



**RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP THREE MONTHS
PRIOR TO THE EVENT: A CASE STUDY OF A SUBURB IN CAPE TOWN, SOUTH
AFRICA**

by

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DECLARATION

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

30/10/2011

Signed

Date

ABSTRACT

The importance of conducting resident perception studies into the phenomenon of mega sports events cannot be over-emphasised; as such studies provide a unique platform by means of which to gauge the perceptions and attitudes of host communities with regards to the impacts of mega-events. In the context of South Africa's hosting of the 2010 FIFA World Cup, and regarding the perceived impacts of the event on host communities, a couple of studies have been undertaken within the Green Point suburb of Cape Town. As a continuum of such studies, the current study is undertaken with the objectives of ascertaining whether any adaptations have occurred three months before kick-off of the event, and to further provide a platform for post-event longitudinal studies. Furthermore, in cases where changes in perceptions were recorded, previous studies carried out within the same study area were reflected upon. The target population in the study involved residents living within a 2-kilometre radius of the Cape Town Stadium situated in Green Point. A total of 400 questionnaires were administered to residents using a spatially based stratified random sampling method.

The focus of the study was to examine the perceptions and attitudes of Green Point residents towards the development of the Cape Town Stadium and potential impacts of the 2010 World Cup on their community. Key findings of the study revealed the profile of Green Point residents to be predominantly male, with an average age of 38.2 years. Most of the residents were found to be single, employed full-time, and earning an average monthly income of R13 550.63. Although the historical racial composition of the suburb was mostly white, the suburb was becoming more diverse in composition at the time of the study. The residents were found generally to have very positive perceptions and attitudes towards South Africa's hosting of the event, with Cape Town being a host city, and most believing that lasting legacies would be left for their community and the country in general. However, primary concerns noted that related to South Africa's hosting of the event were crime, the safety and security of visitors, and disruptions and inconveniences caused to locals. High expectations were also registered with regards to the dissemination of information by event planners in relation to the distribution of anticipated benefits and the impacts of the stadium.

The current study recommends that, in order to increase levels of awareness regarding the planning and activities related to the event, effective communication and dissemination of information were required. Furthermore, to justify investments made towards hosting of the event and to ensure the realisation of legacies, community involvement and support has to be leveraged at all stages of the planning process. While reflection with regards to any changes in perceptions to prior studies is presented, a post-event longitudinal study is recommended to further gauge any changes in attitudes and perceptions that may have

been registered due to event-acquired experiences which could help determine future direction in the planning and hosting of such events.

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DEDICATION

This mini-thesis is dedicated to my beloved sister of blessed memory, Bama Gladys Mbi.

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GLOSSARY

ALP	African Legacy Programme
AsgiSA	Accelerated and Shared Growth Initiative for South Africa
BEE	Black Economic Empowerment
BRT	Bus Rapid Transport
CBD	Central Business District
CEPA	Cape Town Environmental Protection Association
CETRA	Centre for Tourism Research in Africa
CoCT	City of Cape Town
CoHRE	Center on Housing Rights and Evictions
CPUT	Cape Peninsula University of Technology
CWC	Cricket World Cup
DEAT	Department of Environmental Affairs and Tourism
FARE	Football Against Racism in Europe
FIFA	<i>Fédération Internationale de Football Association</i>
GDP	Gross Domestic Product
GPRRA	Green Point Ratepayers and Residents' Association
HIV	Human Immune Virus
IMF	International Monetary Fund
IMSEDG	Impact of Mega Sports Events on Developmental Goals
IOC	International Olympic Committee
IPL	Indian Premier League
ISCTE	Instituto Superior de Ciências do Trabalho e da Empresa
LOC	Local Organising Committee
MDG	Millennium Development Goal
OED	Compact Oxford English Dictionary
PAPI	Paper and Pencil Interview
PSL	Premier Soccer League
PVA	Public Viewing Area
PVAs	Public Viewing Areas
RWC	Rugby World Cup
SAFA	South African Football Association
SAST	South Africa Sports Tourism
SAT	South African Tourism
SMS	Simple Message Syndication
SPSS	Statistical Package for Social Sciences
StatSA	Statistics South Africa
SWEAT	Sex Worker's Advocacy Taskforce
UN	United Nations
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organisation
USD	United States Dollar
UWC	University of the Western Cape
WC	Western Cape
WEF	World Economic Forum
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council
WUF	World Urban Forum

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO STUDY

1.1 Introduction

Sport in recent years has grown beyond being simply considered as an active leisure pastime, to being recognised as having considerable social and economic influence in today's society (Davies, 2005). Zauhar (2003:48) contends that sport has become a great motivator for travel and tourism, and has grown into a mass tourism activity over time, through the development of sports events and sports mega-events, acting as a boost for economic and social development and the growth of tourism, with its associated benefits. Sport tourism is described as the coming together of two sociological activities: sport and tourism (Hinch & Higham, 2004). Countries around the world, through focused tourism growth strategies, are increasingly trying to attract sporting events to their respective cities (Cornelissen & Swart, 2006).

Cornelissen and Swart (2006:100) refer to mega-events as "complex affairs, which originate from a specific set of economic objectives, but which have political and social corollaries that usually extend far beyond". A review of a burgeoning body of literature, based on the positive impacts of such events, suggests that economic benefits are prime motives put forward for the development and hosting of the mega-events (Almers & Maennig, 2008; Black, 2007; Bohlmann, 2006; Cornelissen & Swart, 2006; Kim & Chalip, 2004; Kim, Gursoy & Lee, 2006; Lee, Taylor & Lee, 2005; Malfas, Theodoraki & Houlihan, 2004; Soderman & Dolles, 2008;).

Kim *et al.* (2006:86) highlight that "international sporting events such as the Summer and Winter Olympics and the *Fédération Internationale de Football Association* (FIFA) World Cup are categorised as hallmark or mega-events. Turco, Swart, Bob and Moodley (2003:223) contend that mega-events contribute significantly to economic development, as well as having gained increasing prominence in the development of tourism. Soderman and Dolles (2008:147) contend that the hosting of mega-events creates opportunities for the world to view the host nation in terms of an entirely new image and also provides the opportunity to discover the history, the cultures and more about the peoples of the host nations or cities than might otherwise have been known.

Since the advent of democracy in 1994, South Africa has become a popular tourist destination. Significantly, the sport and tourism sectors have also grown since the country's readmission to the international sporting arena (Swart, 2005:38). For example, more South African teams now participate on the international stage than ever before, and, in so doing, enhance sport tourism growth and related business opportunities (Bohlmann, 2006).

Makgabo (2006) points to landmark events held in South Africa post-1994 as including: the 1995 Rugby World Cup (RWC), the African Cup of Nations in 1996 and the 2003 Cricket World Cup (CWC). Cornelissen and Swart (2006:109) assert that the successful staging of these events and the benefits realised accordingly have prompted the government to view sport mega-events as a mechanism for supporting nation-building and economic development.

South Africa failed in its bid to stage the 2004 Olympic Games in Cape Town and the 2006 FIFA World Cup (Alegi, 2001:12). However, it was an emotional moment on 15 May 2004, when Nelson Mandela, as part of the delegation which represented South Africa in the bidding process, accepted the outstanding opportunity and honour that was granted to South Africa in being selected as the first African country to play host to the 2010 FIFA World Cup with the following words:

We accept with humility and without arrogance...we have talked about this moment...the World Cup will help unify our people. If there is one thing on this planet that has the power to bind people together it is football...my country is ready to welcome the world. ... I can assure you 2010 will be something the world has never seen before at the World Cup Soccer.

(Mandela, 2004)

After success was achieved with its bid, South Africa was abuzz with preparations for the successful hosting of the event (Donaldson & Ferreira, 2007). The 2010 FIFA World Cup was to be held in South Africa from 11 June to 11 July 2010, utilising ten stadia in nine cities around South Africa (South Africa, 2009c).

According to the City of Cape Town (CoCT) Cape Town was designated as one of the major cities for the hosting of the 2010 FIFA World Cup, and was to host 8 of the 64 matches, including a semi-final, to be played in the tournament (CoCT, 2010a). As a prestigious international tourist destination, the city expected to have a major pull-effect on both domestic and international tourists during the event, thereby generating major socio-economic spin-offs (Turco *et al.*, 2003). *The Cape Town and Western Cape 2010 Business Plan* (2006) stipulates that there was a need for major investment in infrastructure, operations and systems management to support the event and for the event to have a lasting legacy both for the city and the province.

Preparations entailed huge financial undertakings by South Africa, the host country, and by Cape Town, as host city, to meet FIFA requirements. According to the Premier of the Western

Cape, Helen Zille, Cape Town would receive a R2.2 billion upgrade to the airport, R617 million for an upgraded central station, R1.2 billion worth of new trains, and a further R5 billion for transport and other infrastructure from the national government (CoCT, 2010b). More significant was the building of the Cape Town Stadium (formerly known as the Green Point Stadium), which is situated in Green Point (CoCT, 2010a). The R4.5 billion structure was the biggest project of its kind ever undertaken in Cape Town (CoCT, 2010a). With such immense investment backing, residents had high expectations of attaining overall positive spin-offs from hosting the event.

Perceptions of such mega-events as the FIFA World Cup are often widely promoted on the premise that it has the ability to generate significant socio-economic benefits and environmental legacy (Cornelissen & Swart, 2006). The 2010 FIFA World Cup was projected to attract an estimated cumulative worldwide audience of between 25 to 28 billion people and thousands more that would make the journey to South Africa and to Cape Town to watch the games in the stadia and Fan Parks around the country (Appel, 2007:1). Besides Fan Parks, the CoCT also planned the institution of the FIFA Fan Mile as part of its transport arrangements for the 2010 event in Cape Town. The 2.6-km Fan Walk was a pedestrian link along Darling, Strand, Adderley, Riebeek and Waterkant Streets, through to Somerset Road, with dedicated pedestrian paths across Buitengracht Street and Western Boulevard, as well as across the public squares at St Andrews and the Stadium Forecourt within the Green Point Urban Park (CoCT, 2010c). Cape Town stood to harness both tangible and intangible benefits from hosting the mega-event. In addition, the event was projected as having the capacity to give South Africa, including especially Cape Town, a lasting legacy (Gadebe, 2007:1). The big question to be answered, however, was whether such perceptions were justified and whether they could materialise.

Planning and preparing towards the hosting of mega-events is often surrounded by major challenges regarding the future sustainability of such projects, while other concerns are often linked to possible negative socio-economic and environmental impacts (Hall, 1997). Concerns were raised about the capacity of South Africa and Cape Town to host an event that would leave a sustainable legacy. Studies show, in the case of South Korea and Japan, that, after their hosting of the event, the benefits fell far short of initial expectations (Lee *et al.*, 2005). The country (South Korea) was left with an oversupply of large stadia, some of which were subsequently demolished or underused and which have now been termed 'white elephants' (Matheson & Baade, 2003). Similarly, Leiman and Wienburg (2007) contend that Cape Town Stadium is unsustainable, and a gross waste of economic resources that should have been diverted to other more sustainable projects.

Such negative perceptions caused a group of residents through the Cape Town Environmental Protection Association (CEPA), to object to the development of the stadium on the Green Point Common, citing that the chosen site would have a negative environmental, social and cultural impact on the area concerned (Gadebe, 2007:1). Weiner (2009) reports that the new stadium was referred to as an eyesore that would tarnish the beauty of Cape Town. CEPA, therefore, instituted legal action in the public interest to stop the development of the stadium (Van der Westhuizen & Swart, 2011). CEPA's objections, according to the city's 2010 World Cup spokesperson, Pieter Cronje, were notably centred on perceptions that building the stadium would attract high levels of traffic congestion and disruption, noise, and anti-social elements, as well as deep rooted financial and ecological considerations (Dentlinger, 2007). Concerns were also expressed that if the stadium were not completed on time for the event, it could become a 'Colosseum' (Pollack, 2007).

After a number of legal confrontations with the CoCT, CEPA eventually agreed to the development and reached a 'compromise scenario' for the construction of the stadium in Green Point (Warby, 2007:1). On completion, the stadium was officially handed over to the CoCT on 14 December 2009 (Pollack, 2009b). Meanwhile, the final draw of the 32 teams to take part in the tournament was held on 4 December 2009 in Cape Town (Pollack, 2009a).

Such highlights were indubitably impressed upon the residents of the host community and must, in some cases, have generated a 'feel-good' effect. For example, the stadium has played host to such test events as the soccer game between Ajax Cape Town and Santos Football Club on 23 January 2010, and a rugby game between Boland Cavaliers and Stormers took place on 6 February 2010 (CoCT, 2010a). Both the games were sold out within days of the tickets being made available (Pollack, 2010). The taste of, or hype generated by, such test events, and the final draws on 4 December 2009 had undeniably left their mark on the perceptions held by many residents in Green Point. Since hopes for significant positive effects on tourism, income, and employment are not often realised, the 'feel-good' effect has sometimes proven to be the most measurable component of such situations (Maennig & Porsche, 2008:2).

A number of studies have been undertaken with regards to resident perceptions of mega-events that have been held in various parts of the world, and the FIFA World Cup in particular. Among such studies have been those of Bohlmann (2006); Horne and Manzenreiter (2006); Green, Costa and Fitzgerald (2008); Kim and Morrison (2005); Kim and Chalip (2004); and Horne and Manzenreiter (2002). In South Africa, the number of studies considering resident perceptions in host communities has burgeoned. Some of the recent research carried out includes that of Swart, Bob and Arrey (2008), who looked at resident perceptions of the Berg

River Canoe Marathon; of Zhang (2007), who considered the management and socio-economic impact of the 2006 Old Mutual Marathon; of Ntloko and Swart (2008), who studied the impact of the Red Bull Big Wave Africa on the host community; of Swart and Bob (2009), who, in 2005, studied resident perceptions of venue selection with regards to the 2010 FIFA World Cup, specifically looking at the Athlone and Green Point suburbs in Cape Town; and of Chain (2009), who investigated resident perceptions of the 2010 FIFA World Cup in a suburb in Cape Town.

Swart (2009) emphasises that, in line with best practice, pre- and post-studies of resident perceptions of mega-events are best conducted three months prior to and three months post an event. Such practice necessitated another study gauging the perceptions that were developed with just three months to go before the kick-off of the 2010 FIFA World Cup itself, and comparing such findings with other studies of a similar nature to determine whether the perceptions had altered for the positive or negative, or whether they had stayed unchanged. As previously highlighted, in many occasions the feel-good effect has proven to be the most noticeable and measureable factor in mega-event discourse (Maennig & Porsche, 2008).

Based on research that was conducted with approximately 90 days to go before the official kick-off of the 2010 FIFA World Cup, the current study intended, in the light of the above studies, to determine how much perceptions had been affected, in view of the excitement that was mounting at the time, and of how Cape Town was fully exerting itself to make the event a 'once in a lifetime' opportunity. The researcher further aimed to contribute to a longitudinal study of resident perceptions, specifically seeking to gauge the perceptions of Green Point residents that had developed just three months before the kick-off of the 2010 FIFA World Cup, in view of the accelerated preparations. In line with such intentions, Chapter One provides a brief introduction to the study, including definitions of key terms and concepts that are used in the research; the statement of the research problem; and coverage of the research questions; aims and objectives; the research methodology; and the structure of the study.

1.2 Clarification of basic terms and concepts

1.2.1 Tourism

Bennett, Jooste and Strydom (2005:5) define tourism as "any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations".

The United Nations World Tourism Organisation defines tourism as "activities of persons travelling to and outside their usual environment for not more than one consecutive year for

leisure, business and other purposes that are not related to the exercise of an activity remunerated from within the place visited” (George, 2007:3).

1.2.2 Sport tourism

Standeven and De Knop (1999:12) refer to 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 and commercial reasons that necessitate travel away from home and work locality”.

1.2.3 Sport event tourism

Sport event tourism comprises all events in which the primary purpose for travel is participating in, or viewing sport (Turco *et al.*, 2002).

1.2.4 Mega-events

Mega-events are large-scale cultural (including commercial and sporting) events that have a dramatic character, mass popular appeal and international significance (Roche, 2001:1).

1.2.5 Hallmark events

Ritchie (1984:2) defines hallmark events as “major one time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short-term or long-term. Such events rely on their success, uniqueness, status, or timely significance to create interest and attract attention.”

1.2.6 FIFA World Cup

The FIFA World Cup is a football tournament owned by FIFA, which is held once in every four years, consisting of sixty-four matches involving thirty-two teams, competing over a month in the host nation(s) (South Africa, 2008). The tournament consists of two stages: a group stage, during which teams compete within eight groups of four teams each, and the knockout stage, consisting of a single-elimination tournament in which teams play each other in once-off matches, with extra time and penalty shootouts being used to decide the winner if necessary (South Africa, 2008).

1.2.7 Resident

A resident refers to a person who lives somewhere permanently, or on a long-term basis (Compact Oxford English Dictionary (*OED*), 2003:970).

1.2.8 Perception

Perception is described as a process by which a person selects, organises, and interprets information inputs to create a meaningful picture of the world (George, 2005:400).

1.2.9 'Feel-good' effect

The 'feel-good' effect is described as the net result of beneficial effects of personal experience and leisure experienced at an event (Maennig & Porsche, 2008:2).

1.2.10 Proximity

Proximity refers to nearness in space, time, or relationship to a defined subject or object (OED, 2005).

1.2.11 2010 stakeholders

The 2010 stakeholders referred to in the present study include FIFA, the South African government (national government), the Western Cape Government (provincial government), CoCT (local government), and the residents of the Green Point suburb.

1.3 Statement of the research problem

The FIFA World Cup, which was to be hosted by South Africa in 2010, was to be the first of its kind to be held on the African continent. Cape Town was earmarked as one of the major cities to play host 8 of the 64 matches, including a semi-final, to be played during the tournament (CoCT, 2010a). The *Cape Town and Western Cape 2010 Business Plan* (2006) stipulates the need for major investment in infrastructure, operations and systems management to support the event and for the event to leave a lasting legacy for the city, especially for the area around the Green Point precinct. However, in hosting an event of such magnitude, a number of potential challenges was likely to be revealed, including opposition from resident communities to the development of the event infrastructure, such as was voiced in relation to the stadium by Green Point residents through CEPA, the use of government funds towards the preparations made for hosting the event, and other negative social impacts, in the form of congestion, crime and crowding-out, which might colour the perceptions of residents (Bull & Lovell, 2007:236). However, just three months prior to kick-off the stadium had been completed, the final draw finalised, the ticket sales were in the fourth (penultimate) phase, and some test events had been organised in the stadium and around its environs. In light of the amount of exposure to the event hype having gradually built up to near-explosive levels of excitement and pride as the event neared, the current study sought to determine whether any shift in perceptions had been experienced by residents, and, should this have been the case, the causative factors for the shift in perception. Pillay, Tomlinson and Bass (2009:81) contend that public participation in the decision-making process is important, and that the impact of

such participation is best realised if one understands what the public is thinking as a result of their involvement in the process. Such understanding necessitated yet another study to gauge the level of residents' perceptions with only three months left before the kick-off of the event, so that policies developed for stakeholders could maintain their relevance and obtain the necessary support (Ohmann, Jones & Wilkes, 2006:130). The relevance of the current study was also partly due to it forming the basis for a comparative study that would be conducted three months post the event.

1.4 Research questions

The major aim of the current study was to investigate the level of awareness, and the perceptions and attitudes, of the potential impacts of the 2010 FIFA World Cup on residents living in close proximity to the Cape Town Stadium in Green Point and the FIFA Fan Mile. With only three months left to kick-off of the event, in the light of the hype that had built up after such major milestones as the completion of the stadium, the final draw and the holding of test matches in the stadium had been achieved, the following research questions guided the research.

- What are the current perceptions of Green Point residents in general regarding the 2010 FIFA World Cup to be held in Cape Town, three months from kick-off of the event and the hosting of test events?
- What are Green Point residents' perceptions of the location of Cape Town Stadium?
- Have the completion of the infrastructure (the stadium) and the organisation of test events contributed either to a positive or to a negative attitude towards the 2010 FIFA World Cup, and to the location of the Cape Town Stadium in Green Point in particular?
- What do Green Point residents' perceive the impacts will be from hosting the 2010 FIFA World Cup?
- What shift in perception, if any, has been experienced as the build-up of the event draws closer, and why?

1.5 Research objectives

The specific research objectives of the study are:

- to evaluate the residents' perceptions of, and attitudes towards, the 2010 FIFA World Cup, three months before kick-off of the event;
- to evaluate the residents' perceptions of the location of Cape Town Stadium;
- to identify the potential impacts of the 2010 FIFA World Cup on residents living in close proximity to the Cape Town Stadium; and
- to determine any changes or shifts in perceptions, and the possible reasons for such shifts.

1.6 Methodology

The current study involved use of both qualitative and quantitative methods of data collection.

1.6.1 Survey population

The target population in the current study was made up of Green Point residents living in close proximity to the Cape Town Stadium in Green Point. The study targeted households located within a two-kilometre (2-km) radius of the stadium and the FIFA Fan Mile.

1.6.2 Methods of, and tools for collecting data

1.6.2.1 Secondary data sources

Secondary data regarding tourism, sport tourism, mega-events, in general, and in South Africa, in particular, were sourced from books, journal articles, government publications, monographs, discourse papers, newspapers and the Internet.

Sources that were consulted for secondary data included:

- books that dealt with sport tourism, perceptions, event management, tourism marketing; and tourism development;
- journals, such as the *Journal of Travel Research*, the *Politikon*, the *Journal of Tourism Management*, and the *Journal of Sport and Tourism*, among others
- newspapers, including the *Cape Times*, *Cape Argus*, *Pretoria News* and the *Sunday Times*, among others.
- various Internet websites, such as the FIFA website (www.fifa.com) and CoCT's websites (www.capetown.gov.za and <http://www.capetown-direct.com/article/2010-soccer-world-cup>), among others, were assessed; and
- numerous relevant theses and dissertations.

1.6.2.2 Primary data sources

Primary data sources that were employed in this investigation consisted of a questionnaire that was designed and directly administered to residents.

1.6.2.2.1 Questionnaires

Questionnaire surveys are regarded as a commonly used method of gathering data about the population (Clark, Riley, Wilkie, & Wood, 1998). They are, more often than not, directed towards specific individuals, as was the case in the current study. The survey includes both open-ended and closed-ended questions. Whereas the latter is known to be useful for obtaining information that can be easily quantified, open-ended questions were used in the present instance for gathering further information from residents and stakeholders.

1.6.3 Method of analysing data

The Statistical Package for Social Sciences (SPSS) software, which was used for analysing quantitative data, describes and summarises data by using descriptive statistics, tables, bar charts, and graphic presentations. Qualitative data were analysed into conceptual categories which were based on the constant comparative method.

1.6.4 Sample selection

The suburb of Green Point is at the foot of Signal Hill, a geographically significant landmark in Cape Town. Green Point is situated on the periphery of the city, which is located approximately two to three kilometres away from the city centre. Cape Town Stadium is located on Green Point Common, which is a public recreation space. The suburb is located to the south of the Common and the Stadium. The area is made up of a combination of businesses, accommodation establishments, private residences, apartment blocks, religious sites (such as mosques, churches and synagogues, etc.), and various social and sporting clubs. Statistics South Africa (StatSA) estimates the total population of Cape Town to be about 3 497 100, with the population size of Green Point being about 3 161 (Weiner, 2009). Recent statistics, however, put the figure at around 3 626 (Small, 2009). Based on the population size of Green Point, a sample size of 400 households within the Green Point area and the FIFA Fan Mile was established from a randomly chosen sample of the population (Isaac & Michael, 1981:193). A detailed methodology and sampling approach is presented in Chapter Three. The designated study areas are outlined in the next section.

1.6.4.1 Identification of study area

In order to collect the data concerned, questionnaire surveys were conducted in the designated area, which, in the present case, as has been mentioned above, consists of residents of Green Point suburb, living within a 2-km radius of the Cape Town Stadium and the FIFA Fan Mile. Full details pertaining to the justification for the selection of the above study areas are provided in Chapter Three, which contains a description of the research methodology adopted for the study.

1.7 Ethical considerations

As no written consent was required for participation in the current study, interviewers requested verbal consent from the prospective respondents prior to administering the questionnaire to them, in order to take all required ethical protocol into consideration. In addition, permission was obtained from the Green Point Ratepayers' and Residents' Association (GPRRA) to pursue the study in the Green Point suburb. The survey was conducted in residents' houses and apartments.

1.8 Limitations

The following limitations associated with the study have been identified;

- As the residents were sometimes reluctant to reveal details of their income, they limited the researcher's ability to determine in all cases whether income had any influence on the perceptions held by such residents with regards to the 2010 FIFA World Cup.
- A number of residents resided in apartment blocks with restricted access.
- Residents in most cases were only available during the evening, due to working during the day. The interviews could, therefore, only be conducted in the evenings when time permitted. Such a limitation was further limited by the fact that most surveyors were students who needed to be in class on most evenings.

1.9 Delineation of the study

The study was limited to investigating the perceptions of residents of Green Point and the FIFA Fan Mile with regards to the 2010 FIFA World Cup with only three months to go before the official kick-off of the event. The focus of the study was restricted to those residents of Green Point living within a 2-km radius of the Cape Town Stadium and along the FIFA Fan Mile.

1.10 Significance and contribution of the study

A review of the relevant literature indicated that numerous studies had been conducted with regards to the socio-economic and environmental impacts of hosting mega-events internationally. Similarly, a growing body of knowledge had begun to analyse the implications of South Africa's hosting of the 2010 FIFA World Cup. In this regard, the current study aimed to ascertain and to enhance research conducted into the perceptions of host communities regarding South Africa's hosting of the 2010 FIFA World Cup.

The study was intended to contribute to the current body of knowledge on residents' perceptions of sport events and mega-events in Cape Town and South Africa. The study also served as a follow-up study to an earlier study, conducted by Chain (2009), on residents' perceptions of the 2010 FIFA World Cup in South Africa. In this light, the study was to provide a basis for gauging the shift in perception, if any, with only three months left to kick-off. In addition, it was to provide a basis for the post-event study that was to be conducted three months post the event. Such a study might further provide event stakeholders with the opportunity to understand residents' perceptions of mega-events and to allow them to engage and involve residents in the entire process from bidding to post-event evaluation (Swart & Bob, 2007).

Sport events and mega-events must be constantly measured and analysed, in order to understand the public perceptions of such events. Moreover, as previously mentioned, Swart (2009) emphasises that, in line with best practice, both pre-event and post-event studies of resident perceptions of mega-events are best conducted three months prior to, and three months post, the event.

Recommendations could be shared with the 2010 Local Organising Committee (LOC) and stakeholders, who could use the study's findings to ensure better planning, as well as marketing, of such events in future. In addition, the study presented event managers and planners with the opportunity to understand what residents' attitudes and views were regarding the upcoming 2010 FIFA World Cup and the attitudes of residents towards the building of the Cape Town Stadium in Green Point.

1.11 Format and style of the thesis

The theoretical synopsis of literature in the study reflects practical development of the research, which is presented into five chapters as summarised in the next subsection.

1.12 Summary

The introductory chapter provided a background to the research problem, and a general overview of mega-events, with particular focus on the 2010 FIFA World Cup. The chapter also focused on aims and objectives of the study and on the research approach and methods used to collect both primary and secondary data.

Chapter Two provides a conceptual framework and theoretical overview of sport tourism and mega-events, in relation to South Africa's hosting of the 2010 FIFA World Cup. The chapter focuses on the review of existing literature on studies pertaining to the impacts of sport tourism events and mega-events on host communities and residents' perceptions of sport tourism events, with an emphasis on Cape Town, which was earmarked as one of the host cities of the 2010 FIFA World Cup. The perceptions of Green Point residents regarding the socio-economic and environmental impacts of the event, as a result of hosting the event in their community, are also outlined.

The third chapter provides a discussion of the methodology that is used in the current study. It also documents the questionnaire design, the instruments used in collecting data, the sample size, and the survey population.

Chapter Four discusses a summary of the findings that were obtained from the survey questionnaires, in relation to the theoretical overview of the study, while the final chapter

provides conclusions, limitations of the study, further research direction, and recommendations.

CHAPTER TWO

AN OVERVIEW OF SPORT TOURISM, MEGA-EVENTS AND THEIR PERCEIVED IMPACTS ON RESIDENTS IN RELATION TO SOUTH AFRICA'S HOSTING OF THE 2010 FIFA WORLD CUP¹

2.1 Introduction

Sport tourism research, as a phenomenon, is quite recent, having effectively only started in the mid-1990s. Since then, growing attention has been afforded to sport tourism from both the sport and the tourism industries, as well as from academics (Travassos, 2008). Mega-events provide organisers with an unparalleled scope for modifying the global image of host countries (Florek, Breitbarth & Conejo 2008). Such events not only feature professional athletes who represent their country in competing for excellence, but also provide the host nation with a universally legitimate way of presenting and promoting their national identities and cultures on a global scale (Soderman & Dolles, 2008:147).

Post-apartheid South Africa enjoys popularity as a tourist destination (Bohlmann, 2006). According to South African Tourism (SAT), the country attracted over 9.6 million tourists during 2008, which was a 5.5% increase over the number in 2007, contributing an estimated 8.4% to the Gross Domestic Product (GDP) (SAT, 2008). As was earlier indicated in Chapter One, South Africa has in the past staged such major sports events as the RWC in 1995, the African Cup of Nations in 1996, and the CWC in 2003 (Makgabo, 2006). The successful hosting of the events prompted event organisers and policy-makers to claim that sport tourism events could engender socio-economic spin-offs and image-building prospects for the host communities concerned (Turco *et al.*, 2003).

South Africa was to greet the world with a new image when the next FIFA World Cup kicked off; and for four weeks between 11 June and 11 July of 2010, South Africa was to be at the centre of the world stage (South Africa, 2007). For many, the 'once in a lifetime' experience on home soil was of palpable interest, giving host communities the ability to connect with global flows. The 'feel-good' factor of the event and the excitement that it engendered spoke to the emotional pulse of the nation, and held out promises regarding the possible leveraging of business opportunities (Pillay, 2010). With Cape Town having been earmarked as one of the host cities, as has previously been mentioned, the city was expected to exert a major pull on both domestic and international tourists during the event (Swart & Bob, 2009), and thereby generate major socio-economic spin-offs (Turco *et al.*, 2003). There was, therefore, the need for major investment in infrastructure (the stadium), operations and systems management to support the event and for the event to have a lasting legacy for the city. Such investment

¹During the write-up of the current mini-dissertation, the 2010 FIFA World Cup was still in the planning phase.

entailed huge financial undertakings, and, due to questions surrounding the future sustainability of such projects, the residents of the Green Point suburb, through CEPA, initially objected to the development of the stadium on the Green Point Common, but later agreed to its development (Gadebe, 2007). Their change of mind could be attributed to the hope for significant positive socio-economic effects resulting from the hosting of the event in their area (Cornelissen & Swart, 2006).

The current chapter provides a review of literature on the analysis of sport tourism and mega-events in general, and in relation to South Africa's hosting of the 2010 FIFA World Cup in particular. The chapter further examines the residents' perceptions of mega-event impacts, with an emphasis on stadia development and the projected spin-offs on host communities, in the form of legacy. The study focuses on pre-tournament perceptions among the residents of the Green Point suburb, in the light of Cape Town Stadium being built on the Green Point Commons and near the FIFA Fan Mile, which would be in operation on match days during the 2010 FIFA World Cup. The discussion is also embedded within the wider political economy of such events, given the contentious debates surrounding the Cape Town Stadium development. To set the context of the chapter, an overview of sport, tourism and sport tourism is presented next.

2.2 The domain of sport

Turco *et al.* (2002) assert that the definition of sport is quite complex, and depends on two distinct perspectives: active sport and event-based sport, with the possibility of sport tourism also being regarded as celebratory. Hinch and Higham (2001:47), for their part, contend that defining sport has proven to be a difficult task. One definition of sport typically refers to it as physically oriented activity that is guided by an organised format and imposed rules, often taking a competitive form (Turco *et al.*, 2002:3). Neirotti (2003:2) asserts that sport itself is defined in various ways and from different perspectives.

Standeven and De Knop (1999:7), in their assessment of the definitions of sport, of which they assert that European definitions are usually relatively loose, state that the "traditional value patterns of the sports system have lost its formerly rather homogenous structure". In addition, they note that American definitions characterise sport as a quest that requires a complexity of physical skill and energetic physical effort, involving some form of rule-governed competition, with organised and structured relations, but which maintains a sense of freedom and spontaneity (Standeven & De Knop, 1999). Since popular participation has increased the number of links between sport and tourism, a broader definition of sport is required (Standeven & De Knop, 1999). The Council of Europe, in its 1993 Sport Charter, seems to have suggested a broadly accepted alternative, in stating that sport "... means all forms of

physical activity which, through casual or organised participation, is aimed at expressing or improving physical fitness and mental well-being, forming social or obtaining results in competition at all levels” (Emery, 2002:317). Such a definition is more engaging, as it considers sport as involving both spectators and participants seeking fulfilment of a wide variety of desires (Neirotti, 2003:2). Having considered the concept of sport, an assessment of the concept of tourism is proffered next.

2.3 The domain of tourism

Despite travel being a very long-standing activity (Kotze, 2006), in common with sport, tourism lacks a uniform definition. Holloway (1994:3), following an attempt to define tourism from a review of various other definitions, states that “...to define tourism precisely is all but an impossible task”. According to Standeven and De Knop (1999:9), the Oxford Advanced Learners English Dictionary (OED) for the first time in 1811 defined tourism as “... any person visiting a country other than that in which he usually resides, for a period of at least 24 hours”. The definition concerned did not, however, encompass the tourist experience, in that it failed to identify the nature of tourist activity. Neirotti (2003) states that such international bodies as the World Tourism Organisation (WTO) and the World Travel and Tourism Council (WTTC), as well as many academics and tourism practitioners, have, for a long time, been attempting to find a uniform definition of tourism. However, other definitions have also presented their own challenges. To Bennett *et al.*, (2005:5) tourism is “any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations”. The UNWTO in 2003 defined tourism as “... activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes that are not related to the exercise of an activity remunerated from within the place visited” (George, 2007:3).

Standeven and De Knop (1999:5) contend that the relationship between sport and tourism in modern times is symbiotic, indicating that it is not only sport that furthers tourism by offering an ever-increasing range of valued visitor experiences, but tourism also acts upon sport. As globalisation advances, the interdependence fosters new and exciting possibilities for enriching tourist experiences through sport and for enhancing sport development through tourism (De Knop, 2004). Figure 2.1 that follows illustrates the interactive relationship between sport and tourism, as adapted from Standeven and De Knop (1999:5).

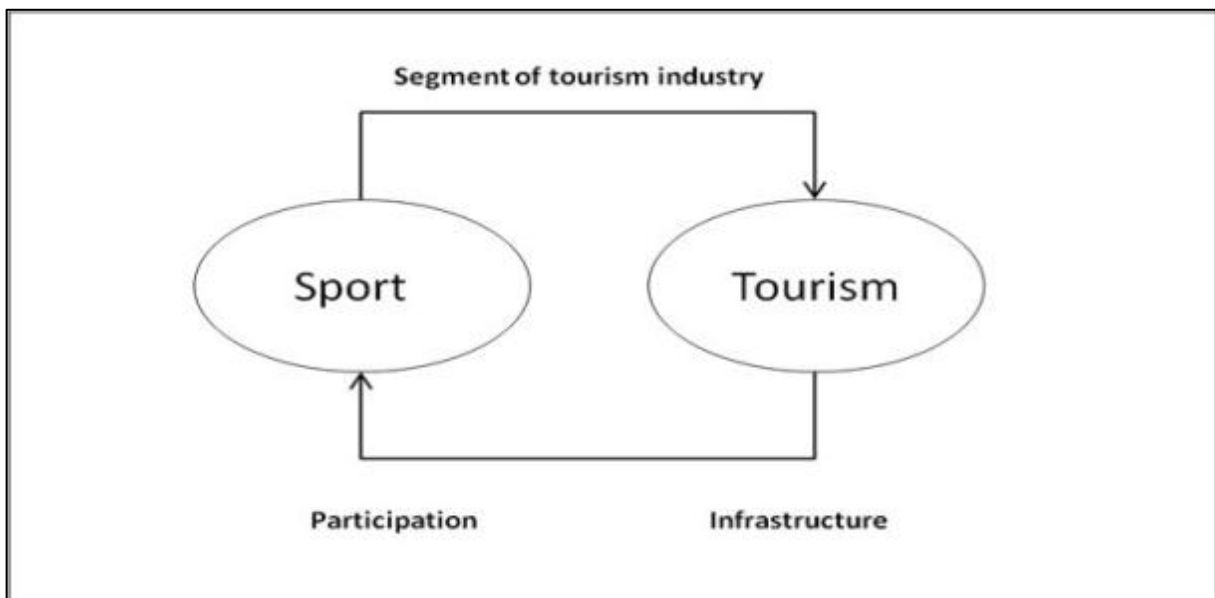


Figure 2.1: Interdependence of sport and tourism (basic sport tourism model)

Source: Standeven and De Knop (1999:5).

According to the above model, not only does tourism influence sport participation, but sport infrastructure has also followed examples established by the tourism industry (Standeven & De Knop, 1999). The following subsection provides a situational analysis of tourism in South Africa.

2.3.1 Tourism in South Africa

Bohlmann (2006) asserts that South Africa has a small, open economy that relies on foreign investment and trade for development. During the apartheid era, the country suffered international boycotts and sanctions that greatly hampered the development of the tourist market in South Africa (Bob, Swart & Turco, 2006). With the establishment of democracy in 1994, the government immediately identified tourism as a 'missed opportunity' (South Africa, 1996). Since the apartheid era had somewhat soiled the global image of the country, and unemployment, poverty and crime were rife (South Africa, 2003), the government embarked on identifying strategies aimed at rebuilding the country's image (South Africa, 1996). Tourism was earmarked as one of the key sectors that would create jobs, develop business opportunities, and bring in foreign revenue, while, in the process, contributing to the growth of the economy (South Africa, 1996). To achieve such objectives, the government adopted the *White Paper on the Development and Promotion of Tourism in South Africa* in 1996, which highlighted the vision of government in regards to developing the tourism sector as a national priority in a sustainable and acceptable manner (South Africa, 1996). For example, between 1994 and 2004, the sector grew faster than the rest of the economy did as a whole (South Africa, 2004), with a compounded annual growth rate of 8% between 1994 and 2000 (South Africa, 2002), of 6.9% between 2002 and 2006, and of 13.9% in 2006 alone (SAT, 2007).

Figure 2.2 below illustrates the growth trends experienced between 1994 and 2000, as well as the average percentage growth per annum over the same period.

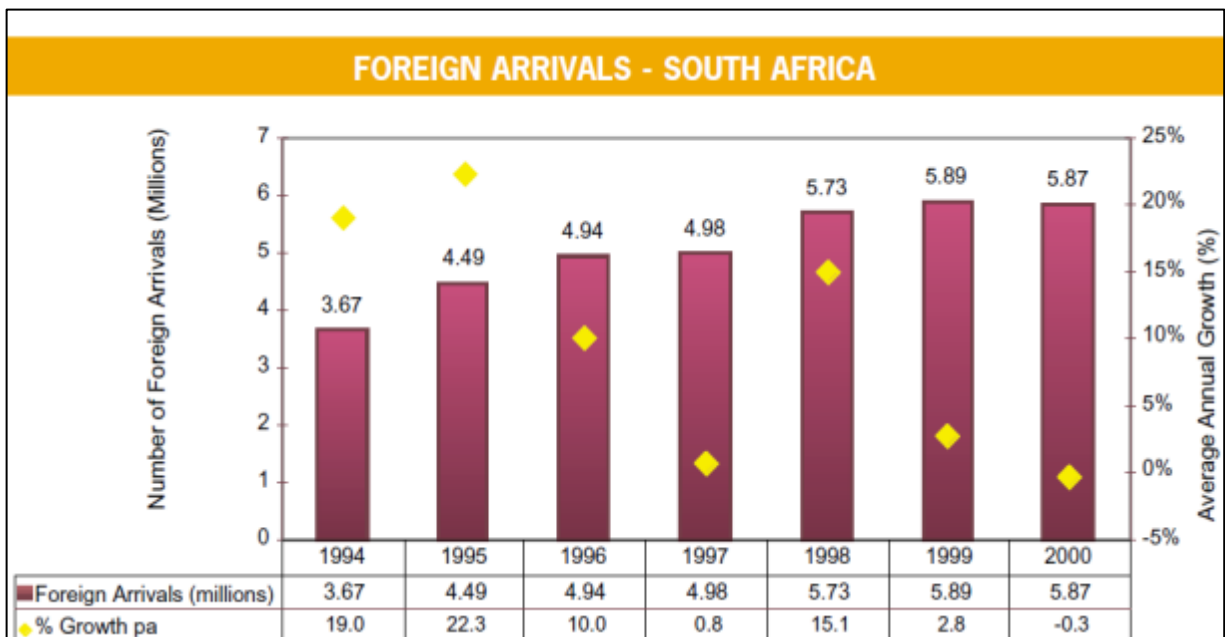


Figure 2.2: Tourist arrivals in South Africa: 1994–2000 (in millions)

Source: Statistics South Africa, 2001.

According to the World Economic Forum (WEF), in the 2009/2010 Travel and Tourism Competitiveness Report Index, South Africa's tourism industry occupied 45th position amongst 133 countries (WEF, 2009). According to SAT (2010), Africa received 48 million tourist arrivals in 2009, which was a robust increase of 5.1% over 2008, accounting for 5% of global arrivals in the year and making it the only region that experienced any growth. In the same year, Egypt held first position in the region, with 11.2 million tourist arrivals, with South Africa coming in second place in the region, with an increase of 3.6% (SAT, 2010:10). Tourism's contribution to the country's economy increased by an estimated 2.7% from R184.4 billion in 2008 to R189.4 billion in 2009, resulting in an overall contribution of 7.9% to the annual GDP (SAT, 2010). Current statistics indicate that the country has grown past the 9 million mark in tourist arrivals, a trend that is expected to further enhance growth by an average of about 6% over the next five years (South Africa, 2009a), which, according to the United Nations (UN), could help achieve the Millennium Development Goal (MDG) of halving the amount of poverty experienced worldwide by the year 2015 (UNWTO, 2010). Figure 2.3 below illustrates the growth patterns that occurred in tourist arrivals in South Africa from 2002 to 2008, as well as the percentage change year on year.

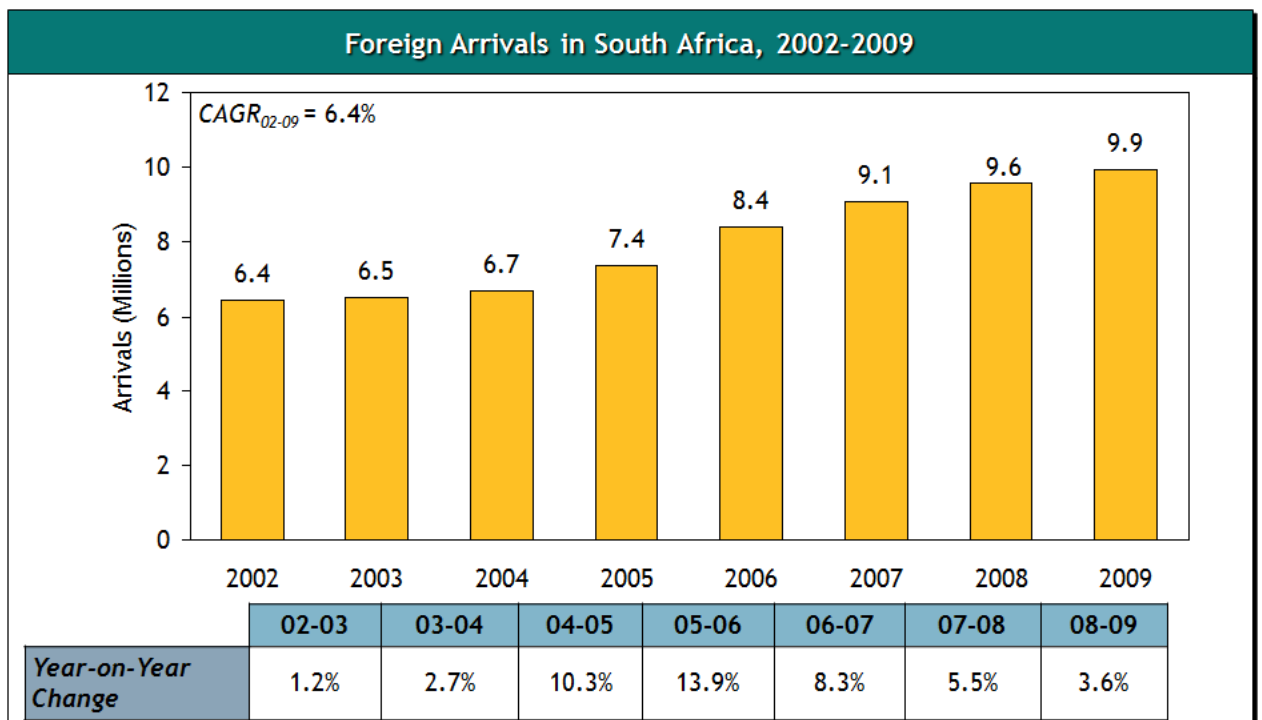


Figure 2.3: Tourist arrivals in South Africa: 2002–2009 (in millions)

Source: 2009 South African Annual Tourism Report (2009:17).

Such growth patterns justify the government’s view of tourism as one of its most important industries (George, 2005). The *South Africa Year Book* (South Africa, 2009a) highlights that tourism is one of government’s primary tools in attaining its goals to reduce poverty and unemployment and to raise economic growth by an average of 6% between 2010 and 2014. Against this backdrop, the discipline of sport tourism is considered next.

2.4 Sport tourism

Though a relatively new field of research, the scope of sport tourism activity is, in itself, not so recent, and is one of the fastest-growing areas contributing to the growth of tourism (Neirotti, 2003). Weed and Bull (2004:1) note that the earliest documented instance of a sport tourism event was the Olympic Games, dating back to 776 BC. In 2001, the UNWTO projected world tourism arrivals to grow at 4.3% per year, reaching 1.6 billion, while worldwide tourist expenditure was projected to grow at 6.7% per year, reaching USD2 trillion by 2020 (UNWTO, 2001). Sport tourism is one notable segment that accounts for such statistics (Neirotti, 2003:1). The section that follows looks at the definition of sport tourism in relation to mega-events.

2.4.1 Defining sport tourism

Many studies have attempted, without success, to develop a suitable definition of sport tourism. Hinch and Higham (2004:18) see sport tourism as the result of the confluence of the two sociological activities of sport and tourism. Hudson (2003:2) defines sport tourism as

“travel away from home to play sport, watch sport or to visit a sports attraction, and [it] includes both competitive and non-competitive activities”. Standeven and De Knop (1999:12) similarly refer to sport tourism as “all forms of active and passive involvement in sporting activities, participated in casually or in an organised way for non-commercial or business and commercial reasons that necessitate travel away from home and work locality”. Shipway (2007) splits sport tourism up into three different broad categories of watching sporting events, visiting sport-related attractions, and actively participating in sport. According to Turco *et al.*, (2002:xv), sport tourism is a part of the larger tourism industry that has grown and developed into a niche market, emphasising its ability to reach and impact on various parts of the world. The next subsection provides a discussion of sport tourism in South Africa.

2.4.2 Sport tourism in South Africa

Sport tourism is conceptualised as a social, economic and cultural phenomenon that arises from the unique interaction of activity, people and place (Weed & Bull, 2004). As a niche sector, it has been acclaimed as one of the fastest-growing market segments in the tourism industry, and as a new focus in destination planning (Gibson, 1998a; Horne & Manzenreiter, 2006; Neirotti, 2003; Swart & Bob, 2007). In order to continue with further developments of tourism products in South Africa, Swart and Bob (2007:381) assert that it is vital to “encourage the development of sport tourism and encourage the provision of facilities, training, marketing and promotion to give emphasis to the development of this segment of the industry”.

South Africa has experienced an increase in tourism, which has been partly attributed to the number of high-profile sport events that were previously hosted. In addition to the sport industry contributing significantly to the economic growth patterns of the country (Kotze, 2006), the marketing of sport events has become important in an effort to stimulate growth in the tourism industry. In this regard, Oosthuizen (2004) contends that tourism is widely recognised as a growth sector internationally; estimating that about 30% of domestic and international tourism to South Africa comprises sport tourism. In order to maximise South Africa’s tourism potential, the government launched a sport tourism campaign in 1997, entitled South Africa Sports Tourism (SAST), to act as the umbrella body under which existing events might receive unified promotional support, as well as for the development of additional sporting events and recreational activities that might be developed for the broader tourism sector (Saayman, 1998). However, the campaign was largely unsuccessful. Swart and Bob (2007:383) indicate that, when one looks at the current state of sport tourism initiatives in South Africa, it is clear that sport tourism is limited to sport events. In 2002, through the combined efforts of SAT and the Department of Environmental Affairs and Tourism (DEAT), the National Events Strategy was developed to act as a key priority for the growth of sport tourism and events sectors in South Africa (Arrey, 2006). South Africa’s winning the bid to

host the 2010 FIFA World Cup therefore confirmed the government's commitment and dedication to leveraging the development and growth of sport tourism as a niche market at a strategic level (Swart & Bob, 2007). Some notable sports events that boosted tourist arrivals to South Africa in 2009 were the FIFA Confederations Cup, the British and Irish Lions Tour and the Indian Premier League (IPL). The events also boosted the country's global tourism destination ranking from 29th position in 2008 to 26th position in 2009 (SAT, 2010).

According to Getz (1997), "mega-events constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena". On his part, Hall (1992) identified three domains of sport tourism events: hallmark events; health and fitness; and outdoor recreation; highlighting that it is the domain of hallmark events that has provided much of the impetus for the development of mega scale sport tourism. Chalip (2004) concurs that the study of mega-events as a new area of tourism research and event tourism has emerged as one of the fastest growing elements in the leisure travel market. Faulkner (1993:1) asserts that the 'mega effect' could be due to the uniqueness, status, ability to attract attention, and, ultimately, degree of success attained in marketing. In the following section, an overview of mega-events and their legacies is presented and analysed.

2.5 An analysis of mega-events

Looking at recent mega sporting events, unforgettable memories of the vibrant and brilliant competition scenes emerge, which highlight an important need to consider the investment opportunities for countries hosting events (Li, 2007). Ritchie (1984:2) defines mega-events as "major one time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short-term or long-term. Such events rely on their success, uniqueness, status, or timely significance to create interest and attract attention". To Hiller (1998:47), mega-events are short-term events of a fixed duration. The above definitions indicate that mega-events are seen to have significant consequences for the host country and attract extensive media coverage. Examples of such coverage include the 2006 FIFA World Cup in Germany, which was estimated to have attracted a cumulative television audience of 30 billion (Saayman & Rossouw, 2008:3), while, as was earlier noted, the 2010 event in South Africa had a projected estimation of between 35 and 40 billion (South Africa, 2008).

In the development of mega-events, the year 1992 marked a turning-point, as the Summer and Winter Olympic Games were organised within the same year (Soderman & Dolles, 2008:151). Since then, sport mega-event organisation has followed a two-year cycle, attracting worldwide attention. The Summer Olympic Games is staged in the same year as the European Football Championship, while the FIFA Football World Cup competition and the

Commonwealth Games are hosted within the same year as the Winter Olympic Games (Soderman & Dolles, 2008). An in-depth analysis of indicators demonstrates that the size of the event, and the enthusiasm to host and to participate in sport mega-events, has grown in prominence, continuously gaining steam, despite the decision by the Olympic Programme Commission in 2005 to reduce the number of sport events during the period of the 2012 Olympic Games in London (Horne & Manzenreiter, 2006).

The growth of mega-events could be attributed to the forces of globalisation (Cornelissen, 2008:119). Globalisation, according to Cornelissen (2008), could be considered as a process involving close integration, development, and the interaction of economies and politics in the global arena, resulting in the 'localising [of] economies', and leading to a need for new sources of revenue, such as tourism. She further contends that globalisation has led to an increase in the flow of technology, finance, capital and people, becoming a strong and growing force in restructuring the urban economy, in reshaping urban space, and in repositioning cities in the world (Short & Kim, 1999; Xu & Yeh, 2005). Yeung (2000:266) asserts that, since globalisation has led to the disintegration of national boundaries and to intensified competition, cities have assumed new roles and importance. Research into mega-events underscores that a close link exists between mega-events and the globalisation process, as they are simultaneously propelled by globalisation (Horne & Manzenreiter, 2004).

Recent studies identify three main factors that have contributed to the growth and expansion of mega-events. Firstly, new developments in the technologies of mass communication have created a significant increase in worldwide audiences for such events as the FIFA World Cup (Horne & Manzenreiter, 2006:3). The second significant factor that has enhanced the growth of mega-events is the formation of sport–media–business alliances (Nauright, 2004). Through packaging (in the form of sponsorship rights, exclusive broadcasting rights, and merchandising), sponsors of such mega-events as the FIFA World Cup have been attracted both by the sport and by the extensive and expansive global exposure that the events can achieve (Uppal, 2009). Finally, the growth of mega-events can also be attributed to the fact that they have become valuable promotional and growth opportunities for cities and regions. At the fifth World Urban Forum (WUF) in Rio de Janeiro in Brazil, the 2014 FIFA World Cup to be hosted by that country was cited as an opportunity for bridging the urban divide by creating a more sustainable urban environment (Rollnick, 2010), while South Africa also viewed the 2010 event as a valuable branding tool (Cornelissen, 2006). The background to South Africa's hosting of the 2010 FIFA World Cup will be discussed next.

2.5.1 The FIFA World Cup and the background to the 2010 FIFA World Cup, South Africa

The World Cup, in accordance with FIFA's statutes, is FIFA's most prestigious competition (South Africa, 2007). The tournament has been held since 1934, having grown from the 16 teams that participated in the maiden tournament to the current total of 32 teams (Van der Merwe, 2009).

According to Black (2007:261), the pursuit of sport mega-events by developed and developing countries is linked to the exigencies and incentives of mega-events acting as developmental strategies. Cornelissen (2004) contends that the competition to host mega-events like the FIFA World Cup is deeply embedded within the global political economy of sport, with such competition being characterised by commercialisation and corporatisation, crucial political developments, and a peculiar economic rationale (Cornelissen, 2007). Black (2007) concurs with the above, stating that the unflinching desire to host such events may be linked to the view afforded them as vehicles of legitimisation. Cornelissen (2004) further asserts that such trends apply to African countries, which, over the past few years, have begun to participate in mega-event enterprises in an effort to use them as civic and national boosters, as well as signallers of a change of direction, indicating that South Africa has developed into a very strong actor within the domain.

The South African Football Association (SAFA) first indicated its intention to launch a bid to host the 2006 FIFA World Cup during the African Nations Cup of 1998 in Burkina Faso (Cornelissen, 2004). Alegi (2001:4) noted three key objectives identified by South Africa as being primary motives for hosting the 2006 FIFA World Cup. Firstly, it was intended that the event would encourage capital construction and heighten the country's international visibility, promising substantial benefits for tourism. Secondly, the intention was to use the event to enkindle a sense of national pride and unity in a nation that had been plagued by racial discrimination and segregation, owing to policies of apartheid. And lastly, the World Cup was intended to offer local powerbrokers an opportunity to renegotiate their positions within the power structures of South African sport and society (Alegi, 2001). Cornelissen (2006) also notes that another goal for South Africa was to reposition its international status by promoting the country's recent democratic gains.

When South Africa failed in its bid to stage the 2006 FIFA World Cup, Alegi (2001:12) argues that the process through which the award of the 2006 FIFA World Cup was given to Germany was slated by African countries, being regarded as expressing a patronising and racist international stance towards the African continent. He further maintains that South Africa's chances were thwarted in the final voting round after the representative from the Oceania

Confederation abstained from voting (Alegi, 2001). Cornelissen (2004) concurs with such thinking, asserting that the roles played by individual personalities within FIFA were regarded as determining factors in the eventual outcome. In an attempt to reduce certain influencing factors enshrined in its voting procedures, and the outcry of marginalisation from African countries, FIFA adopted the rotation system, which would witness the circulation of the tournament amongst the six confederations, beginning with the year 2010 (Cornelissen, 2006). In 2002 FIFA's executive announced a decision to award the 2010 tournament to Africa (Cornelissen, 2004), while the 2014 edition was later awarded to Brazil (fifa.com, 2007a). FIFA, however, rescinded the decision, reverting to the voting system beginning with the bid process and lasting until the hosting of the 2018 FIFA World Cup (fifa.com, 2007).

South Africa again joined the bid process for the 2010 FIFA World Cup, competing against five other African countries (Cornelissen, 2005:144), and re-emphasised in its Bid Book in 2003, among other previously mentioned objectives, that an opportunity to stage the event would create a sense of pride and confidence in the country (South Africa, 2008). The bid also highlighted that the country would use the opportunity to create social and economic opportunities both within South Africa and throughout Africa (South Africa, 2008:1). The slogan of an 'African World Cup' adopted by South Africa captured the imagination of FIFA, as well as of African countries and Africans worldwide (South Africa, 2008).

As stated in Chapter One, it was an emotional moment on 15 May 2004; when Nelson Mandela, as part of the delegation that represented South Africa in the bidding process, accepted the outstanding opportunity and honour on behalf of South Africa, which became the first African country to be selected to play host to the 2010 FIFA World Cup, ahead of Morocco and Egypt (Pillay & Bass, 2008). After that, the spotlight shifted to the country itself, which became engulfed in preparations for the successful staging of the event (Donaldson & Ferreira, 2007), and which, it was hoped, would leave a lasting legacy for South Africa, especially its host communities (South Africa, 2007).

The 2010 FIFA World Cup, as previously noted, was to take place between 11 June and 11 July 2010 in ten stadia across nine host cities in South Africa (Saayman & Rossouw, 2008). Chapter One of the current study highlights that Cape Town was designated as one of the major cities for the 2010 FIFA World Cup, and that it would host 8 of the 32 matches, including a semi-final, to be played in the tournament (CoCT, 2010a). As a prestigious international tourist destination, the CoCT was expected to have a major pull effect on both domestic and international tourists during the event, thereby generating major socio-economic spin-offs (Turco *et al.*, 2003).

The need for major investment in infrastructure, operations and systems management to support the event and for the event to have a lasting legacy for the city and province could not be overemphasised (*Cape Town and Western Cape 2010 Business Plan*, 2006). However, planning and preparations towards the hosting of mega-events of this nature are often surrounded by major challenges, such as those concerning the future sustainability of the projects, while other concerns are often linked to negative socio-economic and environmental impacts that might accrue (Hall, 1997). In this regard, Leiman and Wienburg (2007) assert that the Cape Town Stadium in Green Point is unsustainable, and a gross waste of economic resources, which should have been diverted to other more sustainable projects and socio-economic development issues, such as poverty alleviation and HIV/Aids.

The negative perceptions highlighted in Chapter One caused a group of residents, through CEPA, to object to the development of the stadium on the Green Point Commons, citing that the chosen site would have a negative environmental, social and cultural impact on the area (Gadebe, 2007:1). Swart and Bob (2009:114) highlight that the proposed stadium location in either Green Point or Athlone led to a highly contested debate, with Weiner (2009) referring to the stadium location in Green Point as being a potential eyesore that would tarnish the beauty of Cape Town. CEPA, therefore, instituted legal action in the public interest to stop the development of the stadium (Van der Westhuizen & Swart, 2011). According to the city's 2010 World Cup spokesperson, Pieter Cronje, CEPA's objections were notably centred around perceptions that building the stadium would attract high levels of traffic congestion and disruption, noise, and anti-social elements, and would impact on property values, increase rates bills and cost overruns and escalations. Concerns were also expressed that, if the stadium was not completed on time for the event, it could become a 'Colosseum' (Pollack, 2007) as mentioned previously.

Warby (2007:1) notes that, after a number of legal confrontations with CoCT, CEPA eventually agreed to the development and reached a 'compromise scenario' for the construction of the stadium in Green Point. According to Pillay *et al.*, (2009), the decision-making processes were, to an extent, democratic, which encouraged growth, equity and sustainable practices, which are positive elements regarding future prospects. On completion, the stadium was officially handed over to CoCT on 14 December 2009 (Pollack, 2009b), making it one of the infrastructural legacies of the 2010 FIFA World Cup. The following section considers mega-event legacies in the context of South Africa and the hosting of the 2010 FIFA World Cup.

2.6 Mega-event legacy

Legacy denotes something that 'kicks in' as a result of an occurrence that is pre-planned to happen at a certain time in the future (Sadd & Jones, 2008), and is often conceptualised as

the positive benefits, rather than as the negative impacts, that might arise (Casey, 2008). Ritchie (2000:156) indicates that, regardless of the actual form that a legacy may take, the idea underlying legacy creation is that legacy represents something of substance that will enhance the long-term well-being or lifestyle of destination residents in a very substantial manner, preferably in a way that reflects the values of the local population. Volrath (2005) argues that legacy relates to the aims, motives, meanings and impacts of the event, but even more specifically to its results, effects and long-term implications. According to Kearney (2005:1), mega-events can transform cities and nations both in the immediate and longer term, as events are simply hosted, but legacies are built. To this end, legacy can be interpreted as consisting both of the permanent effects, and of the readjustments to normality, or the adaptation to changes that the event might have brought about (Hiller, 1998). Raco (2005) sees the legacy of sport mega-events as ensuring that the vision of a self-sustaining urban community is achieved, while Mann (2008) asserts that legacy must ensure that long-term benefits are generated for the host city, region and nation well before, during and long after the event.

According to the Glasgow 2014 Commonwealth Games Legacy Framework, legacy is the set of benefits left behind well after a major event has ended, consisting of both tangible benefits (such as job opportunities, business opportunities, and new infrastructure investment), and less tangible benefits such as enhanced image, civic pride, improved health, and improved community engagement (City of Glasgow, 2010). According to Preuss (2007a:3), legacy is “planned and unplanned, positive and negative, intangible and tangible structures that were/will be created through a sport event and remain after the event”. Preuss (2007a) further looks at the consideration of event legacy, as used by the International Olympic Committee (IOC), as a concept that captures the value of sport facilities and public improvements that is turned over to communities or sport organisations after the Olympic Games, including the establishment of a ‘legacy fund’ for the ongoing operations of sports facilities and venues.

Smith and Fox (2007) argue that most host cities often use sport events to revitalise areas that have undergone some form of industrial decline, rather than using such events as cultural celebrations or athletic endeavours, even having replaced the implementation of ‘hard’ legacies with ‘soft’ legacies. For example, they cited the 1992 Olympic Games staged by Barcelona as a concrete case in point, with the Games having played a crucial role in the transformation of the city from one that had suffered from an era of industrial decline and political unrest to one that was fashionable, and associated with design and sport.

Kearney (2005:1) asserts that cities and nations that host such events and that manage them correctly can expect to increase tourism, to create jobs, to improve their infrastructure, and to

boost demand for products and services. Legacy is, therefore, a multi-faceted outcome, and the legacy of the 2010 FIFA World Cup in South Africa could possibly include all the different elements described above. Hosting the FIFA World Cup can be a very expensive exercise (Preuss, 2007a:1). Germany spent over USD2 billion in the construction of four stadia for the 2006 event (Allmers & Maennig, 2008), whereas the South African government had committed about USD1.3 billion to the building of stadia.

Since 2007, the projected figures for stadia construction in South Africa have changed. The government has spent about R11.7 billion (about USD1.8 billion) on the construction and renovating of ten world-class stadia (Pillay, 2010). The stadium construction created 66 000 new construction jobs, generating R7.4 billion in wages, with R2.2 billion going to low-income households and therefore contributing to a reduction in poverty (Pillay, 2010). The lion's share of expenditure was invested in the transportation and telecommunications infrastructure, as well as in renovating ports of entry (Pillay, 2010). The government spent R13 billion on upgrading train stations near stadia, on improving roads, and on giving a facelift to the country's airports. In the same regard, the fight against crime also received a fortifying boost, with R1.3 billion being spent on safety and security (Pillay, 2010). A further breakdown of costs for the 2010 FIFA World Cup is proffered by Pillay (2010) (see Table 2.1 below).

Table 2.1: Breakdown of costs for hosting the 2010 FIFA World Cup

Project	Costs in Rands
Stadia	11.7 billion
Transport	12.95 billion
Telecoms and broadcast	1.5 billion
Safety and security	1.3 billion
Public health and disaster management	82 million
Ports of entry infrastructure	3.5 billion
Hosting strategy and culture	3 million
Operational grant to host cities	72 million
Legacy projects(mass mobilisation)	3 million
Subtotal 1:	33 billion
Host city contributions	25 billion
Subtotal 2	25 billion
Overall total (modest estimate)	58 billion

Source: Pillay (2010).

More significant to the current study is the newly built Cape Town Stadium, which is situated in Green Point suburb, and was built at the cost of R4.5 billion (CoCT, 2010a). As noted earlier, the structure was the biggest project of its kind ever undertaken in Cape Town (CoCT, 2010a). With such immense investment backing, residents had high expectations of overall positive spin-offs from hosting the 2010 FIFA World Cup. The scheduling of a semi-final at the venue lent credence to the public authorities' wish to create lasting effects, and was justifiable in terms of the negative legacy of stadium infrastructure and the public sector debts sometimes

left behind by such events, as exemplified by the 2002 FIFA World Cup, which was co-hosted by Japan and Korea (Preuss, 2007a).

Preuss (2007a:1), in his study of the 2006 FIFA World Cup and its legacy for tourism, highlighted three reasons for the need of a positive legacy: a positive legacy avoids complaints about FIFA and provides evidence of why the World Cup has been good for the host country; it justifies use of scarce public resources to construct stadia and general infrastructure, hence ensuring that all necessary event structures for the World Cup are ready in time; and it motivates other nations to bid to host future World Cups (Preuss, 2007a). In the build-up to the 2010 FIFA World Cup in South Africa, delegates who attended the Symposium on the Impact of Mega Sports Events on Developmental Goals (IMSEDG), which was held in Stellenbosch in 2008, agreed that legacy planning is crucial to create a lasting impact (Casey, 2008).

According to Cashman (2005:111), legacy is very often considered as a side issue, to be dealt with after an event. Cashman further emphasises that, because it is not seen as a pivotal issue, few cities have a well-developed post-Games plan. Ritchie (2000) amplifies the importance of legacy planning for host destinations by indicating that, without careful planning around legacy issues, it might be difficult to justify the large initial investments that are required to host them. Comprehensive legacy planning should help to ensure that hosting a mega-event contributes to the development of host communities, and benefits residents for a long time. In the case of the 2010 FIFA World Cup, in an attempt to achieve such a legacy, experts at the above symposium suggested that legacy planning should start at the very moment of deciding to bid. In relation to such a suggestion, Casey (2008) asserts that, if the motives are wrong, it is hard to alter the course of events during the later phases. To maximise legacy benefits, Kearney (2005:5), proposes the following five components of a legacy programme that should be integrated into the overall vision:

- stakeholder management;
- social and economic development;
- leveraging of event resources;
- community mobilisation; and
- branding and sponsorship.

Should the above components have been adopted by the 2010 organisers, a lasting legacy could have been achieved for South Africa.

Another legacy area peculiar to the 2010 FIFA World Cup in South Africa is that of the African Legacy Programme (ALP) (Van der Merwe, 2009:18). According to the South African Government (2007), projects embarked upon under the ALP are; peace and nation-building;

football support and development; environment and tourism, dubbed 'The Greening of 2010'; culture and heritage; communication and information communication technology; and continental security cooperation (South Africa, 2007). Such programmes present a unique opportunity for the creation of an African legacy, which could enhance cooperation amongst countries, aimed at effectively addressing security threats that affect the continent, such as terrorism, the cross-border smuggling of illegal substances, and human trafficking (Tichaawa, 2009b). Having broadly considered legacy issues around the 2010 FIFA World Cup, the discussion now turns to residents' perceptions of stadia development and mega-event impacts on host countries and communities, with particular focus on South Africa's hosting of the 2010 FIFA World Cup.

2.7 A conceptual framework for evaluating residents' perceptions of mega-event impacts (social exchange theory)

Research into resident perceptions has gained ground in recent years (Gursoy & Rutherford, 2004). According to Andereck *et al.*, (2005) perceptions serve as an indicator of the residents' interpretations and expectations of related tourism activities. A number of studies have used the social exchange theory as a theoretical base for assessing residents' attitudes toward tourism (Gursoy, Jurowski, & Uysal, 2002; Gursoy & Rutherford, 2004; Kim & Petrick, 2005; Kim, *et al.*, 2006; Ohmann *et al.*, 2006; Turco *et al.*, 2002). According to Waitt (2003:195), residents tend to evaluate tourism and events as either positive or negative, in terms of the expected benefits or costs deriving from the services that they supply. Those residents who believe that they benefit from tourism are likely to view the sector positively, while those who perceive its costs tend to view it negatively (Ap, 1992). In addition, Ap (1992) highlights a key point pertaining to the residents within a community that hosts a tourist activity. He notes that the social exchange theory has numerous aspects that include consideration of the divergence in residents' attitudes, as well as that such divergence differs in accordance with the make-up of a particular group or person. He further asserts that residents who view tourism as valuable, and who believe that the costs of such activity do not exceed the benefits obtained there from tend to favour it and are thus, inclined to participate in it. Such residents have been found to display positive attitudes towards tourism and are likely to be supportive of future tourism development in their community (Ap, 1992; Gursoy *et al.*, 2002). In addition, Ap (1992:669) developed a social exchange process model which assumes the following as comprising the social exchange theory:

- Social relations involve an exchange of resources among social actors.
- Social actors seek mutual benefit from the exchange relationship.
- The primary motive for initiating exchange is based on the residents' desire to improve the community's social and economic well-being.
- Residents' perceptions and attitudes are predictors of their attitude towards tourism.

These considerations postulate that a relationship exists between the event’s organisers and host community, with the relationship being evaluated positively or negatively in terms of the presence or absence of certain antecedent conditions: rationality; satisfying benefits; reciprocity; and the justice principle (Waitt, 2003:196). In other words, when the relationship between the guests and residents is cohesive, the exchange relation is regarded as balanced. Additionally, the model suggests that the social exchange transactions between actors are evaluated in terms of actions and outcomes, with ‘actions’ referring to aspects of actors’ behaviour, such as hospitality, friendliness towards tourists and guests, and courtesy, and ‘outcomes’ are the actors’ feelings as a result of their involvement in an exchange relationship (Dinaburgskaya & Ekner, 2010).

Gursoy and Jurowski (2004) further contend that the social exchange theory assumes that individuals select exchanges after an evaluation of rewards and costs. In the light of such thinking, attitudes can be seen as being affected by the perceptions of the exchanges that people believe they are making. Individuals who, therefore, evaluate an exchange as beneficial perceive a positive impact, whereas those who perceive the exchange as harmful are likely to develop a negative outlook towards it (Gursoy & Jurowski, 2004). Figure 2.4 below illustrates the theory concerned.

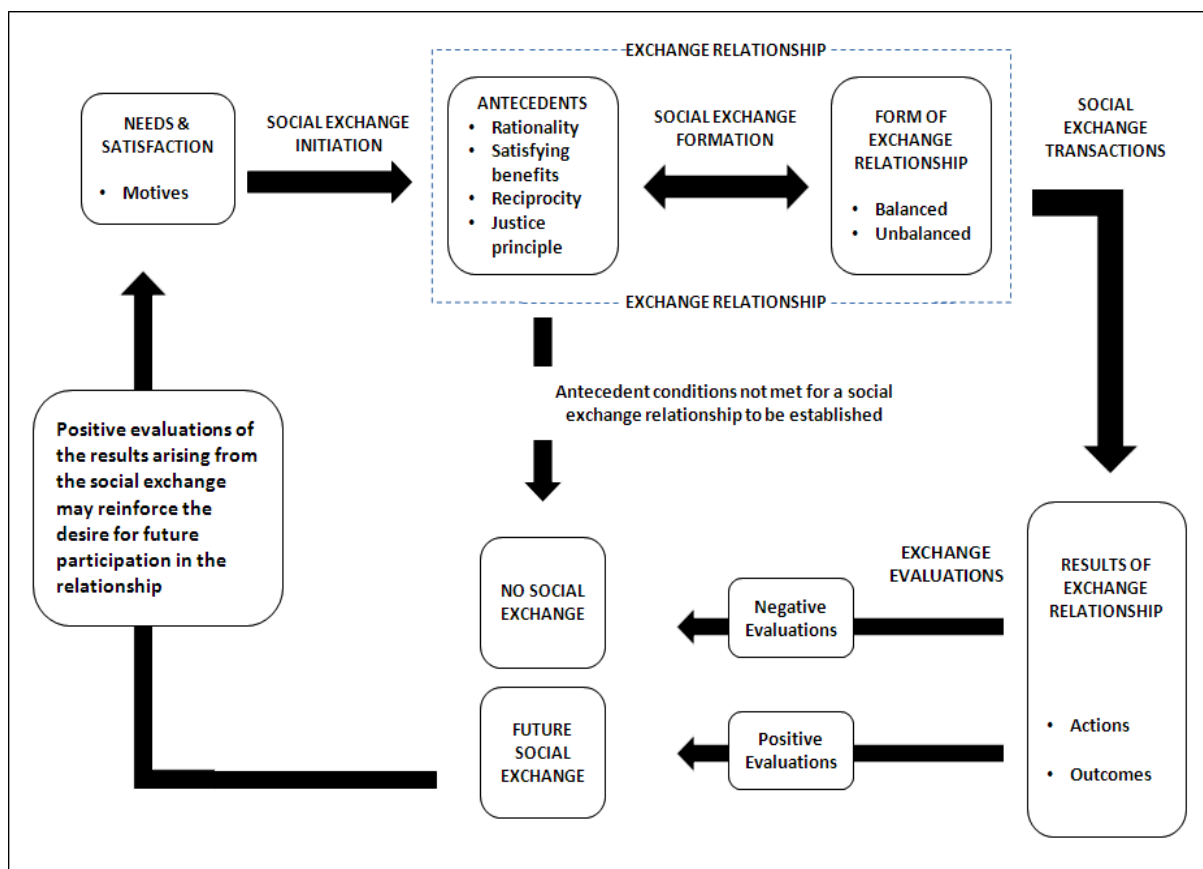


Figure 2.4: A model of the social exchange process
 Source: Adapted from Ap (1992:670).

Fredline (2005) asserts that understanding the social dimension of hosting a mega sport tourism event is crucial in order to be able to develop local support for hosting such events. Gursoy and Kendall (2006) concur by highlighting that it is important to understand not only the level of support or opposition to assist with mega-event policy-making, but also to help better understand the reasons behind such support or opposition, and ways in which to improve event outcomes for event stakeholders and the local host community. The concept of social impact assessment and, more broadly, sustainability therefore stresses the importance of the need to adopt a long-term approach and to integrate community interests into decision-making (Ritchie, Shipway & Cleeve, 2009).

Furthermore Kim *et al.* (2006) concur that, after the event has been concluded, residents are likely to re-evaluate the exchange to determine whether the value matched their perceptions. Consequently, the following subsection discusses the perceived impacts of mega-events on host countries and communities, with emphasis on South Africa's hosting of the 2010 FIFA World Cup.

2.7.1 Perceived impacts of sport mega-events on host areas

The past two decades have borne witness to a significant shift in attitude, not only in research, but also in politics and industry towards sport and the hosting of mega-events (Soderman & Dolles, 2008:148). The growing number of studies that have been conducted on the subject seems to point to the fact that mega-events' impacts are both positive and negative (Allmers & Maennig, 2008; Horne & Manzenreiter, 2006; Soderman & Dolles, 2008). Country or city authorities may use high-profile events in a number of ways: as tourism and economic impacts; as tools of government policy; as expressions of political preference; as catalysts of development; as a means of commercialising cultural products and expressions; as spectacles to be showcased; as creators of a sense of visibility; and as signifiers of 'arrival' (Clark, 2008:23). A review of existing research carried out into the socio-economic, socio-cultural, physical and political impacts of the Olympic Games (Horne & Manzenreiter, 2004) and the FIFA World Cup (Horne & Manzenreiter, 2006) provides a basis to underscore the fact that economic benefits are the prime motivation of interest in bidding for, and hosting, such events (Allmers & Maennig, 2008; Black, 2007; Bohlmann, 2006; Cornelissen & Swart, 2006; Getz, 2003; Kim *et al.*, 2006; Lee & Taylor, 2005; Pillay & Bass, 2009; Uppal, 2009).

According to Horne and Manzenreiter (2006:9), the positive impacts of mega-events are claimed, by the hosts of mega-events, to consist of expanded employment opportunities, additional government spending and tourist influx, and increased media coverage, among others. Socially, Swart and Bob (2007) assert that the hosting of mega-events has been viewed as a tool for developing urban communities and for reducing levels of social exclusion

and crime. The above assertion is confirmed by Cornelissen (2008), who states that hosting of sport events is a component of urban rejuvenation strategies undertaken by cities.

Mega-events, despite their extensive array of potential benefits, are not without negative impacts. Higham (1999) analyses the positive and negative impacts of sport mega-events, noting that the negative impacts of hosting mega-events include the major costs that are often associated with the bidding process. Burnett (2007) contends that hosting high-profile sport events has become a minefield of sociopolitical, economic and cultural claims, related to which public exposure mystifies, rather than clarifies, achievable tangible outcomes.

On his part, Uppal (2009) contends that the costs of hosting such mega-events are often exceedingly large, so that, for them to be sound public investments, efficient post-event usage is crucial. Planning and preparation costs almost always run into billions of dollars. For example, Japan and South Korea spent over USD4 billion and USD2 billion, respectively, on stadia and infrastructure in preparation for the 2002 World Cup, while China spent a reported USD20 billion on improvements in infrastructure ahead of the 2008 Olympics (Uppal, 2009). Economic impact backers argue that such expenditure must be viewed as an investment that will, in turn, give returns (Matheson & Baade, 2003). However, independent researchers have found that *ex ante* predictions, made by the event organisers of economic impact, have often exceeded the *ex post* estimates (Matheson & Baade, 2003; Brown & Massey, 2001). In addition, such 'world-class' facilities are not only inefficiently used post-event, but also tend to fall into disrepair. For example, after the 2002 FIFA World Cup, South Korea had few plans for the new stadia, so that they ended up being derelict and unused, with some ultimately having to be demolished (Uppal, 2009).

Furthermore, other negative aspects abound, such as any economic benefits accruing to big business rather than to the host communities (Higham, 1999). Social issues, such as heavy traffic, overcrowding, the disruption of local activities, and the congestion of facilities, have been recorded (Fredline, 2000). Ohmann *et al.* (2006) further point to such security issues as theft, drunkenness, disorderly behaviour, and vandalism. Another focal point of negative impacts is associated with the physical legacy of huge underused and expensive facilities, with their associated financial implications (Matheson & Baade, 2003). Such negative impacts often cause investments that are made in mega-events, such as stadia, to be viewed as waste, as the infrastructure that remains is seen as a momentous failure (Epitropoulos Karlis, Kartakoullis, Lagopoulos & Micropantremenos, 2003:318). Table 2.2 below details such impacts.

Table 2.2: Impacts of sporting events

Event impacts	Positive	Negative
Social and cultural	Sharing of experience Revitalisation of traditions Building of community pride Validation of community groups Increased community participation Introduction of new and challenging ideas Expansion of cultural perspectives	Community alienation Manipulation of community Negative community image Bad behaviour Substance abuse Social dislocation Loss of amenity
Physical/ environmental	Showcasing of the environment Provision of models for best practice Increase in environmental awareness Infrastructure legacy Urban transformation and renewal	Environmental damage Pollution Destruction of heritage Noise disturbance Traffic congestion
Political	International prestige Improved profile Promotion of investment Social cohesion Development of administrative skills	Risk of event failure Misallocation of funds Lack of accountability Propagandising Loss of community ownership and control Legitimation of ideology
Tourism and economic	Destination promotion Increased number of tourist visits Extended length of stay Higher yield Increased tax revenue Job creation	Community resistance to tourism Loss of authenticity Damage of reputation Exploitation Inflated prices Opportunity costs

Source: Adapted from Allen *et al.* (2002) & Hall (1989, 1992).

Guala and Turco (2007) assert that residents are in a unique position to evaluate an event's legacy as taxpayers, daily consumers of infrastructure, and as possible leisure consumers of sport venues. In addition, Turco *et al.* (2003) assert that sport event research should focus on the impacts of events on residents and their reactions to such, because not involving them throughout the planning and event life cycle might engender negative sentiments that might create a backlash against future tourism growth and subsequent event bids.

Swart and Bob (2009) contend that residents' perceptions are often overlooked, although they are often directly impacted by sport events, especially when they reside in close proximity to the event location. The 2010 FIFA World Cup was heralded as a once-in-a-lifetime opportunity, with significant legacy benefits for South Africans. However, the actual voices of local residents were found to be absent in relation to debates pertaining to the event and concomitant anticipated benefits (Swart & Bob, 2007). Comprehensive studies of residents' perceptions that have been undertaken in such countries as Australia, Canada, China and North America have looked into the host community reactions to mega sports events (Deccio & Baloglu, 2002; Fredline, 2000; Fredline & Faulkner, 2002; Kim & Petrick, 2005), and have contributed to research on residents' perceptions of events. Deccio and Baloglu (2002) studied the impact of the 2002 Winter Olympics on non-host community reactions, by assessing the spill-over impacts of the event on neighbouring locations that were not involved in the hosting. The

findings of the study revealed that, although some residents perceived that the Olympics would bring opportunities, most did not anticipate any local impact from the event.

Kim and Petrick's (2005) study on residents' perceptions on impacts of the FIFA 2002 World Cup conclude that residents' perceptions of the impacts of mega-events may vary with the passage of time. However, the generic scale developed by Fredline, Jago and Deery (2003) to measure the social impacts of events has contributed to providing a suitable instrument for the measurement of event impacts. Swart and Bob (2009) contend that identification with the event theme, the contact involved, and the perception of their ability to participate in the planning process also influence how residents respond to an event. Furthermore, Ritchie and Aitken (1984) state that the social and political values of residents, as well as their level of attachment to the community, are viewed as important.

The positive and negative impacts of mega-events dominate the ensuing discussions, with their relevant linkages to the 2010 FIFA World Cup to be hosted by South Africa. The following subsection specifically deals with previous residents' perception studies in Green Point.

2.7.2 Previous residents' perception studies undertaken in Green Point

In South Africa, a burgeoning number of studies have looked at resident perceptions in host communities in relation to sport events (Ntloko & Swart, 2008; Swart *et al.*, 2008; Zhang, 2007). As previously highlighted, sport event research should focus on impacts on residents and their reactions, because residents are in a unique position to evaluate an event's legacy (Guala & Turco, 2007), and because not involving them throughout the planning process and the events' life cycle might engender negative sentiments that might create a backlash against future tourism growth and subsequent event bids (Turco *et al.*, 2003).

Regarding previous resident perception studies in Green Point, in 2005 Swart and Bob (2009) conducted a study on resident perceptions on venue selection with regards to 2010 FIFA World Cup stadia development, specifically looking at the Athlone and Green Point suburbs in Cape Town. The focus of the study was to examine the perceptions and reactions of residents of the two areas (Athlone and Green Point) towards the proposed stadia development in their suburbs and the potential impacts of the 2010 World Cup, amidst the contentious debates that surrounded stadia development in the run-up to the event (Swart & Bob, 2009). Key findings of the study revealed that considerable support and positive perceptions had been generated around South Africa's hosting of the 2010 World Cup. Furthermore, they established that many of the residents appeared to be unclear about the location of 2010 stadia in Cape Town, and tended to be confused about the nature of a competition venue in contrast to that of a legacy stadium, due, apparently, to the fact that key decisions regarding 2010 stadia

developments were not adequately communicated to residents whose lives were likely to be impacted by 2010 activities taking place in close proximity to their homes (Swart & Bob, 2007). Finally, Swart and Bob (2009) note concerns raised by residents in relation to the distribution of anticipated benefits and the impacts of the stadia on their lives.

Chain (2009), in a more recent study, examined Green Point residents' perceptions of the 2010 FIFA World Cup and the impacts of the Cape Town Stadium being built in their area. The primary focus was on investigating the level of awareness among, and the perceptions and attitudes of, residents living within a 1-km radius of the stadium. Just as in Swart and Bob (2009), Chain (2009) discovered high levels of awareness, as well as considerable support and positive perceptions, relating to South Africa's hosting of the 2010 World Cup. However, suggestions were also offered as to how to improve communication and the dissemination of information by stakeholders. Residents' primary concern about South Africa hosting the event relates to crime and the safety and security of visitors. Overall, residents have high expectations regarding social and economic impacts (Chain, 2009).

Interestingly enough, although the studies by Swart and Bob (2009) were conducted in 2005 and those of Chain in 2009, four years later, certain underlying themes were evident in both studies. For example, residents were primarily concerned about event-related crime, traffic congestion, the high level of noise pollution, and the safety and security of visitors.

In addition, both studies also revealed that the residents had high expectations regarding the social and economic impacts of the event. Moreover, they had positive attitudes towards the country hosting the mega-event, with most believing that lasting legacies would be left for the nation. Both studies supported Kim and Petrick's (2005) position that planners and managers of mega-events should be better equipped to address the complexities of resident perceptions, as well as to allocate more resources effectively to increase residents' perceived positive impacts and to reduce their perceived negative impacts.

Green Point was a fertile ground for studies of the above nature, considering the fact that the construction of the stadium for the 2010 FIFA World Cup in Cape Town had been completed (CoCT, 2010a). As mentioned in Chapter One, the current longitudinal study aims to gauge the alterations (if any) in perceptions that might have arisen since the undertaking of the previous studies, especially that of Chain (2009), with due cognisance to the hype that had built up among residents only three months before the kick-off of the 2010 FIFA World Cup.

Mega-event impacts are discussed below in terms of the triple-bottom line approach, which allows for the broad examination of socio-economic, socio-cultural and environmental impacts.

2.8 Socio-economic impacts of mega-events

Sport event tourism has received growing attention as a source of significant amounts of revenue, as well as of major economic benefits to host cities, regions, and countries (Lee & Taylor, 2005). Economic impact in the field of sport refers to “the net economic change in a host community that results from spending attributed to a sport event” (Malfas *et al.*, 2004:212). Matheson (2006) suggests that studies on the impacts of mega-events on host economies should be considered through *ex ante* (pre-event) and *ex post* (post-event) analysis. Turco *et al.* (2002) identify four fundamental considerations in assessing the economic impacts of sport events. According to them, such considerations include the extent to which sport stimulates new spending within the economy; the extent to which sport retains local income; the costs involved in producing sport events; and, finally, the degree to which the spending related to the sport is kept within the economy.

Conducting a reassessment of economic impact studies on mega-events has shown that the hosting of such mega-events as the FIFA World Cup can bring about significant costs and immense benefits (Matheson & Baade, 2003:5). The following subsection analyses the socio-economic impacts of mega-events, looking at economic benefits and costs, as well as at the infrastructural benefits of hosting mega-events.

2.8.1 Economic benefits

Several studies have focused on economic benefits of hosting a mega-event, such as the FIFA World Cup (Horne & Manzenreiter, 2006; Lee & Taylor, 2005; Matheson & Baade, 2003; Ohmann *et al.*, 2006; Swart, 2009). Benefits to be gained from hosting world-class sporting events include the creation of an enhanced infrastructure base, gains in welfare and employment, as well as increases in the number of tourists and local business prospects (French & Disher, 1997; Hall, 1997; Ritchie & Aitken, 1984). For example, Mabugu and Mohamed (2008), in their examination of the economic impact of the Euro 1996 Football Championship on the United Kingdom, found that the presence of 280 000 visitors generated an economic impact of £120 million. Maennig and Du Plessis (2007:579) also reported that FIFA earned a profit of USD1.9 billion from the 2006 World Cup in Germany. In the run-up to the 2010 event in South Africa, FIFA reported a projected profit of about USD2.8 billion in broadcasting rights alone (South Africa, 2009b). Actual reported figures indicate that FIFA made a combined income of USD3,480 million from the sale of TV marketing rights related to hosting of the event in South Africa (Fifa, 2011:16).

Inherent reasons often used to motivate both corporate involvement and public support for mega-events are that they have the potential to draw significant numbers of domestic and international tourists, to attract television and corporate sponsorship, and to showcase the

host location (Smith, 2009). These events appeal to many sectors of the community and provide them with the opportunity to advertise products to a global audience; to leverage business opportunities in exports and new investments; to expand on-sell event management knowledge; to enhance the tourist industry of the host country; and to boost citizen morale and pride (Lee & Taylor, 2005). In this regard, Allmers and Maennig (2008:2) assert that the tourism sector is usually amongst the main beneficiaries of such events. They note, for example, that Germany in 2006 projected that their hosting of the World Cup would draw roughly 340 000 foreign tourists, who would spend about USD1.1 billion, with resultant additional income and employment effects. Maennig and Porsche (2008) note that, the 2006 event was attended by about 3.5 million domestic and foreign visitors, much more than initial projections indicated.

While most observers would agree that local communities have much to offer, as well as potentially to gain, from hosting sports events, mega-events do not always deliver the desired benefits (Kim *et al.*, 2006; Blake & Li, 2009). For example, the 1972 Munich Olympics and the 1976 Montreal Olympics made losses of £178 million and £692 million, respectively (Blake, 2005). Analysing the economic impact of the 2002 FIFA World Cup on South Korea, Lee and Taylor (2005) concluded that the most enduring legacy of the event was that it provided an opportunity for the South Korean community to build and showcase their skills and talents, to leverage business contacts, to engage in partnerships, and to promote national consciousness. Maennig (2007) asserts that the 2006 FIFA World Cup in Germany was more significant in terms of engendering the 'feel-good' factor it brought to Germans, while the nation benefited from a positive international perception of its image. An in-depth discussion on the 'feel-good' factor is presented in the subsection (2.9.1.1) on socio-cultural impacts.

Researchers and other academics have been plagued with questions on the projected economic impact of South Africa's hosting of the 2010 FIFA World Cup. Cornelissen and Swart (2006) assert that the advocates of South Africa's bid process have claimed that such events tend to promote significant socio-economic development and growth.

In an economic impact assessment carried out by Grant Thornton in 2003 regarding South Africa's hosting of the 2010 FIFA World Cup Bid, the firm projected potential benefits for the economy of about R21.3 billion contribution to the GDP, the generation of an estimated R12.7 billion in direct spending, and the creation of an estimated 159 000 new job opportunities (Grant Thornton, 2004). In terms of tourism, projections indicated that South Africa would benefit from the attendance of over 400 000 estimated international visitors at the event, who were expected to spend about R9.3 billion in total (South Africa, 2008). In their revised estimate, Grant Thornton indicated that the 2010 FIFA World Cup event would be likely to

create 218 600 sustained construction jobs, and to contribute an estimated R51.1 billion to the GDP of South Africa between 2006 and 2010 (Grant Thornton, 2007), which presented a huge growth potential for the economy (South Africa, 2008).

Furthermore, in review of the economic scope for South Africa's hosting of the 2010 FIFA World Cup, Allmers and Maennig (2008:14) suggested other approaches that might be adopted towards securing more economic benefits, compared with past hosts, in line with prevailing conditions. Firstly, they contended that spending might be higher if residents stayed at home, because of the hospitable and socialising behaviours of football lovers in South Africa, which could boost the local economies, such as the retail and hospitality businesses, and which might stimulate short-term employment benefits. Also, the negative impact of overcrowding, congestion and displacement on regular tourism might not occur because the 2010 event would be staged during the low season (winter) for tourism in South Africa. The development of sporting facilities, which is usually subject to the law of diminishing returns, largely due to the underutilisation of such facilities in the developed context, might not apply, as South Africa lacks a comparably dense provision of sporting facilities (Allmers & Maennig, 2008). The 2010 FIFA World Cup in South Africa could, therefore, have heralded a shift that aligned the global economics of sports with the growing economic weight of the emerging world (Spire, 2010). According to figures released by SAT, 309 554 foreign tourists entered South Africa over the months of June and July 2010 for the primary purpose of participating in the 2010 FIFA World Cup event (SAT, 2010)

2.8.1.1 Economic costs

Despite imposing claims regarding positive economic spin-offs, such as job creation and contribution to GDP by proponents, mega-events are known to have negative impacts that might either be ignored or hidden (Hiller, 1998). The above discussion supports the argument that mega-events have a positive economic impact on host cities, regions or countries, as well as suggesting that the economic contribution of such events might lie in a single impulse of increased demand during the period of the event, so that it might, subsequently, lose its effect in a short period of time (Malfas *et al.*, 2004). The validity of the argument that mega-events can be of enormous benefit to the host community should, therefore, be seriously considered.

French and Disher (1997:379) assert that there is generally little tangible direct economic benefit for most citizens, who, instead, often carry the public debt, as they did with the USD1 billion debt after the 1976 Montreal Olympics. Also, the competitive nature of bidding processes for such events requires considerable expenditure, if not wastage, of resources, which are often diverted away from welfare programmes to mega-event development projects, thus magnifying existing social inequities and intensifying the marginalisation of some

community groups (Hall & Hubbard, 1996:167; Ley & Olds, 1992:178). In the same light, Lenskyj (2002:227) contends that the staging of mega-events, first and foremost, serves the interests of global capitalism, while exacerbating existing problems. According to Maennig and Schwarthoff (2008:2), post-event economic impact studies of mega-events almost always arrive at the discovery of non-significant or even sometimes negative, economic effects.

Further, Allmers and Maennig (2008:1) maintain that previous studies on such events have shown only limited positive effects on local economies. In an *ex post facto* study, Matheson and Baade (2003) found only a modest boost in employment levels in relation to the 1996 Games, with the city of Atlanta and the state of Georgia creating only 2 472 full-time or part-time jobs. According to Saayman and Rossouw (2008), such examples are often cited by opponents of the hosting of mega-events, who claim that major sporting events are not economically viable. Maennig (2007:2) concludes that, in such cases, hopes for significant positive effects, such as tourism, employment and income, which were prominent with other mega-events such as the 1992 Barcelona Olympic Games, were, as such, not realised. Matheson and Baade (2003) point out that, such findings are especially relevant for developing nations, due to the following reasons, among others:

- high infrastructure development costs;
- the underutilisation of facilities post-event;
- high opportunity costs of capital; and
- the inability to attract large numbers of spectators.

In the run-up to the 2010 FIFA World Cup, Allmers and Maennig (2008:14) noted that South Africa was faced with additional challenges, as the country had invested heavily (to the tune of USD1.38 billion) in stadia, with £1.6 billion having been spent on infrastructure-related developments (Maennig & Schwarthoff, 2008). Cornelissen and Swart (2006) concur by indicating that opponents to the bidding and hosting of mega-events often argue that both the bidding process, and the event itself, are costly, and that resources could rather have been directed to fighting such issues as poverty and HIV/Aids. Similarly, Deccio and Baloglu (2002) also highlight that local citizens carry the financial burden of an increase in local taxes that is aimed at developing those facilities that are required to host the event. For example, both the Munich and Montreal Games are considered to have suffered substantial financial losses from their hosting of the Games, from which they have only recently recovered, with Munich having lost £178 million and Montreal £692 million (Swann, 2001). Moreover, Pillay (2010) states that the 2010 FIFA World Cup stadium development saw a significant rise in construction cost estimates over what was originally anticipated. In this light, Clark (2008:138) contends that the need for the evaluation and proper management of anticipated costs and uncertainties and the adoption of a rigorous business approach was required.

2.8.1.2 Displacement of tourism

Studies conducted on tourism determinants, in most cases, find that mega-events tend to increase the number of arrivals of tourists to the host country (Solberg & Preuss, 2006). However, some scepticism has recently been expressed by certain authors of *ex ante* studies of mega-events that such increases tend to be overrated, as there is little empirical proof of mega-events yielding cross-country gains in tourism (Fourie & Gallego, 2010; Matheson, 2006; Matheson & Baade, 2003).

With the increase in foreign arrivals due to sporting events lies the problem of crowding-out, or the displacement effect, of normal tourists (Preuss, 2007b). Measuring the behaviour of tourists from a comparative perspective allows for an examination of such a phenomenon (Matheson, 2006; Solberg & Preuss, 2006). Whereas event-specific tourists might be attracted to an event, other tourists, who visit the region frequently, may opt to shift any proposed visit to a time when a mega-event is not on, for a variety of demand-side or supply-side reasons, such as escalating prices; supply constraints, in terms of accommodation and transport; security concerns; or visitor preferences (Fourie & Gallego, 2010).

Fourie and Gallego (2010) assert that quantifying such crowding-out effects as tourist behaviour is complicated by many different country-specific and time-specific factors. In the 2010 FIFA World Cup context, many authors have expressed their concern about such factors (Preuss & Kurscheidt, 2009). However, in the South African context, the scheduling of the FIFA World Cup event in the off-season (during the winter months, when there tend to be lower volumes of arrivals to host cities) might have meant that such crowding-out effects would be minimal, and that it might offer additional benefits to be gained from the hosting of large sports events, resulting in a demand during off-peak season (Maennig & du Plessis, 2007). In their recent study into the impacts of mega-events on tourist arrivals in South Africa, Fourie and Gallego (2010) found evidence to support the notion that mega-events create 'additional' tourist arrivals.

Allmers and Maennig (2008:5) conclude that the hosting of mega-events might displace regular tourism from abroad and/or lead to the 'carnival effect'. Those tourists who dislike sports events might decide to postpone, or even to cancel planned trips to the host nation. Although, for South Africa, such a situation could be averted, due to such seasonal factors as have previously been discussed, some business sectors might also have suffered displacement effects during the World Cup, as those shops (such as home supply and appliances stores) that were located close to the stadia and that would not directly serve the fans might have found customers staying away in order to avoid crowding and congestion

(Tilley, 2006). The following subsection presents the infrastructural benefits that are usually associated with mega-events and their impacts.

Studies of mega sport events often measure the economic impact of the events by focusing on their employment impacts and resultant urban development, as well as on their environmental and social impacts (Carvalho, 2003; Chalip & McGuirty, 2004; Dwyer, Forsyth & Spurr, 2004; Preuss, 2007b; Smith & Fox, 2007; Solberg & Preuss, 2006). The consideration of legacy has to factor in all the changes caused by a mega-event over time (Preuss, 2007b). In measuring the economic impacts, many researchers have applied the top-down (Matheson & Baade, 2003) Solberg & Preuss, 2006) and bottom-up (Lin, 2004; Preuss, 2007b) approaches to the evaluation of mega-event impact.

The top-down approach considers that apart from the measurability of the economic impact of such events, due to their tangibility, such assessment is required to justify, on political grounds, the wisdom of investing scarce public resources in the events (Hagn & Maennig, 2007). Even though mega-events create a strong economic impact, they do not always create an economic legacy, bearing in mind the possibility that a peak in demand, due to the hosting of an event, might affect the supply side of the local economy (Matheson & Baade, 2003; Solberg & Preuss, 2006). Whether event-related changes in supply lead to additional economic growth is debatable, due to the somewhat short-term nature of such events. Legacies, according to Preuss (2007b) are even more difficult to detect, because they have a smaller effect than an impact that can be spread over many years. Using macro-economic data, Maennig (2007) only found evidence of a very small, consumption-based result from the economic impact of the FIFA Football World Cup 2006 in Germany, whereas Preuss (2007b) found an impact, based on event tourist consumption, seven times that size by interviewing 9,546 visitors to the 2006 FIFA World Cup.

Proponents of the bottom-up approach highlight that due to the inability of the top-down approach to handle all issues related to the measurement of event impacts, a more comprehensive alternative method is required, which should evaluate such a legacy in a bottom-up manner (Preuss, 2007b). The bottom-up approach considers mega-events impacts based on the long-term development plan for a host destination, incorporating both hard and soft event structures (Lin, 2004; Preuss, 2007b), which can take the form of knowledge, image, emotions, networks, or culture. To exemplify the realisation of such an approach, due consideration should be given to the 2006 FIFA World Cup, by means of which Germany hoped to encourage rethinking of the stereotypical German as being “conformist, time-dominated and serious” (Lewis, 2006:223) to an image of Germans as being open and hospitable (Preuss, 2007b).

Having presented an overview of the top-down and bottom-up approaches to the evaluation of mega-event impacts, the next subsection discusses the infrastructural benefits to be gained from the hosting of such mega-events as the FIFA World Cup.

2.8.2 Infrastructural benefits

Swinnen and Vandemoortele (2008) contend that bids placed by candidate cities or countries to host a mega-sports event have increased substantially over time. The two researchers assert that such an increase might be due to the fact that emerging and developing countries are increasingly competing with rich countries to host mega-events so as to encourage investment in infrastructural and superstructural improvement, which is perceived as one of the most significant benefits to be gained from an event by residents, who subsequently use the lasting facilities that were originally created for the event (Kim *et al.*, 2006). An important argument that candidate governments put forward for hosting a mega-sports event is the perceived physical (infrastructural) benefits that the event might garner for the hosts (Porter, 1999). Since its first democratic elections in 1994, South Africa has implemented policies aimed at upgrading its transportation infrastructure to meet the needs of all South Africans (South Africa, 2008). In 2004, the South African government, through its Accelerated and Shared Growth Initiative for South Africa (AsgiSA) programme, committed R400 billion to recapitalising and expanding the transport, telecommunications, electricity and water infrastructure of the country in order that it might meet the needs of the rapidly growing economy and stimulate further growth (South Africa, 2008).

Hosting of a mega-event might be expected to give rise to a tangible positive effect on the overall level of economic activity of a country, as measured by the level of investment made in its (hard) infrastructure (Hashmi, Fida & Alhayky, 2008). According to Malfas *et al.* (2004), mega-events can create opportunities for the construction of new sporting facilities, as well as for the improvement of the physical environment of the host city. Maennig and Schwarhoff (2008:2) indicate that South Africa spent £1.6 billion on infrastructure in preparation for hosting the FIFA World Cup. The South African government asserted that such expenditure would assist in accelerating the infrastructure backlogs in roads, transport, sport facilities, and telecommunication and broadcasting networks (South Africa, 2007). In addition, major international airports, such as OR Tambo, Cape Town, and Durban, were renovated to accommodate the volume of travellers intending to visit the country during the FIFA World Cup, and public transport underwent a recapitalisation process, culminating in the provision of the Bus Rapid Transit system (BRT) (South Africa, 2007).

Six new stadia were built and four existing ones upgraded, all of which have been (re)designed for multi-purpose use, while the construction of training facilities in most

provinces was expected to leave a legacy of improved sport and recreation facilities that would benefit local communities in the long term (South Africa, 2008). Regarding general infrastructure investments, the potential effects were likely to be large for South Africa. The country's infrastructural deficiencies have often been cited as constraining growth. With improvements of such infrastructure having been brought about in conformity to FIFA World Cup requirements, costs have been substantially reduced, and a productivity boost to the economy provided (Swinnen & Vandemoortele, 2008). Cape Town reportedly received notable infrastructure boosts of around R14.5 billion that was spent on the development of infrastructure in preparation for the FIFA World Cup, with the provincial transport department spending more than R1 billion on new roads and upgrades, R1.5 billion on the upgrading of Cape Town International Airport, and R480 million on the upgrading of Cape Town Station (CoCT, 2010e).

Hosting the 2010 FIFA World Cup could potentially help to fast-track the attainment of some aspects of the 2014 MDGs and AsgiSA (South Africa, 2008). The sustainable use of facilities, such as stadia, post the event, has, however, to be properly managed in order to prevent potential negative consequences (Cornelissen, 2007). An example of such negative consequences are those stadia built for the staging of the 2002 FIFA World Cup in South Korea that have now been termed 'white elephants', as they are largely underutilised (Matheson & Baade, 2003). Horne and Manzenreiter (2004) contend that some of the stadia in question have had to be demolished, due to the prohibitively high costs of maintenance. Section 2.9 below focuses on the socio-cultural impacts of mega-events, which form the main focus of the study of residents' perceptions.

2.9 Socio-cultural impacts of mega-events

As noted earlier, a large number of nations regularly apply to host mega sports events. With rational behaviour from decision-makers, in the face of zero (or even negative) effects of the mega-event on income and employment, decisions can only be accounted for in terms of positive political, social, 'feel-good', and/or image effects (Matheson & Baade, 2003). Such 'feel-good' effects, which, in terms of economic analysis, have long been either ignored or viewed as intangible effects at best, have, in recent times, shifted more towards the centre of the stage in academic studies (Maennig & Porsche, 2008:2). Chalip (2006) identifies social leverage as one of the positive outcomes of mega-events, due to its ability to create a sense of liminality and 'communitas', further suggesting that liminality and the associated 'communitas' foster the development of social capital, and thereby strengthen the social fabric. Chalip (2006) argues that the social value of events warrants concerted attention, because event organisers and residents of host communities identify social impacts as a prime source

of potential event value, as well as a source of potential event problems. Such aspects are presented in the following subsections in terms of socio-cultural benefits and costs.

2.9.1 Socio-cultural benefits

Page and Connell (2008) describe the social impacts of tourism as comprising changes in societal value systems, individual behaviour, social relationships, lifestyles, modes of expression, and community structures. Mega-events have been noted to engender a multiplicity of outcomes in host environments, such as the generation of the 'feel-good' factor among host communities, the boosting of national pride, and the provision of opportunities for host-guest social interactions (Lee & Taylor, 2005), as well as urban regeneration, social leverage, increased participation in sport, and the leveraging and image branding of destinations (Ohmann *et al.*, 2006). Such benefits are discussed in the following subsections.

2.9.1.1 The 'feel-good' factor

One of the most recognisable social effects of mega-events is the growing recognition of the 'feel-good' factor. According to Maennig and Porsche (2008), the 'feel-good' factor of an event is the net result of the beneficial effects of personal experience and leisure, leading to enhanced social cohesion and increased civic pride experienced as a result of the hosting of an event. The two researchers also considered the concept from the willingness to pay perspective, in order to determine whether the 'feel-good' factor that is associated with the hosting of mega sports events is amenable to systematic management. Maennig and Porsche (2008) assert that, in order to foster the systematic management of the 'feel-good' factor, setting suitable basic organisational and infrastructure conditions in the realms of security, transport, and ecology is of critical importance. Further, they highlight that media activities of public and private sponsors should break away from their traditional narrow focus and classic brand sponsoring in favour of a more socially responsible sponsoring, considering that the sporting success of the home team might in equal measure be due to the style of play of the team and its demeanour. Maennig and Porsche (2008:1) further advocate the creation of generally accessible participation opportunities through the provision of freely accessible television coverage in the host country, in the form of setting up public viewing areas (PVAs), such as Fan Fests, to counteract any frustration that might arise from the allocation of admission tickets. In line with such promotion of opportunities that help to inculcate the 'feel-good' effect, Sturgess and Brady (2006:157) present the 2006 FIFA World Cup in Germany as a good example of a mega-event that resulted in the desired effect. For the 2010 FIFA World Cup, South Africa instituted dedicated PVAs (Fan Parks), where non-ticketed fans could congregate and cheer on their favourite teams in a bid to create environments conducive to the boosting of community spirit, allowing for the full-bodied expression of passion (South Africa, 2007).

2.9.1.2 National pride

Mega sports events have become a hotly debated and sought-after sector in the tourism industry. In the run-up to the FIFA World Cup in 2006, the theme of football as a unifying 'religion' was vaunted in the media (Uppal, 2009). Academics postulate that religious pilgrimages of the past have been replaced by modern-day pilgrimages to such spectacles as the Olympic Games, the FIFA World Cup and other such events (Gibson, 1998b).

Mega-event hosting provides the host community or destination with a strong sense of involvement, which, in turn, creates or amplifies a very significant sense of 'communitas', excitement and emotion (Chalip, 2006). In this regard, a new phenomenon in mega-event discussions was the huge success of PVAs during the 2006 FIFA World Cup in Germany (Haferburg, Golka & Selter, 2008). The researchers further assert that extending the event into city spaces not only represents opportunities for marketing, but also for the promotion of public interactions and recreational opportunities in urban spaces. In the case of South Africa and the 2010 edition of the FIFA World Cup, the event represented a major opportunity for those spaces that were still affected by apartheid fragmentation to be transformed into spaces that could promote socio-spatial integration (Haferburg *et al.*, 2008).

During the 2006 FIFA World Cup, the German national team, which had been described as 'the worst German team of all time' surpassed general expectations by achieving third place - a feat that engendered a sense of national pride and patriotism among Germans (Maennig & Porsche, 2008). Similar success by the South African national team (Bafana Bafana) could reignite a process of patriotism, excitement, passion, and national healing (Tichaawa, 2009b).

2.9.1.3 Socio-political impacts

Mega-events can be seen as tools of government policy or ideology that implement a sense of hegemonic power (Ley & Olds, 1992), or as public relations ventures far removed from the realities of urban challenge (Hiller, 2000:439). While conflicts often occur between event requirements and post-event usage (Servant & Takeda, 1996:104), the substantial fiscal demands of such projects typically include some form of permanent alteration to the urban environment. This is often particularly experienced in post-industrial cities where the mega-event is often linked to inner-city renewal and its concomitant redevelopment (Rutheiser, 1997), along with the commodification of entertainment as a new basis for central-city life (Hamnett, 1994). The mega-event strategy is a risky and highly charged political enterprise that requires negotiation and consensus from those in leadership positions (Kidd, 1992). Decisions are traditionally taken top-down, and the processes concerned, from the conceptualisation of the bid to the planning stage, often override democratic processes in terms of transparency and public participation (Hall, 1989; Law, 2002). Such conceptualisation

usually grows out of the political sphere, being made up of a 'small cabal of politicians and business people' (Law, 2002).

Hall (1989:219) argues that the "political approach" to mega-events is not the result of a rational decision-making process. Given the role of national governments in linking a mega-event to its own objectives of aggrandisement, the power and vast resources of the created coalition of elite who become bid advocates, and the public buy-in to the mystique of hosting a 'world-class' event, the sheer momentum of the bid process, its associated promotional hype, and the related euphoria of 'winning' the bid in international competition create a trajectory that is often difficult to derail, regardless of the costs or consequences involved (Hiller, 2000). For example, the Cape Town 2004 Olympic bid presented a unique opportunity to examine the question of sociopolitical impact, because the bid plan explicitly aimed to contribute to the process of restructuring the apartheid city. To most South Africans, the idea of bidding for, and eventually hosting, the 2004 Summer Olympic Games was a startling idea in a society that was still transitioning from the 'old' to the 'new' South Africa, as represented by its new Constitution and first democratically elected government (Hiller, 2000). However, whatever the objectives of national political leaders, local urban residents need to know what difference the mega-event can make to their city.

2.9.1.4 Social interaction and cross-cultural exchanges

Sporting events create an avenue for social interaction, along which family, friends, colleagues, casual acquaintances, and strangers often meet (Uppal, 2009). According to Saayman (2001:76), spectators at sport tourism events often share similarities in terms of enthusiasm, interest, excitement, and the possible trading of useful information, which makes for flexibility in casual sociability. The 2010 FIFA World Cup provided local residents, sport fans and tourists, as well as international visitors, with an opportunity to learn about other cultures. The successful hosting of the event by South Africa was not only to yield economic benefits, but also to help build community spirit, to create a sense of belonging, and to improve the standards of living for the residents concerned (Maennig & Porsche, 2008; Soderman & Dolles, 2008; Uppal, 2009). As noted previously, the institution of PVAs also creates an atmosphere in which such exchanges can be experienced by non-ticketed fans and residents alike (Maennig & Porsche, 2008).

2.9.1.5 Urban development and regeneration

Urban regeneration and the re-imagining of cities has become a central aspect of game bids. For example, the hosting of previous mega-events in Barcelona and Manchester can be viewed as being partially successful, in that, in both cases, such hosting allowed for the realignment of the popular image of the city from that of manufacturing centre to that of trendy

tourist destination (Essex & Chalkley, 2004; Uppal, 2009). Uppal (2009) highlights that sporting events are increasingly being seen as vehicles for urban renewal, as catalysts for the creation of jobs, and as foci for increasing investment and for transforming the landscape of the city. The role of mega-events, as a catalyst of substantial urban transformation and as a tool of urban regeneration, reflects wider changes in the urban economy, which can be seen as encapsulated in the shift from the industrial to post-industrial city (Garcia, 2004; Uppal, 2009).

Deindustrialisation and globalisation have forced urban planners to discard former policies of development based on production and the provision of capital from local, regional or national sources. Instead, reliance on new strategies for attracting consumption-based activities, such as service industries and tourism, which are highly geographically mobile and with a global reach, have developed through place-marketing and mega-events (Essex & Chalkley, 2004).

According to Hall (1997), the principal aims of urban renewal strategies are to attract tourism investors; to generate employment within the tourism industry; to foster positive images for potential investors in the region; and to provide an urban environment capable of attracting professionals in such industries as tourism. In this regard, the LOC of the 2010 FIFA World Cup indicated that all nine South African cities, including Cape Town, that were to host games during the 2010 FIFA World Cup had to devise detailed plans around stadium provision, transport, accommodation, urban renewal, and security. The plans were all geared towards consolidating the event as a tool that would change the landscape of cities and leave a lasting positive legacy for South African citizens (Kearney, 2005).

2.9.1.6 Increased participation in sport

The 2010 FIFA World Cup offers a unique opportunity for sport-for-development organisations to highlight the power of football as an educational tool and to raise awareness on global issues, such as HIV/Aids (fifa.com, 2010). Malfas *et al.* (2004) contend that sport mega-events provide a platform from which to spearhead contributions to increased participation in sport and sport-related activities within communities, thereby enhancing the quality of life of both the individuals and the communities concerned. For example, as a key element of the strategic alliance between FIFA and the Street Football World Network, and the 'Football for Hope' movement instituted by FIFA incorporates a wide range of programmes that aim at using football as a tool for social and human development in the areas of peace-building, children's rights, education, anti-discrimination, and environmental protection (fifa.com, 2007b). After hosting the 1992 Olympic Games, Barcelona witnessed a significant increase in the participation of new social sectors of the population in active sports. The city sport centres acquired 46 000 new users after the Games, with the most notable increase being in the

percentage of women participating in sporting activities, which rose from 35% in 1989 to 45% in 1995 (Malfas *et al.*, 2004:214).

With regards to the 2010 FIFA World Cup in South Africa, FIFA planned the construction of 20 'Football for Hope' centres across Africa, five of which were to be in South Africa (fifa.com, 2007b). The centres were to be used during the World Cup to broadcast matches on giant screens. However, the main aim of the centres was to assist local 'Football for Hope' implementing partners with infrastructure to expand their successful work in the area of 'Development through Football' (fifa.com, 2007b). In Cape Town, the 2010 Football for Hope Centre is located in the township of Khayelitsha, in the outskirts of the city (fifa.com, 2007b). The *2010 FIFA World Cup Strategic Plan for the Western Cape* (2007) asserts that, building love for the game within local communities in Cape Town, with the focus on children in educational institutions, would serve as the driving-force of the Western Cape Department of Cultural Affairs and Sport. The 'Football for Hope' programme would receive heightened coverage during the final week of the 2010 FIFA World Cup, when 32 teams would assemble in Alexandria, Johannesburg, for a football festival aimed at showcasing the sport of football as a tool for social change (fifa.com, 2007b).

Furthermore, mega-events seem also to encourage people to participate more in sport than they might otherwise have done, thereby improving health and fitness levels and increasing residents' lifespan, as well as saving money, in the long run, on the public health system (Buch, 2006); although some studies have albeit to a minimal extent nuanced that mega-events do not encourage increased participation in sport (Alegi, 2007; Malfas *et al.*, 2004).

2.9.1.7 Re-imaging opportunities

Leveraging refers to "those activities which need to be undertaken around the event itself which seek to maximise the long-term benefits from events" (Chalip, 2004:228). Hosting a mega-event can bring about associated leveraging opportunities. While there is a considerable body of literature on event impacts, few studies actually address the strategic activities that are involved in their creation. Notwithstanding, Dwyer, Mellor, Mistilis and Mules (2000:175) propose a framework for assessing 'tangible' and 'intangible' impacts, suggesting that events can "enhance exchange of ideas, foster business contacts, provide forums for continuing education and training, and facilitate technology transfer". Lee and Taylor (2005:595) assert that the FIFA World Cup draws significant numbers of domestic and international tourists and attracts television and corporate sponsorships as means of showcasing the host location. Viewership of the 2002 FIFA World Cup in Korea/Japan indicated a record cumulative audience of 49.2 billion people worldwide, in terms of viewer hours (Soderman & Dolles, 2008). The 2010 FIFA World Cup was projected to attract a

cumulative audience of over 30 billion people, presenting a significant opportunity for the country to stamp itself on the global stage, as well as to establish social cohesion and confidence (Sterken, 2006). However, Allmers and Maennig (2008:11) contend that the impact of a FIFA World Cup image on their hosts might largely depend on the quality of their public presentations.

Just as the gap between underestimated economic budgets at the start, and overestimated costs in the end, are to be expected, so, too, is there, potentially, an inflated sense, on the social side, of what can be achieved by hosting mega-events (Cashman, 2005). Enthusiasm, perhaps inspired by the powerful affective charge associated with mega-events, can encourage an overestimation and presumption of specific socio-cultural outcomes, ushered in by the 'magic' of the mega-event (Essex & Chalkley, 2004). The socio-cultural costs associated with the hosting of mega-events are analysed and presented below.

2.9.2 Socio-cultural costs

As previously noted, Chalip (2006) argues that the social value of events warrants concerted attention, because event organisers and residents of host communities identify social impacts as a prime source of potential event value, as well as a source of potential event problems. Having considered the socio-cultural benefits inherent to the hosting of such mega-events as the FIFA World Cup, the focus of the following section will be on the potential societal problems that might result from the hosting of such an event, including an increase in levels of prostitution, crime and insecurity, and the displacement of local populations and tourism, as well as overcrowding and congestion (Ohmann *et al.*, 2006).

2.9.2.1 Prostitution and its related health impacts

Bird and Donaldson (2009:36) contend that sex tourism, sex workers' urban space, and sex work management is uncharted research territory in urban scholarly work in South Africa. Luiz and Roetz (2000:21) note that "it is perplexing that, although it is regarded as the world's oldest profession little is actually understood and supported by concrete research". Mega-events attract large numbers of tourists, and so, too, an influx of prostitutes to host cities (Opperman, 1999). Before the FIFA World Cup in Germany in 2006, discussions among stakeholders suggested that the event could lead to a potential increase in the number of foreign prostitutes entering the country. For example, Abbany (2005:1) highlights the fact that one of the seedier spin-offs of the 2006 FIFA World Cup in Germany was the expected boom in the local sex trade. The German government took action in accommodating prostitution in a managed and controlled environment (Bird & Donaldson, 2009). Similar calls for the legalisation of prostitution for the duration of the 2010 FIFA World Cup were advanced by the Sex Workers' Advocacy Taskforce (SWEAT), which contended that such a move would

decriminalise and regulate sex work during the 2010 FIFA World Cup (Barnes, 2009). SWEAT further maintained that such decriminalisation or legalisation would portend better prospects for a healthy city, improved spatial planning for sex spaces, and adequate policing in the run-up to the FIFA World Cup (Bird & Donaldson, 2009). However, far from legalisation, the situation has received a low-key response, which might be attributable to the high levels of disease, such as HIV/Aids, prevalent in the country.

2.9.2.2 Crime and insecurity

Unlike prostitution, the issue of crime and insecurity, and their relationship with mega-event tourism has been receiving increased attention in related research (Qi, Gibson & Zhang, 2009). Successful tourism development is linked to the reduction of risks associated with a destination and an event, in addition to infrastructural improvements and heightened awareness on the world stage (Qi *et al.*, 2009).

One of the most prevalent debates surrounding South Africa and the 2010 FIFA World Cup has been the country's ability to host a crime-free event (Landman & Liebermann, 2005; Pillay & Bass, 2008). The ubiquitousness of such debate has been heightened by the high levels of crime in the country, as noted by George (2005:575). He highlights that such crimes include, but are not limited to, the incidence of theft, mugging, hijacking, murder, attempted murder, and rape (George, 2005). Consequently, the country has developed the reputation of being the 'crime capital of the world' (Altbeker, 2005). After winning the right to host the 2010 FIFA World Cup, questions about the country's crime situation and its ability to host the event dominated media circles, although the CWC in 2003, the African Nations Cup of 1996, and the RWC of 1995 were, apart from relatively minor incidents of crime, crime-free (Tichaawa, 2009a).

Crime has been noted as one of the most serious negative impacts that can arise from the hosting of mega-events (Barker, 2004). According to Ferreira and Harmse (2000), South Africa's high crime levels are a cause for concern. Standing (2003) states that such high levels of crime can be linked to South Africa's segregated past, which was characterised by racial inequality, poverty and unemployment. Landman and Liebermann (2005:26) assert that, surprisingly, the increase in crime could also be linked to the emphasis of local crime prevention initiatives on the need for fortification, which has led to an overreliance on physical barriers against crime, often causing fragmentation and segregation, and ultimately tension and conflict, within South African cities. The emphasis, it is suggested, should rather be on public participation through spatial, social and institutional integration (Landman & Liebermann, 2005), which may be regarded as by-products of such mega-events as the FIFA World Cup. Furthermore, other studies have identified the prevalence of crime as being linked

to apartheid's bitter history, to unfavourable social conditions, and to political problems, as well as to socio-economic realities (Bloom, 1996; Kathrada, Burger & Dohnal, 1999). Standing (2003), therefore, concludes that crime and violence have become integral part of South Africa's history and society.

Barker (2004) asserts that the opportunity to engage in criminal activity at sport events has increased significantly, indicating that the spatial opportunities for tourism-related crimes are enhanced during the hosting of major sporting events. Hall (1997) confirms such an assertion, by highlighting the increase in criminal and crime-related activities during the America's Cup of 1987. Also, Barker (2004) identifies hooliganism as one of the more infamous crimes associated with football, which has plagued such events in Europe, despite attempts by officials to eradicate the crime. He also says that hooliganism is usually associated with drunkenness, offensive behaviour, vandalism, and violence. The FIFA Inspection Team, in their final report on safety and security in South Africa, concluded that, although safety and security was a concern, there was evidence to suggest that the country would be able to provide adequate security and to combat crime throughout the event (Donaldson & Ferreira, 2007).

In the run-up to the 2010 FIFA World Cup, a gang of terrorists issued a chilling threat to cause "dozens and hundreds" of deaths by attacking spectators during the England versus USA game played in the 2010 FIFA World Cup (Edwards, 2010). Such threats prompted both local and international efforts to intensify the level of security measures at the event to guard against potential attacks. Interpol had previously committed to mounting the largest-ever anti-terrorism operation during the 2010 FIFA World Cup, while the South African government made available an additional 44 000 police officers to be placed on constant patrol during the event (Edwards, 2010). In addition, significant investment in state-of-the-art security and surveillance technology was intended not only to ensure a safe World Cup, but also to contribute to the government's long-term plans for a safer South Africa (South Africa, 2007).

Mega-events have become an object of security exceptionalism, as perceptions of danger are greater than normal in relation to such events, leading to the normal means of public security provision requiring still further expansion (Degen, 2004). After being nominated as the first African country to host the FIFA World Cup in 2010, South Africa exerted itself to its fullest extent to ensure that the event was as crime-free as possible (Tichaawa, 2009b). The downside of such operations, however, was the displacement of security officials from other crime hotspots, leading to the possibility that the areas in question might become rife with crime during the period. Such thinking was especially prevalent as a result of most crimes in

South Africa occurring in residential areas that are not connected to the hosting of events (Tichaawa, 2009b).

2.9.2.3 Displacement of local residents and housing rights

Mega-event studies have identified pre-event, event and post-event impacts, each of which may involve unintended and unanticipated consequences, and which often have a significant negative impact on the enjoyment of housing rights (Hiller, 1998). Whether the event is a cultural event, such as a World's Fair or World Expo; a sporting event, such as the FIFA World Cup or the Commonwealth Games; or a political gathering, such as an International Monetary Fund (IMF) and World Bank Conference, it is possible to identify the negative impact that such events have upon local residents. According to the Center on Housing Rights and Evictions (CoHRE), the organisation and implementation of such events is all too frequently characterised by forced evictions, discrimination in the implementation of gentrification or beautification programmes, and/or a striking increase in the lack of affordability of housing for local residents (CoHRE, 2007).

Some of the main dimensions of the displacements and housing impacts of mega-events put forward by CoHRE (2007) include:

- the displacement and forced evictions of communities and/or individuals, in order to pave the way for the construction of mega-event related infrastructure;
- the displacement and forced evictions of communities and/or individuals related to redevelopment and gentrification processes that are linked to, or brought about by, the staging of the mega-events;
- the displacement and forced evictions (particularly of tenants) related to significant increases in housing costs due to the hosting of the mega-event; and
- 'cleaning operations' to remove homeless people from sight before and during a mega-event, as well as the criminalisation of homelessness.

Clean-up programmes associated with FIFA World Cup events have previously led to the displacement of homeless people. For example, nearly 300 homeless people were removed from an area surrounding the Nagai Stadium in Osaka, Japan, in 2002 (Varcoe & Johnston, 2002).

Recent studies highlight that the impact of forced evictions on children can be similar to the effects of war in terms of the developmental consequences of such trauma-inducing events (CoHRE, 2007). UN special rapporteur on housing rights, Salih Booker, echoed such sentiments during the recently held WUF in Brazil. According to the report, sub-Saharan Africa has the most slum dwellers (199.5 million), with the most unequal cities in the region in terms of wealth being Buffalo City, Johannesburg and Ekurhuleni, all of which are located in South

Africa (WUF, 2010). In line with the theme of the 2010 Forum entitled “The Right to the City: Bridging the Urban Divide”, one of the main activities at the Forum was to be an event on “Urban conflicts, mega-events and evictions”. The event came at a time when Brazil was preparing to host two ‘mega-events’: the 2014 World Cup and the 2016 Olympic Games (Rollnick, 2010).

Successive hosts of such mega-events as the Olympic Games are likely to improve on previous events by making them bigger, better, and ever more spectacular. The desire for improvement must be translated into a growing commitment to ensure that the holding of the events improves the human rights and well-being of the inhabitants of host cities (CoHRE, 2007). In recent years, FIFA has embarked on a number of campaigns and initiatives to ‘make the world a better place’, using concepts like the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP), the Football Against Racism in Europe (FARE) Network, and Street Football World, in order to prioritise the focus on such issues as discrimination, racism, child labour, health, education, and the environment (fifa.com, 2007c). Through concentrating on the youth, FIFA aims to use football as a tool for social development.

In the build-up to the 2010 FIFA World Cup, attempts were made to beautify Ellis Park, which, however, had a darker side as it also meant that a large number of marginalised people were still further marginalised, due to them not fitting into the larger scheme of things, with the demolition of slums in the stadium vicinity being suggested (Pillay & Bass, 2008). The ensuing subsection analyses the environmental benefits of mega-events, with emphasis on South Africa’s hosting of the 2010 FIFA World Cup.

2.9.3 Environmental impacts

In this age of global competition, large cities increasingly desire to host mega-events because of their promises of economic development, urban development projects, and unparalleled standing on the global stage (Guarinello, 2001). However, because all forms of human activity affect the environment, tourism and sport are also culpable in this respect (Kasper, 1998). Kasper (1998) identifies three main impact areas that should be considered when discussing mega-events with regards to the environment: impacts on nature; challenges that usually occur in the course of events; and the use of sport facilities and infrastructure post-event.

Most discussions of environmental impacts, especially in relation to large-scale events, tend to emphasise longer term infrastructural and environmental improvements, with increasing concern being expressed about the possible negative environmental consequences of such events (Coalter & Taylor, 2008), including the potential loss of biodiversity, pollution, and

waste management (Otto & Heath, 2009). While the obvious contradictions between sustainable development and the hosting of major international sport events pose challenges, they also create an opportunity for governments to implement sustainable development policies (Otto & Heath, 2009).

Mega-events tend to receive extensive media coverage, due to the huge scale of their impacts (Deccio & Baloglu, 2002). International sports events are characterised by almost a decade of preparation for a tournament that lasts for a few weeks, or even a few days. The wide-ranging media coverage that surrounds the events is intended to elicit greater awareness about the impact of such events, and with rising environmental issues, such as global warming, climate change and ecological imbalances, greater scrutiny is being placed on environmental programmes (City of Glasgow, 2010). After winning the bid to host the 2014 Commonwealth Games, Glasgow intends to use the opportunity to become one of the most sustainable cities in Europe by setting the environmental standard that the city will follow in implementing low-carbon and low-waste programmes, improving air quality, expanding green spaces, improving waste management, and investing in green technologies (City of Glasgow, 2010).

According to Coalter and Taylor (2008), preparations for the hosting of mega-events require the setting up of entire transportation infrastructure; the construction of venues and athletes' villages; and the meeting of energy, water and waste management requirements, not only for the duration of the Games, but for the lifetime of the buildings. Unless properly planned and managed, the changes could have very negative impacts on the environment (Pellegrino & Hancock, 2010). The majority of major sport events have focused on the importance of sustainable development and environmental education. For example, China used the opportunity of the 2008 Olympic Games in Beijing to reposition itself as more environmentally friendly and to reconcile its rapid economic growth with an environmental protection policy that included pollution control and water conservation (Pellegrino & Hancock, 2010). According to them, the initiative received widespread coverage for China throughout the rest of the world, as well as helped the country to realise the goal of staging the 'Greenest Olympics' ever, and such an achievement prompted the organisers of the 2010 Winter Olympics in Vancouver to ask people travelling to the Games to purchase carbon offsets for the estimated 268 000 tons of emissions the Games were projected to produce (Pellegrino & Hancock, 2010).

In the run-up to the 2010 FIFA World Cup in South Africa, the country adopted the 'Green Goal' initiative that had been introduced by the 2006 FIFA World Cup host, Germany (South Africa, 2007). The initiative used innovative techniques to reduce any impact on climate change (Maennig & Porsche, 2008), including the use of renewable energy at stadia and the more extensive use of public and non-motorised transport by fans, which could have resulted

in substantially reduced greenhouse gas emissions (South Africa, 2007). During the 2006 FIFA World Cup, implementation of the initiative helped to decrease electricity emissions from an estimated 75 400 tons to 2 490 tons, and transport emissions from 90 000 tons to 73 000 tons (Maennig & Porsche, 2008).

The *Cape Town Business Plan* (2007), in its environmental section, asserts that, based on the German legacy for the 2006 FIFA World Cup, FIFA has included the Green Goal approach, with the help of UNEP, with the aim of achieving an environmental legacy in the areas of public transport, waste management, 'wise' water, and renewable energy (CoCT 2006). The Minister of Environmental Affairs and Tourism, Marthinus van Schalkwyk, concurs in asserting that, "South Africa is committed to greening the 2010 FIFA World Cup by focusing on conservation of water and energy, waste management, transport and mobility and carbon offset campaigns" (South Africa, 2007). As with the success registered in Germany, the question for residents remained as to whether Cape Town would be able to implement the 'Green Goal' efficiently in order to leave a legacy come June 2010.

2.10 Summary

As has been discussed in this chapter, sport tourism has become a significant activity, both for the developed and for the developing world. Sport tourism plays a noteworthy role in the economic and social regeneration of both urban and rural communities, and is further regarded as a vehicle for improving the quality of life for residents by attracting visitors, hence contributing to the socio-economic and socio-cultural well-being of the local communities (Swart & Bob, 2007). Furthermore, the chapter also discussed mega-event legacies. Academics generally agree that the impacts of mega-events suggest that there are both positive and negative outcomes related to the hosting of mega-events (Horne & Manzenreiter, 2004). Discussions have been pursued, with a focus on the triple-bottom line approach to measuring mega-event impacts.

The chapter presented an analysis of sport tourism and mega-events in general, and in relation to South Africa in particular. The chapter also examined the FIFA World Cup and gave a background to South Africa's hosting of the 2010 edition of the FIFA World Cup. The prime focus was afforded to considering the residents' perceptions of the event impacts and other projected spin-offs on host communities, with an emphasis on the pre-tournament perceptions of residents of Green Point suburb, in the light of the hype that developed within three months of the kick-off of the event, and taking cognisance of the political economy of sport mega-events (Cornelissen, 2006).

Furthermore, the social exchange theory as an underlying concept to resident perception studies was also discussed (Fredline, 2005), as well as the approaches that have often been employed towards the measurement of mega-event impacts. The importance of perception analysis is specifically highlighted, as it could serve to ascertain how residents' responses can be gauged in preparing for the hosting of successful events.

The following chapter, Chapter Three, details the research methodology and research instruments utilised to conduct the study.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

The hosting of the 2010 FIFA World Cup was heralded by the host nation as having the capacity to generate significant social, economic and environmental legacies within host communities and of enhancing their image globally (Swart & Bob, 2009; Burnett, 2008). The purpose of the current study was to determine the pre-tournament perceptions of Green Point residents of South Africa's hosting of the 2010 FIFA World Cup, with only three months left before kick-off. The present chapter explains the methods that were used to gather information from residents within the identified event impact area. A detailed research methodology, in terms of the design and instruments of collecting and analysing data, is discussed. Following on a discussion of the limitations of the study, the study as a whole is delineated.

3.2 Research questions

As mentioned in Chapter One, the following research questions formed the basis of the study:

- What are the current perceptions of Green Point residents in general regarding the 2010 FIFA World Cup to be held in Cape Town, three months from kick-off of the event and the hosting of test events?
- What are Green Point residents' perceptions of the location of Cape Town Stadium?
- Have the completion of the infrastructure (the stadium) and the organisation of test events contributed either to a positive or to a negative attitude towards the 2010 FIFA World Cup, and to the location of the Cape Town Stadium in Green Point in particular?
- What do Green Point residents' perceive the impacts will be from hosting the 2010 FIFA World Cup?
- What shift in perception, if any, has been experienced as the build-up of the event draws closer, and why?

3.3 Sample selection

As was previously discussed in Chapter One, the focus of the current study was on determining Green Point residents' pre-tournament perceptions of South Africa's hosting of the 2010 FIFA World Cup and the impact of the stadium on their environment. In addition, attention was paid to whether, in the light of the hype that has built up around the event with only three months left, the residents viewed the event as having the capacity to generate the projected legacies. Both qualitative and quantitative techniques were used for collecting the required data. The survey questionnaire included both open- and closed-ended questions that the residents were asked regarding the identified event impact area.

Sample sizes often depend on the basic characteristics of a population and the objective of the research, as well as data analysis, credibility, time and financial constraints, non-response factors, statistical precision, and the basis of judgments made (Struwig & Stead, 2001). Isaac and Michael (1981) suggest that researchers follow four guiding principles when embarking on survey research. Surveys, according to them, should be systematic, representative, objective, and quantitative.

The research was conducted using questionnaires administered during face-to-face interviews. This method potentially offers the best response rate, because it allows for the development of rapport between the interviewer and the respondent (Arrey, 2006). In their studies of two major motorsport events in Australia, Fredline and Faulkner (2000:766) indicated that residents living closest to the event were most likely to be more affected by the event than those who resided further away. The author of the current thesis, in Chapter One, noted that the Cape Town Stadium, which is the designated competition venue for the 2010 FIFA World Cup in Cape Town, is situated in the Green Point Urban Park, which is a public recreation space (CoCT, 2009a), and that residents living within the vicinity of the Park were bound to be affected by the staging of the event.

Salant and Dillman (1994:58) note that a prerequisite of sample selection is that it should define the target population as narrowly as possible. As has previously been highlighted, StatSA estimates the population size of Green Point to be around 3 161 (Weiner, 2009), with recent statistics putting the figure at around 3 626 (Small, 2009). Chapter One of the study also indicated that the FIFA Fan Mile covers a distance of 2.6 km, linking the Cape Town central business district (CBD) to the Cape Town Stadium (CoCT, 2010c). For the current study, the sample size was based on a table of guidelines provided by Isaac and Michael (1981:193), and adopted by White (2003:78), for determining the required size of a randomly chosen sample from a given finite population. Accordingly, looking at the population of Green Point, a sample size of 400 household respondents was adopted. Table 3.1 below illustrates the guidelines for selecting samples sizes from a given finite population.

Table 3.1: Guidelines for determining population sample sizes

Population	Percentage (%) suggested	Number of respondents
20	100	20
30	80	24
50	64	32
100	45	45
200	32	64
500	20	100
1 000	14	140
10 000	4.5	450
100 000	2	2 000
200 000	1	2 000

Source: White (2003:78).

The questionnaire was administered using a spatially based stratified random sampling method, in terms of which one in every three households was eligible for sampling. The reason for choosing such a sampling method was because it allowed for the population to be split up into the appropriate strata, which allowed for a simple random sample to be taken from within each stratum (Chain, 2009). Cooper and Schindler (1998:239) assert that stratification, at best, is usually more efficient statistically than is simple random sampling and, at worst, is equal to it. According to them, researchers, in general, tend to advance three main reasons for preferring a stratified random sampling method:

- to increase a sample's statistical efficiency;
- to provide adequate data for analysing the various sub-populations; and
- to enable different research methods and procedures to be used with different strata.

According to Salant and Dillman (1994:54), probability sampling involves the selection of elements from a population, with each element having an equal chance of being selected. The view is further articulated by Patten (2004), who feels that obtaining an unbiased sample in which every member of a population has an equal opportunity of being selected is the main criterion when evaluating the adequacy of a sample. As random sampling may introduce sampling errors, an effort was made to reduce the number of sampling errors, and, thus, to increase the precision of the study, by increasing the sample size (Patten, 2004).

3.4 Study areas

The study was conducted in Green Point suburb, within a 2-km radius of Cape Town Stadium, which, in part, included the FIFA Fan Mile. Justification of the use of the chosen area is discussed in detail below.

3.4.1 Justification of study areas

3.4.1.1 Green Point suburb

The suburb of Green Point, which is home to the Cape Town Stadium, is situated at the foot of Signal Hill, close to Table Mountain, forming a very significant landmark in Cape Town. It is situated on the periphery of the city, which is located approximately 2 to 3 kilometres from the city centre. Wedged between Table Bay, Signal Hill, Sea Point, the Victoria and Alfred Waterfront, and the city centre, the suburb is situated amid much local action (CoCT, 2010c). The area is made up of a combination of businesses, accommodation establishments, private residences, apartment blocks, religious sites (such as churches and synagogues), and various social and sporting clubs. The suburb is located to the south of the Common and the stadium. The Green Point Common is one of the few areas of Cape Town that has remained largely undeveloped for centuries, with it having maintained its original function as a public open

space, with fields for sport and recreation (Anon, 2010b). Figure 3.1 below presents a map of Green Point.

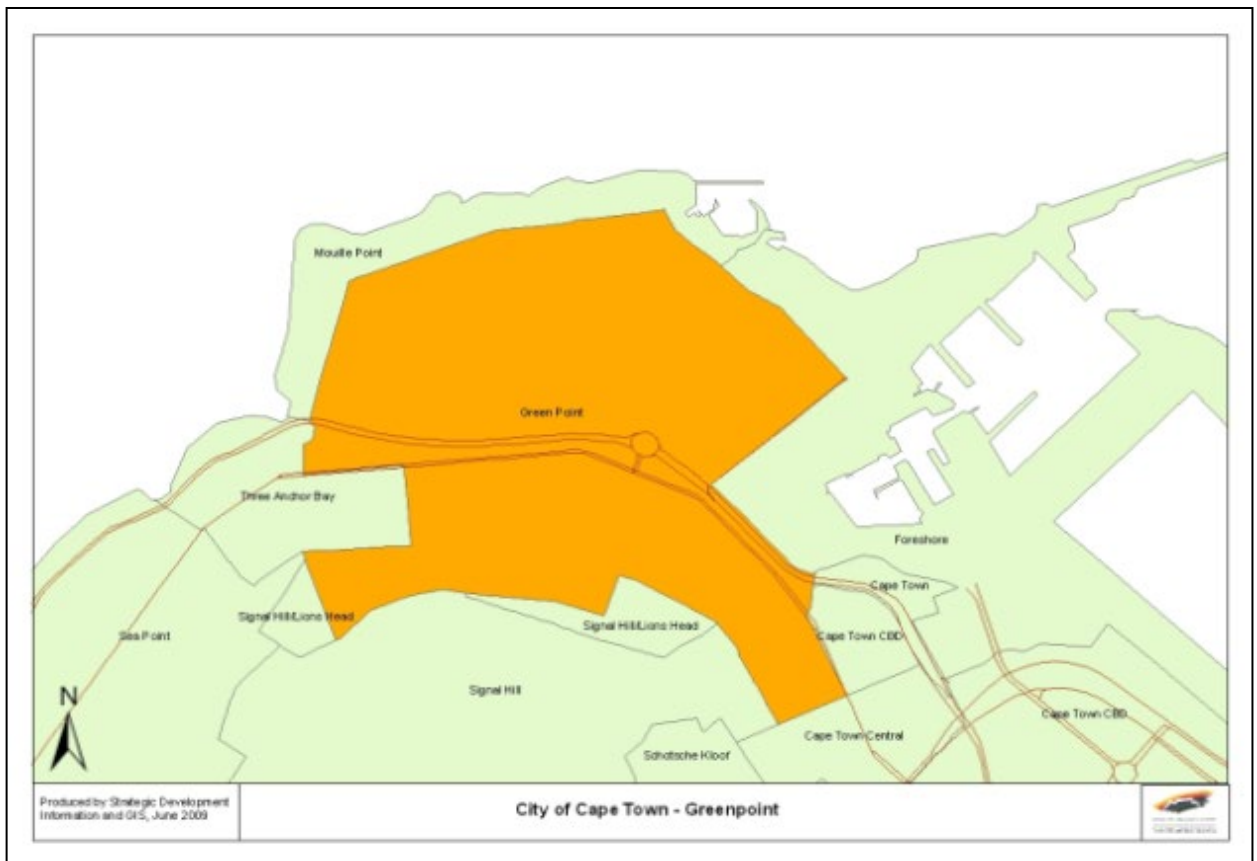


Figure 3.1: Map of Green Point suburb
Source: Small (2009).

3.4.1.2 FIFA Fan Mile

The 2.6-km Fan Walk is a pedestrian link along Darling, Strand, Adderley, Riebeek and Waterkant streets, through to Somerset Road, with dedicated pedestrian paths across Buitengracht Street and Western Boulevard, the Public Squares at St Andrews and the Stadium Forecourt, within the Green Point Urban Park (CoCT, 2010c). The route, a part of which falls within the delineated area of the study and with about 1 km of it falling within the Green Point suburb, is worthy of note, as it connects the Cape Town Stadium to the Fan Fest at the Grand Parade (CoCT, 2010c).

During the 2010 FIFA World Cup, the route bustled with local street theatre and vending activities giving fans a glimpse of the cultural and gastronomic delights of the city (CoCT, 2010c). Although the Fan Walk, as such, would only be in place on the eight Cape Town match days, the upgrading of walking and cycling facilities would obviously leave a lasting legacy in Cape Town (CoCT, 2010c). Figure 3.2 below presents a map of Green Point and the Cape Town CBD, showing the location of the Fan Walk.

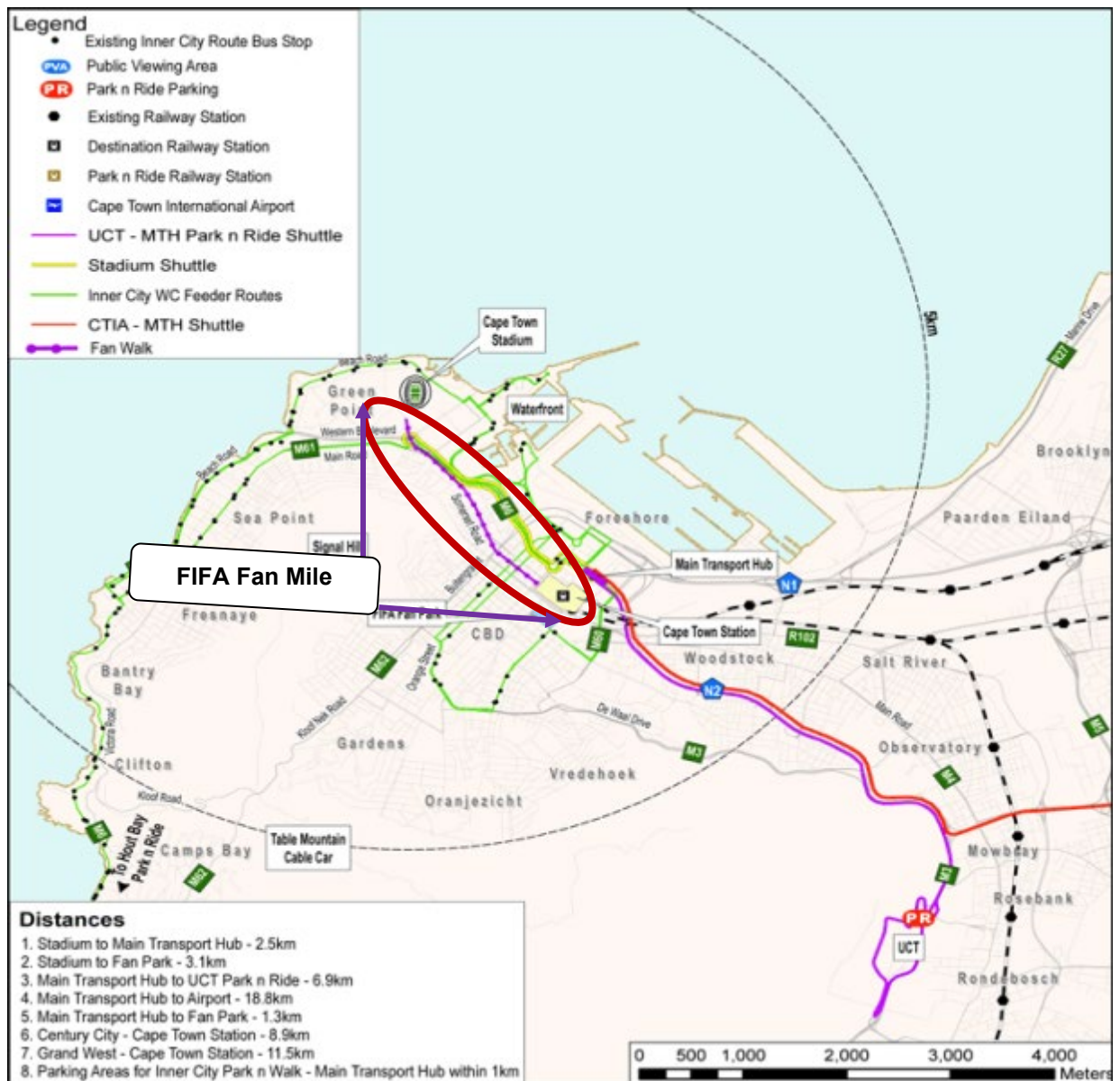


Figure 3.2: Map of Cape Town indicating the FIFA Fan Mile
 Source: CoCT (2010d).

3.5 Validity and reliability

In research, an instrument is valid if it measures what it is intended to measure and accurately achieves the purpose for which it was designed (Patten, 2004). Reliability relates to the consistency of the data collected (Wallen & Fraenkel, 2001). According to Patten (2004), "...validity is more important than reliability". Creswell (1994:121) explains that using established methods of measurement help to limit any bias and subjectivity of the researcher. In order to maintain a high level of reliability in the study, the questionnaire survey format was adopted from previous sport tourism and mega-event studies dealing with residents' perceptions.

The study also forms part of a longitudinal study of residents' perceptions in the Green Point precinct, with similar studies having already been carried out by Swart and Bob (2005) and

Chain (2009). Babbie and Mouton (2004:121) concur by suggesting that using measurement techniques that have been established by other social researchers is the best method of ensuring that a study is reliable. In addition, the proper training of fieldworkers in how to administer the questionnaire was provided by the Centre for Tourism Research in Africa (CETRA) of the Cape Peninsula University of Technology (CPUT). All fieldworkers undertook questionnaire-specific training aimed at helping them to determine the appropriate administration methods, as well as how to estimate the probable timeframe within which a questionnaire could be administered.

3.6 Research instruments and data collection

The most frequently used methodology for collecting information about a survey population was by means of a questionnaire. The questionnaire used in the current study was directed at those residents of Green Point who lived within a 2-km radius of the stadium and the FIFA Fan Mile at the time of the study. The following section gives a breakdown of the research instruments and the primary and secondary data collection methods used in the study.

3.6.1 Secondary sources of data

A concise literature study, which was performed on the secondary data sources used in the study, provided a theoretical background to the research study. Relevant literature on sport tourism, mega-events and residents' perceptions were collected and examined to form a basis for the study. The sources provided data that had been collected, analysed and discussed by previous scholars in the field and presented in such a way as to link previous studies to the research and design of the questionnaire.

3.6.2 Primary source of data

The primary source of data used in the study was obtained through administration of a questionnaire, as is explained below.

3.6.2.1 Questionnaire survey

Leedy and Ormrod (2005:185) point out that a questionnaire allows participants to respond to questions with the assurance that their responses will be anonymous, allowing them to be more truthful than they might otherwise have been. Babbie (1989:236) indicates that, questionnaires are the most commonly used mode of observation in social science research. De Vos, Strydom, Fouché, and Delport (2006:166) further assert that the objective of a questionnaire is to obtain facts and opinions from people with an informed opinion on a particular issue. The questionnaire in the present study included both open-ended and closed-ended questions. The latter questions were more specific, requiring respondents to select their answers from a number of pre-set responses, whereas the former allowed for more detailed

answers and gave respondents the opportunity to provide their own answers to the questions asked of them (Baker, 1988).

According to De Vos *et al.* (2006), several means of administering questionnaires exist, namely questionnaires can be mailed, administered telephonically, self-administered, or administered by trained interviewers. Babbie (1989) contends that, where there is a guarantee of anonymity, self-administered questionnaires are more appropriate than are the other forms of administering questionnaires. However, in order to further simplify the process of collecting data, the study was conducted face-to-face by trained and experienced interviewers from CPUT and the University of the Western Cape, using the method referred to by Leeuw, Hox and Snijkers (1995) as paper and pencil interviews (PAPIs), which allow for the clarifying of unclear questions. A cover letter detailing the purpose of the study was also designed and attached to the questionnaire (see Appendix B). The required data were collected in Green Point (see Appendix E) three months before the kick-off of the FIFA World Cup. The questionnaire consisted of the six sections explained below.

Section 1: The first part of the questionnaire asked respondents about their awareness of the FIFA World Cup to be hosted in South Africa in 2010, and through which media they had first been made aware. The section was aimed at determining which of the different modes of disseminating information on the event was mostly applied, in order to gain insight into the marketing and management of future events.

Section 2: This section focused on the respondent's awareness of the 2010 FIFA World Cup venues and legacy projects in Cape Town. Emphasis of this aspect of the study was due to the fact that, if the residents lacked knowledge about events taking place in their community, they might perceive it negatively, which might even result in residents being hostile towards both guests and participants, which might undermine the positive impacts that might otherwise have accrued from the event.

Section 3: This section included questions aimed at determining the respondents' support and awareness of the 2010 FIFA World Cup. Respondents were asked to select from a series of statements that summarised their level of interest and participation in soccer as spectators and as a recreational activity. The objective was to determine their interest in soccer in general, and in the 2010 FIFA World Cup in particular, in order to gauge their willingness to participate in the event. The residents were also asked about their willingness to buy tickets to watch games, as well as about their ability to travel to other host cities and/or PVAs (Fan Parks).

Section 4: This section included questions aimed at determining the respondents' degree of involvement in the planning and support of the 2010 FIFA World Cup. Respondents were also required to answer questions regarding their willingness to receive updates on the events' opportunities.

Section 5: Questions in this section were aimed at determining the respondents' perceptions and attitudes towards the 2010 FIFA World Cup. Using the Likert rating scale, they were required to rate statements in relation to South Africa's readiness to host the event, as well as in relation to perceived infrastructural, economic, social, environmental, tourism and sport impacts of the event. The respondents were also required to answer questions regarding their level of support for the investments made towards the hosting of the event and about what sector of the population they thought stood to benefit more from the projected impacts of the event.

Section 6: The last section of the questionnaire focused on the demographic variables involved, such as the respondent's age, gender, race, and academic and employment status, as well as their income bracket. The aim was to determine which sector of the population tended to support such events as the 2010 FIFA World Cup more, in relation to the other sectors, so as to be able to find proper tools to market future events adequately.

3.7 Ethical considerations

According to Taylor (1994), social science research of any kind is a complex activity that is carried out within a variety of cultural, legal, economic, and political environments that are bound to influence the research in terms of its scope and focus. She adds that, under complicated circumstances, the consistent definition and maintenance of ethical standards is of obvious importance, particularly where human subjects are involved (Taylor, 1994). In this study, in order to maintain the integrity of the research, the research topic was cleared with the Ethics Committee of the Business Faculty of CPUT (Appendix A).

As indicated in Chapter One, no written consent was required for participation in the current study. Interviewers, however, did request verbal consent from prospective respondents prior to commencement of the survey and also informed respondents of all ethical considerations, such as that their participation in the survey was voluntary and respect was granted to the confidentiality and anonymity of respondents. Substantiating the above, Taylor (1994) highlights that those individuals who supply information for research purposes often have legitimate concerns about the uses to which the information is put, and therefore expect a strict adherence to undertakings of confidentiality given at the time of data collection. In addition, written permission was requested and obtained from the GPRRA to pursue the study

in the Green Point suburb (Appendix B). Furthermore, because the study was a longitudinal study on residents' perceptions that formed part of a larger study within the Cape Metropole area, permission was also obtained from the CoCT to conduct the study (Appendix D). The surveys were conducted in residents' homes and apartments.

3.8 Limitations

The following limitations associated with the study were identified;

- Surveys were limited to households located in the Green Point suburb, the FIFA Fan Mile and the FIFA Exclusion zone within a 2-km radius of the Cape Town Stadium.
- Residents sometimes resisted revealing their income categories, thereby limiting the researcher's ability to determine in all cases whether income had any influence on their perceptions with regards to the 2010 FIFA World Cup and the Cape Town Stadium.
- A number of residents resided in apartment blocks with restricted public access, therefore limiting access to them.
- Residents, in most cases, were only available during the evening, due to their working during the day, so that interviews could only generally be conducted at that time of day.
- Furthermore, most fieldworkers were part-time students who needed to attend evening classes, thereby limiting the contingent available for conducting fieldwork at a time of day when the majority of the respondents were home.

3.9 Procedure for analysing data

The SPSS software was used to analyse quantitative data. The software enables data to be described and summarised using descriptive statistics, tables, bar charts, and graphic presentations. Qualitative data were analysed into conceptual categories, based on the constant comparative method.

3.10 Summary

In order to address the research objectives, the methods of collecting and analysing information, tools, techniques and procedures used to guide the study were discussed in this chapter. In total, 400 residents were surveyed.

With the methodology for the study having been determined, the following Chapter (Chapter Four) presents discussions of the analysis and findings regarding the data collected. Efforts are made to provide suitable answers to the research objectives which were set out in Chapter One.

CHAPTER FOUR

RESEARCH FINDINGS, ANALYSIS AND DISCUSSION

4.1 Introduction

Chapter Three of the current study outlined the detailed research methods that were used, which comprised questionnaires that were self-administered to 400 residents of Green Point suburb by carefully selected and trained fieldworkers.

In this chapter (Chapter Four), a presentation of the findings, as well as an analysis and discussion of responses that were received from the respondents, is presented. The discussion considers the research objectives, as previously determined in Chapter One of the current study. Tables and figures are used to present and illustrate the findings as clearly as possible. Furthermore, in line with the key objectives of the study, thematic comparisons will, where necessary, be drawn with the work of Chain (2009), with a similar study being carried out within a 1-km radius of the Green Point suburb which considered residents' perceptions of stadia development and the impacts of the 2010 FIFA World Cup in the area, to ascertain whether any shift in perceptions had occurred.

4.2 Responses

As previously mentioned in Chapter One of the current study, Green Point's total population numbered approximately 3 626 (Small, 2009). Based on the table for determining the required sizes of a randomly chosen sample from a given finite population by Isaac and Michael (1981:193), and as further illustrated by White (2003:78), as highlighted in Chapter Three of the study, a sample size of 400 respondents was selected. All 400 valid responses were collected from residents of the Green Point suburb living within a 2-km radius of the Cape Town Stadium and the FIFA Fan Mile during the period 6 to 22 April 2010. As an ethical prerequisite for the social science research of which this study forms a part, and also to reveal the quality of respondents who were involved in the study, the following section provides an outline of the demographic profile of the respondents concerned.

4.3 Demographic profile of respondents

This section presents key findings from the demographic profiles of respondents, in terms of their age, gender, race, marital and employment status, and monthly household income. The next subsection presents results concerning the age distribution of the respondents.

4.3.1 Age distribution of respondents

This question required respondents to indicate their age group by choosing from a list of seven different age categories provided, as is illustrated in Table 4.1 below. The findings

indicate that the Green Point suburb was mostly inhabited by the younger age categories, as 81.2% of the respondents fell between the ages of 18 and 50 years. Such a finding was consistent with that of StatSA, which, in 2001, found that the majority (59.62%) of the population of the Green Point suburb were between the ages of 18 and 54 years (StatSA, 2001). Furthermore, 18.8% of the population surveyed belonged to the older age categories above 51 years of age. The average age of respondents was 38.2 years. Table 4.1 below is followed by a presentation of the gender distribution of respondents.

Age group	Total (n=400 in %)
18–20	3.4
21–30	32.8
31–40	28.2
41–50	16.8
51–60	10.5
61–70	5.5
70>	2.8

4.3.2 Gender distribution of respondents

Figure 4.1 below presents the results found in relation to gender distribution, with there being slightly more men (58.5%) than women (41.5%) involved in the study. The findings might signify a male domination of the population of the suburb, especially when considering the fact that, in a similar study, Chain (2009) also found similar patterns, with 54.7% of the population being men and 45.3% being women.

In addition, as indicated in Swart and Bob (2009), researchers also noticed that more male than female respondents were willing to take part in their study, perhaps justifying Mertens' (2002) assertion that sport and sport talk can be considered male-dominated discourse, forming a "unique window into the psyche of men". Furthermore, the findings are consistent with the claims made by such behavioural science researchers as Kiovula (1995:543), who maintains that the domain of sport and physical activity has traditionally been considered to appeal to men rather than to women, albeit changes have occurred in recent years, with more women coming to participate in and be interested in sport (Kay, 2010). The gender distribution illustrated in Figure 4.1 below is followed by a presentation of the marital status of respondents.

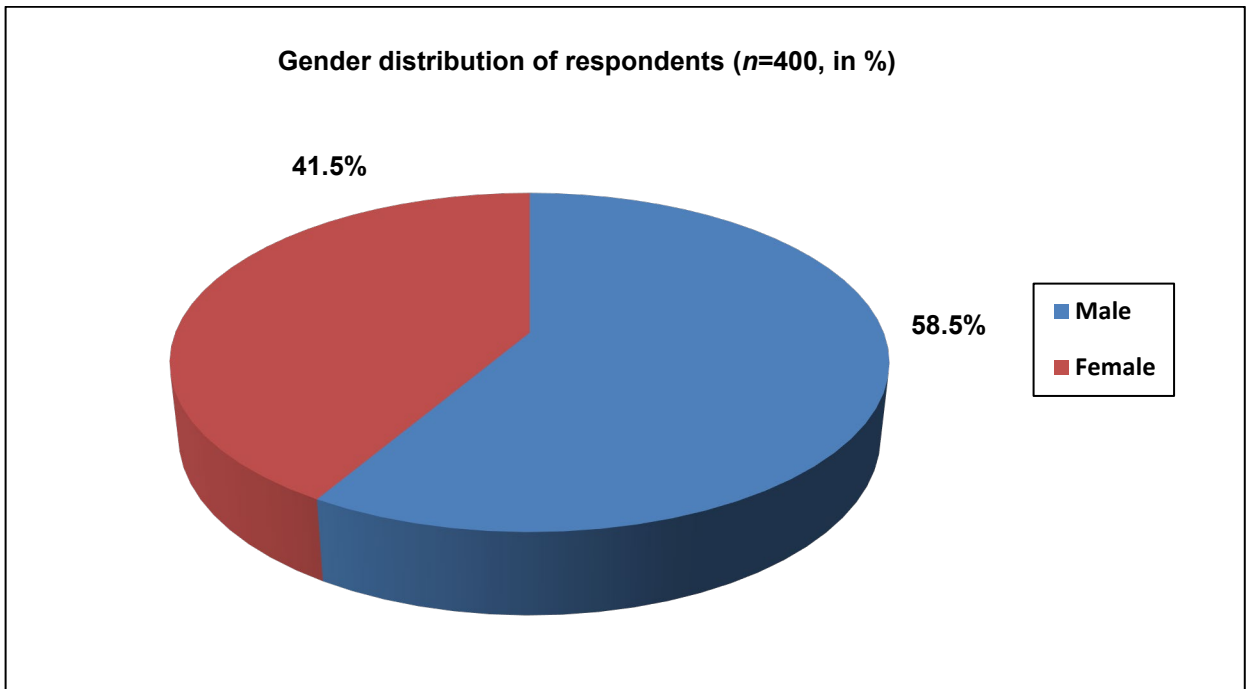


Figure 4.1: Gender distribution of respondents (n=400, in %)

4.3.3 Marital status of respondents

Table 4.2 below, which outlines the marital status of respondents, clearly indicates that the majority of the residents surveyed in Green Point suburb (53.7%) were single, as was expected, followed by 37.0% who indicated that they were married. A few of the respondents (5.5%) indicated they were divorced, and 2.5% indicated that they were widowed, while 1.3% indicated that they were separated.

Marital status	Total (n=400)
Single	53.7
Married	37.0
Divorced	5.5
Widowed	2.5
Separated	1.3

Subsection 4.3.4 below discusses the racial composition of the respondents.

4.3.4 Historical race category of respondents

Green Point suburb was considered a white residential suburb in the context of the Group Areas Act of 1950 that designated racial residential neighbourhoods during the apartheid era in South Africa (Swart & Bob, 2009). Results from the National Census that was conducted in 2001 reflected the above fact, indicating that a white majority made up 74.95% of the total population of the suburb, followed by 11.87% coloured people, 11.33% Africans (black people), and 1.85% Indian people. In this study, as is depicted in Figure 4.2, the majority of

residents in the Green Point suburb (54.0%) were found to be white, followed by 24.8% black, 14.5% coloured, and 5.0% Indian, while 1.7% retained their neutrality on the issue or provided no response to the question concerned. Though consistent with previous indications of the white domination of the total population of the suburb, there has been a significant demographic movement, with a notable increase in the black population when compared with results obtained in the 2001 national census conducted by StatSA, perhaps as a result of the abolition of the aforementioned laws, and also suggesting the growth of a black middle class.

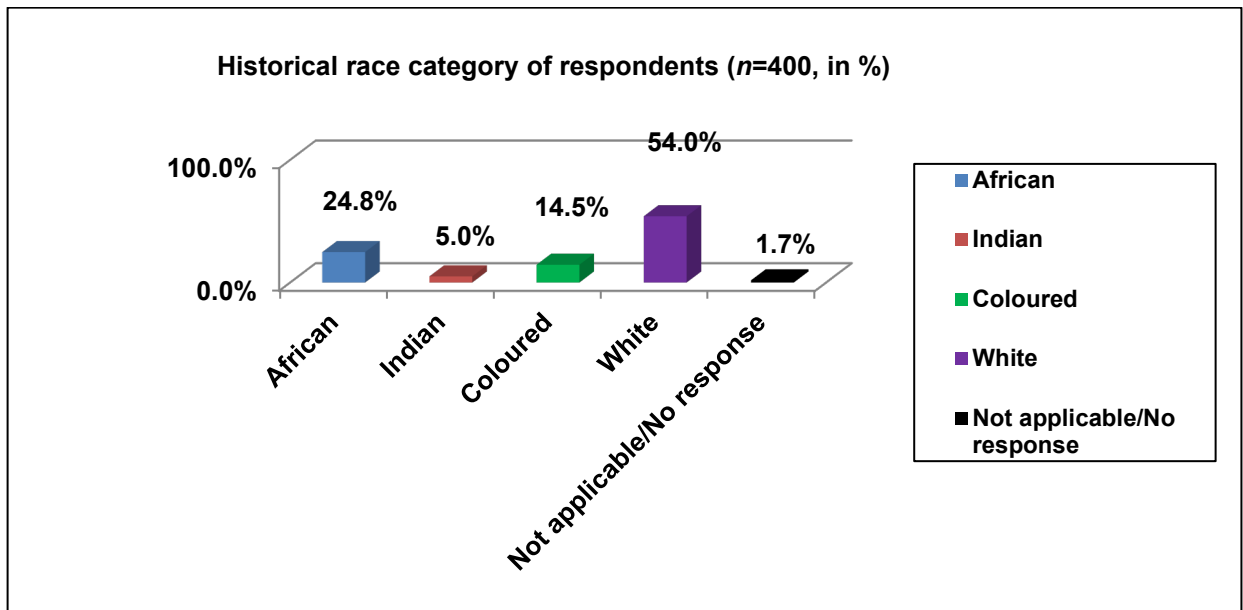


Figure 4.2: Historical race category (n=400, in %)

The following subsection discusses whether the respondents considered themselves as part of a majority or minority group in the country, and what factors they advanced in support of such claims.

4.3.5 Consideration of group identity in South Africa

This question required respondents to indicate whether they considered themselves as part of a majority or minority group in the country. The findings in Table 4.3 below indicate that 33.5% of respondents considered themselves part of the minority group, while 21.4% considered themselves part of the majority group. Some (23.3%) respondents saw themselves neither as part of a majority nor as part of a minority, while a further 21.8% were unsure as to which category did they belong. Furthermore, the question required them to choose from a list of given indicators that made them identify with a particular group, as is indicated in Table 4.3 below.

Table 4.3: Consideration of group identity in the country (n=400, in %)	
Majority or minority group	Total (n=400)
Minority	33.5
Majority	21.4
Neither	23.3
Not sure	21.8

4.3.5.1 Factor used to determine group identity

In a follow-up to the previous section, respondents were required to ascertain from a predetermined list of factors why they considered themselves to be part of a majority or minority group in the country. Tables 4.4 and 4.5 elucidate the findings obtained in this respect. Table 4.4 indicates that the majority (71.7%) of the respondents considered race as a determining factor regarding them considering themselves as being part of the majority group, while others considered factors such as language (37.9%), ethnicity (37.2%), residential area (26.6%), political affiliation (26.5%), and religion (24.2%) as being the determining factor, respectively. Most of the respondents indicated race as a primary factor, no doubt largely due to the legacy of apartheid left in the country.

Table 4.4: Factors used to determine group identity – majority (n=86, in %). Multiple responses	
Factor used to determine group identity	Total (n=86)
My race	71.7
My language	37.9
My ethnicity	37.2
Where I live (locality)	26.6
My political affiliation	26.5
My religion	24.2

Conversely, Table 4.5 below shows that the majority of respondents considered themselves as a minority based on religion (75.8%), while political affiliation (73.5%), residential area (73.4%), ethnicity (62.8%), language (62.1%), and race (28.3%) were considered as the determining factor in that order, respectively.

Table 4.5: Factors used to determine group identity – minority (n=134, in %). Multiple responses	
Factor used to determine group identity	Total (n=134)
My religion	75.8
My political affiliation	73.5
Where I live (locality)	73.4
My ethnicity	62.8
My language	62.1
My race	28.3

The above presentation of factors indicating the reasons why residents of Green Point suburb feel that they belong to the majority or minority group in the country shows that more of the respondents felt that race, rather than any other consideration, was a determining factor for them deeming that they belonged to the majority. However, religion, political affiliation, and locality were predominant factors for those who viewed themselves as part of the minority.

4.3.6 Respondents' highest level of education

Respondents were then asked to indicate their highest level of education by choosing from a list of given categories, as is shown in Table 4.6 below. The findings indicate that more than half (55.7%) of the respondents had attained either an undergraduate degree (29.5%) or a diploma (26.1%), while 24.3% indicated that they had been awarded a postgraduate certificate or diploma, and 16.7% had only attained a secondary education. The results illustrate that the residents of Green Point suburb were mostly well educated. However, the results indicated that 1.4% of the respondents had completed only a primary education and 1.3% had no formal education at all. Those with a partial primary education made up 0.4% of the population, while 0.3% had completed some other form of education, notably business courses.

Level of education	Total (n=400)
Undergraduate	29.5
Certificate/Diploma	26.1
Postgraduate	24.3
Secondary education completed	16.7
Primary education completed	1.4
No formal education	1.3
Partial primary education	0.4
Others	0.3

4.3.7 Employment status of respondents

Table 4.7 below presents results regarding the employment status of respondents. Most (14.5%) of the respondents were found to be self-employed, with students and scholars comprising 13.5% of the population, and professionals 13.3%. A further 12.3% of the respondents were found to be administrators and managers, followed by 11.5%, who were involved in sales and marketing. Albeit the difference in percentages, the pattern revealed supports Chain's (2009) findings. The results also reveal that 8.5% were retired, while the percentages for business people and artisans/technicians were the same, being 6.3% respectively, with 5.8% choosing other categories. Furthermore, 2.8% were home executives, 1.7% were involved in unskilled labour, while the remaining 3.5% of respondents were unemployed.

Employment status	Total (n=400)
Self-employed	14.5
Student/Scholar	13.5
Professional	13.3
Administrator/Manager	12.3
Sales/Marketing	11.5
Retired	8.5
Business person	6.3
Artisan/Technician	6.3
Other	5.8
Unemployed	3.5
Home executive	2.8
Labour/Unskilled	1.7

4.3.8 Respondents' monthly income

Respondents were asked to indicate their monthly income by selecting from a predetermined list provided. The results, as illustrated in Figure 4.3 below, show that most (37.2%) respondents earned between R1 and R10 000 a month, closely followed by 32.4%, who earned between R10 001 and R20 000 a month. A slightly lower percentage (14.2%) of respondents earned between R20 001 and R30 000 a month, while 8.9% of the respondents have no source of income, in keeping with the previous finding that 13.8% had said that they were students. Furthermore 4.5% earned between R30 001 and R40 000 a month, 2.0% earned between R40 001 and R50 000 a month, and 0.8% earned over R60 000 a month. This middle-to-high income distribution may also be reflective of the high levels of education in the area. However, 1.3% of the respondents remained anonymous in this regard. The average income of respondents was R13 550.63 a month, which was slightly more than the average income of respondents in the Chain (2009) study, which was R10 092 a month. The receipt of a high disposable income augured well for the event, as it suggested a greater potential willingness by residents to attend matches during the 2010 FIFA World Cup, in that they could afford to buy tickets for the event. In section 4.7, a cross-tabulation of actual indication of willingness to attend matches and the income of respondents is presented to determine whether a correlation exists between both variables.

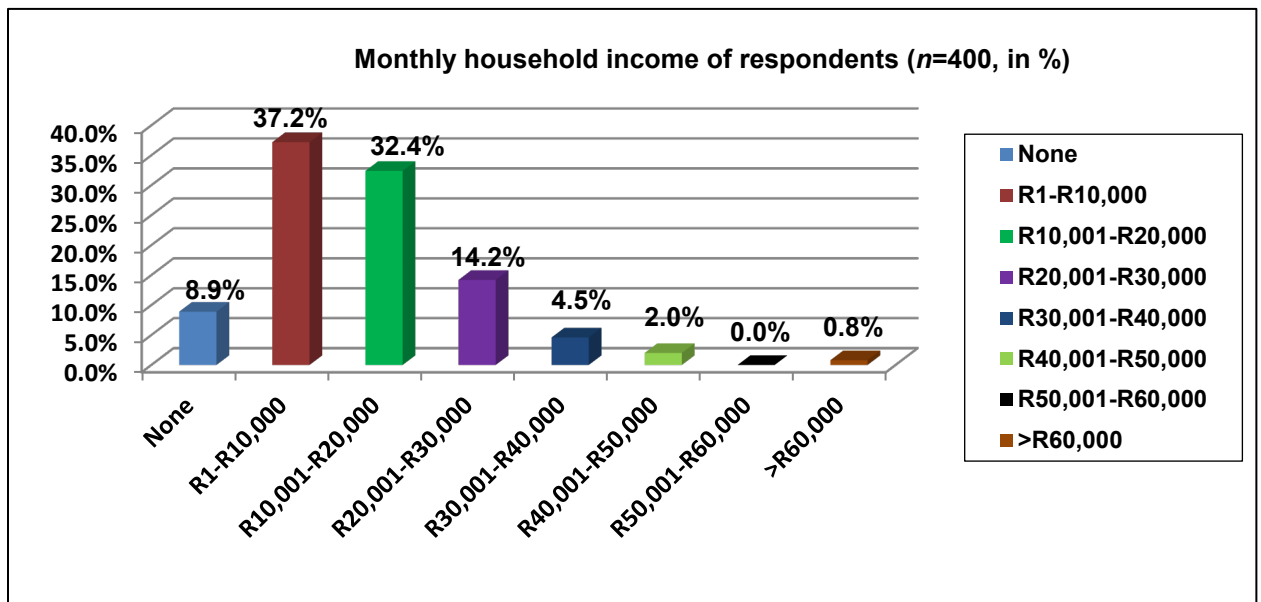


Figure 4.3: Monthly household income of respondents ($n=400$, in %)

Residents were then required to indicate their levels of awareness of South Africa's hosting of the 2010 FIFA World Cup, in relation to stadia development and other event-related legacy projects. Their responses are discussed in section 4.4 below.

4.4 Residents' awareness of sport tourism events hosted by South Africa in 2010

Bull and Lovell (2007:239) state that the importance of understanding the levels of residents' awareness is crucial, as it determines their levels of support for an event. This section presents key findings with regards to Green Point residents' awareness of sport tourism events organised in South Africa in 2010. The results are elaborated upon and discussed in the following subsections.

4.4.1 Residents' awareness of major sport tourism events held in South Africa in 2010

The significance of ascertaining the levels of awareness amongst residents is highlighted by the need for the effective and efficient dissemination of information by event stakeholders and organisers (Bull & Lovell, 2007:239). In this regard, the results in Figure 4.4 below illustrate the respondents' awareness of forthcoming major sport events that South Africa would be hosting in 2010. The overwhelming majority (98.8%) of respondents indicated that they were aware of the forthcoming major sport event being held in 2010, while only 1.0% indicated they were not aware of any such event. Very few (0.2%) of the respondents stated that they were unsure about such an event. The results suggest that the implementation of communication strategies by event organisers and stakeholders was effective, with almost all respondents being aware of the event. The strategies, which are considered in subsection 4.4.3 that follows, could inform future preparations to host similar mega-events in South Africa.

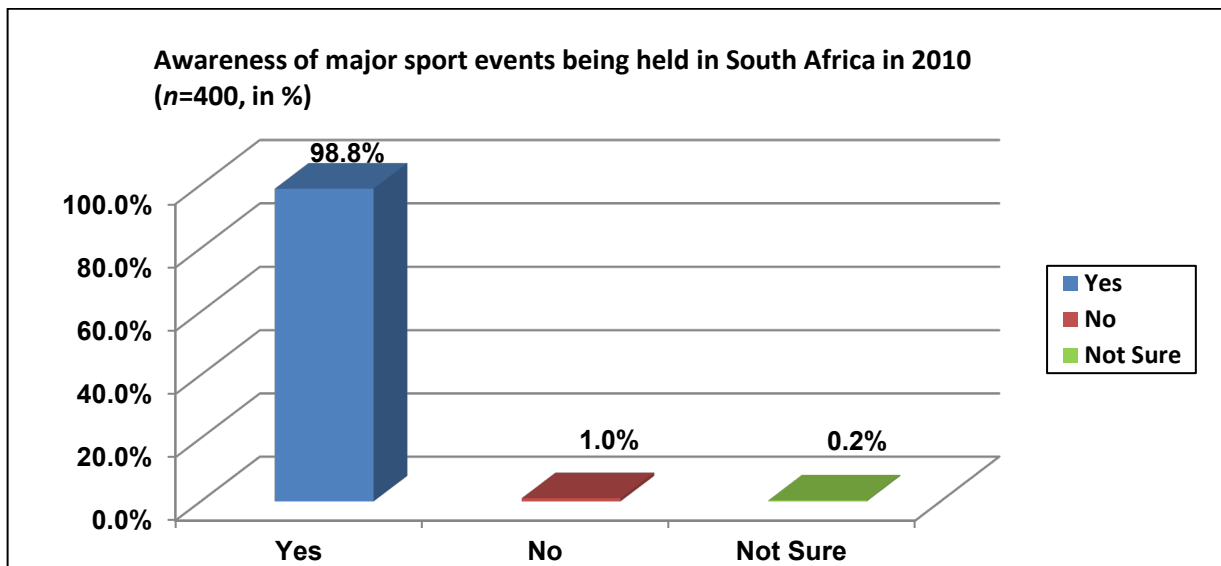


Figure 4.4: Awareness of sport tourism event being held in South Africa in 2010 (n=400, in %)

4.4.2 Residents' level of awareness of the 2010 event hosted by South Africa

As was previously highlighted in Chapter One, Swart (2009) contends that it is important to undertake studies of residents' perceptions three months prior to, and three months after, an event has taken place, in order to better understand residents' perceptions, and how or why they might vary over time, which, according to Ritchie *et al.* (2009), can help ascertain the level of, and reasons for, support or opposition met with from residents. As a follow-up to the previous subsection, Table 4.8 presents results to the question as to which major sport tourism event was being held in South Africa in 2010. As expected, all (100%) of the respondents chose the FIFA World Cup from a list of five events provided as the event concerned, representing a 3.8% upward adjustment from that found by Chain (2009).

Statement	Total (n=400)
FIFA (Soccer) World Cup	100
Rugby World Cup	0.0
Cricket World Cup	0.0
Golf Tournament	0.0
Other (specify) Super 14 Rugby & Athletics	0.0

4.4.3 How respondents were informed of South Africa's hosting of the 2010 event

Bull and Lovell's (2007) contention, as noted by Chain (2009), that the importance of assessing residents' level of awareness is underscored and reliant on the successful dissemination of information by the organisers and relevant stakeholders about the event and the positive spin-offs that might accrue there from. Residents were requested to indicate the various media through which they were informed of South Africa's hosting of the 2010 event from a list of nine options, from which they were allowed to choose more than one. The results presented in Table 4.9 below illustrate that the overwhelming majority of respondents

indicated television (94.6%) as their main informant regarding hosting of the event. Obtaining such a high percentage for the medium might perhaps confirm the position of television as one of the most notable means of information dissemination in relation to mega-events. Notwithstanding, other traditional forms of information dissemination also received reasonable responses, with 33.9% indicating newspapers, 21.7% the Internet, 21.4% posters, and 19.6% radio, while a further 17.1% indicated friends. Such findings provide insight into which channels to employ when devising marketing strategies for future mega-events that South Africa might seek to host. Other forms of information, such as community meetings (8.4%), email (4.8%), Simple Message Syndication (SMS) (2.8%), and others (1.6%) showed relatively low outcomes.

Fredline (2005) contends that the degree of support granted to events by communities is relative to their involvement in planning processes. Accordingly, the Green Point community might have opposed stadium developments in their area, due to relatively little information being conveyed through community meetings by the event organisers, as is evident that only 8.4% of the respondents indicated that they were informed via this medium of communication. Furthermore, the results confirm the assertions that have been made that mega-events are viewed as promotional campaigns through which cities and countries seek to position themselves globally, due to the extensive media coverage that they receive, as noted by Cornelissen (2006).

Medium of communication	Total (n=400)
Television	94.6
Newspaper	33.9
Internet	21.7
Posters	21.4
Radio	19.6
Friends	17.1
Community meetings	8.4
Email	4.8
SMS	2.8
Other	1.6

4.5 Awareness of 2010 FIFA World Cup stadia and legacy projects

Mega-events provide cities and countries with an opportunity to invest in infrastructure and superstructure (Uppal, 2009), as well as with opportunities for increased publicity and enhanced awareness (Ritchie *et al.*, 2009). Matheson and Baade (2003) indicate that, in less-developed countries, the opportunity costs of providing state-of-the-art facilities and the lack of

modern infrastructure for the hosting of mega-events require significant additional investment than in more developed countries. Such investments, especially in infrastructure, are expected to leave lasting legacies that seek to maximise the long-term benefits of such events for the hosts concerned (O'Brien, 2006). The following subsections reveal the levels of awareness found among residents regarding the competition venue built in their area, and other legacy projects related to the 2010 event.

4.5.1 Awareness of competition venue built for the 2010 event

One of the tangible, long-term legacies associated with hosting mega-events is the potential infrastructural benefits obtained, with the resultant infrastructure-led economic growth and the promotion of job creation (Swart & Bob, 2009). As is shown in Figure 4.5 below, the overwhelming majority (94.3%) of respondents indicated that they were aware of the competition venue built in their area for the event, whereas relatively few (4.2%) indicated that they were not, which further highlights the high level of awareness among Green Point residents of the 2010 event. The remaining 1.5% of the respondents indicated that they were not sure.

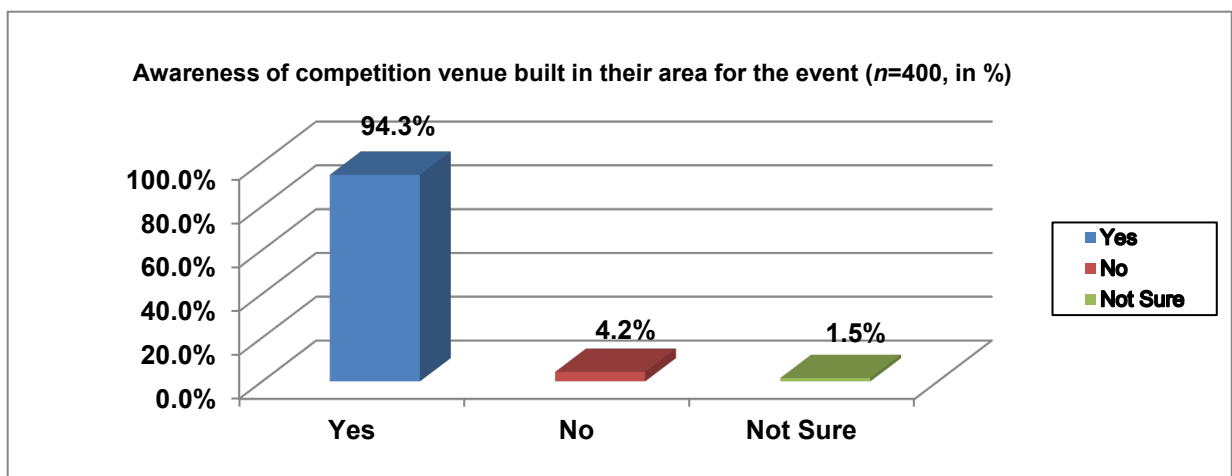


Figure 4.5: Awareness of competition venue built in their area for the event (n=400, in %)

4.5.2 Awareness of new or upgraded sport facility built for the 2010 event

The responses covered in this subsection were obtained as a follow-up question to that described above. The respondents were asked to indicate the extent of their awareness of any new or upgraded facility for the 2010 FIFA World Cup. The findings indicate that a notable majority (76.2%) of the respondents stated that they were aware of the sport facility being built or upgraded for the event in their area, while 23.8% were not (see Figure 4.6 below).

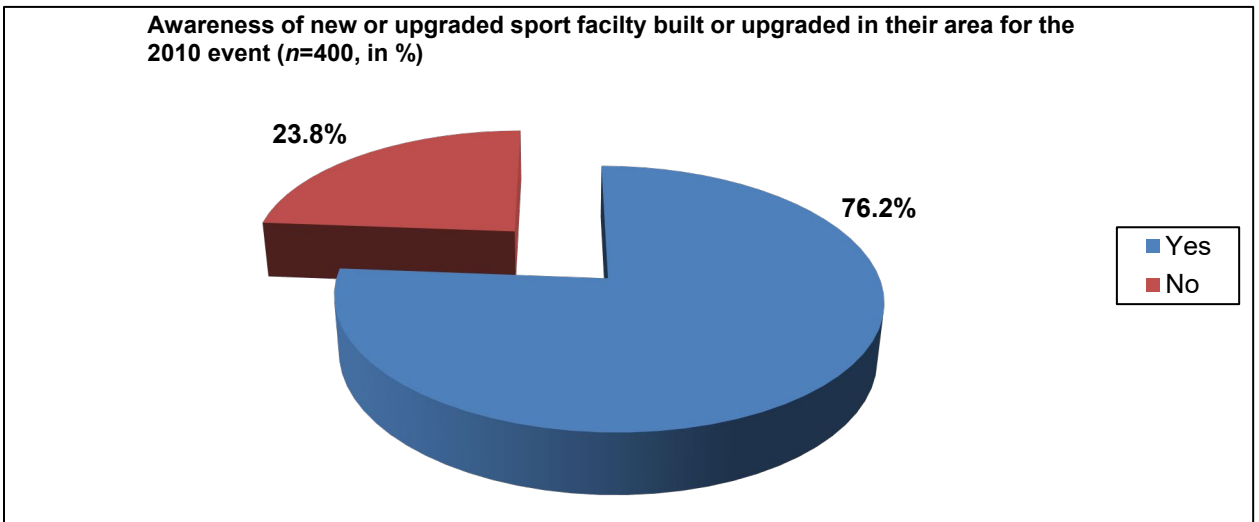


Figure 4.6: Awareness of sport facility built or upgraded for the 2010 event (n=400, in %)

4.5.3 Residents' awareness of 2010-related legacy projects in their area

Respondents, in another follow-up question, were asked to indicate the extent of their awareness of any 2010-related legacy projects in the area (see Figure 4.7 below). Over half (50.5%) of the respondents stated that they were aware of 2010-related legacy projects in the area, whereas the rest (49.5%) stated that they were not.

The lack of awareness of any such projects might demonstrate confusion about the meaning of the term 'legacy', if the results are compared with those previously obtained, with 94.3% and 76.3% respectively affirming their awareness of the construction of event-related infrastructure, which, in themselves, are legacy projects. The lack of communication between the residents and event organisers is also highlighted, which might also have accounted for the earlier contentious debates that surrounded the Cape Town Stadium development. For such reasons, it is likely that researchers like Swart and Bob (2009) contend that planning and preparing to host mega-events often excludes residents, which might lead to them resisting the holding of such events in their areas.

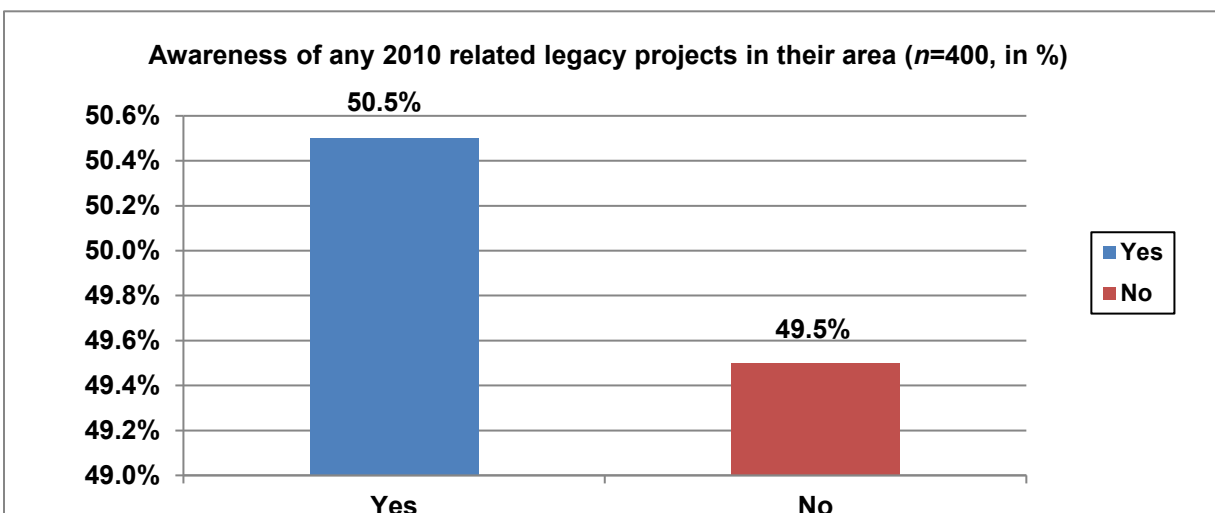


Figure 4.7: Awareness of 2010-related legacy projects in the area (n=400, in %)

4.5.4 Identification of 2010-related legacy projects

Legacy is usually considered as what is left behind after an event has been concluded (Preuss, 2007a), which provides opportunities for increased publicity and for the enhanced awareness of host cities and nations (Jeong & Faulkner, 1996), as well as for potential investment in new infrastructure and the creation of new facilities that locals and tourists alike can enjoy (Ritchie *et al.*, 2009). Residents' support is usually gauged by the degree to which they believe that they can benefit from hosting an event in their area and their belief in the post-event sustainability of facilities constructed specifically for the event (Swart & Bob, 2009).

Of those respondents who indicated knowing about 2010-related legacy projects ($n=202$), most (28.7%) respondents unsurprisingly identified upgrades to the Green Point Commons and Urban Park, of which they knew from being residents in the adjoining area and having witnessed such projects taking place. Furthermore, 20.6% identified transport infrastructure, including such projects as roads (16.2%), upgrades of the Cape Town International Airport (0.6%) and the Cape Town Railway Station (1.7%), the newly introduced BRT system (2.1%) and the Cape Town Stadium (10.2%) were identified. Another 0.6% identified hotels as legacy-related projects, the legacy of which could be viewed in relation to future expansion in tourism accommodation requirements, with 4.8% indicating the FIFA Fan Mile and Fan Parks.

In terms of the definition of PVAs proffered by Preuss (2007a), the FIFA Fan Mile and Fan Parks might not have been considered as legacy projects by the respondents, since they only tend to last the duration of the event. However, in consideration of their contribution to the enhancement of social cohesion and the 'feel-good' effect, as highlighted by Maennig and Porsche (2008), their inclusion can be seen as relevant. Table 4.10 below outlines the 2010-related legacy projects.

Statement	Total ($n=202$)
Green Point Common and Urban Park	28.7
Transport infrastructure (e.g. roads, airport, train station, and BRT system)	20.6
Stadium	10.2
FIFA Fan Mile and Fan Parks	4.8
Hotels	0.6

4.6 Residents' interest in soccer

This section was designed to ascertain the level of the residents' interest in soccer and to determine whether they currently attended soccer games at both local league and national team levels. While illustrating current attitudes towards soccer, there is a suggestion of trends

that could potentially, but not exclusively, indicate residents' interest in attending games during the 2010 FIFA World Cup and beyond.

4.6.1 Interest in soccer as a spectator

Statements were designed to gauge the level of residents' interest in soccer as spectators (see Table 4.11 below). Over half (56.8%) of the respondents exhibited some form of interest in soccer as spectators (with 28.0% stating that they were avid fans and 28.8% declaring their interest in the sport, which they watched whenever they could). These figures concur with those discovered by Chain (2009), who established that 55.5% of the respondents (32% of whom were interested in the sport and watched it when they could, while 23.5% were avid fans of the sport and always tried to attend games, or to watch them on television) were interested in soccer as spectators. In addition, in the current study 24.0% of the respondents indicated that they had no interest in the sport, even when it was held in their area, while 19.2% were not really interested in it, but sometimes watched it with family or friends. Considering that 19.2% indicated that they were neutral about it, and also considering the hype generated by the build-up to the FIFA World Cup, there is potential for high levels of attendance at the 2010 event.

Statement	Total (n=400)
I am interested in the sport, and watch it when I can.	28.8
I am an avid fan of the sport, and always try to attend games, or to watch them on TV.	28.0
I have no interest in the sport or the associated festivities, even when they are held in our area.	24.0
I am not interested in the sport, but sometimes attend or watch games because family or friends are interested in it.	19.2

A cross-tabulation of the findings regarding respondents' historical race category and interest in soccer as spectators is presented in Table 4.12 below. Such cross-tabulation was designed to give insight into the previous assertions that soccer in South Africa is a predominantly 'black' sport (Van der Merwe, 2009), especially considering the 54% 'white' component of the race composition of the suburb.

Using a chi-square test, findings revealed a notable correlation in the answers obtained, confirming the assertion that soccer in South Africa is a predominantly 'black' sport, as the majority (50.5%) of respondents of African, as opposed to 32.8% coloured and 19.4% white, origin stated that they were avid fans of the sport. Regarding the categories of respondents who exhibited the least amount of interest in soccer, 31.9% of white people, 25.0% of Indian people, 15.2% of black people, and 8.6% of coloured people indicated having no interest in soccer respectively.

		Which one of the following statements best summarises your interest in soccer as a spectator?				Total (%) within race category
		I am an avid fan of the sport, and always try to attend games, deror to watch them on TV	I am interested in the sport, and watch it when I can	I am not interested in the sport, but sometimes attend or watch games because family or friends are interested in it.	I have no interest in the sport or the associated festivities, even when they are held in our area	
Historical and race category	African	50.5	17.2	17.2	15.2	100
	Indian	0.0	35.0	40.0	25.0	100
	Coloured	32.8	43.1	15.5	8.6	100
	White	19.4	30.1	18.5	31.9	100
	Not applicable / No response	14.3	14.3	42.8	28.6	100
Total		28.0	28.8	19.2	24.0	100
Pearson chi-square ($p=0.000$)						

4.6.2 Interest in soccer as a recreational activity

Intended to determine residents' interest in soccer recreationally, the results presented in Table 4.13 reveal interesting trends. Slightly less than half (45.3%) of the respondents, of whom 12.5% were regular participants in the sport, 9.5% of whom participated regularly but not formally therein, and 23.2% of whom participated occasionally therein, indicated that they were involved in the sport recreationally. A further 41.0% stated that they had no interest in the sport, and did not envisage participating in it. The remaining 13.8% stated that they used to participate in the sport, but had not done so recently. Such low levels of interest in participation might raise concerns about the post-event usage of facilities, albeit for recreational purposes. However, such a phenomenon might change, should the event generate the anticipated sporting vibe. Furthermore, the *Cape Town and the Western Cape business plan* (CoCT, 2006) stipulates that the Cape Town Stadium was to be a multi-purpose facility that not only accommodated soccer but other sports as well, such as rugby, as well as other events, like conferences, prayer gatherings and concerts.

In terms of race demographics, that 41.0% of the respondents indicated having no interest in the sport recreationally was understandable, especially considering that soccer in South Africa tends to be more popular among black people, as was noted in the previous section and Green Point is still a predominantly 'white' suburb.

Statement	Total (n=400)
I have absolutely no interest in participating recreationally in the sport.	41.0
I occasionally participate in the sport socially.	23.2
I used to participate in the sport, but I have not done so in recent years.	13.8
I am a keen participant in the sport, and am regularly involved in club competitions.	12.5
I am a keen participant in the sport, in which I am regularly involved, although not in any formal competition.	9.5

4.6.3 Interest in soccer at league or national level

Figure 4.8 below presents the results obtained regarding the interest of respondents in soccer at league or national level. As expected, considering the findings covered in the previous subsection, over half (67.0%) of the respondents stated that they had no interest in soccer either at league or national level, while the remaining 33.0% did.

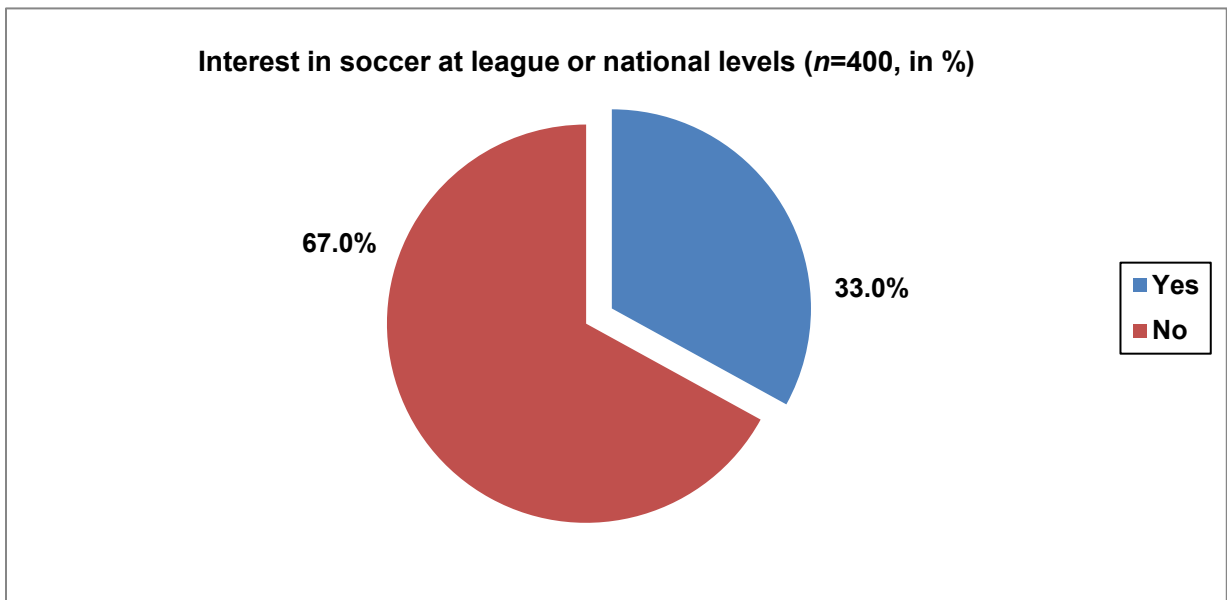


Figure 4.8: Interest in soccer at local and international level (n=400, in %)

A cross-tabulation of residents intending to attend the 2010 FIFA World Cup matches and those who currently attend soccer matches at league or national level was undertaken, using a chi-square test in order to ascertain whether there was a significant difference between the observed and expected frequencies between the two categories, as illustrated in Table 4.14 that follows.

		Will you be attending any of the 2010 FIFA World Cup matches?		Total (%)
		Yes	No	
Do you currently attend soccer matches at league or national level?	Yes	85.6	14.4	100
	No	47.8	52.2	100
Total (%)		60.3	39.7	100
Pearson chi-square (p=0.000)				

The findings indicated no significant difference between the expected and observed outcomes, as the majority (85.6%) of the respondents who said that they currently watch local soccer indicated that they would attend 2010 FIFA World Cup matches, as opposed to only 47.8% of the respondents who said that they did not attend matches at local league level.

4.6.3.1 Factors that promote residents' interest in soccer at league or national level

Table 4.15 below presents the cumulative results of factors that promote residents' interest in soccer at local or national league level, as chosen from a list of predetermined factors. The table illustrates that the majority (71.9%) of the respondents who demonstrated an interest in soccer at local or national league level indicated that such interest was due to them being interested in the sport, while 23.4% were involved in soccer because they wanted to support the growth of the sport. A further 22.7% of the respondents indicated that their participation was because soccer afforded them the ability to meet friends, with 14.8% seeing it as a way in which to relax. Very few (3.1%) respondents only participated in the sport when they were given complimentary tickets, with 2.8% only attending company-sponsored games. In addition, 1.8% indicated that they attended games at the local league level, and of the national team, due to other reasons. Of the 1.8%, the respondents indicated such reasons as wanting to support the national team (0.5%), having the desire to watch their favourite players (0.3%) or to watch a brother play (0.5%), or of being a journalist (0.5%).

Statement	Total (n=132)
Interest in soccer	71.9
Desire to support the development of the sport	23.4
Ability to meet with friends	22.7
A way in which to relax	14.8
Received complimentary tickets	3.1
Company sponsored the game, so have to attend	2.8
Other	1.8

4.6.3.2 Factors that hinder residents' interest in soccer at league or national level

Respondents were requested to indicate which factors hindered their interest in local or national soccer. Of the ($n=268$) respondents who indicated that, at the time of the study, they did not participate in soccer at local or national level, most (42.4%) respondents stated that they were not interested in local soccer, preferred to watch other international leagues, or were interested in other sports, such as cricket or rugby (see Table 4.16 below). Preference for international leagues, for example, is a noteworthy indication, as many of the players taking part in the 2010 FIFA World Cup emanate from such leagues. The reason, though not being very supportive of local football-playing trends, might lend credence to indications of the higher participation rates noted among respondents in the 2010 FIFA World Cup, as the respondents concerned might have sought contact with those soccer idols in their close proximity.

Furthermore, 4.1% of the respondents stated that they were not interested in the local league due to overcrowding and safety and security concerns, whereas 0.3% cited age as being the reason for them not participating in local or national soccer games. Albeit minimal, such findings highlight contentions that such events tend to attract crime, and tend to raise alarm around safety issues, in regard to criminals possibly taking advantage of the temporal and spatial nature of mega-events to perpetrate tourism-related crime during the event (Barker, 2004). However, in preparation for the hosting of a crime-free 2010 event, the fight against crime received a fortifying boost, with R1.3 billion being spent on safety and security (Pillay, 2010).

Statement	Total ($n=268$)
Not interested in local soccer / Interested in other sports	42.4
No time	11.3
Wish to avoid crowds and high levels of noise pollution; crime and safety issues	4.1
Events not properly promoted	3.4
Don't know where to purchase tickets	2.8
Transport	1.4
Prefer to watch games on TV	1.3
Too old	0.3

4.7 Participation in the 2010 FIFA World Cup

The statements that are covered in this section were intended to gauge residents' readiness to attend matches during the 2010 event, the host cities in which they will be attending matches, and what means of transport they intended using to reach match venues. In addition, residents were required to indicate how much they were prepared to spend on tickets. The

section rounds off with an overview of the reasons given for respondents not attending matches. Such findings might contribute to determining the residents' level of interest in the 2010 event and in soccer as a sport. Furthermore, the findings could provide stakeholders with insights into how best to market events in future.

4.7.1 Attendance at any of the 2010 FIFA World Cup matches

To ascertain whether the respondents were considering attending matches during the 2010 FIFA World Cup, they were asked to indicate their readiness to attend matches during the 2010 event (see Figure 4.9 below). The findings indicate that the majority (60.3%) of respondents planned to attend games during the event, compared with 39.7% who did not. The significance of the results obtained is threefold.

Firstly, when compared with the findings dealt with in subsection 4.6.2 above, in which 41.0% indicated that they had no interest in participating in the sport, the 60.3% readiness to attend matches recorded above indicates a significant upward shift in residents' level of interest.

Secondly, with a 60.3% expression of willingness by residents to buy tickets to attend World Cup matches, considering that they earned an average monthly income of R13 550.63, could only augur well for the event economically, in terms of widespread ticket sales and well-attended matches. With such income levels, it could be expected that residents would have a reasonable amount of disposable income available to spend during the event.

Thirdly, when compared with the findings of Chain (2009) and, Swart and Bob (2009), in which it was discovered that 50.9% and 54% of the respondents indicated that they would be attending 2010 FIFA World Cup matches respectively, there was an indication that residents' support of the 2010 event had increased, especially with the completion of the Cape Town Stadium and other event-related infrastructure.

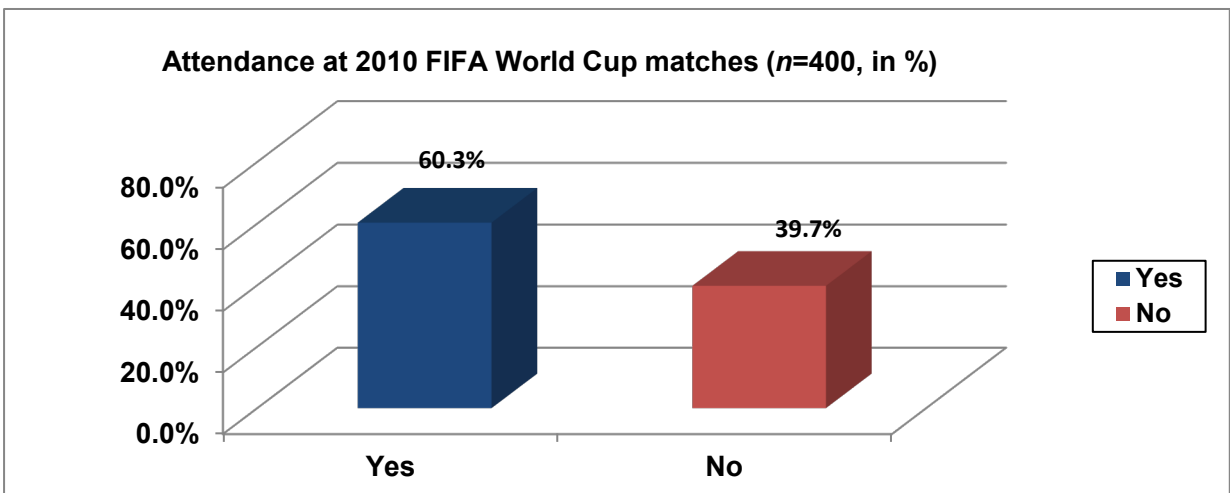


Figure 4.9: Attendance at 2010 FIFA World Cup matches (n=400, in %)

A cross-tabulation was done of residents who were to attend 2010 FIFA World Cup matches and the monthly income of the respondents, in order to ascertain whether there was a significant correlation between the two variables (see Table 4.17 below). Findings indicated that residents' interest in attending the event did not depend on monthly household income categories, as high attendance rates were expressed within all the income categories. Notably, in the category that indicated earning no income, 60.0% indicated that they would be attending the event.

		Will you be attending any of the 2010 FIFA World Cup matches?		Total (%)
		Yes	No	
Monthly household income of respondents (in Rands)	None	60.0	40.0	100
	0–10 000	57.8	42.2	100
	11 000–20 000	59.4	40.6	100
	21 000–30 000	60.7	39.3	100
	31 000–40 000	88.9	11.1	100
	>40 000	63.6	36.4	100
Total (%) within monthly income		60.5	39.5	100
Pearson chi-square ($p=0.250$)				

4.7.1.1 Host cities where residents will attend matches during the 2010 event

Respondents were asked to indicate in which of the nine host cities they would be attending matches during the event, as illustrated in Table 4.18 below. Of the ($n=266$) respondents who indicated a readiness to attend matches during the event, an overwhelming cumulative percentage of 93.3% indicated Cape Town as the city where they would be attending matches during the event. Furthermore, 6.3% of the respondents indicated that they would attend games in Johannesburg, 5.0% noted that they would travel to Durban for the matches, 2.1% to Port Elizabeth, 1.7% to Bloemfontein, and 1.3% to Nelspruit, while 0.8% of respondents indicated Polokwane and the same percentage for Rustenburg. None of the respondents indicated Pretoria as the venue of choice for attending matches. A further 0.5% of respondents indicated that they had not yet decided in which city they would be attending matches. The findings obtained were not surprising, due to the fact that all those interviewed were resident within the Green Point suburb and in close proximity to the stadium.

Further to this, and besides the fact that the respondents were all residents of the suburb, some of the games that were scheduled to take place in the Cape Town Stadium featured some high-profile teams, such as England, Netherlands and Portugal, as well as African favourites, such as Cameroon. The Cape Town Stadium was also scheduled to host one of

the semi-final matches during the tournament, which, therefore, promised some high-quality entertainment, making the venue attractive to the residents.

Response	Total (n=266)
Cape Town	93.3
Johannesburg	6.3
Durban	5.0
Port Elizabeth	2.1
Bloemfontein	1.7
Nelspruit	1.3
Polokwane	0.8
Rustenburg	0.8
Pretoria	0.0
Other	0.5

4.7.1.2 Respondents' preferred means of transportation to stadiums

Transport-related issues, such as traffic congestion and its environmental impact, formed part of the contentious issues raised by residents in debates opposing the stadium development in Green Point. In its transport strategic plan, CoCT implemented the BRT system, which was aimed at conveying ticketed fans to the stadium, and also at putting in place the Fan Walk to encourage fans to walk to the stadium. The measures were aimed at minimising traffic congestion issues in the area, as well as at minimising the negative environmental footprint left by the 2010 World Cup by reducing the number of carbon emissions that were informed by the City's Green Goal action plan (CoCT, 2008).

In this regard, the respondents were asked to indicate what form of transportation they would prefer to use to reach the stadiums. Table 4.19 below elucidates the results, indicating that most (56.6%) respondents preferred using their own vehicles, with 28.3% opting for other forms of transport, of which 0.3% indicated that they would use the BRT system, while 28.0% said that they would walk to the stadium. The relatively high response rate obtained in favour of walking was not surprising, considering that all interviewed respondents lived within a 2-km radius of the Cape Town Stadium and could easily walk to the stadium on match days. Furthermore, 20.6% indicated that they would be using hired vehicles, with 19.9% indicating that they would be travelling by air to the host cities where they will watch matches, 9.6% by taxi, 7.0% by selected conducted tour, and 5.9% by bus. Moreover, the respondents stated that they would contribute to alleviating potential traffic congestion and further compensate for the potential carbon footprint concerns related to the event.

Response	Total (n=241)
Own vehicle	56.6
Other (walking and BRT)	28.3
Hired vehicle	20.6
Aeroplane	19.9
Taxi	9.6
Conducted tour	7.0
Bus	5.9

4.7.1.3 Amount spent on purchasing tickets for the event

Respondents were asked to indicate how much (in Rands) they had spent or would be willing to spend on purchasing tickets for the event (see Table 4.20 below). Of those who indicated a willingness to attend matches, the majority (26.5%) of respondents indicated that they had spent, or were willing to spend, between R250 and R500 a ticket, while 14.3% indicated a spending of between R501 and R750. In addition, 9.5% of respondents indicated that they had spent, or were willing to spend, less than R250 on purchasing a ticket (in this category, 44.7% indicated R200, 23.7% indicated R100, 21.1% indicated R150, and 2.6% indicated R1 400 and a further 2.6% indicated R1 800 as the amount that they were willing to pay per ticket), and 5.3% indicated they were willing to spend between R751 and R1 000 a ticket. A further 5.3% of the respondents indicated that they were not willing to spend any money, which might support earlier indications by respondents that they mostly watched soccer games when they were invited to do so by their friends, or when they were offered complimentary tickets. In the remaining category, 3.0% of the respondents indicated that they were willing to spend over R1 000 a ticket.

Response in Rands	Total (n=234)
0	5.3
<250	9.5
250–500	26.5
501–750	14.3
751–1000	5.3
>1 000	3.0

4.7.2 Respondents' reasons for not attending 2010 FIFA World Cup matches

Of the respondents, 39.8% had previously indicated that they would not be watching matches during the 2010 event. In seeking to understand the factors that accounted for such a decision, respondents were required to select, from a list of factors provided, the reasons why they would not be attending matches during the 2010 event. The results, which are presented in Table 4.21 below, indicate that, of the respondents (n=148) who would not be watching

games in the stadiums, 40.9% said they were not interested in soccer, while 31.1% stated that they would not be able to afford tickets for the event, 12.8% cited preferring to watch the games on TV, and 7.6% stated they were concerned about security and safety issues, while a further 3.5% chose other reasons. The remaining 3.0% highlighted transport issues.

The significant 31.1% of the residents who stated that they would not be able to afford tickets is worthy of further consideration. Notably, the average monthly income of respondents, as was previously noted in subsection 4.3.8 as being R13 550.63, suggests otherwise. Moreover, though it was common knowledge that Category Four tickets were reserved exclusively for local residents, it is worth noting that only 9.5% of Green Point residents indicated that they had purchased tickets at less than R250.00, an indication further suggesting the financial capability of the residents with regards to accessing tickets.

Response	Total (n=148)
Not interested in soccer	40.9
Will not be able to afford to purchase tickets	31.1
Prefer to watch game on TV	12.8
Do not feel that it will be safe to attend matches	7.6
Wish to attend a public viewing area	4.9
Other	3.5
Transport difficulties	3.0

4.8 Residents' willingness to watch matches on TV

Figure 4.10 below presents results illustrating the respondents' willingness to watch games on TV. The results reveal that the overwhelming majority (90.5%) of residents indicated their willingness to watch games on TV, while only 9.5% stated they were not willing to do so. The findings are significant, especially when read in conjunction with the 60.3% of respondents who stated that they would be watching matches in stadiums. As can be seen, the event was to enjoy extensive coverage and support, further implying the realisation of a positive socio-economic impact by the mega-event as a whole. The next discussion considers the respondents' willingness to attend matches at PVAs.

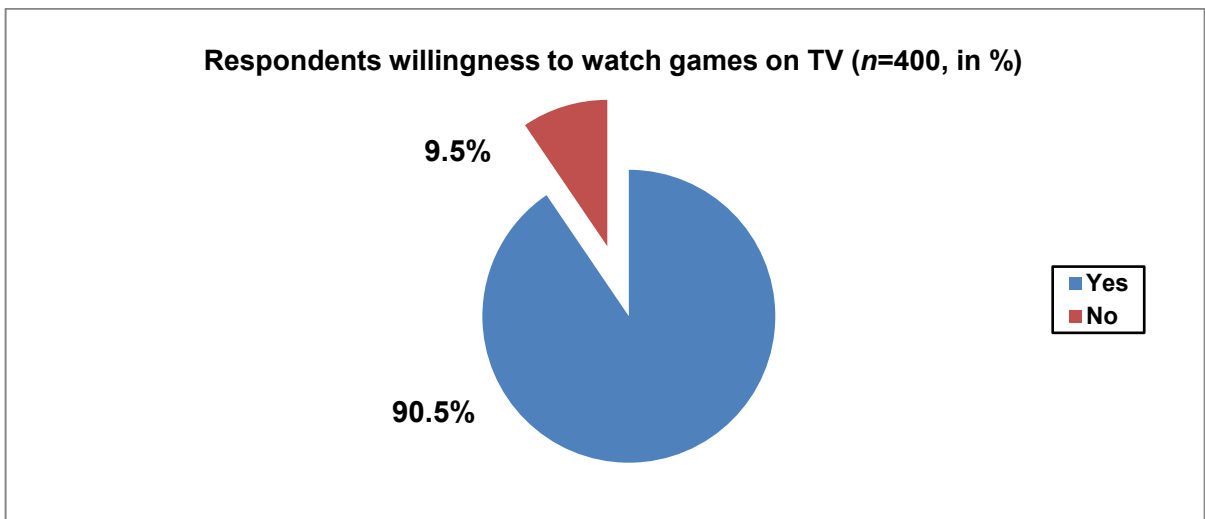


Figure 4.10: Respondents' willingness to watch games on TV (n=400, in %)

4.9 Respondents' willingness to watch games at PVAs

Maennig and Porsche (2008) contend that public viewing, which first came to prominence during the 2002 World Cup in South Korea and Japan, constitutes a new 'culture of viewing', which combines the two established types of experience, of visiting a stadium and watching TV. According to the two researchers, by attending PVAs, the respondents could obtain the combined benefits of both alternatives. Such out-of-home media reception serves to intensify the emotional aspects of the entertainment and to allow for escape from everyday life, as well as enhancing feelings of companionship, group affiliation, and release (Maennig & Porsche, 2008).

When the respondents were required to indicate whether they would consider watching games during the event at dedicated PVAs, the majority (67.3%) of residents said that they considered attending games at PVAs during the 2010 FIFA World Cup, while 32.7% did not (see Figure 4.11 below). With the majority of respondents indicating their willingness to attend matches at PVAs, such interactions, as asserted by Maennig and Porsche (2008), could have served to engender greater social cohesion and a feeling of national pride and unity among South Africans during the event and beyond. Swart and Bob (2009) concurred by noting that PVAs created environments that enabled social interaction and participation, as well as enhancing the development of civic pride.

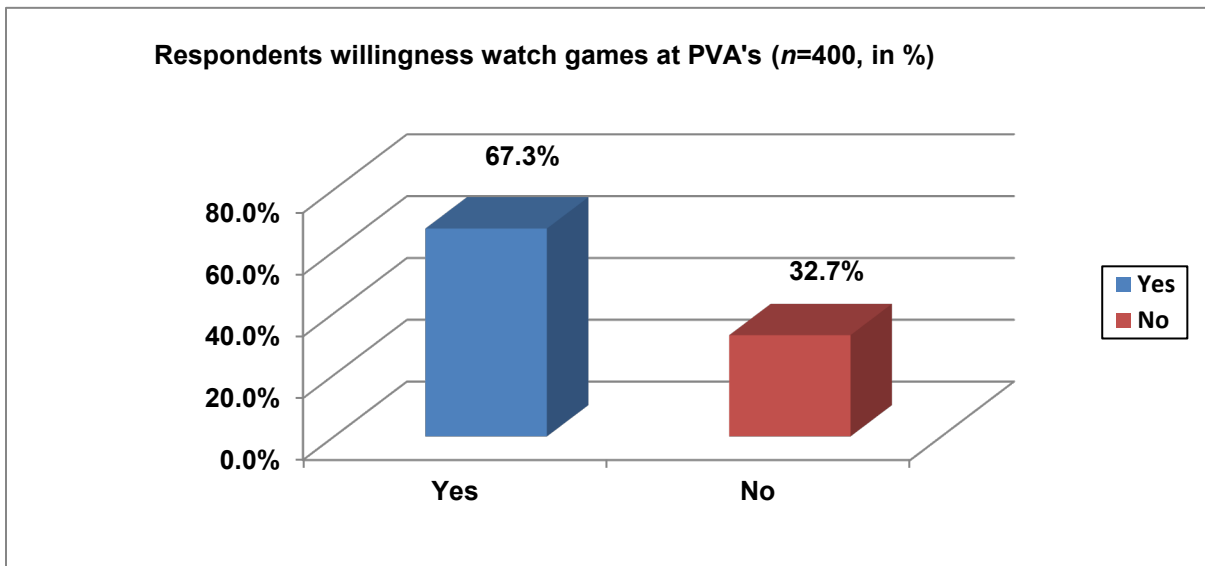


Figure 4.11: Respondents' willingness to watch games at PVAs (n=400, in %)

As noted previously, one of the key objectives of the study was to gauge any shifts in perception, in comparison with the previous findings of Chain (2009). In Chain's (2009) study, 60.8% of the respondents were found to indicate their willingness to attend matches at PVAs, as opposed to 67.3% in the current study, marking an upward movement of 6.5%, which could be explained by the growing levels of excitement about, and support of, the event, with only three months being left before kick-off.

4.9.1 Residents' willingness to pay for access to PVAs

In response to being asked to indicate their willingness to pay for access to PVAs, 63.7% of the respondents indicated that they were not willing to pay to watch matches at PVAs, while 36.3% expressed the opposite (see Figure 4.12 below). The results show a moderate increase from obtained by Chain (2009), who found that 54.1% felt that access to such facilities should be free. Notable, however the PVAs that were set up for the 2010 FIFA World Cup provided free access, and with some residents indicating a willingness to pay for access to such amenities, considerable support was shown for them.

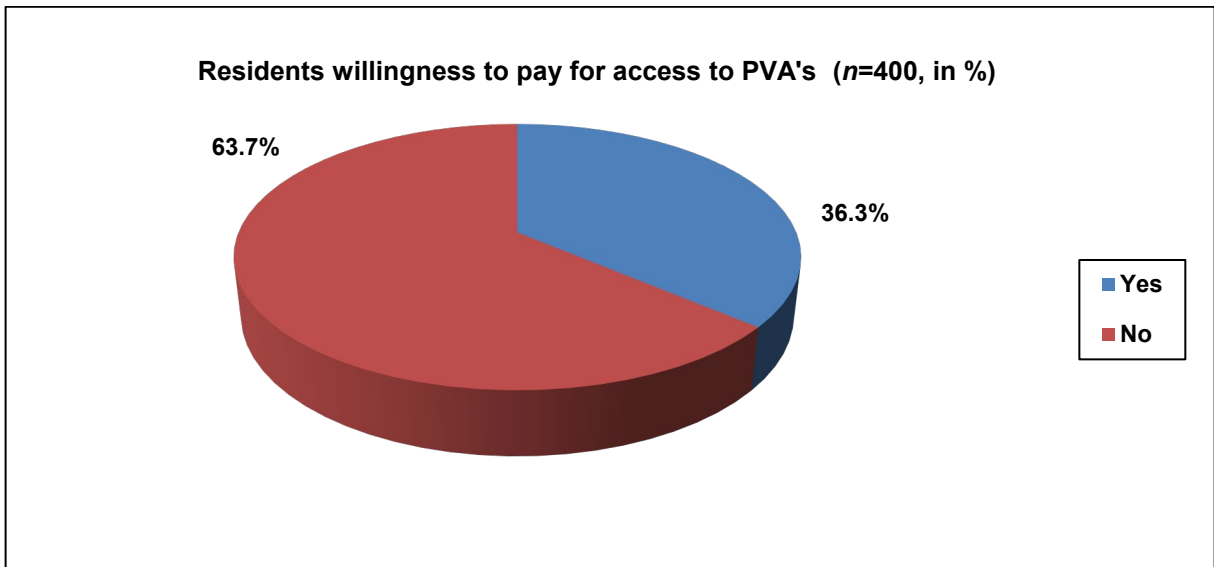


Figure 4.12: Residents' willingness to pay for access to PVAs (n=400, in %)

The respondents who indicated a willingness to pay for access to PVAs were further asked to indicate how much (in Rands) they were willing to spend on accessing such facilities. The results, which are reflected in Table 4.22 below, indicate that most (26.5%) respondents were willing to pay between R1 and R50 each, 10.7% were willing to pay between R51 and R100 each, while 2.5% and 0.5% said that they would be willing to pay between R101 and R200 and above R201, respectively. The average amount that respondents were willing to pay for access was R64.30, which once again is an indication of support for the event.

Category in Rands	Total (n=145)
1–50	26.5
51–100	10.7
101–200	2.5
>201	0.5

4.10 Residents' involvement in the 2010 FIFA World Cup

Regarding Green Point residents' involvement in the 2010 FIFA World Cup, this section discusses the different possible levels of involvement, the willingness of residents to be updated on events and opportunities related to the event, their preferred mode of receiving updates about the World Cup, and their suggestions for improving communication relating to the event.

4.10.1 Residents' level of involvement with event

In an attempt to determine their level of involvement with the event, residents were asked to choose, from a given category of statements, which best suited their level of involvement with the event. The findings are summarised in Table 4.23 below.

The results revealed that the majority (67.5%) of respondents considered themselves as spectators at matches, while 16.8% were uncertain of their involvement in the event. In addition, 12.6% indicated that they were involved in related income-generating opportunities, while 9.2% indicated that they were involved as volunteers, and 5.1% indicated that they were involved with the World Cup in other ways. Of the 5.1%, 1.8% stated that their involvement was through watching games at home, while 3.3% said they were not involved in any way with the event. A further 2.0% of the respondents noted that they were directly employed by the event's organisers (LOC). The high levels of involvement suggest that residents had taken ownership of the event, further highlighting their sense of heightened excitement and support, with three months left before kick-off. Such findings were crucial, considering the contentious nature of the debates surrounding the development of Cape Town Stadium in the area.

Response	Total (n=400)
A spectator at soccer matches	67.5
Uncertain / Don't know	16.8
Using income-generating opportunities linked to the event (e.g. business opportunities and tourism)	12.6
A volunteer at soccer matches	9.2
Other	5.1
Directly employed	2.0

4.10.2 Willingness to be updated on the 2010 event and its related opportunities

Further to respondents' involvement in the event, they were asked to indicate their willingness to be updated on the event and its related opportunities. The results revealed that the majority (62.3%) of respondents were willing to receive updates on the 2010 event and its related opportunities, while 37.7% were not (see Figure 4.13 below). The results, therefore, suggest that the residents wished to be informed about related opportunities, in order to capitalise on any opportunities related to the event.

When compared to Chain (2009), fewer (62.3%) residents indicated a willingness to be updated about the event, as opposed to 79.4% in the earlier study. The possible explanation could be that most of the major policy decisions about the event-related infrastructure, such as the stadium and other related preparations, had already been circulated prior to the study.

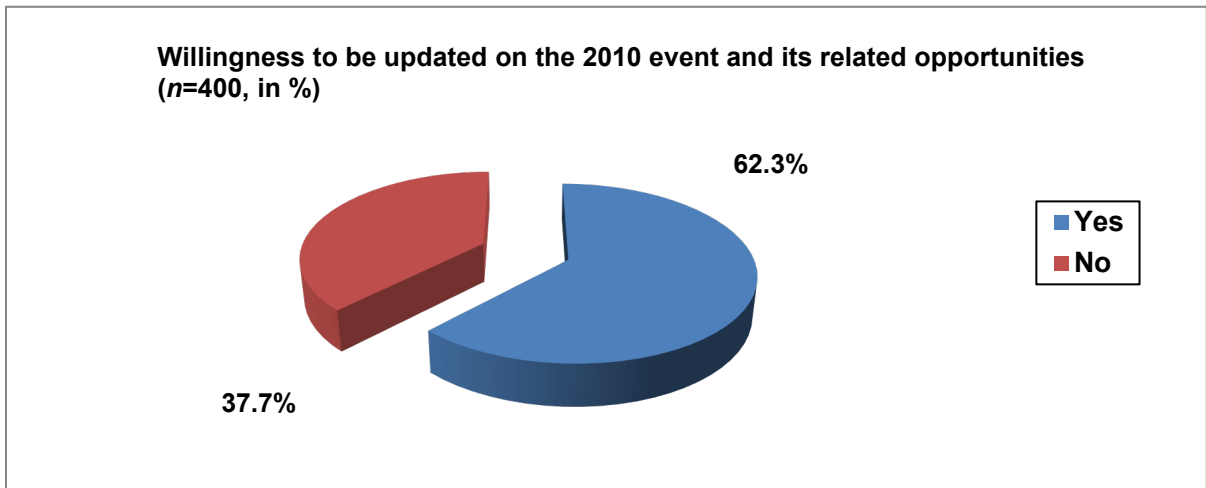


Figure 4.13: Willingness to be updated on events and opportunities related to the 2010 FIFA World Cup (n=400, in %)

4.10.2.1 Residents' preferred medium of information for updates on the 2010 event and its related opportunities

Respondents were asked to identify by which medium they would prefer to receive information regarding updates on the 2010 event and its related opportunities. The results obtained are presented in Table 4.24 below. The majority (55.9%) of the respondents indicated television as the preferred medium of communications, followed by similar responses to email (38.4%), the Internet (35.1%), and newspapers (34.7%). Other media included posters (20.4%), SMS (14.7%), the radio (13.9%), and community meetings (4.5%), while 3.3% and 1.3% indicated friends and others respectively.

The results, as noted previously, show a preference for television and other traditional media, such as the Internet, the radio, and the print media, further emphasising the importance of the different forms of media regarding the dissemination of information in relation to mega-events.

Table 4.24: Residents' preferred medium of updates on the 2010 event and its related opportunities (n=400, in %). Multiple responses	
Response	Total (n=400)
Television	55.9
Email	38.4
Internet	35.1
Newspapers	34.7
Posters	20.4
SMS	14.7
Radio	13.9
Community meetings	4.5
Friends	3.3
Other	1.3

4.10.3 Residents' suggestions for improving communications on the 2010 event and its related opportunities

In this follow-up question to that covered in 4.10.2 above, the residents were required to provide suggestions as to how communications could be improved on the 2010 event and its related opportunities. Table 4.25 below presents the findings obtained. Significantly, the majority (86.5%) of the respondents noted that they had no suggestions on how to improve communications, indicating their satisfaction with the current levels of communication both horizontally and vertically between the community and the event stakeholders.

Of the respondents who had suggestions in this regard, 6.3% suggested the use of such community forums as the GPRRA. In addition, 2.7% suggested the use of billboards, while 3% indicated the use of community newspapers, and 1.2% indicated the use of foreign language interpreters. A further 0.3% stated that match schedules should be distributed for free.

In line with one of the key objectives of the current study, the results indicate a shift in perceptions from those that were uncovered by Chain's (2009) study. In the aforementioned study, though positive, just over half (59.9%) of the respondents indicated their satisfaction with communication strategies as being effective, while, in the current study, such agreement was found to be overwhelming. A possible explanation that could be advanced for such a perception shift is the completion of the stadium and other event-related preparations. The finding concurs with Kim and Petrick's (2005) study on residents' perceptions of the impacts of the 2002 FIFA World Cup, which concluded that residents' perceptions of the impacts of mega-events might vary with the passage of time. In similar light can be seen Swart's (2009) assertion that resident perception studies should be undertaken three months prior to and three months post such mega-events as the FIFA World Cup. The following section considers residents' perceptions and attitudes towards the hosting of the 2010 event three months before kick-off.

Response	Total (n=400)
None	86.5
Community forums (GPRRA)	6.3
Community newspapers	3
Billboards/Posters	2.7
Use of foreign language interpreters	1.2
Distribution of free match schedules	0.3

4.11 Residents' perceptions and attitudes towards the hosting of the 2010 event

As previously noted in Chapter Two of the study, residents tend to experience first-hand the impacts of a mega-event during the development, implementation, and legacy phases, and are in a unique position to evaluate an event's legacy as taxpayers, as daily consumers of infrastructure, and as possible leisure consumers of sporting venues (Guala & Turco, 2007). Generally, many studies have investigated the perceptions and attitudes of host populations with respect to events and their impacts (Deccio & Baloglu, 2002; Fredline, 2000; Fredline & Faulkner, 2002; Kim & Petrick, 2005; Uppal, 2009). Similarly, in South Africa, a burgeoning body of resident perception studies is accumulating, particularly in relation to the 2010 FIFA World Cup (Chain, 2009; Swart & Bob, 2009; Tichaawa, 2009b). This section presents the results of findings of respondents' perceived impacts with just three months left before kick-off of the 2010 FIFA World Cup.

In providing responses to statements regarding residents' perceptions of the impacts of the 2010 FIFA World Cup, a traditional Likert-type scale was used to measure attitudes. In terms of the scale, respondents had to either strongly agree (SA) or agree (A) with; express their neutrality (N) about; or disagree (D) or strongly disagree (SD) with a range of given statements in relation to South Africa's hosting of the 2010 FIFA World Cup and its projected impacts. In various circumstances throughout the following discussions on residents' perceptions, the SD and D or the SA and A responses were grouped to clarify the results. Cross-tabulations were also employed throughout the analysis to give greater clarity to discussions; however, only those with significant correlations were presented, where required. The following section was designed to ascertain the residents' perceptions of South Africa's hosting of the event.

4.11.1 South Africa's readiness to host the 2010 FIFA World Cup

Mega-event hosting often requires huge investment in preparing the host nation in terms of event infrastructure and facilities (Preuss, 2007b). Such preparations are often embedded in challenges that usually revolve around stadium construction and future sustainability debates, safety and security concerns, transport infrastructure, and environmental degradation (Swart & Bob, 2009). South Africa's preparations for hosting the 2010 FIFA World Cup were no different. In the following subsection, respondents were required to indicate their level of agreement with the statement that South Africa would successfully host the 2010 FIFA World Cup.

4.11.1.1 South Africa will successfully host the 2010 FIFA World Cup

In preparing to host such mega-events as the FIFA World Cup, concerns are often plentiful regarding the host country's readiness to host the event. In the current survey, respondents

had to indicate their level of agreement with the statement that South Africa would successfully host the 2010 FIFA World Cup. Results, as outlined in Figure 4.14 below, indicate that the majority (84.0%) of respondents agreed with the statement regarding South Africa's successful hosting of the 2010 FIFA World Cup, 12.0% were neutral about it, while 4.0% disagreed with it. When compared with Chain (2009), a similarity in confidence levels could be seen, as 76.7% of the respondents were found to share the same view. Such consistency of positive results reflects high levels of belief in South Africa's capacity to host the event with little or no glitches, justifying the assertions that were made by FIFA President Joseph Sepp Blatter, in the wake of media speculations that Australia had been identified as the Plan B host should South Africa not be ready in time; he insisted, in contrast, that Plans A and B to host the 2010 edition of the FIFA World Cup all included South Africa as the host (Blatter, 2007). Furthermore, such results reflect prior successes that had been obtained by South Africa in hosting other major sporting events, such as the CWC in 2003, the RWC in 1995, and the African Cup of Nations in 1996 (Makgabo, 2006).

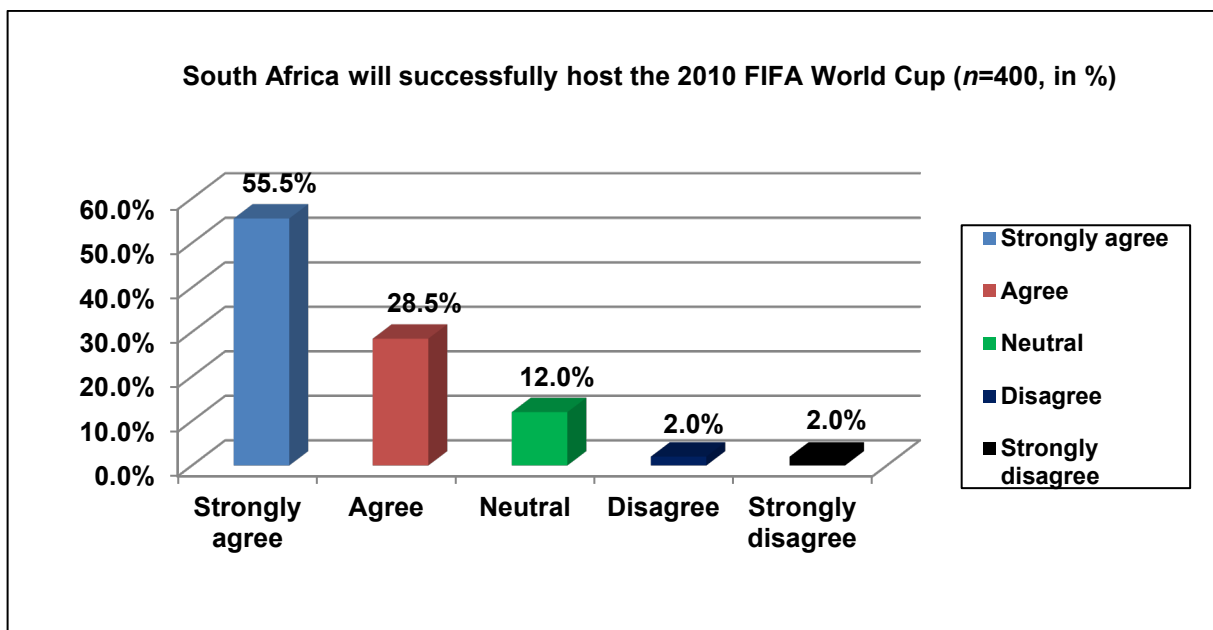


Figure 4.14: South Africa will successfully host the event (n=400, in %)

4.11.1.2 South Africa's hosting of the 2010 event will lead to achievement of a legacy

Baade and Matheson (2004) point out that, in less-developed countries, such as South Africa, the opportunity costs of providing state-of-the-art facilities and the lack of a modern infrastructure require significant additional investment. Having spent R4.5 billion on the Cape Town Stadium (CoCT, 2010a), residents, therefore, had high expectations of positive legacies being left behind after the tournament (Swart & Bob, 2009).

A question was posed to Green Point residents to ascertain their level of agreement about whether South Africa's hosting of the 2010 event would lead to achievement of a legacy. The

results obtained are reflected in Table 4.26 below. Accordingly, the majority (81%) of residents agreed that hosting the event would lead to achievement of a legacy, while 14.3% were neutral about the statement, and 4.7% disagreed with it. Put simply, the above results highlight the high levels of expectations of legacy benefits regarding the hosting of the event, mirroring a similar 77.3% agreement in Chain (2009). The following subsection considers the perceived infrastructural impacts of the 2010 event.

Level of agreement	Total (n=400)
Strongly agree	52.8
Agree	28.2
Neutral	14.3
Disagree	2.7
Strongly disagree	2.0

4.11.2 Perceived infrastructural impacts of hosting the 2010 FIFA World Cup

In order to determine the perceptions and attitudes of residents regarding the infrastructural impacts of hosting the 2010 FIFA World Cup, respondents were required to indicate their level of agreement with the statement that infrastructural development had taken place mainly near the stadiums.

4.11.2.1 Infrastructural development has taken place mainly near the stadiums

Hosting mega-events like the Olympic Games requires a huge amount of investment in facilities, infrastructure and organisational expenditure (Hashmi *et al.*, 2008). In relation to the statement that infrastructural developments had taken place mainly near stadiums, Table 4.27 below indicates that 51.8%, of those surveyed agreed with the assertion, with 13.0% being neutral about it, while 35.2% disagreed with it. Over half (51.8%) of the respondents agreed with the statement, possibly due to all the major infrastructural developments and upgrades having taken place around the Cape Town Stadium. The upgrades to the Urban Park, development of the FIFA Fan Mile, and the extensive upgrades to the Waterfront and the Cape Town Railway Station, among others, were very visible to residents in the area.

The 35.2% of respondents who disagreed with the assertion cannot be overlooked, especially when considering such event-related infrastructure developments as the upgrades to the N1 and N2 highways, and, even more so, the major developments carried out at the Cape Town International Airport, all of which are not in close proximity to the Cape Town Stadium.

Level of agreement	Total (n=400)
Strongly agree	33.5
Agree	18.3
Neutral	13.0
Disagree	26.0
Strongly disagree	9.2

4.11.2.2 Residents' attitudes to the sustainable use of event-related facilities in the long term

In their discussion regarding the importance of residents' perceptions and attitudes in relation to infrastructure development for international sports events hosting, Ntloko and Swart (2008: 84) highlight that mega sport events encourage improvements in city infrastructure and recreational facilities, and are one of the most significantly perceived benefits of such events.

In order to determine the perceptions of residents with regards to the long-term usage of event-related infrastructure after the 2010 event, the respondents were required to indicate their level of agreement with the statement that facilities created for the event could be used in the long-term by residents. The results obtained are summarised in Figure 4.15 below. The majority (81.2%) of respondents agreed with the assertion, with 12.3% being neutral about it, while 6.5% disagreed with it. The result may highlight the faith that respondents had in the sustainable utilisation of the facilities long after the World Cup had ended. The major roads and airport upgrades could ease road and air traffic congestion respectively, and attract more tourism to the area, while the stadium, which is a multi-purpose facility, could attract the hosting of other events, such as concerts and conferences, to the area. The significance of the result obtained can be seen by its a complete departure from Chain's (2009) findings, in terms of which only 14.2% of the respondents agreed that the event facilities would be sustainably used in the long-term. Such a finding further highlights Kim and Petrick's (2005) conclusions from their study of residents' perceptions of the impacts of the 2002 FIFA World Cup, which concluded that residents' perceptions of the impacts of mega-events tended to vary over time. Post-event usage of the Cape Town Stadium, in hosting the Premier Soccer League (PSL) matches and other events (Greig, 2010), might suggest a further justification of the finding. Meanwhile, Ajax Cape Town have concluded a deal with the City of Cape Town to secure the Cape Town Stadium for all their home games on a three year contract further justifying the post event usage claims (Anon, 2011). The following discussion focuses on Green Point residents' perceived economic impacts of the 2010 FIFA World Cup in their community.

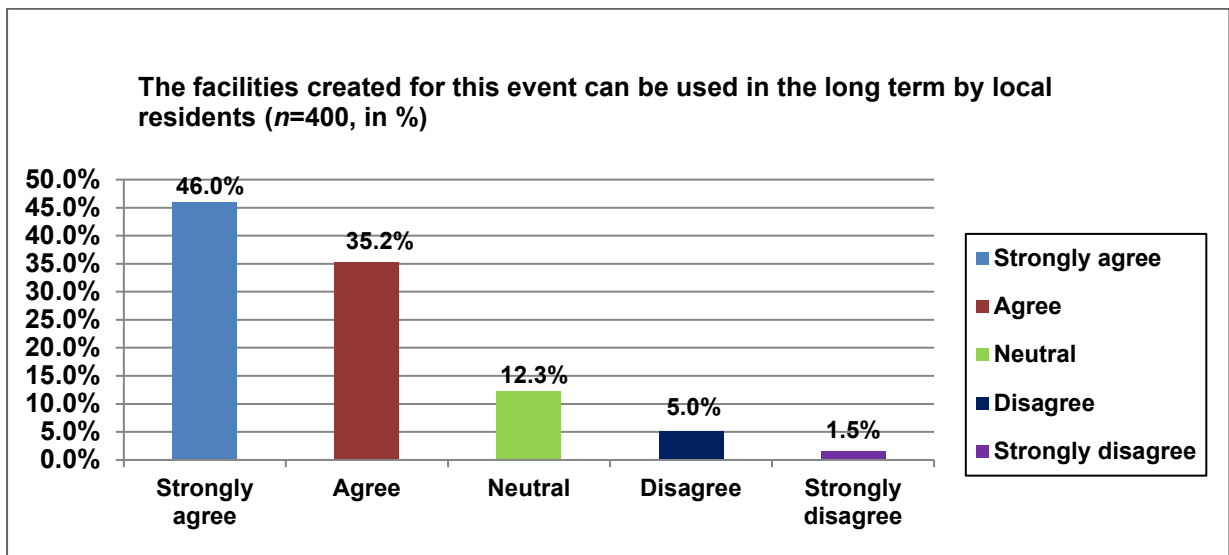


Figure 4.15: The facilities constructed for the event can be used in the long term by local residents (n=400, in %)

4.11.3 Perceived economic impact of hosting the 2010 FIFA World Cup

In sport event literature, the focus of most research has been on the economic benefits that can be gained from the hosting of sport events (Chalip, 2004; Lee *et al.*, 2005; Turco *et al.*, 2002). Turco *et al.* (2002:53) note that there exists a multitude of economic benefits for communities that host sport tourism events. Chalip (2004) highlights that, the economic benefits of hosting events include tourist expenditure, job creation, personal income, and re-spending within the economy. In order to determine the potential economic impacts of the 2010 FIFA World Cup, Green Point residents were asked to indicate their extent of agreement with a range of statements regarding the perceived economic impacts of the event, as outlined in Table 4.28 below, which also reflect the results obtained.

The first statement required respondents to indicate whether they thought that the benefits of the event would be directed at the rich and big business. In response, slightly more than half (52.8%) of the respondents agreed with the statement, 16.2% were neutral about it, while 31% disagreed with it. Such a finding suggests the feeling of an uneven distribution of benefits among residents, and is quite significant when read in conjunction with Swart and Bob's (2009) contention that communities are often noted to oppose events that do not herald community benefits. Such perceptions should be borne in mind by the key 2010 stakeholders in devising strategies aimed at ensuring that the benefits obtained are extended to the wider community.

Furthermore, the respondents were asked to indicate their level of agreement with the statement that the event would ensure employment opportunities for the local community. The majority (69.5%) of respondents agreed with the statement, while 17.5% were neutral about it, and 13% disagreed with it. The result highlights that most residents had been exposed to such

community benefits as job creation during stadium construction, as well as to transport infrastructure upgrades, and other employment opportunities associated with the hosting of the event. However, a hint of uncertainty and disagreement was conveyed as to the potential of the event to ensure sustained local employment opportunities.

Another statement required respondents to indicate their level of agreement with the statement that the event would lead to increased spending in the local area. The majority (78.0%) of respondents agreed with the assertion, while 13.7% were neutral about it, and a minority (8.3%) disagreed with it.

Furthermore, residents were also asked to indicate their agreement with the statement that the event would lead to extended shopping hours in the area. Again, a notable majority (72.0%) of respondents surveyed agreed with the statement, while 20.2% were neutral about it, and the minority (7.8%) disagreed with it. The result suggests increased income generating opportunities for the local community and correlates with the advantages that are often associated with mega-events, as was noted in the literature review in Chapter Two. The 20.2% of respondents who expressed their neutrality about the statement suggested a lingering sense of uncertainty as to the sustainability of the effect of extended shopping hours on the community.

Swart and Bob (2004) state that South Africa's current economic landscape is largely centred on black economic empowerment (BEE) initiatives, such as job creation and transportation and township integration, which were much in prominence in connection with the 2010 FIFA World Cup. In this regard, the LOC noted that there was significant BEE improvement in Cape Town, with 57% of the procurement for the stadium having been sourced from BEE companies, and an 88% black population representation being found among the construction workers on the Cape Town Stadium construction site (CoCT, 2009b). Respondents were, therefore, asked to indicate whether they agreed that hosting of the event would improve levels of BEE. The results indicated that most (46.3%) of the respondents agreed with the assertion, while 33.0% were neutral about it, with 20.7% disagreeing with it.

Generally, consistently high levels of agreement were found among residents that the event augured well in terms of economic benefits to be gained in the local area, supporting claims that mega-events should provide host nations with a universally legitimate way of driving economic growth (Soderman & Dolles, 2008), socio-economic development (Swart & Bob, 2009), and a positive legacy (Preuss, 2007a). However, some uncertainty and mixed reactions were evident, mostly regarding the distribution of economic benefits and the sustainability thereof, as reflected in the area of BEE improvement, for example. Furthermore, there was

also the suggestion of a lack of communication between the key stakeholders and the local community on key economic impact-related issues.

Perceived economic impacts	Responses				
	SA	A	N	D	SD
The 2010 World Cup will only benefit the rich and big business.	30.5	22.3	16.2	27.2	3.8
Hosting of the event will help to ensure employment opportunities for the local community.	27.5	42.0	17.5	12.2	0.8
Hosting of the event will lead to increased spending in the local area, thus helping to ensure economic benefits for the local community.	36.0	42.0	13.7	7.5	0.8
The event will lead to extended shopping hours in the event area.	33.0	39.0	20.2	5.3	2.5
Black economic empowerment levels will improve.	19.3	27.0	33.0	13.0	7.7
The prices of goods in the area will increase due to the event.	65.8	24.4	4.0	3.8	2.0

A notable concern raised by Green Point residents in opposing the construction of the stadium was the potential increase in the prices of goods, services and rates (Chain, 2009). The results obtained in this regard indicated that the overwhelming majority (90.2%) of respondents agreed with the statement that the event would lead to increased prices for goods and services, with 4.0% expressing their neutrality on the issue, and 5.8% disagreeing with it.

Figure 4.16 that follows illustrates the residents' perceptions as to whether the use of public funds to support South Africa's hosting of the 2010 World Cup was acceptable. The results indicate that a notable majority (67.8%) of the respondents expressed their agreement with the statement, with 14.0% expressing their neutrality about it, and 18.2% disagreeing with it. When seen in conjunction with Chain's (2009) similar finding of 63.1% of the respondents who found the investing of public funds to be acceptable, such high levels of support for the investing of public funds in the hosting of the 2010 event could be an indication of a consensus that the event portends potential economic benefits.

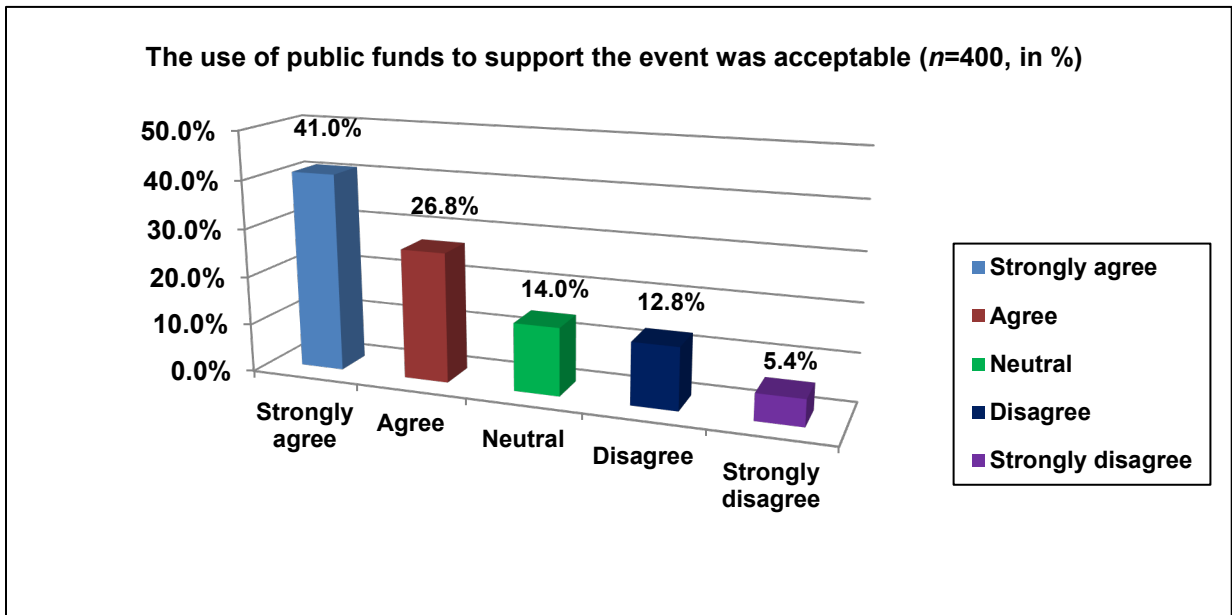


Figure 4.16: The use of public funds to support the event was acceptable (n=400, in %)

As a follow-up from the above discussion, the respondents were also asked to indicate their level of agreement with the statement that too much money was being spent on supporting the event. Bull and Lovell (2007) stipulate that governments, in hosting such events, usually use taxpayers' money in the process, in order to leverage other broader economic benefits. Such a concern relates to the financial implications of such hosting, and the burden that it places on taxpayers, especially in developing countries, in terms of having to maintain event-related facilities, which, if not properly managed, could lead to the structures becoming 'white elephants' (Matheson & Baade, 2003). For the 2003 All Africa Games, the Nigerian government spent around USD330 million on a new 60 000-seater stadium amongst other venues, which was more than the national government's annual expenditure on health or education (Uppal, 2009). Due to what some might term the misallocation of funds, Nigeria still remains blighted by shortages of fuel, frequent blackouts, bad roads, and a high crime rate (Barclay, 2009:65).

In response to the above statement that too much money was spent on supporting the event, just over half (51.3%) of the respondents disagreed with the statement in this regard, while 26.6% agreed with it, and 22.1% were neutral about it (see Figure 4.17 below). As suggested by Chain (2009), such mixed responses indicate that, although residents are generally in support of investing public funds to prepare for such events, concerns tend to be raised about the excessive use of money to deliver the event, and about the resources that could have been spent on other activities.

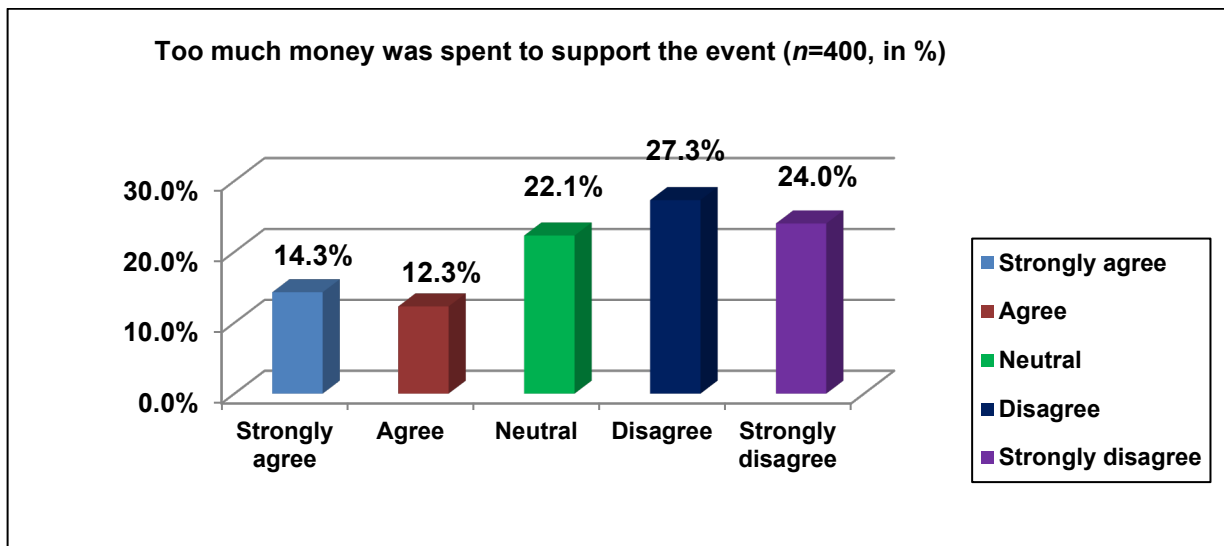


Figure 4.17: Too much money was spent on supporting the event ($n=400$, in %)

A cross-tabulation of the responses obtained from those residents who felt that the use of public funds in support of the event was acceptable, with the responses from those who thought that the facilities created for the event could be used in the long-term by local residents, was done using a chi-square test in order to ascertain whether there was a significant difference between the expected and observed frequencies of the two categories represented (see Table 4.29 below). Comparisons reveal no difference between the two sets of results; with the 88.2% of respondents who agreed that the use of public funds was acceptable also agreeing that the facilities would be useful in the long-term. Notably, although 26.6% of the respondents indicated that too much money had been spent to support the event, their perceptions were however positive in terms of the long-term usage of facilities, as more than half (58.9%) indicated that such would be the case, suggesting that though short-term concerns do filter through, sustainability and long-term usability are supported.

Table 4.29: Cross-tabulation between use of public funds and post-event use of facilities

$(n=400, \text{ in } \%)$					
		I think that the facilities created for this event can be used in the long term by local residents			Total
		Agree	Neutral	Disagree	
I feel that the use of public funds in support of the event is acceptable	Agree	88.2	8.5	3.3	100
	Neutral	76.8	23.2	0.0	100
	Disagree	58.9	17.8	23.3	100
Total		81.3	12.2	6.5	100
Pearson chi-square ($p=0.000$)					

4.11.4 Perceived socio-cultural impacts of hosting the 2010 event

The impacts of mega-events on a host city or region can be immense and manifold, with relevant literature supporting the idea that such events could produce positive outcomes (Malfas *et al.*, 2004). Essex and Chalkley (1998) contend that sporting events the size of the

Olympic Games can increase local interest and participation in sporting activities, and can also strengthen regional traditions and values, as well as increase the levels of local pride and community spirit. In the current study, perceptions regarding such impacts were determined, with the results being represented in Table 4.30 below.

A statement regarding congestion was next provided to the respondents. The statement was that “significant traffic congestion will be experienced during the hosting of the event”. The results reveal that a significant majority (89.4%) of surveyed residents agreed with the statement, with 5.0% being neutral on it, while 5.6% disagreed that significant traffic congestion would be experienced during the hosting of the event. The results followed a similar trend with Chain (2009), in whose study 89% of the respondents agreed that significant traffic congestion would be experienced during hosting of the event. The findings made in this respect further highlighted concerns from residents about traffic congestion and supported the research findings of Swart and Bob (2009) that local residents often perceive such congestion as being one of the main sources of potential problems experienced as a result of the hosting of mega-events.

Although communities might express support for tourism development associated with events, many local residents tend also to be concerned about such associated inconveniences as crime and overcrowding (Swart & Bob, 2009). They further highlight the importance of conceptualising and planning an event and related activities in terms of examining and understanding the likely social impacts of mega-events through focusing on the perceptions and concerns of the local communities concerned (Swart & Bob, 2009).

The next statement that was put to respondents was that “an increase in crime will be experienced because of the event”. A notable majority (71%) of respondents agreed with the statement, and 17.0% were neutral about it, while 12.0% disagreed with it. The results were similar to those obtained by Chain (2009), with only a 2.4% drop from the 73.5% encountered in the aforementioned study. Such a response was, perhaps, to have been expected, given the levels of attention afforded to crime coverage by both the local and international media. In the same light, the result also reflects contentions by various researchers regarding the country’s crime levels, which are often linked to the racial segregation that characterised its apartheid-dominated past (George, 2005; Donaldson & Ferreira, 2007).

Closely related to the statement on crime was one on vandalism, which stipulated that increases in vandalism would be experienced due to the event, and also that extensive alcohol abuse would tend to lead to hooliganism. Responding to the statement on vandalism, less than half (48.1%) of the respondents agreed, with 35.1% remaining neutral, while 16.8%

disagreed with it. With regards to extensive alcohol abuse, most (69.6%) of the surveyed residents agreed that it would lead to hooliganism, 17.3% were neutral about the statement concerned, while a further 13.1% disagreed with it. The findings indicate high levels of concern expressed by residents in relation to the potential negative social impacts of the event. However, South Africa had successfully hosted other major events in the recent past with little or no crime or crime-related problems, and the government placed great emphasis on crime prevention during the 2010 event, upgrading the security infrastructure and increasing the number of security officials concerned (Tichaawa, 2009b). Furthermore, it is noteworthy that, during the 2010 event itself, very few, or only negligible, instances of crime or crime-related problems were recorded both within a 1.5-km radius of the Fan Fests and in the stadiums themselves (Malan, 2010a).

In the following statement respondents were asked to indicate their level of agreement in relation to terrorism concerns during the event. In response to the statement that “terrorism will be a concern during the event”, most (46.0%) of the respondents stated their disagreement, while 31.5% were neutral. A fairly large percentage (22.5%) of the respondents agreed that terrorism would be a concern during the event. Even though the results reflected slightly lower levels of concern in relation to terrorism, the 31.5% of respondents who remained neutral on the matter might perhaps have been evidence of concern regarding the vulnerability of South Africa in the wake of terrorist attacks elsewhere, and stemming from similar threats having been made about the England vs. USA game (Edwards, 2010). Again, as in the case of other crime-related incidents, it is noteworthy that South Africa hosted a hitch-free 2010 event, devoid of any threat of terrorist activity (Malan, 2010a).

Furthermore, agreement (69.3%) was expressed with the statement that the event would lead to excessive noise, which would annoy the local residents, with only 18.1% disagreeing on this score, and 12.6% being neutral about it. Such a result was perhaps expected, especially with the use of the ‘vuvuzela’, which is known to generate significant amounts of vibration and noise pollution, and which, therefore, was perceived by the respondents as inconveniencing their personal lives. Albeit with a slightly lower agreement rate, such findings also concur with those of Chain (2009) in which 87% of respondents agreed that noise pollution would be experienced during the event, further justifying CEPA’s citing noise pollution as being one of the negative impacts resulting in opposition to the construction of the Cape Town Stadium in Green Point.

The provision of entertainment facilities at a mega sporting event usually encourages boisterous behaviour. According to Bull and Lovell (2007), when such excitement is properly managed among local populations, it builds a sense of community that encourages greater

cohesion, unity and participation and which fuels the growth of the 'feel-good' factor and a sense of national pride. In this regard, it was further required of respondents to indicate their level of agreement with the statement that entertainment opportunities would be provided for local residents. According to the results, more than half (59.7%) of the respondents agreed with the statement, 23.0% were neutral on it, while 27.3% disagreed with it. The result marked a notable shift from Chain's (2009) results, in which the majority (72.7%) of the respondents indicated that the locals would benefit from entertainment opportunities created by the 2010 World Cup. With only three months before kick-off, a more positive reaction might have been expected from the respondents, as they had already experienced some of the hype in the run-up to the start of the event. The response might suggest that residents might previously have experienced undue noise pollution due to past entertainment activities, especially as a result of use of the popular 'vuvuzela'. Despite such a suggestion, the result remained positive, which was in line with the contentions of Malfas *et al.* (2004) that mega sporting events can be considered as sporting festivities, and also signifying levels of awareness among residents that such events provide entertainment platforms for their host communities.

Pillay and Bass (2009:92) stipulate that widespread development benefits are not a direct consequence of spending associated with the hosting of mega-events, in effect increasing the likelihood of inequality being experienced. Similarly, according to Swart and Bob (2009), residents identified concerns regarding the economic benefits to accrue from the hosting of such events being unequally distributed, with resultant increases in the cost of living. When asked whether they thought that the event would only benefit some members of the community and otherwise increase social inequalities, more than half (54.4%) of the respondents expressed their agreement with the statement, while 25.6% remained neutral on it, and 20.0% disagreed with it. This result obtained is quite significant in a country in which certain areas are largely affected by poverty, which has the potential to undermine public confidence in the hosting of such an event, and which, therefore, should be addressed by the event organisers and by the government that invests extensive resources in supporting the hosting of the event.

Perceived socio-cultural impacts	Responses				
	SA	A	N	D	SD
Significant traffic congestion will be experienced in the local area due to hosting of the event.	63.3	26.1	5.0	5.3	0.3
An increase in levels of crime (e.g. thefts, muggings, etc.) will be experienced due to the event.	39.8	31.2	17.0	11.0	1.0
An increase in vandalism (damage to properties) will be experienced due to the event.	28.8	19.3	35.1	14.3	2.5
Extensive alcohol abuse by persons attending the event will lead to spectator hooliganism.	35.0	34.6	17.3	10.3	2.8
Terrorism will be a concern during the event.	13.7	8.8	31.5	24.5	21.5
The event will lead to excessive noise, which will annoy local residents.	42.5	26.8	12.6	12.3	5.8
Entertainment opportunities related to the event will be provided for local residents.	20.7	39.0	23.0	15.5	1.8
The 2010 event will only benefit some members of the community and increase levels of social inequality.	18.8	35.6	25.6	15.5	4.5
The event will stimulate training and skills development for members of the community.	21.5	34.5	28.5	14.2	1.3
The 2010 event will provide a major boost of national pride and nation-building.	56.3	31.5	7.1	3.3	1.8
I feel proud that the event is to be hosted in my town, city or area.	61.0	25.4	10.3	2.3	1.0
I feel proud that South Africa is hosting the 2010 FIFA World Cup.	63.5	23.5	11.3	0.7	1.0
It is very important that Bafana Bafana (the South African national soccer team) wins matches during the 2010 FIFA World Cup.	43.3	25.3	16.6	9.0	5.8
The event has no negative social impacts.	5.3	6.1	20.8	43.5	24.3

The following statement required residents to indicate whether the event would stimulate training and skills development for members of the community. Over half (56.0%) of the respondents agreed with the statement, while 28.5% remained neutral on it, with only 15.5% disagreeing with it. The positive result obtained suggests that the respondents associated the 2010 event and stadia development with a wide range of community benefits, such as skills transfer and development options in a wide range of areas, including construction work during the stadium construction phase, and even the transfer of 'soft skills' afforded by the volunteer programme. Furthermore, the 28.5% of respondents who remained neutral on the statement might suggest either a lack of awareness about skills development strategies afforded by the event, or ineffective dissemination of information regarding such community benefits, justifying Bull and Lovell's (2007) assertion that one of the prerequisites for hosting an event and for achieving related benefits is the successful and effective dissemination of information, not just about the event, but also about the positive benefits that are likely to accrue from it.

Malfas *et al.* (2004) highlight that the moment Nelson Mandela held the FIFA World Cup trophy after South Africa was awarded the rights to showcase the competition for the first time was hailed by millions of people as being deeply symbolic, and, a major step in the regeneration of South Africa and the African continent. Along such lines, the respondents

were asked to express the extent of their agreement with the statement that the 2010 FIFA World Cup would provide a major boost for national pride and nation-building in the country. According to the results, as presented in Table 4.30 above, the notable majority (87.8%) of respondents expressed their agreement with the statement, 7.1% remained neutral about it, while only 5.1% expressed their disagreement with it. Such an overwhelming expression of agreement with the statement by residents suggests that most South Africans harbour feelings of national pride and see the 2010 event as an opportunity to encourage nation-building.

Ritchie *et al.* (2009), citing Ritchie and Lyons (1990) on their research conducted into the 1988 Calgary Winter Olympics highlighted that local residents tended to support the event, as they identified greater recognition of the city and increased tourism as positive benefits of the mega-event for their area. In the current study, respondents were asked to indicate their level of agreement with the statement that they felt proud that the 2010 FIFA World Cup would be hosted in their town, city or area. The responses indicated that an overwhelming majority (86.4%) of respondents agreed with the statement, while 3.3% disagreed with it, and 10.3% chose to remain neutral on it. Closely linked to the above statement was the question that required respondents to indicate their extent of agreement as to whether they felt proud that South Africa would be hosting the 2010 FIFA World Cup. A notable majority (87.0%) of the residents surveyed agreed with the statement, while 1.7% disagreed with it, and 11.3% preferred to remain neutral on the matter. When compared with Chain's (2009) study, in which 91% agreed that the 2010 event would be a major boost for national pride and nation-building, and a further 84.3% agreed that the event would promote a sense of pride in the community, the results, albeit reflecting a minimal shift in percentage pointed in the same direction, highlighting the potential of mega-events to bestow a sense of pride on host communities. In addition, the results also concurred with the contention by Swart and Bob (2009) that event support most likely relates more to a community's sense of attachment to a particular sport rather than to interest in hosting a mega-event. The finding is very relevant to South Africa, where football is considered an extremely popular sport.

Maennig and Porsche (2008), in their study of the 'feel-good' factor in relation to the 2006 FIFA World Cup in Germany, highlight that the sporting success of the home team, possibly resulting in equal measure from the style of play of the team and its demeanour, is important. The residents' level of agreement with the statement that it was very important that Bafana Bafana should win matches during the 2010 FIFA World Cup indicated that the majority (68.6%) of the respondents agreed with the statement, whereas 14.8% disagreed with it and 16.6% were neutral on it. The results obtained are consistent with the earlier suggestions made by Tichaawa (2009b) that good performance by the South African national team at the 2010 FIFA World Cup could reignite a process of patriotism, excitement, passion and national

healing. However, the 14.8% who disagreed with the statement, and the 14.8% who were neutral about it cannot be overlooked, as they suggest some uncertainty about, and disagreement with, the assertion. Although showing traces of disagreement about the statement, the results revealed a growing interest in the sport, considering the demographic profile of respondents in terms of race which was largely dominated by white South Africans, who are often seen to support rugby and cricket, while soccer tends to be seen as a black-dominated sport.

According to Bull and Lovell (2007), while highlighting the positive impacts of mega-events on communities, it is also imperative to pay attention to the possible negative impacts of such events. As was previously highlighted in Chapter Two, such impacts might include a range of anti-social behaviours, crime, congestion, overcrowding, the disruption of community life, and community alienation and displacement. The following statement therefore aimed at determining the respondents' extent of agreement with the statement that the event had no negative social impacts. Results indicated that the majority (67.8%) of respondents disagreed with the statement, while 20.8% were neutral about it, with 11.4% of surveyed residents agreeing with the statement. Significantly, the findings obtained reflect high levels of community awareness with regards not only to the positive, but also to the negative, impacts of such events. In addition, the results consistently show that residents are more likely to be supportive of events in those cases where the positive impacts related to such events are perceived as outweighing the negative. The findings further concur with the contention by Swart and Bob (2009) that negative concerns have the potential to undermine public confidence in an event and, therefore, should be addressed by the event organisers and by the government sector that invests huge resources in supporting the event, as has previously been noted.

4.11.5 Perceived regional showcase impacts

According to Ritchie *et al.* (2009), mega-events provide opportunities for increased publicity and for enhanced awareness for host cities and nations. Furthermore, Black (2007:261) states that hosting a sport mega-event like the FIFA World Cup™ not only offers the direct benefits of income generation and stimulation of the local economy, but also portends such indirect effects as enhanced international image. In addition, Lee *et al.* (2005:41) note that the impact of enhanced image benefits the host communities through enabling them to gain a better international profile and post-event increases in tourism and levels of business attractiveness. In relation to regional showcase impacts, respondents were asked to indicate their extent of agreement with a range of statements in this regard (see Table 4.31 below for the related results).

Asked to indicate whether the event would showcase South Africa in a positive light, a notable majority (83.7%) of the respondents agreed with the statement, while 13.5% were neutral about it, and 2.8% disagreed with it. Such a high positive response rate suggests that the 2010 event might give South Africa an opportunity to become more internationally recognised and competitive.

In terms of whether the event would attract tourists to the area, an overwhelming majority (96.5%) of the respondents indicated their agreement that the event would have such an effect, 3.0% were neutral about it, while 0.5% disagreed with it. Such a finding is consistent with Swart and Bob's (2009) finding that the event affords Cape Town the opportunity to harness a future tourism legacy for its already booming tourism sector. In this light, if travelling fans were thoroughly to enjoy their experience in the city, they would be likely to convey their enjoyment by means of word-of-mouth marketing, thereby enhancing possibilities of higher tourism numbers coming to the city in future.

The next question required residents to indicate their extent of agreement with the statement that the event would improve positive media coverage of the area. According to the results, a notable majority (88.5%) of respondents agreed with the statement, with 9.7% remaining neutral on it, while 1.8% disagreed with the statement. Put simply, such findings highlight the potential of mega-events to attract large audiences that, inevitably, include the media.

Albeit minimal variances in the percentages obtained, the above statement drew similar positive responses from respondents, and further justified Black's (2007) stipulation that hosting a sport mega-event, such as the FIFA World Cup™, has the ability to generate extended indirect effects, such as an enhanced image. Indubitably, the 2010 event has left an indelible footprint of South Africa worldwide, with the country coming, even more than in the past, to be widely regarded as one of the destinations of choice, with about 92% of event visitors being ready to recommend the country to others (Malan, 2010b).

Linked to the media coverage of South Africa the following statement bordered around the potential effect of crime on the country's image. Crime, it must be highlighted, was identified as one of the major social issues with which event planners had to contend. Donaldson and Ferreira (2007) further note that the 2010 event provided opportunities for the country to address the negative perceptions of safety and security in the country by acting as a catalyst for the criminal justice system to ensure that tourists visiting the country would have a safe and positive experience, and to implement related policies after the event. Furthermore, the *Cape Town and the Western Cape business plan* (CoCT, 2006) also details security

arrangements, which, if properly implemented, were sure to leave a positive social legacy in terms of safety and security.

With regards to the statement on crime showcasing the country in a negative light, just over half (51.8%) of the respondents surveyed agreed with the assertion, while 27.1% disagreed with it, and a further 21.1% were neutral about it. Such a result indicates a negative perception of crime, which could be linked either to the segregated past of the country or to crime reporting in the media, especially since the country had successfully hosted major events in the past with little or no serious crime being reported as having taken place at the time, as was previously noted in Chapter Two. That the country was able to host an event with negligible, if any, crime and crime-related incidents occurring as a result of the event, further justifies claims by researchers that crime reporting in South Africa might actually be exaggerating the extent of crime being perpetrated in the country.

Regional showcase	Responses				
	SA	A	N	D	SD
The event will showcase South Africa in a positive light.	52.5	31.2	13.5	1.5	1.3
The event will attract tourists to the area.	67.2	29.3	3.0	0.5	0.0
The event will improve positive media coverage of the area.	53.5	35.0	9.7	1.3	0.5
Crime will showcase South Africa in a negative light.	24.5	27.3	21.1	21.3	5.8

4.11.6 Perceived environmental impacts

According to Coalter and Taylor (2008), the loss of biodiversity, pollution, and waste management are some of the possible negative environmental consequences of mega-events that often provide possible reasons for objections by residents against hosting the events within their environment. As noted in Chapter One, one of the main reasons advanced by CEPA for objecting to the location of the stadium in Green Point was the potential negative environmental footprint it could have on the area (Chain, 2009). Respondents were asked to indicate their level of agreement with statements regarding the environmental impacts of South Africa’s hosting of the 2010 FIFA World Cup.

Respondents were, therefore, asked if the environment was being degraded due to the hosting of the event (see Table 4.32 below). According to the findings, just below half (49.5%) of the respondents disagreed with the assertion, with 31.5% agreeing with it, while 19.0% were neutral about it. Such results were, however, not conclusively indicative of positive perception, because, though almost half of the respondents (49.5%) disagreed with the statement, a notable 50.5% either agreed with it, or were neutral about it. In Chain’s (2009) study, most (66.9%) respondents agreed that environmental degradation would be given attention during the planning and management phases of the event. Such a similarity in response rate further emphasises the importance of incorporating operational policies that

take the environment into account in planning by laying down environmental legacies for the host city for the future.

The next statement raised was in relation to air pollution. Most (43.6%) of the respondents noted their agreement with the statement that air pollution would increase as a result of hosting the event, while 38.3% disagreed with it, and 18.1% remained neutral about it. Furthermore, with regards to the event producing much waste, slightly more than half (54.3%) of the respondents agreed with the statement, while 25.6% disagreed with it, and 20.1% remained neutral about it.

Finally, when asked whether the event had no negative environmental impacts, a notable majority (64.5%) of the respondents disagreed with the statement, 20.2% were neutral about it, while only a minority (15.3%) of the respondents agreed with the assertion, further emphasising environmental concerns with regards to the event among Green Point residents. Considering that Cape Town adopted the ‘Green Goal Action Plan’, a programme that outlines innovative techniques incorporating and adopting programmes to reduce any adverse impacts on the environment and encouraging the use of renewable energy at stadia that will ultimately result in reduced greenhouse gas emissions, the high levels of environmental concerns noted highlighted the need for key 2010 stakeholders to increase residents’ awareness of environmental strategies aimed at achieving the desired effect.

However, as a positive point, mega-events have been noted as having the ability to raise environmental awareness, although in the current study it is clear that concerns abound regarding environmental issues. It is however noteworthy that, with only three months left before kick-off, the results indicated a shift from Chain’s (2009) study, from a more negative, towards a neutral position. This highlights the need for key stakeholders to put in place more awareness-enhancing mechanisms in the light of environmental protection strategies such as the “Green Goal” during the event, so as to encourage eco-friendly practices and potentially cause residents’ attitudes to improve, a point which would be very interesting to verify in post-event studies.

Perceived environmental impacts	Responses				
	SA	A	N	D	SD
The environment is being degraded, due to the hosting of the event.	12.0	19.5	19.0	38.5	11.0
The hosting of the event will increase the levels of air pollution in the local area.	13.8	29.8	18.1	32.8	5.5
The hosting of the event will lead to significant production of waste.	16.5	37.8	20.1	23.3	2.3
The event has NO negative environmental impacts.	6.0	9.3	20.2	48.0	16.5

4.11.7 Perceived sport impacts

As noted in Chapter Two, Malfas *et al.* (2004) contend that sport mega-events provide a platform that contributes to an increased participation in sport and sport-related activities within host communities. Respondents in the current study were asked to indicate their level of agreement with a range of statements regarding the sport impacts of hosting the 2010 FIFA World Cup. In response to the first statement, just over half (51%) of the respondents agreed that they were more aware of soccer due to the hosting of the 2010 event in their area, while 37.0% disagreed with the statement, and 12.0% of the respondents remained neutral about it (see Table 4.33 below). Although showing traces of disagreement, the results revealed a growing awareness in the sport when one considers the demographic profile of the respondents in terms of race, which was largely dominated by white South Africans, who are often seen to support rugby and cricket, with soccer being seen as a black-dominated sport as previously mentioned. Furthermore, 54.6% of surveyed residents agreed that they were more interested in soccer due to the hosting of the event, while 33.8% disagreed with it, and 11.6% were neutral about it. Such results further highlight the ability of mega-events to change the perceptions of local and host communities, in terms of creating awareness.

However, when the residents were asked whether they considered participating in soccer in the future, only 30.5% of them indicated a willingness to do so, with 21.2% remaining neutral on the statement, and most (48.3%) disagreeing with it. This result was a downward shift from Chain's (2009) study, in which 61.3% of the respondents agreed that the event would influence more residents to engage in sporting activities (which was perhaps surprising, given the timeframe of the current study being conducted just three months to kick-off). Taking cognisance of the previous discussion regarding race and sport in South Africa, such a result might have been expected. The understanding of the results should more importantly be considered in terms of the event's capacity to create greater awareness among residents, even if such awareness could not be transformed into immediate participation in the sport.

Perceived sport impacts	Responses				
	SA	A	N	D	SD
I am more aware of football/soccer due to hosting of the event.	24.8	26.2	12.0	29.0	8.0
I am more interested in football/soccer due to hosting of the event.	30.8	23.8	11.6	26.0	7.8
I will consider participating in football/soccer in the near future.	12.0	18.5	21.2	30.8	17.5

A cross-tabulation of the responses of those residents who would attend matches during the event and those who would consider participating in soccer in the future was done using a chi-square test in order to ascertain if there was a significant difference between the two sets of results presented. The findings, as indicated in Table 4.34, show no significant difference

between expected and actual findings, as 75.4% of those who would be attending matches also considered participating in future in the sport. Key 2010 stakeholders had, therefore, to leverage such opportunities to create sustainable interest among residents, which could only augur well for the development of the sport in future.

		Will you be attending any of the 2010 FIFA World Cup matches?		Total (%)
		Yes	No	
I will consider participating in football/soccer in the near future.	Agree	75.4	24.6	100
	Disagree	45.6	54.4	100
Total (% within future participation)		60.3	39.7	100
Pearson chi-square (p=0.000)				

4.11.8 National and African pride

Tian and Johnson (2008:27) state that increased levels of national or regional pride are recognised as part of the anticipated socio-cultural impacts of hosting mega-events. The statements covered in this section were designed to ascertain the residents' level of agreement with the statement that they were generally very proud of South Africa, followed by another statement that asked them to indicate whether they felt very much part of the African continent, due to the backdrop of the hosting of an 'African Cup'.

4.11.8.1 I am generally very proud of South Africa

Swart *et al.* (2008) contend that many destinations bid for the right to host sporting events because of the benefits attached, which might include a sense of pride and identity that can ultimately greatly affect the quality of life of the local residents. Successfully hosted events can lead to a generation of the 'feel-good' factor and boost levels of national pride, which, as the net result of the beneficial effects of personal experience and leisure, can lead to enhanced social cohesion and increased civic pride (Maennig & Porsche, 2008:1).

According to Hiller (2000:446), mega-events have been thought to be an opportunity for flag-waving and for the development of an expanded sense of national pride and national consciousness-raising. When asked to indicate their level of agreement with the statement that they were generally very proud of South Africa's hosting of the event, a notable majority (89.8%) of the respondents agreed with the statement, while 6.1% remained neutral on it (see Figure 4.18 below). A further 4.1% minority indicated that they disagreed with the statement. The results are nuanced in Chain's (2009) study, in which 87.8% of the respondents agreed that the event would result in CoCT becoming internationally competitive (an element of pride). With such a high indication of positive feelings, the expectation was of high spirits for

the duration of the event. Such a spirit of bonhomie was clearly visible both before and during the event, especially as South Africa adopted the ‘Football Friday’ phenomenon, which was a campaign designed to inspire South Africans to become united behind the 2010 FIFA World Cup effort, by encouraging them to wear national team colours every Friday in the run-up to, and throughout, the tournament (fifa.com, 2009).

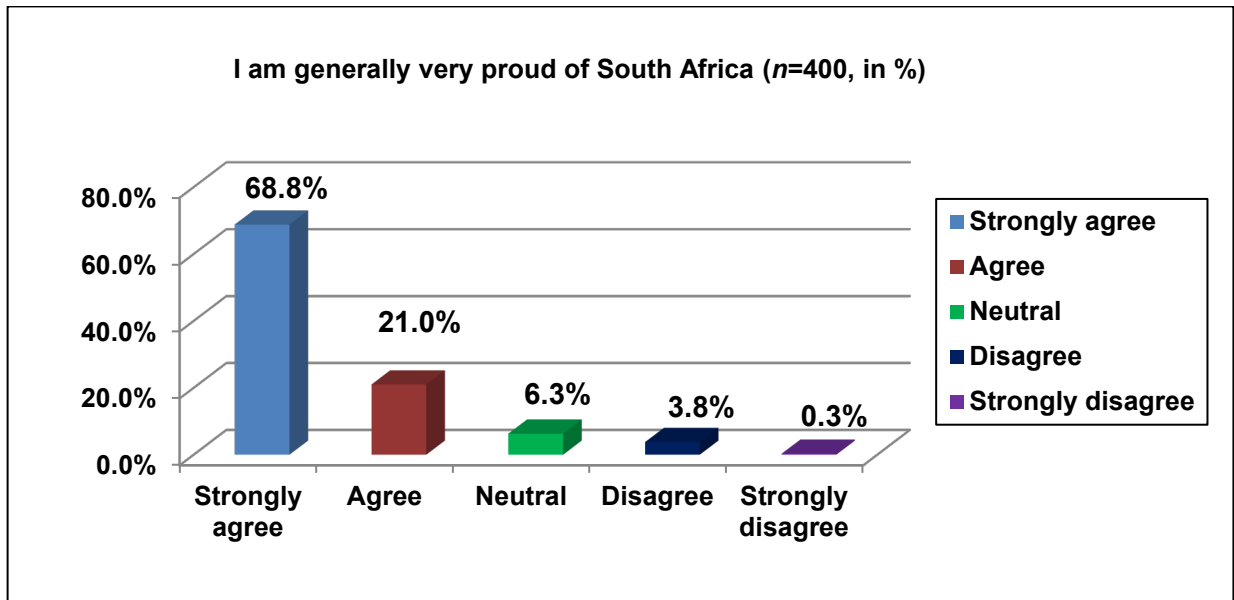


Figure 4.18: I am generally very proud of South Africa (n=400, in %)

4.11.8.2 I feel very much part of the African continent

Against the backdrop of South Africa showcasing the 2010 event as an ‘African World Cup’, the respondents were required to indicate their level of agreement with the statement that they felt very much part of the African continent. The majority (80.1%) of respondents agreed with the statement, while 12.3% were neutral on it (see Figure 4.19 below). Furthermore, only 7.6% disagreed with it. The significance of the result was twofold. Firstly, there was an indication of support for the central theme of African unity among the respondents. Secondly, one of the underlying themes of the ALP was the promotion of cooperation in the area of security issues affecting the continent. The overwhelming 80.1% agreement of the respondents with the statement, especially in the wake of the recent spate of xenophobic attacks that characterised some parts of South Africa during 2008, might suggest a move towards solidarity and the communal awareness of “Ubuntu” among Africans. However, it might be contentious to assume such an outcome, seeing that the demographic make-up of Green Point was mostly white, and xenophobic violence was mostly centred around the black townships, the result, in itself, suggests willingness on the part of South Africans to embrace other Africans and to promote the idea of the ‘African Renaissance’ considering that the demographic make-up of Green Point had diversified quite noticeably since the advent of a democratic South Africa. To further justify the outcome of the study, the immense support given by South Africans to all

African teams participating in the 2010 soccer event was further proof of such solidarity, as high spirits were widely visible throughout the World Cup (McDoom, 2010).

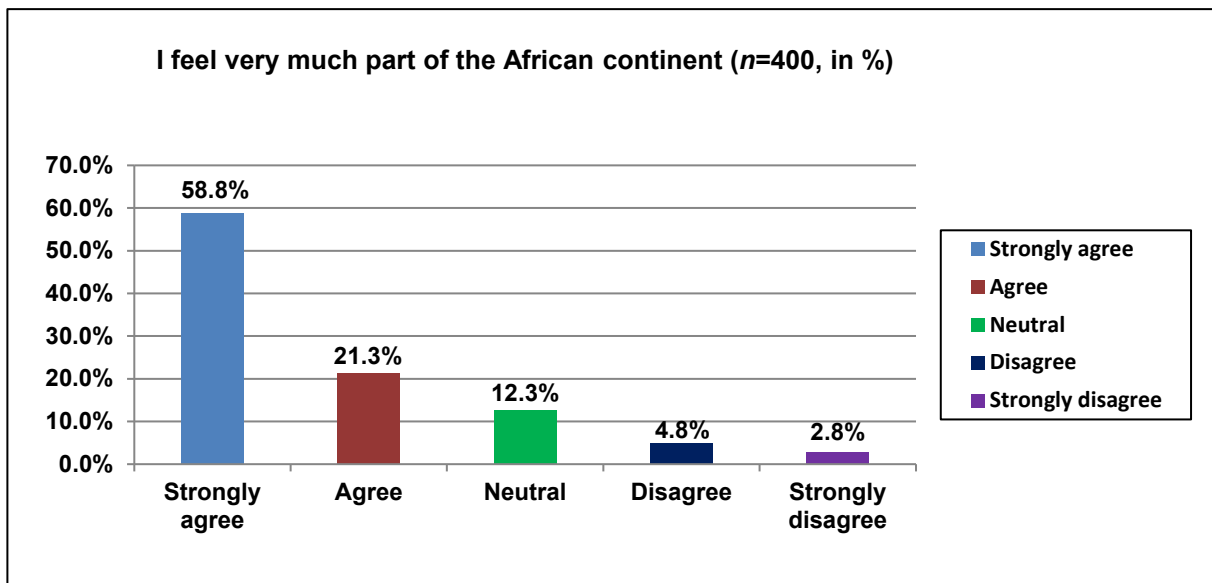


Figure 4.19: I feel very much part of the African continent (n=400, in %)

4.12 Perceived overall beneficiary of the 2010 FIFA World Cup

In assessing the impacts of hosting mega-events, the overarching theme was how the benefits that accrue from hosting them tend to be distributed and how they tend to impact on the lives of local communities and residents (Andranovich *et al.*, 2001). Swart and Bob (2009) further highlight that the amount of community support for an event usually depends on the perceived benefits and costs associated with the event, and on how such anticipated benefits are distributed.

With regards to the above, respondents in the study were asked to select from a list of potential beneficiaries from South Africa's hosting of the 2010 FIFA World Cup. The responses obtained are presented in Table 4.35 below. Interestingly, 57.0% noted that businesses would be the overall beneficiaries, while 23.9% noted that the wealthy and rich would benefit most from hosting of the event in South Africa. Furthermore, 16.5% of the respondents indicated people living in towns and cities, while a further 12.3% selected the other category. Of the 12.3%, most (8.6%) indicated that the owners of the event (FIFA) stood to benefit most from South Africa's hosting of the 2010 edition of the World Cup.

Perhaps some of the objection to having the event in the area arose from the fact that the residents concerned felt that the benefits were not widespread enough, as evident from the above result highlighting that businesses (57%) stood to benefit more from the event, followed by the rich and wealthy (23.9%). Furthermore, very few (1.4%) of the respondents indicated that the overall beneficiaries of the 2010 event were the poor and disadvantaged, while a further 1.1% highlighted rural inhabitants as the overall beneficiaries of the hosting of the

event, thereby highlighting earlier contentions that the benefits of such events are usually concentrated around urban areas, especially the host cities, whereas the areas not situated close to the host cities are unlikely to benefit from the trickle-down effects of the distribution of the benefits of such events.

Level of agreement	Total (n=400)
Businesses	57.0
Wealthy and rich	23.9
People living in towns and cities	16.5
Other	12.3
Poor and disadvantaged	1.4
People living in rural areas	1.1

The results concur with Chain (2009), and Pillay and Bass (2009:88) that such benefits as upgrades to transport infrastructure, event-led infrastructure, service provision, and general improvement in the quality of the urban fabric are often associated with the hosting of such events.

4.13 Summary

Chapter Four provided discussions and analysis on the perceived impacts of the 2010 FIFA World Cup in Green Point, with responses being based on attitudes towards, as well as perceptions of, the event. The demographic profiles of all 400 residents surveyed revealed a slight male-dominated gender representation, with 58.5% being men and 41.5% being women, with an average age of 38.2 years. Regarding other demographic attributes, the majority (54%) of the respondents were white and the average income of the respondents was R13 550.64 per month.

Most (94.3%) respondents were knowledgeable about the event-related infrastructure, especially regarding the competition venue in the area, namely the Cape Town Stadium. Respondents further exhibited high levels of awareness (100%) with regards to the 2010 FIFA World Cup, as opposed to the moderate to high levels of interest that they exhibited in soccer at other levels.

Support for the event was high, with 60.3% of the respondents indicating their willingness to attend matches at stadia during the event, and 90.5% planning to watch the event on television. Of the respondents, 67.3% indicated a willingness to watch matches at dedicated PVAs and a willingness to spend an average of R64.30 for such access. The many positive

responses that were received from Green Point residents suggested high levels of support and a positive attitude towards the stadium and the event being hosted in their area.

With regards to the residents' perceptions and attitudes, the study registered high expectations regarding impacts of the event, especially in the areas of socio-cultural and local economic development in relation to the creation of employment opportunities and community benefits. Residents also raised notable concerns regarding the distribution of event-related benefits.

Key concerns were raised about the levels of effective communication and dissemination of information regarding planned stadia developments and the distribution of event benefits by key 2010 stakeholders, with about 40.1% indicating that there was a paucity of communication about the event. Furthermore, concerns were also registered in the areas of event-related crime incidents and inconveniences to locals in the form of noise pollution. Respondents further expressed a desire to know more about the event, highlighting the importance of establishing effective communication strategies and consultation mechanisms by event organisers and government officials for informing residents of 2010 developments.

Overall, the respondents exhibited positive attitudes toward the 2010 FIFA World Cup and toward the hosting of the mega-event, with most perceiving that the event would leave positive legacies for the nation. Clearly, there were high expectations among the residents that positive economic and social benefits would be realised from the hosting of the event, thus helping to ensure that positive sustainable legacies were achieved, especially for the nine host cities. In the following and final chapter of the current study, conclusions are drawn based on the findings and recommendations proposed for future research in the field.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The preceding chapter presented, analysed and discussed the findings obtained from the primary investigation into residents of the Green Point suburb, under the headings of the research objectives concerned. The opening chapters presented an overview of sport tourism, mega-events and the background to South Africa's hosting of the 2010 FIFA World Cup. The chapters also discussed residents' perceptions of mega-event impacts, making use of theoretical overviews and literature on tourism, sport tourism and mega-events, as well as on their legacies and impacts. Furthermore, the research methodology used in the study was presented to ensure the reliability and validity of the results obtained.

The final chapter of the thesis summarises the study, presenting conclusions drawn from the primary and secondary findings of the study, and setting out recommendations for, and the direction of future research, which are aimed at planning for future mega-events to be held in South Africa and on the rest of the African continent. The limitations encountered during the study are highlighted and a future research direction is suggested.

5.2 Conclusions

Research findings were analysed with regards to the following objectives:

- to evaluate the residents' perceptions of, and attitudes towards, the 2010 FIFA World Cup, three months before kick-off of the event;
- to evaluate the residents' perceptions of the location of Cape Town Stadium;
- to identify the potential impacts of the 2010 FIFA World Cup on residents living in close proximity to the Cape Town Stadium; and
- to determine any changes or shifts in perception, and the possible reasons for such shifts.

The following discussions present the conclusions to the study according to the objectives outlined above.

5.2.1 Conclusion: Objective one

The first objective of the current study was to evaluate the residents' perceptions of, and attitudes towards, the 2010 FIFA World Cup, three months before kick-off of the event. In terms of awareness about the event itself, the overwhelming majority (98.8%) of respondents indicated their awareness of a major sport tourism event being hosted in South Africa. Within this category, all 100% of the respondents indicated the 2010 FIFA World Cup as the major event in question, suggesting very high levels of awareness about, and support for, the event.

In terms of the residents' support for the event, 84.0% indicated that they believed that South Africa would successfully host the event, while 60.3% indicated that they would attend soccer matches during the event. Furthermore, 90.5% of the residents agreed that they would watch games on TV, and 67.3% indicated their willingness to attend PVAs during the 2010 FIFA World Cup, for which they were prepared to spend an average of R64.30 to gain access. However, access to PVAs during the 2010 FIFA World Cup was free. The high levels of support obtained in the study concur with those of Swart and Bob (2009), who highlight that Green Point residents expressed high levels of support and expectations with regards to potential benefits to be gained from the event. The results also support contentions by Gursoy and Kendall (2006) that residents are likely to support mega-events as long as they believe that the expected benefits of development will exceed the anticipated costs.

Of the respondents, 39.8% indicated that they would not attend matches at the stadium, largely due to the tickets being unaffordable, the inadequate means of transport to and from matches, and the high levels of crime anticipated. With an average household income of R13, 550.63 per month, it was surprising that such a concern was raised, especially when Category Four tickets were made available to South African residents at the cost of R140.00 each. Also, the concerns raised regarding crime and its related incidents crucially highlighted the need for the implementation of effective communication strategies and consultation mechanisms by 2010 event organisers and government officials to inform residents of crime prevention measures that were undertaken. With all respondents interviewed living within a 2-km radius of the stadium, transport-related concerns were of interest. Despite the above concerns being identified, much support was shown by residents of the hosting of the event in the area, as was previously highlighted.

5.2.2 Conclusion: Objective two

The second objective of the study was aimed at evaluating the Green Point residents' perceptions of the location of the Cape Town Stadium. While the location of the stadium had been an ongoing source of contention among certain residents, there was evidence that the majority of the residents were conversant with the location of the stadium in Green Point. About 94.3% of the respondents indicated that they were aware of the competition venue in their area. Furthermore, 10.2% of respondents also identified the Cape Town Stadium as a major legacy project related to the 2010 FIFA World Cup. The finding illustrates the positive attitudes of, and the strong levels of support among, residents regarding 2010 stadia development in general, and the Cape Town Stadium in particular. It also emphasises the fact that there was support for the hosting of the 2010 FIFA World Cup in South Africa.

However, some respondents voiced concerns that were mostly centred around the environmental impact of the stadium, as well as the traffic congestion and noise pollution.

Notwithstanding, there was strong evidence to support their levels of satisfaction with having the opportunity to host the event in their area. As previously noted by Bull and Lovell (2007:239), understanding the levels of residents' awareness is crucial, as such awareness determines their level of support for an event. The study, in this regard, can be adjudged to have fulfilled the second objective.

5.2.3 Conclusion: Objective three

The third objective intended to identify the potential impacts of the 2010 FIFA World Cup on residents living in close proximity to the Cape Town Stadium. Key findings from the primary data collected revealed that, generally, respondents had a positive attitude towards the World Cup. A combined 81.1% of the respondents felt that the event, which was a once-in-a-lifetime opportunity for the country, would leave positive legacies. Such support is further bolstered by the 81.3% of respondents who indicated that the facilities created for the event would be put to long-term use, such as major roads and airport upgrades that could ease the traffic flow and attract more tourism to the area, while the stadium, which is a multi-purpose facility, could attract other events, such as concerts and conferences, to the area. The positive legacies expected were mostly in the areas of socio-economic, infrastructural and socio-cultural development. High expectations were further raised in relation to the environmental impacts and longer-term local economic development benefits, especially in terms of the creation of sustainable employment opportunities and the experiencing of such community benefits as social cohesion and the eradication of crime.

In terms of economic impact, concerns were mainly highlighted in the area of BEE improvement. In summary, the residents' concerns were primarily voiced in relation to the unequal distribution of perceived benefits with regards to socio-cultural and socio-economic opportunities, as well as inconveniences that were likely to be associated with stadium location during the event.

Furthermore, the residents also raised a number of concerns regarding the potential impacts of the stadium in the area, such as increased traffic congestion, event-related crime, greater noise pollution, and an increase in the cost of living during the event. Such concerns, although minimal, should not be overlooked. In this regard, the residents suggested the need for effective and regular communication with the 2010 event stakeholders, in order that effective and efficient strategies could be developed for implementation aimed at pre-empting or reducing the negative impacts of the event and at ensuring an equal distribution of perceived benefits that might accrue from the event.

5.2.4 Conclusion: Objective four

Objective four stems from the fact that the current study is a longitudinal study, and therefore seeks to determine any changes or shifts in perception, if any, in comparison with earlier studies that were undertaken into Green Point residents' perceptions and the possible reasons for such shifts. Albeit in varying proportions, the current study established similar trends as those that were earlier uncovered in the studies of Swart and Bob (2009) and Chain (2009). Similarities were registered in the area of residents' perception of South Africa's readiness to host the event, albeit Chain's (2009) study noted 76.7%, while the current study noted 84%. In the same light, Swart and Bob (2009) registered an 81% agreement that "the 2010 FIFA World Cup will be the best ever and leave positive legacies for South Africa". Furthermore, when asked whether hosting the 2010 event would lead to achievement of a legacy, 81.1% agreed with the statement made in this regard, mirroring a similar 77.3% agreement that was obtained by Chain (2009). The similarities noted in the area of how positive residents were regarding South Africa's hosting of the 2010 FIFA World Cup, and how high their expectations were of the potential impacts of the event on their community suggested high levels of support for the event from the residents concerned. Even though Swart and Bob's (2009) study was conducted in 2005, four years earlier than that of Chain (2009), and five years before the current study, the underlying concerns highlighted were found to be mostly consistent. The residents primarily expressed their concerns about event-related crime, traffic congestion, high levels of noise pollution, and the safety and security of visitors, therefore emphasising the need for effective strategies to be implemented to combat the negative social impacts associated with such events. Further concerns were raised in all three studies regarding the degree of inconvenience caused to local residents and the overall resultant increased cost of living.

Despite all of the studies expressing certain similarities, as has been highlighted above, there were also instances where shifts in perceptions were registered. In the current study, 81.3% of residents indicated that they would be able to use the facilities created for the event in the long-term, marking a complete departure from Chain (2009), whose study registered only 14.2% agreement with the statement. The significance of the result should also be seen in relation to Kim and Petrick's (2005) study, that focused on residents' perceptions of impacts of the 2002 FIFA World Cup, and which concluded that residents' perceptions of the impacts of mega-events might vary over time. It can, therefore, be concluded that the current study met objective four.

5.3 Recommendations

Just three months to kick-off, residents highlighted concerns regarding the need for more emphasis on communication and the effective dissemination of information. Such enhanced communication, according to the respondents, would increase their levels of awareness of event-related planning and assist with minimising negative outcomes. It will also justify investments made towards the hosting of the event and to ensure the realisation of legacies, and event-related opportunities. According to Swart and Bob (2009:58), it was of crucial importance that effective communication strategies and consultation mechanisms be implemented by event organisers and government officials to inform residents of 2010-related developments.

Swart and Bob (2009) stipulate that, due to the fact that mega-events have varying impacts on the countries or communities that host them, they must be constantly and continuously measured and analysed, in order to understand the levels of public awareness, perceptions and attitudes around the events. The current study recommends that further longitudinal research be conducted over a period of time, preferably three months post-event, as well as in subsequent years, in order to allow for a more effective evaluation of the variations in residents' levels of awareness and attitudes, and the potential impact of the mega-event. Such studies would allow event stakeholders to understand residents' perceptions of events, and enable them to use the information to better engage and involve the community when leveraging for future mega-events.

Further research is again recommended, as it very closely relates to one of the major objectives of the study, which was aimed at determining any changes in perception over time. This was especially so as perceptions might have changed post-event, depending on the sustainability of such event-related facilities as the stadiums.

Community participation and involvement have been highlighted as an important element in ensuring the success of the event. According to Kim *et al.* (2006), involving residents throughout the planning process encourages mutual respect between key event stakeholders and the community, and further emphasises the community's support for the event, thereby guaranteeing the success of the event. Such involvement would encourage the community to support the event and also galvanise community members to support subsequent events that could be hosted at the Cape Town Stadium in future.

Furthermore, in order to ensure the maintenance of sustainable environmental practices, managers of the event must put in place responsible event management practices and sustainable environmental management policies pre-, during and post-event. Such practices

and policies would assist in minimising any unsustainable environmental impacts, and help to preserve sustainable practices for future implementation. According to Otto and Heath (2009), with increasing emphasis being placed on environmental sustainability, there is a growing need to identify the key areas where mega-events can impact on climate change, and to proactively develop and implement appropriate environmental management guidelines and processes that take cognisance of the realities of the situation and the challenges to the environment.

Mega-events have also been considered as having the potential to encourage increased participation in sport by local communities, such as was experienced in the run-up to the 2008 Beijing Olympic Games in 2008 (Tian & Johnson, 2008). In line with such thinking, improvements to host city, district and neighbourhood infrastructure levels are recommended in order to promote community involvement and participation in sport.

5.4 Limitations of the study

In addition to the limitations expressed in Chapter Three, the following challenges apply to the current study.

First of all, access to respondents was noted as being a major challenge, as most residents lived in flats and homes that restricted public access. The limitation was further compounded by fears regarding safety and security, thereby leading to a number of respondents not being willing to participate in the study.

The perception that the questionnaire was lengthy made some residents reluctant to participate in the survey. The survey was also deemed to be time-consuming, limiting the number of questionnaires that could be completed on any one day. The study required financial input to execute the fieldwork, due to the methodology adopted.

5.5 Future research direction

The findings of the present research provide a basis for further development of an understanding of residents' perceptions. The study therefore opens up a range of future research opportunities, especially in line with the contention that residents' perception studies are crucial three months pre- and three months post-event.

Firstly, there is a need for further post-event longitudinal research into residents' perceptions of mega sporting events, especially in relation to those residents living in proximity of event venues. A proper understanding of residents' attitudes could afford event stakeholders the

insight required to better plan and manage events more effectively, as well as to explore the impacts that might be realised from events.

Secondly, since studies were previously conducted in Green Point, follow-up studies should continue in the same area both during and after the 2010 FIFA World Cup™, in the form of longitudinal studies undertaken to assess the changes registered in residents' perceptions of, and attitudes towards the event.

Furthermore, due to the high levels of support registered for South Africa's hosting of the 2010 event, research into residents' perceptions and attitudes should be carried out in all the host cities of the 2010 FIFA World Cup in South Africa, in order to consistently ascertain the levels of residents' perceptions and attitudes using a standardised measurement tool (questionnaire) and methodology. Doing so will determine whether different areas within the country share the same, or have different, perceptions regarding South Africa's hosting of the 2010 FIFA World Cup generally.

Maennig and Porsche (2008) highlight that, after the 2006 FIFA World Cup in Germany, studies conducted on the 'feel-good' factor estimated that a value of around €830 million had been gleaned from the event, using the contingent valuation method to measure residents' willingness to pay for a sporting event. Because the current findings emanated from a pre-event study and follows along the same lines of social exchange, it would be interesting to find out from an *ex post* study how much residents' would have been willing to invest in the social exchange enterprise provided by the 2010 event.

Further post-event research in host communities is required in order to assess the actual socio-cultural, environmental and economic impacts of the event on the communities, as opposed to counterfactual projections that have been made throughout the preparatory stages in the run up to the event.

5.6 Concluding remarks

The current study adds to the burgeoning body of knowledge on residents' perceptions of mega-event impacts within host countries and communities. The study also contributes to the current body of knowledge on residents' perceptions of sport events and mega-events in Cape Town and South Africa. As a longitudinal study, it further helps to establish variations in perceptions and the reasons for such that might be experienced over time, thereby providing a basis for post-event studies in the given field.

The recommendations provided could be shared with the 2010 LOC and stakeholders, who could use findings of the study to ensure better planning and greater community involvement,

especially in terms of the post-event usage of stadiums, as well as the marketing of such events in future. In addition, the study presents event managers and planners with the opportunity to understand what residents' attitudes and views are regarding the upcoming 2010 FIFA World Cup and the attitudes of residents towards the building of the Cape Town Stadium in Green Point.

The introductory chapter to the study provided the background to the research problem and a general overview of mega-events, with particular focus on the 2010 FIFA World Cup. The chapter also focused on the aims and objectives of the study, as well as on the research approach and methods adopted to collect primary and secondary data.

Chapter Two provided a conceptual framework and theoretical overview of sport tourism and mega-events in relation to South Africa's hosting of the 2010 FIFA World Cup. Focus was placed in the review of existing literature on studies pertaining to impacts of sport tourism events and mega-events on host communities, as well as on published research concerned with residents' perceptions of sport tourism events, with an emphasis on Cape Town being earmarked as one of the host cities of the 2010 FIFA World Cup. The perceptions of Green Point residents regarding the socio-economic and environmental impacts of the event as a result of the event being hosted in their community were also outlined.

The third chapter provided a discussion of the methodology which was used in this study. The chapter also documented the questionnaire design, instruments used in collecting data, sample size, and the survey population. Ethical considerations and limitations of the study were also outlined.

Chapter Four discussed the summary of findings that were obtained from the survey questionnaires, in relation to the theoretical overview and the research objectives that were set out in Chapter One.

The fifth and final chapter provided conclusions and recommendations, based on the findings and research objectives. It further considered limitations of the study, and indicated a future research direction.

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[22 February 2010].

APPENDICES

Appendix A: CPUT ethical clearance to pursue studies



Cape Peninsula University of Technology Faculty of Business Research Ethics Committee

Members present:

Prof S Davies, Dr W Ukpere, Prof K Swart, Ms C Steyn, Prof H Ballard,
F Salie (Secretariat)

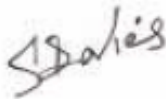
Venue: Boardroom, Faculty of Business, Cape Town Campus

Date: Friday 09 April 2010

Please note that applications to the Faculty of Business Research Ethics Committee (FBREC) must include a full research proposal (that has been approved by the supervisor) that includes a section on the ethical issues involved in the study; along with necessary supportive documentation.

Student: Bama, HK 2070512569
Supervisor: Prof K Swart
Level: MTech
Title: Residents perceptions of the 2010 FIFA World Cup three months prior to the event: A case study of a suburb in Cape Town, South Africa

Decision of committee: The Faculty of Business Research Ethics Committee (FBREC) has approved the submission and make the recommendation that it be forwarded to Faculty of Business Research Committee (FBRC).

A handwritten signature in black ink, appearing to read "S Davies".

Prof S Davies
Chairperson: Faculty of Business Research Ethics Committee
09 April 2010

Appendix B: GPRRA letter of approval to undertake research



Dr. Kamilla Swart
Cape Peninsula University of Technology
Faculty of Business
Department of Tourism and Hospitality Management
P.O. Box 652
Cape Town 8000

24th March 2010

Re: Request for a letter of approval by Green Point Ratepayers' and Residents' Association (GPRRA) consenting to a research study conducted by Mr. Hilary Bama / title of the study: "Residents' perceptions of the 2010 FIFA WORLD CUP: A case study of a suburb in Cape Town, South Africa" / Your letter dated 15th March 2010.

Dear Dr. Swart,

With reference to **Mr. Hilary Bama's request**, I herewith on behalf of the **Green Point Ratepayers' and Residents' Association (GPRRA)** respond to your request.

The Management Committee of the GPRRA has agreed that we have no objection to Mr. Bama conducting his study of Green Point residents' perceptions of the 2010 FIFA World Cup.

We need to update our residents and ratepayers and would appreciate it if you would leave a pamphlet with those residents interviewed.

Sincerely,

- GPRRA Chairman -

Phone: 07 6 0612371 (answering machine), Fax: 086 609 5310
E-mail: info@gprra.co.za (for General inquiries)/
bec@gprra.co.za (BUILT ENVIRONMENT COMMITTEE -
for construction-related issues)
HEC@gprra.co.za (HUMAN ENVIRONMENT COMMITTEE -
(for issues related to the human environment)
Website: www.gprra.co.za

Postal address: GPRRA, P.O. Box 27156, Rhine Road, 8050

APPENDIX C: Letter of introduction and survey questionnaire



Faculty of Business
Department of Tourism and Hospitality
PO Box 652
Cape Town
8000

31 March 2010

Green Point Residents
Cape Town

Dear Resident

RE: LETTER OF INTRODUCTION AND REQUEST FOR PARTICIPATION IN PERCEPTION SURVEY OF GREEN POINT RESIDENTS IN CAPE TOWN

Title: Residents' perceptions of the 2010 FIFA World Cup three months prior to the event: A Case study of a suburb in Cape Town, South Africa

I, Bama Hilary Kennedy Nji, I'm currently conducting research on the above title as part of the requirements for achieving a Masters in Technology degree through the Cape Peninsula University of Technology. The main objective of the study is to investigate the level of awareness, perceptions and attitudes of Green Point residents living within a 2-km radius of the Cape Town Stadium and the FIFA Fan Mile with regards to the 2010 FIFA World Cup event. I would like you to participate in the study by answering a questionnaire. The information collected will be used solely for the purposes of completing my master's mini-dissertation and in future papers, journal articles and books that will be written by the researcher.

Your anonymity and confidentiality will be preserved at all times. Your personal details are not required for this study and under no circumstances will your personal details be disclosed or referenced. Furthermore, your participation is entirely voluntary and you may withdraw your permission to participate in this study without explanation at any time. No written consent is necessary to participate in this study however verbal consent is required for you to proceed to complete the survey questionnaire.

Your assistance is highly valued in completing the relevant questionnaire. If there are any questions you may contact me or my supervisor (Prof. K. Swart).

My contact details are: (021) 481 2645 (B)

My supervisor's details are: (021) 464 1307 (B)

Yours sincerely

Mr. Bama Hilary Kennedy N

**RESIDENTS' PERCEPTIONS OF 2010 FIFA WORLD CUP AND STADIUM DEVELOPMENT
PRE-EVENT SURVEY**

1. Event awareness

1.1 Do you know of any major sport tourism event being held in South Africa this year (2010)?

Yes	No	Not sure
-----	----	----------

1.1.1 If yes, please indicate which major sport event South Africa is hosting.

Rugby World Cup	Cricket World Cup	Golf Tournament	FIFA (Soccer) World Cup	Other (specify)
-----------------	-------------------	-----------------	-------------------------	-----------------

1.1.2 If yes, please select how you were informed of this event.

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	E-mail	Friends	Other (specify)

2. Residents' awareness of the 2010 FIFA World Cup

2.1 Are you aware of the competition venue that was built in your area for the FIFA World Cup?

Yes	No	Not sure
-----	----	----------

2.2 Are you aware of any new sport facility that was upgraded or built in your area for the FIFA World Cup?

Yes	No
-----	----

2.3. Are you aware of any 2010-related legacy projects in your area?

Yes	No
-----	----

2.3.1 If yes, please name the legacy project/s of which you are aware.

3. Residents' interest in soccer

3.1 Which one of the following statements best summarises your interest in soccer as a spectator?

I am an avid fan of the sport, and always try to attend games, or to watch them on TV.	
I am interested in the sport, and watch it when I can,	
I am not interested in the sport, but sometimes attend or watch games because family or friends are interested in it.	
I have no interest in the sport or the associated festivities, even when they are held in our area.	

3.2 Which one of the following statements best summarises your interest in soccer as a recreational activity?

I am a keen participant in the sport, and am regularly involved in club competitions.	
I am a keen participant in the sport, in which I am regularly involved, although not in any formal competition.	
I occasionally participate in the sport socially.	
I used to participate in the sport, but I have not done so in recent years.	
I have absolutely no interest in participating recreationally in the sport.	

3.3 Do you currently attend soccer matches at league or national level?

Yes	No
-----	----

3.3.1 If yes, why?

Interest in soccer	Received complimentary tickets
Ability to meet with friends	Desire to support the development of the sport
A way in which to relax	Company sponsored the game, so have to attend
Other (specify)	

3.3.2 If no, why? _____

3.4 Will you be attending any of the 2010 FIFA World Cup matches?

Yes	No
-----	----

3.4.1 If yes, where?

Durban	Cape Town	Port Elizabeth	Johannesburg	Bloemfontein
Nelspruit	Polokwane	Pretoria	Rustenburg	Other (specify)

3.4.1.1 If yes, how will you be travelling from your place of residence to another host city to watch the match (es)?
Multiple responses permitted.

1. Aeroplane	2. Own vehicle	3. Conducted tour	4. Taxi
5. Bus	6. Hired vehicle	7. Other (specify)	

3.4.1.2 If yes how much are you willing to pay (in Rands), or did you pay, for a ticket?

<250 (specify)	250–500	501–750	751–1000	>1000 (specify)
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3.4.2 If no, why will you not be attending any World Cup matches?

Not interested in soccer	Will not be able to afford to purchase tickets
Transport difficulties	Wish to attend a public viewing area
Prefer to watch game on TV	Do not feel that it will be safe to attend matches
Other (specify)	

3.5 Will you consider watching the match on television?

Yes	No
-----	----

3.6 If you cannot purchase tickets for the game, would you consider watching the game on big screens at dedicated spectator locations or public viewing areas?

Yes	No
-----	----

3.6.1 Would you pay to attend a match on a big screen at a public viewing place?

Yes	No
-----	----

3.6.2 How much are you willing to pay to attend a public viewing area? _____

4. Involvement in 2010 World Cup

4.1 At this stage, how do you mainly see your involvement in the 2010 World Cup?

	Yes	No
A spectator at soccer matches		
A volunteer at soccer matches		
Directly employed		
Using income-generating opportunities linked to the event (e.g. business opportunities and tourism)		
Uncertain/don't know		
Other (specify)		

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

Yes	No
-----	----

4.2.1 If yes, how would you like to be updated on 2010 initiatives?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	E-mail	Other (specify)	Friends

4.3 Do you have any suggestions for improving the communication related to the 2010 event?

5. Perceptions and attitudes:

Please indicate your level of agreement with the following statements that relate to different aspects of the 2010 FIFA World Cup. Use the codes below and choose one response for each statement.

CODES SA = Strongly agree; A = Agree; N = Neutral; D = Disagree; SD = Strongly disagree

	SA	A	N	D	SD
South Africa's readiness to host the event					
I feel confident that this event will be successfully hosted by South Africa.					
The hosting of the FIFA World Cup in 2010 will result in South Africa achieving a					

legacy.					
Perceived infrastructural development and service delivery impacts					
Infrastructural development has taken place mainly near the stadia.					
I think that the facilities created for this event can be used in the long term by local residents.					
Perceived economic impacts of hosting the 2010 FIFA World Cup					
The FIFA World Cup will only benefit the rich and big business.					
Hosting of the event will help to ensure employment opportunities for the local community.					
Hosting of the event will lead to increased spending in the local area, thus helping to ensure economic benefits for the local community.					
The event will lead to extended shopping hours in the event area.					
Black economic empowerment levels will improve.					
The prices of goods in the area will increase due to the event.					
Use of public money / funds					
I feel that the use of public funds in support of the event is acceptable.					
Too much money was, and is, being spent on the 2010 event that could be spent on other activities.					
Perceived social impacts of hosting 2010 FIFA World Cup					
Significant traffic congestion will be experienced in the local area due to hosting of the event.					
An increase in levels of crime (e.g. thefts, muggings, etc.) will be experienced due to the event.					
An increase in vandalism (damage to properties) will be experienced due to the event.					
Extensive alcohol abuse by persons attending the event will lead to spectator hooliganism.					
Terrorism will be a concern during the event.					
The event will lead to excessive noise, which will annoy local residents.					
Entertainment opportunities related to the event will be provided for local residents.					
The 2010 event will only benefit some members of the community and increase levels of social inequality.					
The event will stimulate training and skills development for members of the community.					
The 2010 event will provide a major boost of national pride and nation-building.					
I feel proud that the event is to be hosted in my town, city or area.					
I feel proud that South Africa is hosting the 2010 FIFA World Cup.					
It is very important that Bafana Bafana (the South African national soccer team) wins matches in the 2010 FIFA World Cup.					
The event has NO negative social impacts.					
Regional showcase					
The event will showcase South Africa in a positive light.					
The event will attract tourists to the area.					
The event will increase positive media coverage of the area.					
Crime will showcase South Africa in a negative light.					
Perceived environmental impacts of hosting the 2010 FIFA World Cup					
The environment is being degraded, due to the hosting of the event.					
The hosting of the event will increase the levels of air pollution in the local area.					
The hosting of the event will lead to significant production of waste.					
The event has NO significant negative environmental impacts.					
Sport impacts					
I am more aware of football/soccer due to the hosting of this event.					
I am more interested in football/soccer due to the hosting of this event.					
I will consider participating in football/soccer in the near future.					
National and African pride					
I am generally very proud of South Africa.					
I feel very much part of the African continent.					

5.2 Which of the following groups (choose one) will benefit the most from the 2010 FIFA Soccer World Cup?

Poor and disadvantaged	People living in rural areas	Businesses
Wealthy and rich	People living in towns and cities	Other (specify)

6. Resident profile

6.1 How old are you?

<20	21-30	31-40	41-50	51-60	61-70	>70 (specify)
-----	-------	-------	-------	-------	-------	---------------

6.2 Gender

Male	Female
------	--------

6.3 Marital status

Single	Married	Separated	Divorced	Widowed
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6.4 Historical race category

African	Indian	Coloured	White	Not applicable / No response
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6.5 Do you see yourself as part of a minority or majority in your country?

Majority	Minority	Neither	Not sure
----------	----------	---------	----------

6.5.1 If you have indicated that you belong to a minority or majority grouping, on what do you base that status?

Status factors	Yes	No
My language		
My religion		
My political affiliation		
My race		
My ethnicity		
Where I live (locality)		
Other? Please list.		

6.6 Highest educational level attained

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

6.7 Employment status

Student/Scholar	Retired	Sales/Marketing	Unemployed
Administrator/Manager	Business person	Artisan/Technician	Professional
Self-employed	Home executive	Labour/Unskilled	Other

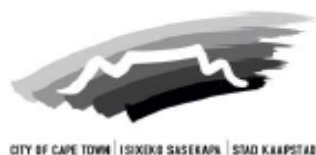
6.8 Monthly income in Rands

None	0–10 000	11 000–20 000	21 000–30 000
31 000–40 000	41 000–50 000	51 000–60 000	>60 000

Fieldworker to note the location of the interview: _____

Thank you for your participation in / contribution to the study.

Appendix D: CoCT letter of acknowledgement regarding the undertaking of study



Civic Centre
Hertzog Boulevard
Cape Town 8001

PO Box 4557 Cape Town 8000

Ask For: Carol Wright

Tel: (021) 400 2066

Fax: (021) 400 2715

Email: carol.wright@capetown.gov.za

Iziko ioLuntu
Hertzog Boulevard
Cape Town 8001

PO Box 4557 Cape Town 8000

Cela: Carol Wright

Umnxeba: (021) 400 2066

iFeksi: (021) 400 2715

Burgersentrum 12
Hertzog-boulevard 12
Kaapstad 8001

Posbus 4557 Kaapstad 8000

Vra vir: Carol Wright

Tel: (021) 400 2066

Faks: (021) 400 2715

STRATEGIC DEVELOPMENT INFORMATION AND GIS DEPARTMENT

Date: 1st April 2010

PER EMAIL: swartk@cput.ac.za

Prof. K. Swart
Centre for Tourism Research in Africa
Cape Peninsula University of Technology
Faculty of Business
PO Box 652
Cape Town
8000

Dear Prof. Swart

RE: LETTER OF ACKNOWLEDGEMENT – NRF FUNDED 2010 FIFA WORLD CUP™ RESEARCH STUDIES IN CAPE TOWN

This letter serves to acknowledge that Prof Swart has received National Research Foundation Funding (NRF) to conduct research concerning the Management and Impacts of the 2010 FIFA World Cup™ in Cape Town (2010-2012). She will be undertaking a range of studies (pre-, during and post-2010) and will include residents' surveys, business surveys, visitors' surveys and media analysis.

The City of Cape Town is the process of finalising its 2010 Research Agenda and aims to work in partnership with the Cape Higher Education Consortium (CHEC) and the Department of Sport and Recreation South Africa (SRSA) to implement the research. The intention will be to collaborate and integrate the studies, where possible.

For all studies, participation is voluntary and all information supplied will be treated and managed in the strictest confidence.

The above NRF funded study (as well as those planned by the City and others) will provide a greater understanding of the impacts of the 2010 FIFA World Cup in Cape Town and will add to the growing body of knowledge on this subject in South Africa and internationally.

Yours sincerely

Manager: Strategic Information

Copy to: Keith Smith Director SDI & GIS
Pam Naidoo Project Co-ordinator: 2010 Operations

Appendix F: Photographic overview of the Cape Town Stadium in Green Point

