is good (66.7%), and they felt safe in the area (66.7%). The quality of service was viewed as good (83.3%) and they felt that locals support events in the area (66.7%). It is interesting to note that all the respondents agreed to strongly agreed that they would have attended the event even if it was held in a different location. In addition, all the respondents disagreed that the area is polluted/lots of

litter. Half of the respondents (50%) disagreed to strongly disagreed that crime is the problem in the area with 33.3% indicating a neutral response and 16.7% opposed the statement. In avoiding negative socio-cultural impacts at the same time providing a better visitors' experience, several authors (Gartner, 1996; Getz, 1997; Fredline & Faulkner, 1998; Buckley, 2002b; Fredline & Faulkner, 2002b; Stoeckl, Greiner & Mayocchi, 2004) underscore the importance of maintaining good host and guest relations in events.

Furthermore, the participants did not experience any problems concerning the event thus making no contribution in making it better in future. The argument could be based on the fact that the invitees might be different in the following year's event, thus making the future of the event not their major concern. However, all respondents uphold a strong view of the event as having a positive impact in profiling the city/town where the event is being held.

5.7.3 Sponsor identification

Sponsors known by the key informants based on their popularity include:

- Red Bull
- Avis
- Canon
- Billabong
- Sensi Threads
- Engen

As expected, the participants have a better knowledge of the sponsors than the other stakeholders in this study.

Based on the information given by the respondents, it is important to note that the gap concerning the organisation of the event between participants and spectators in certain aspect raises concern. As a result of the evidence reflected in this study, consideration needs to be given to aspects of the organisation of the event relating to spectators of the RBBWA event to improve the event in future.

5.8 Researcher's Observations

As highlighted previously, the nature of the observations carried out in this study was direct observations. In this instance, Kruger and Welman (2000:162) underscore that "in the final analysis, the observer is a measuring instrument ...". It is the observation method that has assisted in understanding and interpreting data analysed through SPSS from the respondents.

The objective of using observation was to add supporting evidence to the study. "Observation is also capable of presenting a perspective on a situation, which is not apparent to the individuals involved" (Veal, 1992:61). It is through the same method that the study has arrived at certain conclusions and recommendations. An understanding of this view will be detailed in the next chapter, after presenting the outcome of the observations. Direct observation, captured by the researcher for the RBBWA event covered the site investigations and attendees' behaviour. Site investigations conducted included the harbour, Sentinel and sea.

5.8.1 Observation at the harbour

Observations at the harbour comprised the following areas:

- Facilities available at the event site;
- Accessibility;
- Security; and
- Transport or traffic management.

5.8.1.1 Facilities available at the event site

The harbour area has facilities to cater for both participants and spectators ranging from food and beverages, entertainment, gift/souvenirs shops and toilets. It is one of the economically vibrant areas of Hout Bay. The area attracts a lot of people not for the event but also for tourists in general to experience what Hout Bay has to offer. Both spectators and participants had an opportunity to experience the harbour whilst waiting for the Big Wave as an alternative activity.

5.8.1.2 Accessibility

Though the harbour area is perceived as a well known area, for people who are coming to witness the event for the first time, the event access was not easy. There were no signs giving an indication where the event and event activities were taking place at the harbour. Though there was a RBBWA information desk provided at the harbour in one of the restaurants, there were no visible signs to this office. Sometimes there was no one to attend this desk.

One could not tell if there was an event at the harbour. Advertising and signage of this event in the harbour area would have made the event more accessible. One only noticed that there was a RBBWA event at the harbour when the Red Bull vehicles were there and when there was a practice session. However, a counter argument to this could be based on the fact that the event has a strong media profile, the intention being not to attract large numbers as the event takes place in an environmentally sensitive area.

5.8.1.3 Security

Based on the observation, security was visible for the event. There was 24 hour security deployed at the NSRI building. It was at this point that the surfers housed their equipment, with the NSRI being the base of the event.

It is important to note that though there was security to safeguard the cars at the harbour, they were not involved in the RBBWA event. They were doing business as normal. They were not even approached whilst on duty to provide assistance in the event.

5.8.1.4 Transport/traffic management

This aspect can be looked at in terms of signage above. On busy days the harbour parking capacity is almost full because of tour buses and people who visit the harbour. There was no signage to give direction to the alternative parking where people who came to witness the event could park.

The experience shared by informal traders indicated the event parking difficulties as posing problems to their businesses.

5.8.2 Observations at the Sentinel

The Sentinel is managed by the Cape Peninsula National Park, and it is regarded as an environmentally sensitive area. It was important for observation to be carried at this point in order to assess the environmental impact of the event. There is a warning sign at the entrance of the Sentinel for people not to dump at the site, failing to do so and a fine of R300 will apply. Despite this restriction, control over this area and the behaviour of people at the site remain a great concern. An overview of what transpired is explained below.

5.8.2.1 Facilities at the event site

There were no facilities such as waste bins/bag, refreshment areas and toilets at all provided at the event site for the entire duration of the RBBWA event, including the days when the practice session was held. This may have played a part in negative or irresponsible behaviour of some spectators such as drinking, smoking and dumping of burning cigarettes and moving around the area without restrictions. This resulted in the restriction above not being adhered to.

5.8.2.2 Accessibility

Accessibility to the Sentinel can also be linked to the availability of information of the RBBWA event at the harbour. There were no signs providing directions to the Sentinel. For people who are not familiar with the area or first time event spectators would have found it difficult to get to the Sentinel.

5.8.2.3 Security

There was no security at the Sentinel for spectators, not at the entrance nor viewing point of the Sentinel. For those who missed the shuttle or were not even aware of the service as access to information about the event seems to be an area of concern, their vehicles are at risk as there is no security to safeguard the cars at this point.

5.8.2.4 Transport/traffic management

Though there were few spectators at this event, based on the observation made, this area needs great consideration as it affects residents of the Hungberg community. Vehicles were parked on the side of the street adjacent to the residents' houses and in front of the houses.

In the responses of the residents, this appeared to be a problem which resulted in the disruption of their lives and inconvenience.

5.8.2.5 Crowd and environmental control

There was no one to direct spectators to 'no go' areas at this event location. Spectators were moving freely without restrictions. This has caused damage to the environment, taking into consideration that there were no facilities provided at the event location and that the event location is an environmentally sensitive one. Even when it comes to an entrance to the Sentinel, there is no single entrance to the area as spectators were using different entrances, as they wished. There are different paths on your way to the peak of the mountain which indicate a poor level of control in order to minimise damage to the natural vegetation. In some instances paths were not used, with spectators trampling over the natural vegetation.

5.8.2.6 Emergency services

Taking into consideration the risk that is involved in being a spectator at this event, there was no visibility of any emergency services at the site. Highlighting that emergency services are essential for the success of an event, Reid and Arcodia (2002:502) also argue that they "are able to control crowds at the event, which will play a part in other spectators, attendees and participants having a good time".

5.8.3 Observations at sea

As surfing is a sport which takes place in the sea, observations were carried out to get an understanding of measures which are in place and possible damage which might be caused to the water species.

5.8.3.1 Safety

The event seems to have safety measures in place for the participants. There was a back-up response should anything happen to the surfer. An attempt to get a copy of the RBBWA disaster management plan was in vain. Based on the observations, the focus of the organisers seemed to be more on water safety. However, the use of jet skis and boats, which uses fuel, poses an environmental risk even though it might be seen as minimal.

In support of the observation carried out in the study Masterman (2002:27) argues that "observation of the event and the opinion of the observer are of great value to the evaluation process and all stakeholders can provide a feedback".

5.9 Conclusion

The area of focus in this chapter has been the presentation, analysis and interpretation of data collected from various stakeholders of the RBBWA event. The purpose of this exercise was to ensure the reliability and validity of the findings of the study, so that a clear understanding is presented and conclusions and recommendations are arrived at. This process has been executed in order to arrive at a sound understanding of management and impacts of the RBBWA – a sport tourism event. Understanding the impacts of the RBBWA event has provided a basis for a better perspective on management of this event.

The presentation, analysis and interpretation of the data collected in this chapter will assist in drawing the necessary conclusions and recommendations, at the same time identifying possible future studies, so that all the stakeholders can drive or move towards a responsible and a sustainable sport tourism direction. This is the focus of the next chapter.

CHAPTER

6

CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter provides conclusion and recommendations in relation to this study. It is from the findings in the previous chapter that conclusions and recommendations will be drawn. Following this approach, it is easy to determine and evaluate whether the objectives of the study were achieved or not. A general overview of this study will be the point of deliberation in this chapter, and will attempt to create an understanding of the conclusions and recommendations arrived at.

6.2 The approach to the problem

Due to the unique nature of the event and limitations associated with the event, this dissertation depicts the research problem as challenging. An all-inclusive approach of all the possible event stakeholders in addressing the research question has been the fundamental pattern of this study in attaining its objectives. Methods of investigation deployed in this study were an attempt to give respondents a fair and objective response on issues relating to the event. The study reflects some areas as sensitive to the respondents as they did not provide responses, especially in relation to finances. Though the approach deployed in this study is focusing specifically on the RBBWA event, the study will create a basis for understanding management and impacts of similar events in other parts of the country. This could pave the way for comparative analysis of future possible studies.

6.3 Limitations of the study

An understanding of the limitations evident in this study will be drawn from different stakeholders involved in this study and based on the observations made throughout. The gap that exists between the targeted sample and the actual sample portrayed in Figure 4.1 is the basis of this understanding.

6.3.1 Targeted sample of the respondents vs. actual respondents

As projected in the Figure 4.1, the difference that is evident between the targeted sample and the actual respondents has contributed to the limitations of the study. Areas that are evident in this figure include spectators, participants, and sponsors.

A discussion on the areas identified is presented below.

6.3.1.1 Spectators

Sixteen respondents, which were spectators at the RBBWA event of the (200) targeted sample do not provide a comprehensive view of the event. Contributing to this situation is the contest which did not take place. Meeting the targeted sample of the respondents would have contributed to a broader understanding of the spectators' perception of the event and impacts thereof.

6.3.1.2 Participants

Although all participants were approached, only six agreed to do so. The participants were hosted by the organisers, and although their (organisers) spend can be included in economic impact calculations, this information was not forthcoming. It is important to note that participants also had their sponsors. As a result it was not easy to measure the socio-economic impacts of the event from the participants' view. Despite what is presented above, it is important to note that there were costs associated with accommodation, entertainment, attractions, etc. which in turn became a benefit for the host community.

6.3.1.3 Organisers

There was a strong level of confidentiality on certain aspects of the event as presented in the previous chapter. Detailed input from the organisers was unsuccessful. This has also caused some limitations to the study.

6.3.1.4 Sponsors

The investigations carried out in this study revealed that there are a number of sponsors involved in this event as previously mentioned in Chapter 3. However, Red Bull claimed not only to be the sole organisers of the event, but also the major sponsors of the event, hence the event is called the RBBWA. The researcher was prevented from contacting other

sponsors evident in this study. Though Reid and Arcodia (2002:498) present that "sponsorship has the potential to increase brand awareness, sales or to promote the corporations public image", the objectives of the sponsors in this event and whether they were achieved or not remains unknown.

6.3.2 The weather

The weather is another factor that has caused some limitations to the study. It is the weather that determines the required size of the wave, thus determining whether the participants (surfers) should go for the practice or contest. The required height of the wave is perceived as the pulling power of the event and the contest. The weather during the period of the event only managed to create a platform for the practice session, not the contest.

The study contends that this has contributed to the low number of spectators drawn to the event. It is also contested that, if the weather was perfect for the contest, more people would have attended the event and the impacts associated with the event would have been more widely noticed.

6.3.3 Access to the actual plan of the event

The nature of the event requires a plan to ensure that the event is organised and managed in a proper manner. The event appears to be a high-risk event. Efforts to gain access to the disaster management plan would have placed some aspects of the study in a comparative position examining what was planned and what actually transpired. Being denied access to the disaster management plan by the organisers has caused some limitation to this study.

Despite the limitations discussed above, data collected gives a reflection or projects the gap with regard to certain aspects of the study, as explained above. A lack of co-operation and transparency from the organisers poses a threat to research and development of this growing niche market – sport tourism.

6.4 Were the objectives of the study achieved?

The objectives of this study have been the guiding principles of the research topic. In order to ascertain whether the objectives of the study have been achieved or not, each objective is presented and evaluated in the following section.

6.4.1 Evaluating the objectives

An evaluation of the objectives is an important part of this study, as measuring the objectives will contribute greatly in understanding the output of this study.

6.4.1.1 Evaluating objective 1: To identify the spending patterns and demographic profiles of sport event tourists and participants at the RBBWA

Based on the analyses and findings depicted in this study, this objective has been met to a certain degree. Substantiating this view, it was not easy to present a broad understanding of the spending patterns of sport event tourists, as most spectators were locals. In addition, the fact that the contest did not take place and a late afternoon call for the practice session contributed to this scenario. The demographic profile of sport tourists was identified with the event attracting Whites as the majority and mostly males.

6.4.1.2 Evaluating objective 2: To determine the target market that the event attracts in order to enhance visitors experience

According to the findings of this study, objective number two above has been met. Contributing to the achievement of this objective is objective number one, which gives clarity in segmenting markets, at the same time creating an understanding based on the demographic variables of the respondents.

Furthermore, the study has revealed that the event is appealing mostly to the youth/young adults as presented previously. Different variables such as age, gender, race, educational levels and occupational status have led to an understanding of what the target market wants based on the submissions or suggestions presented in this dissertation and as stipulated in the previous chapter.

This objective could have been further understood if the targeted sample of respondents was reached. However, the perceptions, attitudes and preferences of people who attended the event can be seen as the foundation for the satisfaction of the needs of the target market which the event attracts, in order to understand their behaviour and enhance visitors' experience.

6.4.1.3 Evaluating objective 3: To examine ways in which the local community and business support and benefit from the RBBWA event

The analysis concludes that this objective has been achieved. This objective is two fold:

- Local community support and benefits.
- Business support and benefits.

Important issues have been revealed as a result of this objective. Evaluating this objective, the study highlights indisputably dire need for community involvement and participation in this event. Potential conflicts between the community and the organisers could be prevented in the future. Addressing community support will present a more 'willing community' and a 'willing organiser' ensuring the future of this event. This in turn may give recognition to members of the community and create pride in hosting the event. "A sense of community comes from a shared vision, where a clear sense of purpose values individual's ideas and contribution and involves working together on community issues, celebrations and problem solving" (Derrett, 2002:37).

The study revealed that there is a strong support for the event from the local community. However, benefits associated with the event remains a crucial factor for the community. Failure between the organisers and the community to be on par regarding benefits associated with the event could pose a threat to the future of this event and bring in the element of hostility by the local community.

On the second aspect of the objective (local business support and benefits from the RBBWA), the study revealed a high level of awareness of the event amongst local businesses. However, the study also revealed a high level of their non-involvement in the event.

This does not dismiss the few that have reflected their involvement but brings the benefit issues associated to the event under scrutiny. For example, on the business side, the one ABE that benefited from the event raises concerns as to how the business became part of the event. Transparent procedures and making use of Hout Bay Business Opportunity Forum (HBBOF) in outsourcing services will harmonise the environment of ABE's and eliminate the perceptions of individuals benefiting from the event (Ngetu, 2005).

Evaluating this objective and other arguments presented in this study, the community is supportive and can be more supportive if they are seen as potential stakeholders in the event. Their involvement will ensure that there is common understanding of benefits associated with the event.

6.4.1.4 Evaluating objective 4: To ascertain visitors' perceptions, needs and level of awareness regarding sport tourism imperatives concerning the RBBWA event

In ascertaining visitors' perceptions, needs and level of awareness regarding sport tourism imperatives concerning the RBBWA event, the author concludes the objective as achieved. Visitors' perception and needs concerning the event are presented in this dissertation. The responses they provided, based on their perceptions and needs regarding the event, are pave the way forward to improve the event in future. However, the level of environmental awareness and insensitivity that is interpreted from their (spectators) behaviour remains a crucial concern.

This lack of consciousness concerning sport tourism imperatives of the RBBWA event can be prevented in future if all stakeholders can commit themselves to hosting a sustainable sport tourism event, with a formidable plan and action.

6.4.1.5 Evaluating objective 5: To evaluate current patterns and trends in terms of sponsorship and sponsor perceptions of the RBBWA

The objective highlighted above was not achieved. An attempt to incorporate current patterns and trends of sponsorship and sponsor perceptions of the RBBWA event as part of the study was in vain. This issue has been presented earlier as a limitation to the study. However, the gap can be explored as a possible future study area.

Despite what has transpired, sponsors need to be made aware and understand the importance of providing responses in an attempt to create a holistic understanding of this event.

6.4.1.6 Evaluating objective 6: To gain an understanding of residents' perceptions of the RBBWA event

Based on the results revealed in this study concerning this area, the objective of gaining an understanding of residents' perceptions of the RBBWA event has been achieved.

Evaluating this objective, the results presented a considerable percentage of the respondents who were unaware of the event. Visitors' experience depends highly on the host. It is of paramount importance that this aspect be given the consideration it deserves to improve the guest and host relations in this event. This will eliminate negative attitudes and behaviour which could spoil the event, event name, town, province and the entire country, should incidents occur if this aspect is ignored.

It cannot be disputed that the event had positive and negative impacts on the host community, as presented by the results. Besides their non-involvement in the event, what remains crucial to the residents is (direct benefits) whether the event contributes in improving the quality of their lives.

Residents' perceptions will be better understood provided there is a platform for community consultation, engagement and participation in this event. Adoption of the argument presented above will create an understanding of residents' perceptions and expectations of the event and what the actual event entails.

6.4.1.7 Evaluating objective 7: Assess the current management practices and policies that impact on the development of a sustainable sport event tourism

To a certain extent this objective has been achieved. Substantiating this argument, the impacts which are reflected in the analysis of the data collected and observations carried out in a way mirrors the current management practice. Access to the disaster management plan and more in-depth perspective from the organisers would have contributed greatly to achieving this objective. Based on that, it would have been easy to access the current management practice and policies that impact on the development of a sustainable sport tourism event. Lack of transparency and an element of confidentiality is a call for future investigation in relation to this aspect.

6.4.1.8 Evaluating objective 8: To ascertain current tactics and measures as an attempt to develop a sound and an acceptable sport tourism event practice to all those who are involved in the RBBWA

The presentation, analysis, interpretation and discussion presented in this study reflect this objective as being achieved. An all-inclusive approach of all possible stakeholders has been the basis to achieve this objective. "The stakeholders theory approach adopts an ethical way of dealing with not only the shareholders who have a financial interest but also the groups

and individuals who are affected in different ways by their operations” (Reid & Arcodia, 2002:485).

An assessment of current tactics and measures indicates that the development of a sound and an acceptable sport tourism event practice is lacking in the RBBWA. The event occurs in isolation or has a strong element of exclusivity. This exclusivity could pose a threat to the event if ignored.

Recognition of possible stakeholders identified by the study and giving them a role to play will ensure an acceptable sport tourism practice. This approach will ensure that the sport tourism practice is not only sound and acceptable, but also sustainable.

Based on the evidence of the data collected for the RBBWA event, the analysis and evaluation of the objectives reveals that the objectives of the study were achieved to a greater extent, despite the limitations presented above.

6.5 Recommendations

The recommendations presented below emanate from the findings of this study. Providing these recommendations is an attempt to enhance the event in a responsible and sustainable way as outlined in the objectives of the study in Chapter One. Presentation of the recommendations does not dismiss the submissions and suggestions of the respondents. Though the recommendations will be presented broadly, emphasis will be given to all event locations of the RBBWA, at the same time not dismissing other areas and issues, which became evident in this study.

6.5.1 Recommendations – Site considerations

The starting point of deliberations will be based on site considerations or site characteristics of the event location. Event locations where recommendations on site consideration will be made include the harbour and the Sentinel area.

6.5.1.1 Recommendations – Harbour

As stated previously the harbour is the base of the event. The following recommendations are forwarded.

6.5.1.1.1 Signage

Signage must be visible to give direction to the people to the following areas;

- NSRI building (base of the event)
- Park and ride space to prevent possible traffic congestion, as attendees at this event are unpredictable, and the harbour is an economic vibrant area with tourists visiting the area everyday.
- Information office or desk designated at the restaurants at the harbour.

The recommendations made above requires a strong element of advertising as a tool to create awareness and understanding of the event, which will in turn ensure that the event plan is attained and incidents that could pose threat to the event are prevented.

6.5.1.2 Recommendations -The Sentinel

Recommendations drawn for this event location are underscored, since this area is an environmentally sensitive area. Based on the evidence of the investigations carried out in this study and the behaviour of spectators/attendees at the RBBWA – Sentinel ridge, it is recommended that strong environmental control/enforcement be in place. This recommendation is explained in detail below.

6.5.1.2.1 Access and environmental responsibility

- National Park authorities need to protect this area by ensuring that there is a one-way access to the Sentinel, thereby taking responsibility for protecting this area.
- There must be a clear pathway designated for the RBBWA event, to prevent environmental damage.
- Organisers must take responsibility in controlling the crowd at this event area, not only when the contest takes place but throughout the duration of the event, so that attendees do not cross barriers or boundaries. This will be a sign of environmental commitment on their side. It will also prevent any unlawful behaviour or act by the attendees at this site. These recommendations could also open employment

opportunities for locals by allocating some of the responsibilities to them. Deploying locals to play a role in this environmentally sensitive area could also promote environmental awareness amongst them and those attending the event.

- Use of visible materials (tapes or ropes) to protect the environment and give access to designated areas.
- The 'no dumping' sign was not enough to provide restriction or influence attendees' behaviour at the event. Clear rules for attendees must be set in line with the Park rules as an attempt to minimise environmental risk, as the Sentinel is designated as an environmental sensitive area.

It is important to note that these recommendations are seen as critical despite the view of the organisers of the event not being a spectator event. As there were spectators attending the event during the practise session which were not sensitive to the environment, the study highlight the importance of these recommendations not only in the view of what transpired during the practise session but also in the event contest.

6.5.2.1.2 Security

It is recommended that security personnel be deployed at the Sentinel for the reasons stated below.

- Ensure a safe environment for those attending the event.
- Deal with individuals not adhering to the laws of the park and event protocol.
- Make use of the community policing forum.

Recommendations indicated above will ensure the following:

- The environment is protected;
- No go areas are identified;
- Human behaviour of attendees is monitored and controlled; and
- Positive visitors' experience is enhanced.

6.5.1.2.3 Parking and traffic management

Though the number of attendees was fewer than expected, this area emerged as a problem at this event not only for the organisers and attendees but also for residents. The recommendations below do not dismiss the park and ride efforts by the organisers at the harbour as providing remedy to the situation. They are presented as an alternative measure

to those who might not be able to use the shuttle services, should spectators want to leave before the end of the event/contest.

As the event takes place within the community, it is recommended that

- Alternative parking areas close by are identified (schools, churches and sport fields) to prevent the negative impact on the community with regards to this issue.
- Parking arrangements or agreements must be made with the recommended structures (school, churches and sport field managers) indicated above.
- Employ locals to be security or parking attendants at these points.

6.5.1.2.4 Emergency services

Based on the location of the event, it is recommended that emergency services be on alert during the period of the event as attendees of this event are exposed to high risks ranging from crime/mugging, unpredicted fires, falls on the mountain, etc. They do not necessary have to be at the event location for the entire period but should be visible on the days when the practice and contest take place.

Taking these recommendations into consideration will ensure that public health and safety are not compromised.

6.5.1.2.5 Facilities

The investigations revealed that there were no facilities such as toilets, waste bags or bins at the Sentinel. As a result, National Park rules were not observed. Recommendations relating to facilities include ablution services and litter management. These recommendations are presented below.

6.5.1.2.5.1 Ablution services

Organisers of the RBBWA event should consider the following:

- Provide enough mobile toilets for the spectators or attendees at different spots in this event location to reduce environmental risk.
- Monitor the toilets to ensure that the health standards are not compromised.

6.5.1.2.5.2 Litter management

Though the study revealed that there was a company hired to do a clean up prior to and after the event, it is suggested that recommendations made in 6.6.1.2.1 be taken into consideration when looking at this aspect, as someone needs to monitor the use of the facilities in question.

It is important to note that the recommendations made in this area are to protect and conserve the natural environment. Most importantly, should the recommendations submitted be adopted, the organisers must take responsibility for making sure that the original state of the event location is normalised at the end of the event.

6.5.2 Recommendations - stakeholders responses and observations

The study recommends that cognisance be given to the submissions or suggestions made by the respondents. Following the recommendations based on site consideration or characteristics on event location of the RBBWA, recommendations reflecting some of the stakeholders based on their responses and observations are discussed below.

6.5.2.1 Established businesses

Based on the perceived impact that sport tourism events such as RBBWA have on the established businesses, it is recommended that attempts be made to incorporate local established businesses in a way that they benefit from the event. This can only be achieved if the suggestions made by the established businesses in this study are taken into consideration.

6.5.2.2 Informal traders

Though the informal traders are neither directly or indirectly involved in the event, they are the first people to interact with tourists/visitors at the harbour – the base of the event. They are the face of the harbour. It is recommended that they play an informative role in the event and are able to guide visitors to their respective areas of interest concerning the event. Their awareness and how they disseminate information should be part of the event plan.

6.5.2.3 Residents

6.5.2.3.1 Prior to the event

The investigation revealed letters to residents informing them of the RBBWA event taking place in their community were distributed. Copies of these letters were distributed to fifty households (Ewing, 2005). Based on the findings of the study this was not enough. Therefore, the following recommendations are forwarded.

6.5.2.3.1.1 Broad public or community consultation and participation

Community consultation and participation should be encouraged with the local community by using available and recognised community structures in order to:

- Determine the views and understanding of the public about the event.
- Determine the community understanding of impacts which are associated with the event and educate them where necessary. For example, the potential negative environmental impacts of the event.

Following this trend, the objectives, opportunities and benefits associated with the event will be clear to the community and prevent possible future conflicts between the organisers and the community. In this way RBBWA event could create and reflect truly on the:

- Participation of the community;
- Ownership of the event by the community;
- Community pride in hosting the event; and
- Empowerment.

Furthermore, this view will contribute to educating and raising environmental consciousness within this community. Though there were limited spectators, the study has revealed that people who attended the event were locals. Their strong link to the event as spectators strengthens this view highlighted above. This approach will intensify responsibility of the event taking place in a sustainable way for both the organisers and the community.

Recognition of the community through public consultation and participation will increase public awareness, promote cultural exchange, create a spirit of goodwill and contribute to a sustainable sport tourism industry. As highlighted by Reid and Arcodia (2002) engaging

stakeholders through the planning process provides a strong likelihood that the community is satisfied with and will support the event.

6.6 Possible Future Research

Based on the proceedings and findings presented in this study, there is a strong view of possible future research, as presented below.

- Understanding the socio-economic impact by accessing the influence of Virtual Reality (VR) in the RBBWA event and the physical experience of attending the event.
- Monitoring the growth of the RBBWA event and a change in impact related issues.
- Possible consequences of not involving communities in events which takes place in their communities.
- Comparative studies of other similar sport tourism events taking place in the country or elsewhere.
- Understanding the management of sport tourism events through impacts.

6.7 Conclusion

Taking a critical look at the RBBWA, both negative and positive impacts were evident. The study has revealed that the scale of the event contributes greatly to the impacts associated with the event. Understanding the socio-economic impacts of the RBBWA event has been the basis for understanding the management of this event.

The concluding summary depicts a low level of satisfaction in terms of how the event is organised. This event is organised in a way that isolates other sectors or organs of society (local businesses, community, etc.). As a result only a few have leveraged the opportunities associated with the event. However, the economic contributions which the event has made are recognised by these stakeholders.

Though the study reflects a low level of satisfaction with the marketing of the event, it cannot be dismissed that the event does boost the image of Hout Bay and that intense marketing would contribute greatly. Provided this event is organised in a manner that will promote tourism development in Hout Bay, positive economic, social and cultural benefits may be more widely noticed. It is important to note that the marketing approach used by the

organisers is an attempt to bring balance between the spectatorship of the event and the environment, as the event takes place in an environmentally sensitive area.

What has been the crux of this study is the community involvement. The majority of the respondents in this study indicated a dire need for the community to be involved in this event. Another area which has emerged, needing greater attention is more commitment and responsibility to the environment by the organisers, park authorities, attendees and residents at the RBBWA event.

The inclusive approach of various stakeholders in the collection of data applying different methodological approaches has contributed to a better view of the study. Concluding this study, the literature review has provided an understanding of the research problem. The suggestion or submissions by the respondents have been the basis for obtaining their views on certain aspects of this study. The evaluation of the objectives of the study have served as a measurement of the output of the study at the same time providing recommendations and identifying possible future research areas.

The outcomes of the analysis of the RBBWA suggest that in order to have a sustainable and successful sport tourism industry, more needs to be done. The implications of negative impacts associated with the event must be understood broadly and minimised. Strategy-making and holistic planning which takes into consideration development issues at the same time incorporating all role players in this event is a step towards the future success and health of this event. A similar approach towards other sport tourism events should contribute to the development of a sustainable and successful sport tourism sector in South Africa. By doing so, the event organisers including everyone who is involved in sport tourism events will be in a better position to understand the management implications, opportunities and mutual benefits of sustainable sport tourism developments.

Recommendations drawn are perceived to enhance the event and contribute towards the development of a sustainable sport tourism event industry in South Africa. "A successful event is one that incorporates all the stakeholders within this process of strategic planning and balances, as much as possible, potential conflicts and impacts of these stakeholders" (Reid & Arcodia, 2002:494). This study provides support to this statement and further highlight that a review of stakeholder agendas will assist event managers in balancing the competing needs, tensions and expectations of all concerned.

For better research results in future studies, the cooperation and transparency of organisers and sponsors is underscored.

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Appendices

Appendix A
Questionnaires

Appendix A1
Stallholder/Informal Traders Questionnaire

STALLHOLDER/ EXHIBITOR SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

1. What was the cost of acquiring a stall/ stand for this event? _____

2. What products/ services are you providing? _____

3. Which of the following influenced you to attend this event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

4. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

4.1. If satisfactory or poor, what were you dissatisfied with?

5. How can the marketing of the event be improved in the future?

6. What were your main objective/s for participating in the event activities?

Increasing sales/ business opportunities	
Market exposure	
Sharing information	
Networking	
Providing a service/ information to the public	
Other (specify)	

6.1. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

7. Did you employ additional people to assist you during this event?

Yes	No
-----	----

7.1. If yes,

7.1.1. How many people did you employ? _____

7.1.2. For what type of jobs were they employed?

8. Were you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the stall/ stand			
Fees/ cost for acquiring a stall			
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/ publicity of the event			

9. What problems, if any, did you experience during the event?

10. Do you have any suggestions for improving this event (including service quality) in the future?

11. What was your average turnover per day (if any) for the event? _____

12. Did you participate in the event/ activities last year?

Yes	No
-----	----

13. Will you participate in the event if it is held again next year?

Yes	No
-----	----

14. Do you think that these types of events have a positive impact on your type of business?

Yes	No
-----	----

REASON:

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix A2
Established Business Questionnaire

ESTABLISHED BUSINESS SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

1. Type of business

Restaurants	Accommodation	Retail	Other (specify)
-------------	---------------	--------	-----------------

2. Are you aware of the _____ (name of event) that took place?

Yes	No
-----	----

2.1. If yes, how did you find out about the event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

3. How can the marketing of the event improved in the future?

4. Is the business directly involved in the event?

Yes	No
-----	----

4.1. If yes, what is the nature of your involvement?

Service provider	
Sponsor	
Other (specify)	

5. Did you take advantage of the event to leverage associated business opportunities?

Yes	No
-----	----

5.1. If yes, what tactics/ strategies did you use and were they successful?

	Used	If successful?	
		Yes	No
Marketing/ advertising (flyers, posters, banners, etc.)			
Tie-in promotions/ package deals			
Extended business hours			
Use of facilities such as parking			
Outdoor sales at tables			
Themed areas			
Entertainment			
Forming alliances among businesses			
Other (specify)			

6. Would you attempt to leverage opportunities if the event is held again next year?

Yes	No
-----	----

6. Did you employ additional people to assist you during the period of the event?

Yes	No
-----	----

6.1. If yes,

6.1.1. How many people did you employ? _____

6.1.2. For what type of jobs were they employed? _____

7. Were you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/ publicity of the event			
Physical appearance of the event (littering, overcrowding, etc.)			
Physical facilities (Toilets, bins, seating availability etc.)			

8. What problems, if any, did you experience that may be related to the event?

8.1 Please provide suggestions to improve service quality of the event.

9. Are you aware of any ambushing opportunities during the event?

Yes	No
-----	----

9.1. If yes, what type/s of ambushing strategies were used?

10. Do you have any suggestions for improving opportunities for your type of business to leverage this event in the future?

11. During the period of the event, your turnover:

Remained the same	Increased	Decreased
-------------------	-----------	-----------

12. Do you think that these types of events have a positive impact on your type of business?

Yes	No
-----	----

REASON:

13. Please indicate the level of agreement with the following statements (select one option for each variable).
1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

	1	2	3	4	5
The event increases awareness among locals of businesses in the area					
The event disrupts local patronage of business in the area					
The leveraging of the event creates opportunities for local businesses					
Businesses need some assistance to formulate and implement strategies and tactics to leverage events					
Businesses should form alliances to maximize event-leveraging opportunities e.g. common theming					

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix A3
Spectator/Attendees Questionnaire

ATTENDEES SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

RESIDENCE OF RESPONDENTS

1. Are you an overnight visitor, day-tripper or a local resident?

Overnight visitor	Day-tripper	Local resident
-------------------	-------------	----------------

1.1. If you are a visitor, where are you from?

Outside South Africa	Country:				
South Africa	KZN	Gauteng	Western Cape	Eastern Cape	Other (specify)

ECONOMIC ASPECTS

1. If an overnight visitor:

	Type of accommodation	Nights in accommodation at event location	Accommodation cost per night	Number of persons staying per accommodation unit
Luxury Hotel (4-5*)				
Family Hotel (1-3*)				
Bed & Breakfast				
Holiday Flat				
Self-catering				
Holiday Home				
Backpacker Hostel				
Friends & Relatives				
Other (Specify)				

2. How many people, including yourself, are in your immediate group (spending money together at this event)?

3. How would you describe the composition of your group?

Friends	Family	Friends and family	School group
Business associates	Tour group	Other (specify)	

4. Did your immediate group buy anything at the event today, or do you plan to (including food/ refreshments)?

Yes	No
-----	----

5. What is the total amount of money (in Rands) you spent or intend to spend during the event on the categories below?

	0-50	51-100	101-150	151-200	201-250	251-300	>300 (specify)
Food and beverages							
Entertainment							
Gifts/ souvenirs							
Sport equipment/ gear							
Other purchases							

Note total overall spend:

0-100	101-200	201-300	301-400	401-500	501-600	601-700	701-800	801-900	901-1000	>1000

6. What is your primary reason for visiting this area/ city (tourists)?

This event	Visiting family/ relatives	Vacation
Business	Other (specify)	

6.1. If your primary reason was not the present event, did you schedule your visit to coincide with the event (tourist)?

Yes	No
-----	----

7. Did you come specifically to this location for this event?

Yes	No
-----	----

8. How did you arrive in the area where the event is being held? (non-residents)

Private vehicle	Rental vehicle	Airplane	Train
Bus	Mini-bus taxi	Other (Specify)	

9. How did you arrive at the event (all)?

Private vehicle	Rental vehicle	Train	Bus
Mini-bus taxi	Walked	Other (Specify)	

KNOWLEDGE AND PERCEPTIONS OF EVENT

1. Which of the following influenced you to attend this event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

2. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

2.1. If satisfactory or poor, what were you dissatisfied with?

3. How can the marketing of the event be improved in the future?

4. How would you rate your experience here today?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

5. Please indicate the level of agreement with the following statements about the event (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The event is well organized					
The event attracts tourists					
Parking is inadequate					
Sufficient facilities at the event (eg. toilets)					
Good refreshment areas					
People enjoyed themselves at the event					

6. Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is a beautiful area					
The locals are friendly					
The infrastructure is good					
The area is polluted/ lots of litter					
Crime is a problem in the area					
I feel safe in the area					
The quality of service is good					
The locals support events in the area					
Would have not attended event if it was held in another location					

7. Did you experience any problems at this event?

Yes (specify)	No
---------------	----

8. Do you have any suggestions for improving this event in the future?

9. Do you think that these types of events have a positive impact on profiling the city in which the event is being held?

Yes	No
-----	----

9.1. If yes, specify impacts.

ATTENDANCE

1. Did you attend the event last year?

Yes	No
-----	----

2. Will you be attending this event if it is held next year?

Yes	No	Don't know
-----	----	------------

2.1. If no, why not?

SPONSORSHIP

1. Can you name any of the sponsors affiliated with this event?

Sponsor 1	Sponsor 3
Sponsor 2	Sponsor 4

SECONDARY ACTIVITIES

1. Which activities did you or will you participate in prior to or after the event in the area or in close proximity to the event location.

Visiting friends and relatives	
Sight-seeing/ visiting specific tourist attractions	
Entertainment (e.g. night clubs, movies)	
Shopping	
None	

NUMBER OF DAYS ATTENDING EVENT (IF APPLICABLE)

1. How many days of the event will you be attending or you plan to attend (if applicable)?

1	2	3	4	Other (specify)
---	---	---	---	-----------------

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. What is your age?

<20	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
-----	-------	-------	-------	-------	-------	----------------

2. 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)

3. Monthly income 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)

4. Highest education level completed

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

5. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix A4
Organiser Questionnaire

ORGANISER SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

NAME OF RESPONDENT: _____

NAME OF ORGANISATION: _____

1. How long have you been organising this event? _____

2. What was the overall budget for this event? _____

2.1. What are the specific expenditure items and how much did you allocate? (please attach page if insufficient space)

EXPENDITURE ITEM	AMOUNT

3. Which services did you outsource to service providers?

3.1. Which services did you specifically outsource to Affirmable Business Enterprises (ABEs) or Previously Disadvantaged service providers (please specify names and amounts paid)?

3.2. What percentage of the overall outsourcing did this make-up? _____

4. Could you outline below the media exposure leveraged for the event and estimated value in Rand? (please be specific)

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television				
Radio				
Print				
Posters/ banners/ flyers				
Internet				
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering, etc) sponsorship, provide an estimate value in Rand.

NAME OF SPONSOR	CASH	IN-KIND

6. Did you employ additional workers to assist in preparation for or during the event?

Yes No

6.1. If Yes,

6.1.1. What type of jobs did you employ people for?

6.1.2. How many people did you employ? _____

6.1.3. How many were locals? _____

7. Did you involve local businesses/ stakeholders in the organisation of the event?

Yes No

7.1. If yes, how were they involved?

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes No

8.1. If yes, what type/s of opportunities were created?

9. What were your overall expectations of the event?

9.1. Were your overall expectations of the event met?

Yes No

REASONS

10. What was your overall impression of the event?

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event		
Overall organisation of the event		
Information provided about the event		
Attendance at the event		
Security at the event		
Quality of the event		
Advertising/ publicity of the event		
Physical appearance of the event (littering, overcrowding, etc.)		
Physical facilities (Toilets, bins, seating availability etc.)		

12. Did the organisation of the event include steps to control/ prevent crime?

Yes	No
-----	----

12.1. Were the steps to control/ prevent crime successful?

Yes	No
-----	----

13. Did the organisation of the event include steps to control crowds and traffic?

Yes	No
-----	----

13.1. Were the steps to control crowds and traffic successful?

Yes	No
-----	----

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes	No
-----	----

14.1. If yes, specify the steps taken.

14.2. Were the steps to ensure service quality successful?

Yes	No
-----	----

15. Did the organisation of the event include the development of a disaster management plan?

Yes	No
-----	----

16. What problems, if any, were experienced during the event?

17. What lessons can be learnt from your experience of organising the event?

18. How can the event be improved in the future?

19. Are you satisfied by the role played by the host city with regard to supporting the event?

Yes	No
-----	----

REASON

20. How can the role of the host city be improved?

21. Would you be organising the event next year?

Yes	No
-----	----

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix A5
Sponsor Questionnaire

SPONSOR SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

1. Name of sponsor _____

2. Type and value of sponsorship

	Cash	Kind	Both
Type			
Value			

3. What were your main objective/s for sponsoring this event?

Increasing sales/ business opportunities	
Market exposure/ create awareness	
Product promotion	
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	

4. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

5. Where you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/ publicity of the event			
Physical appearance of the event (littering, overcrowding, etc.)			
Physical facilities (Toilets, bins, seating availability etc.)			

6. What problems, if any, did you experience during the event?

7. Do you have any suggestions for improving this event (including service quality) in the future?

8. Would you be sponsoring this event next year?

Yes	No
-----	----

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix A6
Participants Questionnaire

PARTICIPANTS SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

RESIDENCE OF RESPONDENTS

1. Are you an overnight visitor, day-tripper or a local resident?

Overnight visitor	Day-tripper	Local resident
-------------------	-------------	----------------

1.1. If you are a visitor, where are you from?

Outside South Africa	Country:				
South Africa	KZN	Gauteng	Western Cape	Eastern Cape	Other (specify)

ECONOMIC ASPECTS

1. If an overnight visitor:

	Type of accommodation	Nights in accommodation at event location	Accommodation cost per night	Number of persons staying per accommodation unit
Luxury Hotel (4-5*)				
Family Hotel (1-3*)				
Bed & Breakfast				
Holiday Flat				
Self-catering				
Holiday Home				
Backpacker Hostel				
Friends & Relatives				
Other (Specify)				

2. How many people, including yourself, are in your immediate group (spending money together at this event)?

3. How would you describe the composition of your group?

Friends	Family	Friends and family	School group
Business associates	Tour group	Other (specify)	

4. Did your immediate group buy anything at the event today, or do you plan to (including food/ refreshments)?

Yes	No
-----	----

5. What is the total amount of money (in Rands) you spent or intend to spend during the event on the categories below?

	0-50	51-100	101-150	151-200	201-250	251-300	>300 (specify)
Food and beverages							
Entertainment							
Gifts/ souvenirs							
Sport equipment/ gear							
Other purchases							

Note total overall spend:

0-100	101-200	201-300	301-400	401-500	501-600	601-700	701-800	801-900	901-1000	>1000
-------	---------	---------	---------	---------	---------	---------	---------	---------	----------	-------

6. What is your primary reason for visiting this area/ city (tourists)?

This event	Visiting family/ relatives	Vacation
Business	Other (specify)	

6.1. If your primary reason was not the present event, did you schedule your visit to coincide with the event (tourist)?

Yes	No
-----	----

7. Did you come specifically to this location for this event?

Yes	No
-----	----

8. How did you arrive in the area where the event is being held? (non-residents)

Private vehicle	Rental vehicle	Airplane	Train
Bus	Mini-bus taxi	Other (Specify)	

9. How did you arrive at the event (all)?

Private vehicle	Rental vehicle	Train	Bus
Mini-bus taxi	Walked	Other (Specify)	

KNOWLEDGE AND PERCEPTIONS OF EVENT

1. Which of the following influenced you to attend this event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

2. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

2.1. If satisfactory or poor, what were you dissatisfied with?

3. How can the marketing of the event be improved in the future?

4. How would you rate your experience here today?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

5. Please indicate the level of agreement with the following statements about the event (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The event is well organized					
The event attracts tourists					
Parking is inadequate					
Sufficient facilities at the event (eg. toilets)					
Good refreshment areas					
People enjoyed themselves at the event					

6. Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is a beautiful area					
The locals are friendly					
The infrastructure is good					
The area is polluted/ lots of litter					
Crime is a problem in the area					
I feel safe in the area					
The quality of service is good					
The locals support events in the area					
Would have not attended event if it was held in another location					

7. Did you experience any problems at this event?

Yes (specify)	No
---------------	----

8. Do you have any suggestions for improving this event in the future?

9. Do you think that these types of events have a positive impact on profiling the city in which the event is being held?

Yes	No
-----	----

9.1. If yes, specify impacts.

ATTENDANCE

1. Did you attend the event last year?

Yes	No
-----	----

2. Will you be attending this event if it is held next year?

Yes	No	Don't know
-----	----	------------

2.1. If no, why not?

SPONSORSHIP

1. Can you name any of the sponsors affiliated with this event?

Sponsor 1	Sponsor 3
Sponsor 2	Sponsor 4

SECONDARY ACTIVITIES

1. Which activities did you or will you participate in prior to or after the event in the area or in close proximity to the event location.

Visiting friends and relatives	
Sight-seeing/ visiting specific tourist attractions	
Entertainment (e.g. night clubs, movies)	
Shopping	
Training and preparing for the race	
Other (specify)	
None	

MOTIVATION FACTORS TO PARTICIPATE IN EVENT

Identify the top three reasons for participating in the event

To improve my physical fitness	
To compete	
enjoy the challenge	
To have fun	
To see the location where the event is being held	
Other (specify)	

NUMBER OF DAYS ATTENDING EVENT (IF APPLICABLE)

1. How many days of the event will you be attending or you plan to attend (if applicable)?

1	2	3	4	Other (specify)
---	---	---	---	-----------------

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. What is your age?

<20	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
-----	-------	-------	-------	-------	-------	----------------

2. 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)

3. Monthly income 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)

4. Highest education level completed

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

5. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix A7
Residents Questionnaire

RESIDENTS' SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

EVENT ATTENDANCE

1. Did you attend the _____ (name of event)?

Yes	No
-----	----

1.1. If no, why did you not attend this year?

Didn't have time	
Too expensive	
Couldn't get tickets	
Didn't want to	
Other (specify)	

2. Did you previously attend _____ (name of event)?

Yes	No
-----	----

DISTANCE OF RESIDENCE

1. How far away are you from the event activities taking place (in km)?

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

PERCEPTIONS AND ATTITUDES

1. Please indicate the level of agreement with the following statements about the event (select one option for each variable). 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

	1	2	3	4	5
ENTERTAINMENT					
The event provided an opportunity to attend an interesting event					
The event provided an opportunity to have fun with family and friends					
The event provided an opportunity to meet new people					
The event increases entertainment opportunities for locals					
PUBLIC MONEY					
The event was a waste of public money					
Too much money was spent on the event that could be spent on other activities					
The event assists in increasing public spending for sport					
ECONOMIC BENEFITS					
The event is good for the economy since it creates jobs					
The event is good for local business (increases turnover)					
DISRUPTION TO LOCAL RESIDENTS					
The event disrupted the lives of local residents and created inconvenience					
The event caused traffic congestion and parking difficulties					
The event created excessive noise					
The event increased crime					
The event was associated with some people behaving inappropriately such as excessive drinking or drug use					
PUBLIC FACILITIES					
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/ or public transport					
The event denied local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding					
COMMUNITY PRIDE					
The event made locals feel more proud of the city/ country					
The event made locals feel good about themselves and their community					
Ordinary residents get a say in the planning and management of the event					
ENVIRONMENTAL IMPACT					
The event had a negative impact on the environment through excessive					

litter					
The event had a negative impact on the environment through pollution					
The event had a negative impact on the environment through damage to natural areas					
REGIONAL SHOWCASE					
The event showcased the area in a positive light					
The event attracts tourists to the area					
The event attracts future business to the area					
The event has increased media coverage of the area					
PRICE					
The event leads to increases in the price of some things such as food, transport and property values					
As a result of the event, more people are buying holiday homes in the area					
During the event period, the overall cost of living has increased					
COMMUNITY BENEFITS					
The community benefited directly from the event					
Only some members of the community benefited from the event/ event increases social inequity					
The event increases interaction between locals and tourists					

EVENT LOCATION

1. Are you in favour of the event being held in the area?

Yes	No
-----	----

1.1. If no, should the event be located in another location in your region, located outside the region or discontinued?

Another location in your region	Another location outside region	Discontinued altogether
---------------------------------	---------------------------------	-------------------------

IDENTIFICATION WITH THEME

1. Which one of the following statements best summarises your interest in this sport as a spectator?

I am an avid fan of the sport and always try to attend or watch it on TV	
I am interested in the sport and see it when I can	
I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area	
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	
I have no interest in this sport or the associated festivities even when it is held in our area	

2. Which one of the following statements best summarises your interest in this sport as a recreational activity?

I am a keen participant of this sport who is regularly involved in club competition	
I am a keen participant of this sport who is regularly involved but not in any formal competition	
I occasionally participate in this sport socially	
I used to participate but I have not done so in recent years	
I have absolutely no interest in participating recreationally in this sport	

3. Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is a beautiful area					
The quality of service is good					
The locals support events in the area					

DIRECT BENEFITS

1. Have you or any member of your family ever worked for the event in either a paid or voluntary capacity?

Yes	No
-----	----

2. Do you or a member of your household work in or own a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)?

Yes	No
-----	----

PROBLEMS EXPERIENCED

1. Did you experience any problems related to the event?

Yes (specify)	No
---------------	----

SUGGESTIONS FOR IMPROVEMENT

1. Do you have any suggestions for improving this event (including service quality) in the future?

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. What is your age?

<20	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
-----	-------	-------	-------	-------	-------	----------------

2. 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)

3. Monthly income 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

4. Highest education level completed

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

5. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix B

Organiser's response

ORGANISER SURVEY

Name of event: Red Bull BWA Location: Hout - Bay Schedule nos: _____

NAME OF RESPONDENT: Danielle Ewing

NAME OF ORGANISATION: Red Bull

1. How long have you been organising this event? **7 years**

2. What was the overall budget for this event? **Unfortunately that is confidential Information**

2.1. What are the specific expenditure items and how much did you allocate? (please attach page if insufficient space)

EXPENDITURE ITEM	AMOUNT
Again this is sensitive information	

3. Which services did you outsource to service providers?

Water Safety, Security etc

3.1. Which services did you specifically outsource to Affirmable Business Enterprises (ABEs) or Previously Disadvantaged service providers (please specify names and amounts paid)?

3 x clean ups of the Sentinel ridge area (Pre, during and post event)

3.2. What percentage of the overall outsourcing did this make-up?

4. Could you outline below the media exposure leveraged for the event and estimated value in Rand? (please be specific)

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television	News Playouts	NA		
Radio	Interviews	NA		
Print	Zigzag	NA		
Posters/ banners/ flyers	Event produced	NA		
Internet	Online banner campaign	NA		
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering, etc) sponsorship, provide an estimate value in Rand.

NAME OF SPONSOR	CASH	IN-KIND
Vehicle – Avis	NA	Vehicles
Engen	NA	Fuel

6. Did you employ additional workers to assist in preparation for or during the event?

Yes

6.1. If Yes,

6.1.1. What type of jobs did you employ people for?

Management of equipment and stock

Personal Assisitants

Security

Water Safety

Weather Predictions

Etc....

6.1.2. How many people did you employ? Including Businesses over 50 people

6.1.3. How many were locals? 98%

7. Did you involve local businesses/ stakeholders in the organisation of the event?

Yes

7.1. If yes, how were they involved?

Various Responsibilities

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes

8.1. If yes, what type/s of opportunities were created?

Accommodation & Child minding

9. What were your overall expectations of the event?

Good

9.1. Were your overall expectations of the event met?

Yes

REASONS

All marketing and brand objectives were met.

10. What was your overall impression of the event?

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	It is integral to the event	
Overall organisation of the event	Internally organised	
Information provided about the event	A thorough comm strategy was planned	
Attendance at the event	Not a spectator event	
Security at the event	Reliable supplier	
Quality of the event	/	
Advertising/ publicity of the event	Low Key and very targeted	
Physical appearance of the event (littering, overcrowding, etc.)	/	
Physical facilities (Toilets, bins, seating availability etc.)	/	

12. Did the organisation of the event include steps to control/ prevent crime?

Yes

12.1. Were the steps to control/ prevent crime successful?

Yes	
-----	--

13. Did the organisation of the event include steps to control crowds and traffic?

Yes	
-----	--

13.1. Were the steps to control crowds and traffic successful?

Yes	
-----	--

14. Did the organisation of the event include steps to ensure service quality at the event?

	no
--	----

14.1. If yes, specify the steps taken.

Internet cafe

14.2. Were the steps to ensure service quality successful?

Yes	No
-----	----

15. Did the organisation of the event include the development of a disaster management plan?

Yes	
-----	--

16. What problems, if any, were experienced during the event?

None

17. What lessons can be learnt from your experience of organising the event?

In its 7th year most of the learning has already been had

18. How can the event be improved in the future?

19. Are you satisfied by the role played by the host city with regard to supporting the event?

Yes	No
-----	----

REASON

20. How can the role of the host city be improved?

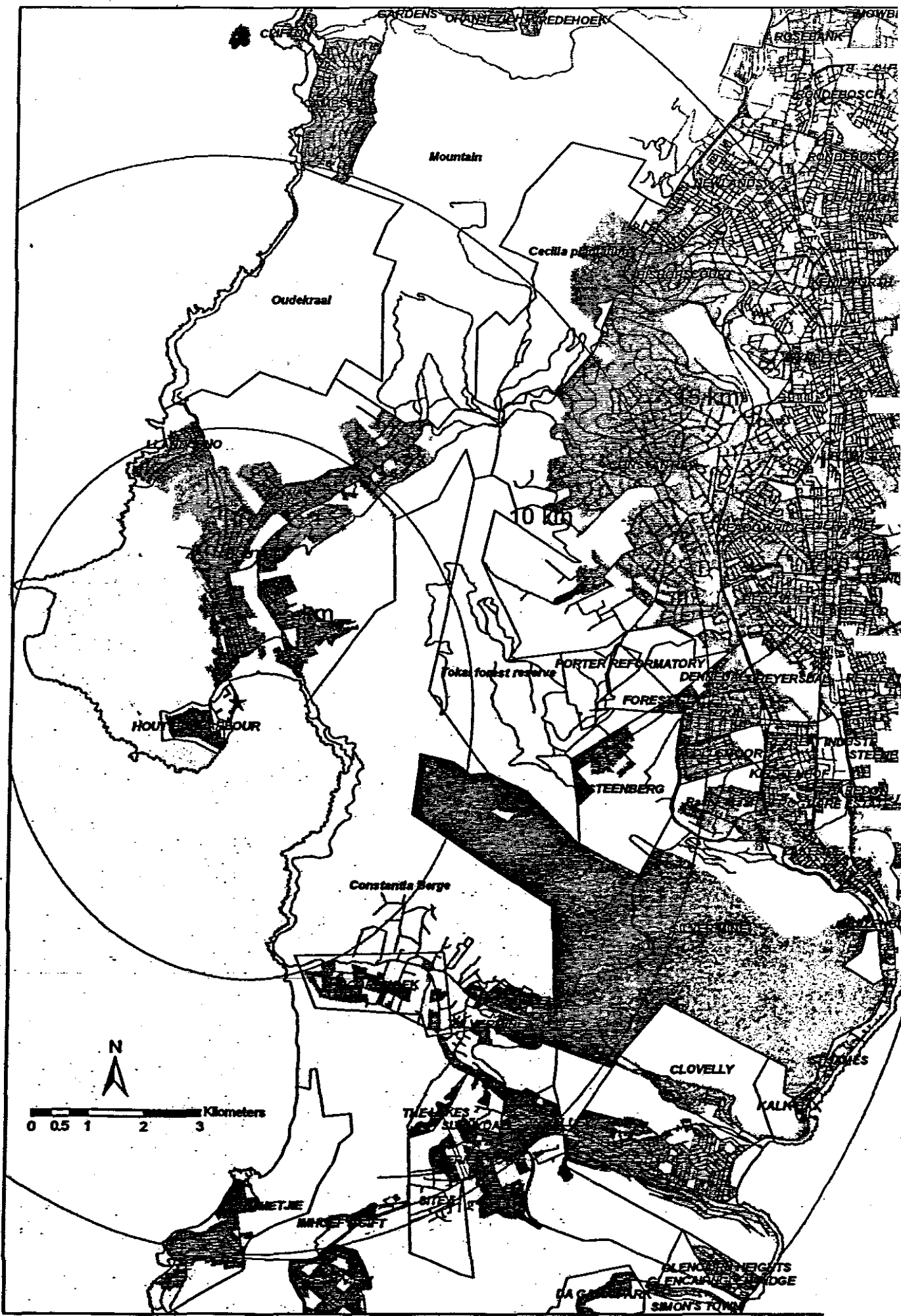
21. Would you be organising the event next year?

Yes	No
-----	----

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

Appendix C

GIS Map



Appendix D

Official letter from Cape Peninsula University for residents' survey



June 2005

To Whom It May Concern

RESIDENTS PERCEPTIONS SURVEY OF THE RBBWA

The Cape Peninsula University of Technology is currently undertaking research regarding the resident's perceptions of the Red Bull Big Wave Africa event.

Various students enrolled for courses at the University are involved with gathering the data for this particular survey. Your assistance is highly valued in completing the relevant questionnaire. Should you wish to verify the authenticity of this project please contact Ms Deborah Johnson (accompanying Lecturer) of these students. The contact number is 082 483 0508.

Once again our sincere appreciation.

Deborah Johnson

Deborah Johnson

LECTURER: TOURISM DEPARTMENT

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