



**THE SOCIO-CULTURAL IMPACT OF THE 2010 FIFA WORLD CUP™ ON CAPE TOWN  
RESIDENTS**

by

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**in the Faculty of Business**

**at the Cape Peninsula University of Technology**

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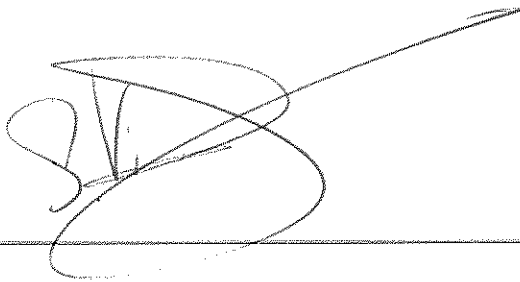
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## DECLARATION

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I, **Stephen David Visser**, hereby 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.



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**Signed**



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**Date**

## ABSTRACT

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Socio-cultural impact studies of sporting mega-events are very limited and little literature exists on the intangible effects on the residents of the host nation. Nonetheless, several historical examples, such as the 1995 Rugby World Cup in South Africa and the 2006 FIFA World Cup™ in Germany, exist and have demonstrated that sporting mega-events can fuel social cohesion and contribute to the nation-building process. Owing to the complex history of South Africa, it was difficult for residents and stakeholders to pre-determine whether the 2010 FIFA World Cup™ would foster social identity and cohesion in the country or if it would contribute to the entrenched social cleavages and lead to negative nationalism such as xenophobia.

For this purpose and to provide a platform for longitudinal studies, this study investigated socio-cultural impacts of the 2010 FIFA World Cup™ on host residents living in Cape Town and compared the opinions and attitudes of 400 respondents before and after the event using a spatially based stratified random sampling method. In an additional study conducted in Cape Town, 288 South African residents were interviewed during the mega-event, using a purposive sampling method to supplement the findings on the topics of national pride, nation-building and nationalism.

Key findings revealed that respondents were very positive about South Africa's hosting the 2010 FIFA World Cup™ and believed it to be a positive socio-cultural legacy for the country, despite high expectations of socio-cultural benefits and initial concerns and doubts among residents before the event. During the tournament, the respondents also showed high levels of agreement with most statements from Smith's National Pride Index, indicating a strong connection with their South African identity and high levels of national pride and patriotism. This was further fuelled owing to the heightened sense of euphoria and excitement of hosting this historic mega-event.

The study encourages stakeholders to continue with post-event longitudinal research in order to fully understand the changes in the residents' perceptions and to re-evaluate the long-term socio-cultural legacy impacts on host residents.

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## GLOSSARY

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### Abbreviations of Associations or Names:

<b>CBD</b>	Central Business District
<b>CPUT</b>	Cape Peninsula University of Technology
<b>DFB</b>	Deutscher Fussball Bund ('German Football Association')
<b>FIFA</b>	Fédération Internationale de Football Association
<b>GDP</b>	Gross Domestic Product
<b>GPRRA</b>	Green Point Ratepayers and Residents Association
<b>HSRC</b>	Human Sciences Research Council
<b>ICC</b>	International Cricket Council
<b>IDASA</b>	Institute for a Democratic Alternative in South Africa
<b>IOC</b>	International Olympic Committee
<b>ISSP</b>	International Social Survey Programme
<b>IRB</b>	International Rugby Board
<b>NFL</b>	National Football League
<b>NOCSA</b>	National Olympic Committee of South Africa
<b>NSC</b>	National Sport Council
<b>NZTRI</b>	New Zealand Tourism Research Institute
<b>SAST</b>	South African Sports Tourism
<b>SAT</b>	South African Tourism
<b>SPARC</b>	Sport and Recreation New Zealand
<b>SPSS</b>	Statistical Package for Social Sciences
<b>UNWTO</b>	United Nations World Tourism Organization
<b>WTO</b>	World Tourism Organization

## **Chapter One:**

# **INTRODUCTION AND PROBLEM DEFINITION**

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The aim of this chapter is to introduce a brief background to the study. The chapter commences with a rationale and introduction of the reasons and motivation behind the study, before moving on to describing the background of the 2010 FIFA World Cup™, the central topic of this study. The research problem, objectives and hypotheses give the study direction and are followed by a brief description of the methodology used. Overviews of the delineation as well as the significance of the study conclude this chapter, along with an outline of the various chapters in the thesis.

## **1.1 RATIONALE, INTRODUCTION AND BACKGROUND**

In June 2010, South Africa was the first country from the African continent to host one of the biggest mega-events in the world. Most of the other continents (all but Australia and Antarctica) have already had the chance to stage the event once or several times and the opportunity to experience what impact the event can have on the host nation, both economically and socio-culturally. Previous host nations such as South Korea and Japan, hosting the FIFA World Cup 2002 (Kim, 2002) and Germany, hosting the FIFA World Cup 2006 (Kersting, 2007), can verify that despite some negative aspects that transpire when hosting a mega-event of such magnitude, for example the increase of crime or traffic, the benefits of being a host are priceless and can be long-lasting. These events have demonstrated their unique ability and significance by showcasing the host nation in a positive light to the rest of the world and by unifying and forming cohesion amongst its residents (Kim, 2002; Kersting, 2007). Cathy Freeman, for example, was celebrated by the world as a hero and as the personified black-and-white reconciliation among Australians, when she ran for the Aboriginal cause in the women's 400 meter discipline at the 2000 Olympic Games in Sydney and won gold (Burnett, 2008).

In 2006, the FIFA World Cup™ in Germany was used as a tool to rebrand the national image and to contribute to the development of national identity. Battersby (2006:1) reported that “the well-organised tournament has laid the foundation for a seminal transformation in the German psyche, which has boosted national unity and helped Germany regain a sense of national purpose”.

Ntloko and Swart (2008) recognise the importance of mega-events in South Africa both for the economic growth of the country and its international appeal to tourists. With very little information on the socio-cultural impacts of these mega-events on host countries, the question arose whether the upcoming sporting mega-event, the 2010 FIFA World Cup™, would have the same capability to positively influence the socio-cultural dynamics of South Africa?

It has been almost 20 years since the 1995 Rugby World Cup took place in South Africa and proved to be the cathartic element that the country needed to stimulate the nation and help the “fragile political order” with the nation-building process (Van der Merwe, 2006:5). Burnett (2008) and Saayman (2001) identified the Rugby World Cup in South Africa as a decisive nation-building moment, when President Nelson Mandela wore a replica of the captain’s uniform and sent out a metaphorical message. The sporting event came at the perfect moment for it to be used as a political tool to unite the country and change the course of the nation’s history. Slogans such as ‘one team, one nation’, ‘rainbow nation’ and ‘Simunye’ (we are one) spurred on the national belief of national reconciliation (Kersting, 2007). Black and Nauright (1998, cited in van der Merwe, 2006) described this as a good opportunity to complete the symbolic journey from the old to the new South Africa. The 1996 African Cup of Nations confirmed this new-found euphoria amongst the South African people, especially with football being a huge draw card amongst the black population (van der Merwe, 2006). South African officials hoped to reproduce some of the achievements by effectively building national identity and creating patriotism, based on an emphasis on multiculturalism (Kersting, 2007). Former South African president Thabo Mbeki supported this vision when he said: “We (South Africa) are confident that the 2010 FIFA World Cup™ will do the same (as the 1954 FIFA World Cup™ did for Germany) to consolidate our self-respect and dignity, gained when we attained our freedom and democracy in 1994 and, in a unique way, help our own nation and the continent of Africa, also to bask in the ‘miracle of South Africa’” (Battersby 2006:1).

According to Saayman (2001) and Burnett (2008) large-scale events can however have both positive and negative socio-cultural impacts on the host nation. Along with the many benefits, a mega-event in South Africa could also bring about negative facets such as stereotyping, xenophobia, the commodification and exploitation of culture and traditional ways of life and the selective representation and inter-group hostility (Saayman, 2001).

In comparison to leading economists predicting a possible economic outcome for the 2010 FIFA World Cup™ in the months before the tournament, experts and analysts would have had a more difficult task trying to predict some form of socio-cultural outcome due to its complex nature. Burnett (2008) explains that despite being the most visible type of impact at

an event, they are the most complicated to measure and quantify. Comprehensive studies in this area, such as this thesis, will therefore aid in filling the lack of information available on the possible effects of mega-events in South Africa for its residents.

## **1.2 BACKGROUND TO THE 2010 FIFA WORLD CUP™**

The 2010 FIFA World Cup™ was the 19<sup>th</sup> tournament of its kind and took place between 11 June and 11 July 2010 in South Africa. This mega-event represented the culmination of the 32 best nations in the world playing against each other for the World Cup trophy. It was also the first time the event took place on the African continent, after South Africa had previously beaten Morocco and Egypt in an all-African bidding process.

The event was hosted in 9 cities and 10 different venues and encouraged the South African government to directly invest a total of R39.3 billion into the refurbishment and construction of an infrastructure appropriate for a World Cup host as part of a much larger spending programme (Cottle, 2010). In his preliminary evaluation of the 2010 FIFA World Cup™, Cottle (2010) also added that this figure had to be constantly adjusted by South African government leading up to the World Cup and increased from originally R2.3 billion in 2003 to an estimated R39.3 billion in 2010 - an increase by 1709% from the original estimate.

A total of 3,178,856 people, both visitors and locals, attended 2010 FIFA World Cup™ in South Africa, marking the third-highest total in the event's history behind the event in the US in 1994 (3.59 million) and in Germany in 2006 (3.36 million) (Davis, 2010). The mega-event attracted a cumulative worldwide audience of approximately 32 billion people (South Africa Info, 2010).

According to an online report of 'South African Tourism' (2010), the World Cup organiser's expected outcome of an additional 450 000 international visitors to South Africa was not reached. A total of 309 000 visitors specifically came for the event, including visitors from other African nations. (South African Tourism, 2010).

## **1.3 BACKGROUND TO THE RESEARCH PROBLEM**

### **1.3.1 Research Problem Statement**

There is no comparable study of how a mega-event such as a Football World Cup will impact on the host residents of South Africa as there had never been an event of the magnitude of

the FIFA World Cup™. South Africa has a rich history of hosting international sporting events such as the 1996 Africa Nations Cup, the 2003 Cricket World Cup and the Indian Premier League (IPL) in 2009 (Morgan, 2010). However, none of these events had the magnitude and international attention that the FIFA World Cup™ brought about. This mega-event engrossed more visitors than ever before, it was hosted in nine South African cities at the same time and attracted global public attention.

Other studies on previous mega sporting-events in other countries such as South Korea and Japan in 2002 or Germany in 2006 have aided in preparing the researcher for possible outcomes of the mega-event and impacts on host residents. Kim and Chalip (2004), Horne and Manzenreiter (2006), Ohmann, Jones and Wilkes (2006), as well as Kersting (2007) are among the authors of such studies measuring and evaluating the effects of mega sporting-events on host residents. Cornelissen (2004) states that most of the research conducted on sport events encompasses the economic, social and political aspects of developed world countries and consequently cannot be employed for countries from the developing world. Despite a clear trend towards African countries bidding or even hosting sporting events, there is still insufficient research and analysis of these events in the developing world.

In South Africa, in light of the 2010 FIFA World Cup™, more and more local studies such as Kersting (2007), Tichaawa and Bama (2012) as well as Heere, Walker, Gibson, Thapa, Geldenhuys and Coetzee (2013) were published on the topic of event impacts on residents and their perceptions on being part of the host nation. This study is unique and will offer some more in-depth understanding on this topic as it compared the perceptions of South African residents affected by socio-cultural impacts of the mega-event and outlined a possible change over the course of the tournament and months after it was concluded.

### **1.3.2 Research Questions**

Leading from the problem statement, following specific questions are posed:

1. What are the perceptions of Cape Town residents on the socio-cultural impacts of the 2010 FIFA World Cup™ prior to and after the mega-event?
2. Was there a shift in perception and attitude of the Cape Town residents on the socio-cultural impacts of the mega-event over the course of the 2010 FIFA World Cup™?
3. What are the perceptions of Cape Town residents on national identity, national pride and nationalism during the 2010 FIFA World Cup™?

### **1.3.3 The Research Objectives**

The primary objective of this research study was to assess the socio-cultural impact of the 2010 FIFA World Cup™ among Cape Town residents.

The specific objectives of the study were therefore:

1. To identify the perceptions of Cape Town residents on the socio-cultural impacts of the 2010 FIFA World Cup™ prior to and after the mega-event.
2. To investigate a shift in perception and attitude of the Cape Town residents on the socio-cultural impacts of the 2010 FIFA World Cup™ over the course of the tournament.
3. To identify the perceptions of Cape Town residents on national identity, national pride and nationalism during the 2010 FIFA World Cup™?

## **1.4 RESEARCH METHODOLOGY**

The descriptive research design consisted of face-to-face interviews conducted through questionnaires with South African respondents. Four hundred residents within a 2-km area of the Green Point Stadium and the FIFA Fan Mile were questioned before and after the 2010 FIFA World Cup™ for the 'Green Point Residents Survey'. With regards to ethical considerations, no written consent was required from the participant. Interviewers had to request verbal consent to the study from the interviewee prior to administering the questions from the questionnaire.

In order to supplement the main questionnaire on the topics of pride, nation-building and nationalism, as well as to aid in answering the third research questions, another 288 Cape Town residents within the stadium precincts and park-and-ride areas in Cape Town were questioned during the 2010 FIFA World Cup™ for the National Identity Survey. Respondents were required to fill out an informed consent and indemnity form prior to participation in the study.

The surveys included both open-ended and closed-ended questions and were analysed and summarised by using the Statistical Package for Social Sciences (SPSS) software.

Secondary data regarding the topics of sport and tourism, mega-events, socio-cultural impacts and national identity among others, were sourced from text books, journal articles, government publications, newspapers and internet-based articles and reports.

## **1.5 DELINEATION OF THE STUDY**

The study was limited to the investigations of residents and locals in the designated areas of the Green Point resident area, the FIFA Fan Mile and Fan Park in Cape Town three months before and three months after the 2010 FIFA World Cup™. The focus of the study was limited to those residents of Green Point living within a pre-defined 2-km radius of the Cape Town Stadium and along the FIFA Fan Mile.

Furthermore, in a second study conducted throughout the period of the tournament (11 June to 11 July 2010) the perceptions of South African residents in the area of the official park-and-ride areas and stadium precinct of Cape Town were also investigated by the researcher.

The study did not focus on commercial residents (businesses) within the designated areas.

## **1.6 SIGNIFICANCE OF THE STUDY**

This study will support the understanding of socio-cultural effects of mega-events on South African residents. As part of a broader study on the 2010 FIFA World Cup™, the study provides a holistic view on nation-building and national identity in South Africa after mega-events. In over a decade, the country has hosted major sporting events that have received worldwide media attention, such as the IRB Rugby World Cup 1995, the Africa Cup of Nations 1996 and the ICC Cricket World Cup 2003. With the use of the information gathered from the literature review as well as the findings from the survey and the conclusions drawn thereof, this will hopefully result in supplementing the limited existing body of knowledge on socio-cultural impacts of sport mega-events on South African residents and may be useful for stakeholders of future mega-events in South Africa and in other nations.

## **1.7 THE LAYOUT OF THE THESIS**

The thesis comprises a total of five chapters. This first chapter entails an introduction and background to the study as well as a rationale of the topic used for this thesis. Research objectives were outlined and the methodology used was briefly described. The chapter is concluded with the delineation and an explanation of the significance of the study. The thesis continues to presents the literature review of this study in the second chapter. It forms a theoretical foundation for the empirical study that follows and aids with the comprehension of the topic. The third chapter details the research methodology used in this study and the procedure of gathering primary and secondary information for the study purpose. It is



followed by the fourth chapter, which illustrates and discusses the results from the investigation and presents an analysis thereof. The fifth and final chapter summarises the entire thesis, sets out conclusions and makes recommendations based on the results and findings of the previous chapter. References, lists of tables and figures as well as appendices are listed after the fifth chapter.

## **Chapter Two:**

### **LITERATURE REVIEW**

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#### **2.1 INTRODUCTION**

The purpose of this chapter is to construct a theoretical foundation of various topics and themes in connection with the thesis based on a literature review and the evaluation of past research studies. The literature will discuss the main topics of sport, mega-events, socio-cultural impacts and national identity in a South African context. Furthermore, the review will outline the obstacles and challenges facing the industry stakeholders and host residents.

Starting with a broad description of the theory, the literature review narrows down the various theoretical components such as sport and tourism and mega-events before going into more detail about the socio-cultural impacts mega-events can have and the effect of sport can have on host residents and visitors. The review finally focuses specifically on the impacts these sporting mega-events can have on host nations and uses case studies as an example. It is important to note that these topics are in-depth subject matters and therefore need to be explained and discussed individually in order to emphasise and demonstrate their relationship to one another.

The following section will look closer at the broad topics surrounding the study. A summary will conclude the second chapter.

#### **2.2 THE RELATIONSHIP BETWEEN SPORT AND TOURISM**

Sport and tourism went through a constant period of adaptation and transformation over the last 40 years and this has led to both spheres being interconnected with one another. Sport grew over the years by gaining significant economic value and increased symbolism, where as the tourism industry at the same time “pursued a constant extension and adaptation towards strong sectors and economic niches such as sport declinations.” (Saayman, 2001:8). Chain (2009) explains that tourism has a multi-faceted nature, incorporating various elements such as sociology (social impacts of tourism), anthropology (cultural impacts of tourism and the relationship of tourists and locals) and economics (economic impacts of tourism) amongst other relevant areas. The birth of the leisure industry and the consequent emergence of mass tourism as a result of paid holidays that led leisure activities away from home and out into the open. “The extension of these (paid) holiday periods and the decrease of a weekly working timetable accentuated the social role of leisure activities” (Saayman,

2001:9). The United Nations World Tourism Organisation (UNWTO) (2009) supports this literature and confirms that tourism over the decades has experienced continued growth and diversification, becoming one of the fastest growing economic sectors in the world.

Swart (2005) states that sport can be depicted as an attraction category within the broader tourism industry and therefore falls in line with other established categories such as culture, environment and social-related areas. Chain (2009:13) recognises that it is difficult to find a universally accepted definition for 'sport' as it is a "socially constructed activity that has progressed across historical eras, societies and cultures". However, Standeven and de Knop (1999:12) attempt to define the term as "the whole range of competitive and non-competitive active pursuits that involve skill, strategy and/or chance in which human beings engage, at their own level, simply for enjoyment and training or to raise their performance to levels of publicly acclaimed excellence". Saayman (2001:10) offers a similar definition which describes sport as "an institutionalised activity that involves physical exertion or the use of relatively complex physical skills by individuals where participation is motivated by a combination of intrinsic and extrinsic factors". Weed and Bull (2004) see sport as a medium to provide a sense of purpose, generate community pride and celebrate culture. This is supported by Junod's (2006:103-104; cited in Bob & Swart, 2010:75) assertions regarding benefits to a region or destination hosting sport events: "An event can be used to encourage the local host community to engage in physical activity and cultivate a culture of health and wellness." The FIFA World Cup would be an example for such a sport (mega-)event and relates to the overall theme of this study.

People from all around the world visited the 2010 FIFA World Cup™ in South Africa to be part of one of the largest spectacles in sport tourism. Turco, Riley and Swart (2002) identify this specific form of tourism by some form of travel to, participation in or attendance at a predetermined sport activity. This activity may be competitive and/or recreational and the sport tourist will be competing or travelling for entertainment, business, educational and/or socialising purposes. Gibson (1998:108) proposes a working definition of sport tourism as "leisure-based travel that takes individuals temporarily outside of their home communities to play, watch physical activities, or venerate attractions associated with these activities."

Gammon and Robinson (1997) further distinguish between 'sport tourism' and 'tourism sport' in a sport tourism model. This classification system categorises sport tourists by reasons to travel, those tourists who partake in sport as a main reason for travel (primary motivation) and those who partake in sport not necessarily as their main objective, but as an added benefit to their travels (secondary motivation).

The 'hard definition' of sport tourism refers to the sport tourists, who travel outside of their usual environment to participate either actively or passively in a sporting event and have no other primary reasons for this trip. Active sport tourists have official roles in the event such as participants, organisers or officials whereas the passive participants are attending these events to show their support or observe the sporting spectacle. According to the 'soft definition' the sport tourists will travel outside of their usual environment in order to actively engage in a recreational sport (Gammon & Robinson, 1997).

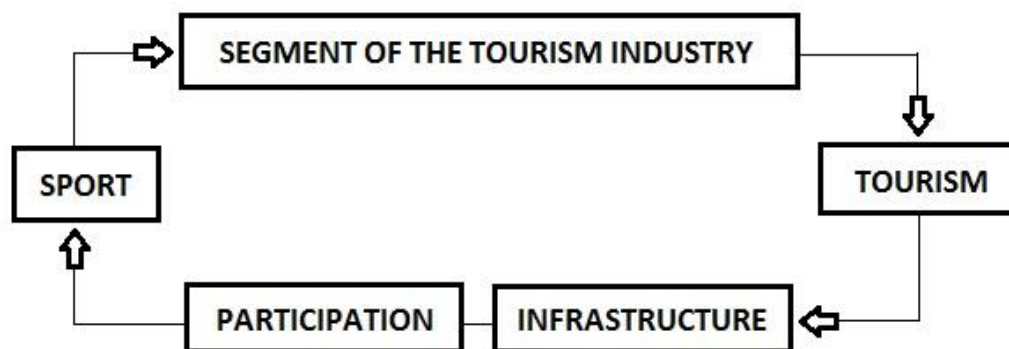
The afore-mentioned classification model also organises 'tourism sport' into two categories: The 'hard definition' describes tourists, who travel to another location than their own to primarily engage in non-sports-related activities, however with the intention to take on sport as a secondary activity. In contrast, the 'soft definition' describes tourists who travel outside of their usual environment to engage in non-sports-related activities, but incidentally may take on some form of sport actively or passively (Turco *et al.*, 2002). Weed and Bull (2004:15) further describe 'tourism sport' as a sports-related form of tourism, "where tourism has emerged more or less spontaneously as a result of sports activity".

Gibson (1998) suggests another classification model by grouping sport tourism into three different categories, namely active sport tourism, event sport tourism and nostalgia sport tourism.

- a) Active sport tourism is depicted as being leisure-based travel where an individual travels away from his or her home community. Gibson (1998) hereby states that this form of tourism applies to individuals who travel outside of their usual environment to actively participate in some form of sporting activity, usually on an amateur basis. This may include a trip to a resort where they specialise in sporting activities and offer state-of-the-art active entertainment. Gibson (1998) states that resorts have become extremely popular destinations for sport tourists. Other examples could be found in golf tournaments, ski races and tennis challenges. Modern fitness centres have also become the norm in and around major cities, hotels, cruise liners and spa resorts in order to support the sporting desires of the active sports tourist.
- b) Event sport tourism refers to individuals travelling out of their usual environment to watch sporting events. Mega sporting events such as the Olympic Games and the FIFA World Cup have become significant tourist attractions and are promoted as such. Event sport tourism however, refers to smaller scale major events such as the US Open tennis event or the NFL Super Bowl and is part of the spectator-centered sector of sport tourism. Collins (1991, cited in Gibson, 1998) proclaims that event sport tourism has the ability to provide the tourist with an attraction that nature did not succeed at.

c) Nostalgia sport tourism refers to the travel of individuals outside of their usual environment to visit museums with a focus on sport, halls of fame and famous sporting venues. Redmond (1990) explains that these facilities enable sport to be included in the heritage movement and are gaining more and more importance around the world. Even famous sport retail stores such as ‘The Bass Pro Shop’s Outdoor World’ in Missouri can be considered major tourist attractions. Nostalgia sport tourism also includes meeting famous sporting personalities (Gibson, 1998).

The World Tourism Organisation (WTO) has noted the rapid growth of the sport tourism segment and officially recognised it as an emerging market in the tourism industry. Sport tourism events, from international to regional events, are a draw-card for the actual competitors, their accompanying persons as well as the many spectators. However, indirectly they also serve as a marketing tool to promote the location that the event is held at and thereby generate increased tourism flow even after the event has taken place. The Philippine Department of Tourism (DOT) calls this the “double barrelled effect” of modern sport tourism (Department of Tourism, 2010). Standeven and De Knop (1999) identify sport and tourism as a symbiotic relationship in the modern world. Their interdependent relationship benefits not only the sport segment, but sport also diversifies the ever-increasing range of visitor experiences. This relationship is depicted in the following figure adapted from Standeven and De Knop (1999:5):



Basic model of sport tourism

Figure 2.1 – Tourism/sport relationship (Adapted from Standeven and De Knop, 1999:5)

The figure illustrates sport as a special segment of the tourism industry, thereby highlighting the interrelationship between sport and tourism, which in return has influence on the sport participation and sport infrastructure (Standeven & De Knop, 1999).

Sport tourism can be described as the fastest growing niche, as tourism is the world's number one industry, while sport is regarded as the most important component in the leisure sector. It has grown to become a multi-million dollar business, attracting the interest of the world media, investments, political players, travelling participants and spectators (Department of Tourism, 2010).

### **2.3 SPORT TOURISM IN SOUTH AFRICA**

As developing nations are increasingly gaining momentum in the bidding process and hosting of sporting events around the world, South Africa seems to be on the forefront of this progress in the belief that it will bring along a range of beneficial elements (van der Merwe, 2006). Since 1994, when South Africa held its first democratic elections, there has been a lot of emphasis on the marketing of sporting events with the anticipation of boosting the tourism industry (Turco, Swart, Bob & Moodley, 2003). Swart (2005) explains that in 1994, The Minister of Sport and Recreation presented an ambitious plan to redress the inequalities in sport in the following five years. In the same year, the International Olympic Committee (IOC) also recognised the National Olympic Committee of South Africa (NOCOSA) as the sole Olympic controlling body in South Africa and the National Sport Council (NSC) had set themselves up as the country's umbrella sport organisation (Swart, 2005).

With the experience of hosting the 1995 Rugby World Cup, 1996 African Cup of Nations, 1998 All Africa Games, the 2003 Cricket World Cup and most importantly, the recent 2010 FIFA World Cup, Van der Merwe (2006) explains that South Africa is increasingly interested in accruing more sporting events of this magnitude in the near future. Turco *et al.* (2003) confirm this as they believe that the many successful sporting events held in the country have encouraged event organisers and policy-makers to believe that sport tourism events, including the 2010 FIFA World Cup™, could stimulate other similar socio-economic by-products in the country and contribute to numerous image- and nation-building events and initiatives. This also falls in line with the recent decision by South African football officials to bid for the 2019 FIFA Women's World Cup™ (Gleeson, 2014). Not only does this contribute to the nation's development and status as a host nation and its financial gains, but it also promotes the more intangible socio-cultural aspects such as nation-building and democracy and human rights enhancing qualities.

South Africa's sport tourism contribution to the country's economy is growing steadily and was estimated to contribute approximately 4-6 per cent (Ritchie, 2005; cited in Ntloko & Swart, 2008; Swart & Bob, 2007). South African Tourism (SAT) (2006) estimated that in 2006 the country's tourism contribution to the GDP (direct and indirect) was to the value of R122,49 billion. These figures were drawn up following the launching of South Africa Sports Tourism (SAST) by the Ministry of Sport and Recreation in October 1997. The motivation behind this was the fact that sport tourism was identified as "an avenue for the development and promotion of tourism in its study" (Department of Tourism, 2010:4). SAST has been conceived to act as an umbrella enterprise under which existing events may receive united promotional support. Additional sporting events and recreational activities can be developed to the greatest benefit for the tourism sector, and the country's extensive recreational resources can be publicised to potential international and domestic tourists (Turco *et al.*, 2003). Swart (2005:41) identifies this as "an international promotion theme designed to attract foreign visitors to the country and enhance the national image abroad. Swart (2005:41) continues to state that SAST is "a government-led, private sector driven and community based partnership designed to promote sport travel to South Africa. However, Swart (2005) goes on to explain that the South Africa Sports Tourism (SAST) initiative has not been in operation since its inception in 1997. Tassiopoulos and Haydam (2008), criticise the development of the South African sport tourism industry. They believe that despite the fact that South Africa has been involved in sport tourism for a number of decades already and even re-entered the international world tourism scene after the apartheid period, the South African sport tourism is still in its infancy stages and is not as thoroughly researched in comparison to other better established sport tourism destinations such as the USA and Australia.

The former CEO of South African Tourism, highlighted the importance of sport tourism in South Africa when she said:

*"Sport tourism is an essential tool in transforming South Africa. It is a powerful catalyst for skills transfer and job creation. The World Cup has helped us build the beginnings of a well-developed sports structure. From world-class stadia and upgrading our transport era, we now have the tools in place to build a long-term legacy. Sport tourism is a catalyst for sustainable growth, and it is essential that we ensure the World Cup is a springboard for the future."* (Mclean, 2010:1).

## 2.4 MEGA-EVENTS

Significant sporting events, such as hallmark and mega-events have one aspect in common: “They are large-scale cultural (including commercial and sporting) events, characterised by a dramatic character, mass popular appeal and international significance” (Roche, 2000a:1). The New Zealand Tourism Research Institute (2007) prepared various definitions for Sport and Recreation New Zealand (SPARC) in order to get a better understanding of the various event elements. In this they describe hallmark events as events with a limited duration (one-time or recurring) with the main focus of promoting the host tourism destination in the short- or long-term and its awareness, appeal and a commercial value attached to it. Hallmark events stand out due to their uniqueness, status or timely significance. They include community festivals, local celebrations and other special events (New Zealand Tourism Research Institute, 2007). Getz (1997:5) claims that in due course, both the “events and the destination become inseparable because of their constant reoccurrence”. He names the popular Australian Adelaide Festival as an ideal example for an hallmark event, as it has created a “strong tradition of innovation and inspirational performances, drawing on selections of diverse art forms from across Australia and around the world” (Getz, 1997:6).

Mega-events on the other hand are “specifically targeted towards the international tourism market, and are characterised by their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, as well as social and economic impacts on the host community” (Hall, 1992:5). Mega-events have significant consequences for the host city, region or nation in which they take place and generally attract substantial media coverage (Horne & Manzenreiter, 2006). Roberts (2004:108) identifies mega-events as “discontinuous, out of the ordinary, international and large in composition.” and adds that they have the “ability to transmit promotional messages to billions of people via television and other developments in telecommunications”. He points out that ‘mega-events’ tend to attract an audience that is increasingly international and big in composition.

The following table below represents Roche’s summary of the different types of sport events as well as their classifications and impacts.



**Table 2.1 – Categories of sport events** (adapted from Roche, 2001)

<b>Type of Event</b>	<b>Example of Event</b>	<b>Target Audience</b>	<b>Type of Media Interest</b>
<b>Mega-Event</b>	Olympic Games FIFA World Cup™	Global	Global TV
<b>Special Event</b>	Formula One Racing World Regional Sports (e.g. Commonwealth Games)	World regional/ National	International/ National TV
<b>Hallmark Event</b>	Large sporting events in particular location (E.g. Comrades Marathon, Adelaide festival)	Regional	Regional TV
<b>Community Event</b>	Local community sporting events	Local	Local TV/ Press

One of these mega-events that South Africa had bid for was the 2010 FIFA World Cup™. South Africa invested considerable amounts of resources to put together the best bid possible and ensure that this sporting event would be hosted on the continent of Africa for the first time. The South African Football Association (SAFA) initially intended to bid for the 2006 FIFA World Cup™ during the period of the 1998 African Nations Cup in Burkina Faso (Cornelissen, 2004). According to Van der Merwe (2009) there were three main objectives for the South African government to bid for the hosting rights of the mega-event: Primarily, the hosting of the mega-event would encourage capital construction and increase South Africa's visibility internationally in order to ultimately attract more tourists. The second main objective was to heighten a sense of national identity and pride amongst the host nation and attempt to eradicate some of the racially discriminating and segregating behaviour that stemmed from the former policies of the apartheid era. Finally, the mega-event could bring about an opportunity to renegotiate a power balance for the local brokers within the power structures of South African sport and society. Narrowly, South Africa lost the bid to Germany by one vote, but in hindsight proved to be valuable in a way that it prepared the bidding officials for the following bid for the 2010 FIFA World Cup™ (Van der Merwe, 2009).

South Africa once again joined the bidding process for FIFA's most important event, the 2010 FIFA World Cup™. Van der Merwe (2009) explains that this bidding process was unique in the history of the World Cup, as FIFA introduced a rotational system, which induced a circulation of the tournament amongst the six confederations, starting from the year 2010. South Africa therefore had to compete against five other African countries. However, having already successfully hosted five international sporting events, South Africa had reasonable

confidence in winning the bid. On 15 May 2004, FIFA awarded South Africa ahead of Morocco and Egypt the rights to host the 2010 FIFA World Cup™ and thereby became the first African country to host the 'beautiful game' (Bama, 2011).

Halls (1992:5) previous definition of an "international tourism market" along with significant attendance figures is confirmed by the following figures from the 2010 FIFA World Cup™ and give emphasis to the magnitude of the event and its impact on South Africa. Apart from the 32 teams that competed and consisted of 50 people per team and about 373 000 World Cup visitors, 40 billion people from 207 countries followed the broadcast live on television (Cottle, 2010). In economic terms, the World Cup was estimated to contribute R51.1 billion to South Africa's gross domestic product (GDP) between 2006 and 2010 (Swart & Bob, 2007). According to The Economist (cited in Idasa, 2010), the government's spending contributed to an economic stimulus. It states that the World Cup's contribution to the country's GDP in the year of the event alone was estimated at a staggering R93 billion or half an estimated percentage point with 63% spent before and 38% during the year of 2010 (The Economist, cited in Idasa, 2010). Despite these imposing figures, Cottle (2010) draws attention to the fact that the 2010 FIFA World Cup™ was a financial loss to the South African government. He explains that the taxation income of R19,3 billion did not even remotely cover the government expenditure of R39,3 billion and therefore did not make the mega-event profitable for the South African government. This was confirmed during the mega-event by a spokesperson from the South African Revenue Services (SARS) (Rademeyer, Prince & Lomnard, 2010), who said that SARS never intended for the 2010 FIFA World Cup™ to be a revenue-raising exercise and that significant compensations had to be made to FIFA as a requirement for the hosting rights. Du Plessis and Maenning (2011) also add that the tourism impact was lower than expected and rather disappointing for tourism industry. They assume that the international recession was a key factor for the small impact as well as the "crowding-out" of locals due to excessive noise and pollution during the World Cup period (Du Plessis & Maenning, 2011:356). Furthermore, they state that the international perception of South Africa as a dangerous location lead to the reduced number of international visitors.

In terms of marketing however, Brand South Africa set off several initiatives within South Africa in order to promote the country to the rest of the world. Brand South Africa was originally established in 2002 in order to create a positive and compelling image for South Africa (Brand South Africa, 2002). Laverty (2010) explicates that Brand South Africa used the opportunity of the mega-event to present the country in a positive light while the global attention was on South Africa. They launched a public diplomacy campaign with four different 'activation' ideas that got the host residents involved in the event festivities and contribute to

the national identification and unification: 'Football Fridays', 'Fly the Flag for Football', the 'Diski Dance' and 'Our National Anthem'. Lavery (2010) continues to explain that this campaign was successfully initiated over a year in advance of the FIFA World Cup™ and not only managed to spark some increased national identity but also to present South Africa's sporting culture to tourists and worldwide press. Unique South African sporting elements such as the 'Vuvuzela', a plastic funnel-shaped local version of a trumpet, and the 'makarapa', a colourfully decorated miner's helmet, were promoted. Especially the idea of Football Fridays was a huge success in the country. Based on the Casual Friday concept from the USA, this initiative got South African businesses excited and supportive of the upcoming tournament by encouraging their workers to wear the green and yellow national colours or national football jerseys at work (Lavery, 2010). The following chapter specifically highlights the various impacts mega-events such as the 2010 FIFA World Cup™ can have on the people participating, the stakeholders involved and the community hosting the tournament.

## **2.5 RESIDENTS' PERCEPTIONS OF MEGA-EVENT IMPACTS (SOCIAL EXCHANGE THEORY)**

The research conducted in this dissertation will mainly consider the perceptions of the community members hosting the tournament towards the various impacts of the 2010 FIFA World Cup™. In order to better understand these perceptions, a number of studies have utilised the social exchange theory as a conceptual framework for assessing residents' attitudes towards tourism (Kim *et al.*, 2006, Ohmann *et al.*, 2006 & Bama, 2011). Social exchange theory theorists imply that "all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives" (Yutyunyong & Scott, 2009:5). They believe that the social exchange theory is based on the principle of humans being reward-seeking and punishment avoiding and therefore motivated to exchange in the prospect of profits. Yutyunyong and Scott (2009:3) confirm this by stating that "the primary motive of exchange is the improvement of the community's economic benefits".

This theory was widely adopted by tourism researchers since the 1990s (Yutyunyong & Scott, 2009). Wait (2003) clarifies that residents naturally evaluate tourism and events either positive or negative depending on the costs or benefits that are gained through the services that are supplied. Ap's (1992) theory of social exchange supports this statement and explains the variation in perception of impacts of tourism. The theory suggests that the host residents are involved in series of social exchanges in terms of tourism and the outcome of the

exchanges eventually determines the residents' satisfaction. If the residents believe that they have benefitted from the tourism exchanges, then they are likely to have positive perceptions. However, should the negative impacts related to tourism outweigh the benefits, then residents should have negative perceptions. Consequently, residents benefitting from tourism are inclined to view it positively and vice versa (Ap, 1992). Fredline (2000) states that perfect exchanges are rarely possible and continued exchange behaviour is more likely if the relationship between benefits and costs is in favour of maximum pleasure and minimum pain. In other words, locals are likely to take part in an event, if they perceive that the benefits of hosting it will outweigh the costs of staging it, ideally supporting the community long-term in the process (Tichaawa & Bama, 2012).

Ap (1992:669) developed a social exchange model process which includes the following considerations:

- 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.

Bama (2011:30) concludes from these considerations that if the "relationship between guests and residents is cohesive, the exchange relation is regarded as balanced". Bama (2011) also explains that the social exchanges can be assessed in terms of actions and outcomes. Actions refer to aspects of the residents' behaviour, for example, hospitality, friendliness towards tourists and visitors, as well as courtesy. Outcomes are associated with the residents' feelings resulting from the involvement in a social exchange. Yutyunyong and Scott (2009) conclude that host residents are inclined to participate in an exchange in tourism and view it positively if they are confident to gain benefits without having to compromise too much and incur unacceptable costs.

The theory on this social exchange model is especially valuable to this study as it aids to answer the first two research questions: What are the perceptions of Cape Town residents on the socio-cultural impacts of the mega-event prior to and after having hosted it and was there a notable shift in perception during the tournament? According to Ap (1992) the social exchange taking place between local hosts and visiting guests as well as the balance between the pros and cons of hosting the mega-event would have a direct impact on the South Africans' perceptions of the entire event and could lead to a shift thereof.

## 2.6 IMPACTS OF MEGA-EVENTS

All special events and sporting mega-events have various immediate and long-term impacts on the host community. The host community relates to “people or residents who are staying at the event location or at close proximity to the event location and are the most people who are likely to understand the event and impacts better, by virtue of their proximity and hosting the event” (Delamere, 2001; cited in Ntloko & Swart, 2008:80). “Event impacts are the effects and implications of how the events impinge on local residents’ quality of life and their reactions thereof” (Fredline & Faulkner, 2002; cited in Ntloko & Swart, 2008:80). A majority of the existing studies have put emphasis on the economic impacts and less on the social impacts of host residents (Ohmann *et al.*, 2006). Ohmann *et al.* explain that this is due to the fact that most events are not profitable, so the economic impact needs to justify the staging of the event in first place for event organising bodies and representatives as well as political figures. The consideration and assessment of the economic impact and its effects are more often than not mere legitimising rhetoric.

On the other hand, Chalip (2006) believes mega-events offer intangible value to the organisers that cannot be measured. Feelings of energy, excitement around the event and togetherness amongst sport tourists and residents are priceless attributes that come along with the hosting of a successful mega-event. It may be argued that mega-events, which may not stand out in economic terms or their predicted return-on-investment and have trouble withstanding scrutiny for this, create positive socio-cultural impacts that make the event a success and spectacle in short- and long-term perspective (Chalip, 2006).

Mega-events usually create long-term impacts, both positive and negative, on the host community. Apart from the above mentioned socio-cultural and economic impacts, Ritchie (1984, cited in Kim, Gursoy & Lee, 2006) identifies positive and negative impacts of the following areas: tourism/commercial, physical, psychological and political. Kim *et al.* (2006) explains that despite possible negative impacts, most host communities and associated parties will compete against those of other cities and nations to host these mega-events due to the massive long-term benefits expected to result from these. Remarkably, the negative impacts are often ignored in view of the many glorified positive impacts the event may bring about.

The following table outlines the various categories of impacts mega-events can have on the host nation. The table clearly shows that for every category, the impact can have both positive and negative aspects that need to be considered by the organisers and stakeholders before hosting an event with such magnitude. The table is adapted from Burnett (2008) and

includes additional information from various topic-related sources. The socio-cultural impacts have not been listed here as they will be discussed in more detail in the next section.

**Table 2.2 – Positive and negative impacts of sporting events** [Burnett (2008), Ohmann *et al.* (2006), Kim *et al.* (2006), Saayman (2001), Chalip (2006) and Chain (2009)]

<b>Impact area</b>	<b>Positive</b>	<b>Negative</b>
<b>Economic, Tourism, Commercial</b>	Increased expenditure	Price inflation
	Economic benefits in form of tax revenues	Increase in local tax (to construct facilities needed for the event)
	Employment opportunities	Mismanagement of public funds
	Education and training	Real estate speculation
	Marketing of the host region as a tourism destination	Short-term contract work
	New opportunities for potential investors	
<b>Infrastructure &amp; Physical resources</b>	New and improved infrastructure and local facilities	Infrastructural congestion
	Rejuvenation of urban areas	White elephants - Underused sports and associated facilities after the event
	Increased security	Limited access and redistribution of resources
<b>Political</b>	Propagation of political values and ideology	Suppression of human rights
<b>Sport &amp; Recreation</b>	Introduction of programmes, services and facilities (e.g. “Football for Hope” in Kayelitsha)	Lack of sustainability of these programmes and services after the event
	Education and training	Access to needs-based accredited training to enhance employability
	Participation opportunities	Bias towards elite performance
<b>Environmental</b>	Attention to the natural environment	Loss of control over local environment
	Preservation of elements of physical landscape and local heritage	Pollution of nature in and around host region

## 2.7 SOCIO-CULTURAL IMPACT OF MEGA-EVENTS

*“Sport has an integrating effect when introduced into a social system. In essence, sport is a vehicle for improving social relationships in surroundings, for attaining relationships with one another, for strengthening abilities to understand one another and for the well-being of peoples.”* (Kurtzman, Zauhar, Ahn & Choi, 1993:2).

This quote describes one of the qualities of sport and sporting events and the effect that they can have on hosts, visitors and officials. The Institute for Environmental Studies (1995:43) proposes another comprehensive definition for the socio-cultural impact:

*“By social impact we mean the consequences to human populations of any public or private actions – that alter the ways in which people live, work, play, relate to one another, organise to meet their needs, and generally cope as members of society. The term also includes cultural impacts involving changes to the norms, values and beliefs that guide and rationalise their cognition of themselves and their society.”*

Saayman (2001) states that sport events and tours have social benefit effects and are encouraged by government policies as a means of acquainting citizens with other parts of their country and building appreciation for their homeland. Visitors, in this specific case sport tourists, have an effect on the way local people behave and their personal relationships when they visit. In return, the contrast of culture usually has an effect on the visitors and generally leads to an increased appreciation for the quality of life in the society visited. In the case of both of these groups meeting and becoming acquainted, a favourable situation develops in which an appreciation for each other’s character and qualities is formed. A sporting event offers the ideal platform for this as it is the right ecological setting, providing an absence of temporary restraints and a more relaxed environment. Saayman (2001) goes on to explain that (sporting) events and festivals have the power to build social cohesion by reinforcing ties within the community. These impacts on society and its various interrelationships can be identified as socio-cultural impacts.

The following literature offers various definitions on this and commonly differentiates between the social and the cultural components:

The New Zealand Tourism Research Institute (NZTRI) (2007) explains that studies which examine the social impacts of tourism are based on interpersonal relations, moral conduct, religion, language and health, whereas the cultural studies consider both material and non-material forms of culture and processes of cultural change. The social impacts of tourism can be considered as changes in the quality of life of residents of tourist destinations (NZTRI,

2007). Hall (1992:67) expands on this definition, viewing social impacts as “the manner in which tourism and travel effect changes in the collective and individual value systems, behaviour patterns, community structures, lifestyle and quality of life.” According to Roche (2000a:21) international mega-events play an important role in shaping a form of “international public culture” and represents the collective identity of a nation and its residents. Saayman (2001) explains that the social impacts are more immediate changes in quality of life and the adjustment to the industry, where as cultural impacts are longer-term and gradual changes in society’s norms and standards. This concept implies that the cultural outcomes may not be immediately visible and consequently the experience of these may only be felt at a later stage after the event has taken place (Ohmann *et al.*, 2006).

As it is difficult and extremely time-consuming to document and assess the long-term changes of the social impacts of an event, most research papers relating to the socio-cultural impacts of an event, focus on the social impacts. For example, Burnett (2008:4) only considers the social impact which to her “translates into the forging of mutually beneficial relationships, networking (and) social integration”.

The following table (2.3) focuses specifically on the social and cultural impacts of mega-events. Similar to Table 2.2, it has been adapted from Burnett (2008) to include additional sources.

**Table 2.3 – Socio-cultural impacts of sporting mega-events** [Burnett (2008), Ohmann *et al.* (2006), Kim *et al.* (2006), Saayman (2001), Chalip (2006); and Chain (2009)]

Impact area	Positive	Negative
<b>Social &amp; Cultural</b>	Broadened education - Both sport tourist and host learn about each others' cultures and customs	Social pollution and traffic, which leads to locals leaving the host city for the event duration
	International recognition of host region	Stereotyping of the host and tourist
	Breakdown of racial and cultural barriers	Exclusion of minorities
	Local, community and national identity and pride	Division due to exclusions (via race, gender, class) and social inequality
	Social integration and nation-building	Substance abuse



Increased community participation - Voluntarism and intercultural interaction	Intercultural hostility
Introducing new and challenging ideas	Negative influence on traditional family values (through introduction of new ideas and ways of living)
Revitalising traditions	Displacement of tenants
Expanding cultural perspectives	Prostitution
Liminality - The feeling that an overtly sacred act is occurring	Increase of crime, vandalism and law enforcement strain
Access to health services and health education	Commodification and exploitation of culture and traditions
Awareness of outsiders' perceptions	Xenophobia and anti-Semitic abuse
Increase of quality of life for higher socio-economic classes due to improved amenities	Defensive attitudes regarding host regions
Improved cultural and shopping opportunities for locals	Reduction of quality of life for low- income groups due to inflated goods and services
	Fan delinquency, crowding, noise pollution
	Striking

It is evident from the discussion above that socio-cultural impacts have both positive and negative effects. In the following section, some of the key socio-cultural impacts relevant to this study will be discussed in more detail.

## 2.8 NATIONAL IDENTITY, NATIONAL PRIDE AND NATIONALISM

Kersting (2007) focuses on the meaning and concepts of nationalism, national identity and national pride. He differentiates between nationalism and the idea of nationhood which encompasses national identity and national pride. Smith and Seokho (2006) explain that the world we live in is primarily organised in nation states that are based around one predominant nationality or ethnic group. National identity hereby acts as the “cohesive force

that both holds the nation states together and shapes their relationships with the family of nations” (Smith & Seokho, 2006:1). National pride on the other hand is a bi-product of national identity and describes the positive feeling a resident develops towards his or her country.

Kersting (2007) further explains that national identity and culture are not permanent or predetermined at all, but rather shaped by various processes and continuously undergo changes, redefinition and reconstruction.

Throughout these continuous changes and permanent redefinitions, national identity typically is described as an *“awareness of the affiliation with a nation that gives people a sense of who they are in relation to others, or infuses a sense of purpose that makes them feel at home. Features of national identity include historical territory, common myth and historic memories, a mass culture, a common economy and common legal rights and duties for all members.”* (Grossberg, Struwig & Pillay, 2006:56).

Kersting (2007) clarifies that different attitudes and value systems may become more prominent in different contexts and leads to the conclusion that there are multiple identities that pertain to different social groups. Occupational identity could be such a specific identity where social class could function as a criterion for identity placement. Ethnic identity would indicate a certain grouping based on clan, tribe, race or language origin where as cultural and social identity may indicate a strong affiliation to a certain religion. Moreover, broader group identities may be fashioned by assumptions around gender classifications (Kersting, 2007).

This view of ‘multiple identities’ leads to the belief that *“at one and the same time, (members of these identities can) be wives or husbands, Christians or Muslims, professionals or manual workers, as well as members of particular regions and ethnic communities, (and thereby) invoking our membership of these collectives for certain purposes”* (Smith, 2001:18).

The ideology of nationalism is “based on the premise that the individual’s loyalty and devotion to the nation-state surpass other individual or group interests” (Encyclopaedia Britannica Online, 2011). Furthermore, “nationalism is a strong national devotion that places one’s country above all others” and is both imperialistic and chauvinistic in character (Smith & Seokho, 2006:1). Kosterman and Fehsbach (1989, cited in Roederer, 2009) support this statement and negative implication. They define nationalism as feelings of national superiority and a desire for power and dominance. Nationalism is a strong devotion to one’s

country and an important aspect to measure for Kersting (2007) in order to determine the level of national identification and pride. Kersting uses Smith's index to measure 'General National Pride'. The questions from the index formed an important part of the national identity study which was employed in this thesis.

The following five constructs are used to question participants of studies related to perceived pride and nationalism of host residents (Smith & Seokho, 2006).

- i) I would rather be a citizen of **COUNTRY** than of any other country in the world.
- ii) There are some things about **COUNTRY** today that make me ashamed of **COUNTRY**.
- iii) The world would be a better place if people from other countries were more like the **COUNTRY'S NATIONALITY**.
- iv) Generally speaking **COUNTRY** is a better country than most other countries.
- v) People should support their country even if the country is in the wrong.

According to Kersting (2007), one should comprehend the expression 'national pride' as a result of nationalism and not as a separate entity. In fact, nationalism is larger than national pride. National pride is often associated with patriotism and the devotion to someone's own country. Blank and Schmidt (2003; cited in Kersting, 2007) see national pride as a positive quality that produces self-esteem for the individual. On the contrary, Ohmann *et al.* (2006) believe that nationalism can lead to inter-group tensions due to the different nationalities and backgrounds of the various fan groups. Neutral supporters at international sporting events may witness offensive, xenophobic and anti-Semitic behaviour from opposing fan groups. English hooligans are hereby singled out for their extreme and aggressive form of nationalism at international events.

### **2.8.1 Xenophobia**

South Africa, in particular, had to battle with horrid xenophobic attacks prior to the 2010 FIFA World Cup™. The South African website on the topic of xenophobia (Xenophobia, 2012) defines the term as "an unreasonable fear, distrust, or hatred of strangers, foreigners, or anything perceived as foreign or different". In May 2008, South Africa witnessed continuous xenophobic attacks and violence on foreign African immigrants. According to Hadland (2008) from the Human Sciences Research Council (HSRC), South Africa is home to about three to five million African immigrants. In a report for the HSRC, he reports that in 2008, the violence reached new heights. Tens of thousands of people were displaced as a result of the attacks and more than 50 people died. The attacks showed that they came as a surprise for both the

government and the people living in South Africa. Williams (2008) however believes that the attacks were not spontaneous and followed a well organised campaign that targets foreigners living in some of the poorest communities in South Africa. Hadland (2008) identified deprivation of jobs, commodities and housing, national feeling of superiority and exclusive citizenship – a form of nationalism that excludes others – as the main causes for the violence.

The attacks came at a time when South Africa was in the important stages of preparing for the biggest event in the country, the entire world was watching every action closely and people were beginning to fear and dread that similar violent attacks could occur during the World Cup when hundreds of thousands of foreign visitors were to travel to South Africa. Unfortunately these actions demonstrate that nationalism – according to Kersting (2007) the strongest form of national identification and feeling of pride – can contribute to such extreme behaviour that justifies the use of violence in the eyes of the attackers. Williams (2008) confirms this in her article on xenophobia. She states that despite the evident and deep-rooted racially discriminating behaviour of South Africans towards one another, a nation-building process in the country has taken place and this has shifted the racial focus on other African immigrants.

The literature on xenophobia is an important chapter in this review, as it helps to understand the extreme nationalistic behaviour of some individuals in South Africa and consequently serves to answer the third research question on national identity, national pride and nationalism.

### **2.8.2 Liminality**

Regardless of the negative socio-cultural impacts a mega-event can have or reinforce, such as the xenophobia attacks in South Africa, Chalip (2006) holds the opinion that these events all have a key positive socio-cultural impact in common: liminality. Despite the lack of in-depth research and comprehensive event management and marketing literature, liminality has been the topic of a lengthy history of work in recent times (Lee, Lee, Green & Chung, 2011). Chalip (2006) describes this unique emotion and feeling of euphoria that comes about during a sporting event and leaves the spectator or participant with a sensation that he or she was part of an overtly sacred act. Given the perfect scenario, the sport at the event acts as a form of catalyst for the emotion felt and the sporting event offers the ideal platform. This 'liminal' feeling affects all people involved in some way in the event and social rules or distinctions become less important. Even the actual score or end result of the sport being

played is not as important as the collective feeling of being part of something special. According to Chalip (2006), this shared experience, the liminality, can lead to a heightened sense of community and feeling of togetherness.

According to leading researchers in this area (Lee *et al.*, 2011), this sense of community is called '*communitas*' and fosters social capital, in other words, social cohesion and integration amongst the people involved. Event organisers strive to foster this feeling of *communitas* as a result of liminality as it makes sporting events more attractive to host and attend and offers a valuable alternative to the economical factors. Chalip (2006) states that liminality is initially created through celebration and social camaraderie. The sporting event gives people a reason to rejoice and celebrate and fellow supporters, both acquainted and unfamiliar, increase the factor of liminality even more.

Furthermore, liminality at sport events has the quality of bringing together groups that under normal circumstances would be unlikely ever to confer. Chalip (2006) states that liminality has the power to create a platform where improbable relationships can be crafted and significant social bonds are formed. Lee *et al.* (2011) assume that a liminal space inside a stadium may have the ability to further foster the attendees' identification with their team. The sporting examples of US president Nixon using the popular sport of table tennis to bring together the Peoples' Republic of China and the United States in the late 70's as well as distance running in Sri Lanka being used to initiate dialogue between warring Sinhalese and Tamil groups affirms Chalip's (2006) statement.

In a report on social impacts as a result of hosting sporting events, TSE Consulting and Rambøll Management (2007), also came to the conclusion that there are three key ingredients that can be exploited in order to maximise the social impact. One of these ingredients was the 'focus and excitement of sporting events', in other words, liminality. The report stated that depending on the size of the event, it can create a level of euphoria that can spread throughout the world, country, region or city and in return generate major interest and awareness from the media, investors and stakeholders. The sporting event has the capability to be a focus point in terms of energy and time and to draw attention to some existing and new social initiatives created in the course of the event. The report also suggests utilising this unique opportunity of heightened excitement to transfer the energy created to the social programmes and maximise the outcome of these initiatives.

Lee *et al.* (2011) draw a direct link between liminality, *communitas* and fan identification. According to them, the attendees' perceptions of liminality will positively influence their

feeling of *communitas*, fan identification, their motivation to attend a game to support their team and vice versa.

Mckaiser (2010) warns about mistaking liminality experienced during an event for genuine national identity and unity. Mckaiser agrees with Chalip by stating that the sporting events have the ability to occasion a feeling of euphoria and attached to this a sense of belonging and unification irrespective of gender or race, however, they do not constitute national identity and nationhood. Mckaiser uses an example of a major South African sport event to emphasise his proclamation. In the 1990s South Africa used catch phrases such as 'Rainbow Nation' and iconic images, such as former president Nelson Mandela wearing the Springbok captain's jersey, to further ignite the euphoria and create liminality. Politicians were talking of national identity and unification while the 1995 Rugby World Cup was taking place and saw the sporting event as a catalyst for the further unifying and democratising process that the country was going to experience in the years to come. Mckaiser argues that this was no meaningful identity and a sense of nationhood that was ultimately based on a common feeling experienced during an event that only lasted a few weeks and that centered around sport alone. Kersting (2007) also cautioned to distinguish between the results of the socio-cultural impacts of a mega-event received during the tournament phase and those received in the post-event phase following the mega-event. He believes that the state of euphoria and the feeling of *communitas* created during the mega-event is temporal and does not necessarily represent a long-term impact on the host residents. Kersting (2007) supports this concern with the results of the longitudinal study conducted during the 2006 FIFA World Cup™ in Germany, which indicated that there was an increase of national pride during the event (approximately 7%). However, these figures rapidly subsided to 1%, once the mega-event had passed. Decades of deep distrust and prejudicial attitudes as well as language, cultural and political barriers between various communities cannot be eradicated by the actions on a playing field, even if these happen to be out of the norm and unique (Mckaiser, 2010).

Looking at the literature review around the topic of mega-events and its capabilities to spark euphoria and create national identity and nationhood in troubled countries, Mckaiser seems to be in the minority with his statements, despite making valuable points about the lack of positive long-term socio-cultural impacts of the 'glorified' 1995 Rugby World Cup (Mckaiser, 2010). This leads to the question of whether sporting (mega-)events can impact on the national identity and nationhood of a country and its people, and if so, can the 2010 FIFA World Cup™ leave behind a socio-cultural legacy in South Africa?

This detailed review purposely discusses the meaning and interrelation of the different terminology in order to comprehensively answer how Cape Town residents felt about national identity, national pride and nationalism amongst South Africans during the country's hosting of the mega-event.

The following sections now review and discuss the literature around the topic of sport and its connection with national identity. Furthermore, the author has singled out the sport of football in particular and has used detailed examples to express its value for this dissertation.

## **2.9 NATIONAL IDENTITY AND SPORT**

Roche (2000b) believes that people have the chance to use sport to express their personal everyday feeling of belonging to something, which in return has importance and is the reason for the development and the constant change of collective and personal identity. He further believes that the development and the distribution and propagation of sport in the late 19<sup>th</sup> century is strongly related to processes such as 'nation-building'. In connection with sport, Horne, Tomlinson and Whannel (1999) are convinced that it is the sport coverage and presentation in the media that are responsible for shaping our view of our own national identity and that of other nations. In the late 20<sup>th</sup> century, these national identities are heightened due to the increasing presence of international representation of sport in the media. Collective identities, such as a European identity, are the results of this development. Roche (2000b) supports this statement and proclaims that sport is a symbol and form of expressing collective identity.

However, these national identities are not as set in stone and vary from time to time:

*"Identities have an inherent instability – there is nothing natural or given about national-belongingness – it is a subject position that has to be constantly worked over to be produced and reproduced. Major sporting events offer one of the more fertile grounds for this process" (Whannel, 2000:35).*

Using the example of the Africa Cup of Nations in South Africa in 1996, Sugden and Tomlinson (2000) made some appraisals in connection with sport (football) and collective identity:

- Sport has the capability to close gaps and dispose of social differences to create cultural identity.

- Collective identity can be expressed in many different ways through sport culture.
- Various forms of expressing oneself in cultural and collective identity in sport mirror the fragile nature of cultural and political communities and therefore are very dramatic but also short-lived and erratic.

Levermore and Millward (2007) conclude that sport has heralded a cultural togetherness and a form of nation-building in the whole of Europe that embodies a vast step towards a European identification. Judging by this statement, a mega-event, such as an international football tournament, could have a measurable impact on the collective identity of a nation.

Representative of this development and relevant for the comprehension of this study is the sport of football. In the next section, the connection between football and nation-building will be discussed and outlined.

## **2.10 FOOTBALL AS A NATION-BUILDING TOOL**

Football tournaments and individual football games especially have the ability to impact on the mental and emotional state of an entire nation (Roederer, 2009). The following examples of two different FIFA World Cups confirm this statement and in some measure, serve as a form of role model for other mega-events from a socio-cultural point of view. In both cases, Germany is the subject of the matter and managed to achieve huge success for the entire nation off the football field in very different ways.

The two examples are similar in the sense that a mega-event was the platform for a nation-building effect and the development of a newfound sense of pride; however, they are very different in the way that these impacts were achieved. The first example explains what powerful socio-cultural impact a sporting achievement can have on a nation with an instable background, the second example outlines in detail how a host nation can socio-culturally benefit from staging a mega-event, even if the sporting results of the host team are not as positive as wished for.

### **2.10.1 Sporting Achievement (FIFA World Cup 1954)**

In 1900, the German Football Association (orig. Deutscher Fussball Bund – DFB) was founded, but it took time before football developed into a competitive and popular sport in Germany (Roederer, 2009). Roederer (2009) explains that after World War I and during the



Weimar Republic, football grew to the most participated in and loved sport in the country. Many attempts by the Nazi regime to use football for political purposes were unsuccessful and for many football fans, football was an opportunity to escape the horrid everyday life of war. Representative of the rise of football was the FIFA World Cup 1954 in Switzerland. The West German football team beat Hungary in the final and heralded a sense of collective happiness that was unparalleled in the German history. Nine years after the end of World War II, this victory in one of the most important sporting tournaments in the world, represented a German re-entry into community of states and gave every citizen a feeling of belonging (Roederer, 2009). Smit (2004) explains that for millions of people in Germany, the win of the World Cup ended many years of humiliation, grief and ordeal. He continues to quote German legend and world champion Franz Beckenbauer, who at that time was watching in front of the TV: "For anybody who grew up in the misery of the post-war years, Berne was an extraordinary inspiration. The entire country regained its self-esteem." (Smit, 2004:1). Together with the recovery of the economy and the longing for any form of detachment of the war, the victory in Bern represented a symbol for the restoration of normality in Germany (Roederer, 2009). Former German chancellor Gerhard Schroeder once said in one of his speeches that the match was not only a victory in the final of a Football World Cup, but also a confirmation for the German citizens that peaceful times were ahead (Schroeder, 2005). Schroeder (2005:1) mentioned a slogan that was used at the time: "We are moving on. We will prevail.". He continued by stating that the sporting success was encouragement for many people at the time to master the psychological and economical difficulties and to help rebuild the country. Football developed a form of force in each and every German that went far beyond the power of sport, an important economical and psychological milestone in the history of Germany (Roederer, 2009).

### **2.10.2 Hosting a Mega-Event (FIFA World Cup 2006)**

In order to understand how a mega-event, the FIFA World Cup 2006, in Germany relates to the World Cup hosted in South Africa, it is important to understand Germany's historic background and the strongly connected dimensions of national identity and nationalism.

The idea of a 'superior nation' or 'Volk' dates back to the reigning period of Otto von Bismarck and was used for purpose of national unification. Later, in the Nazi regime, Hitler used the idea of a superior nation and the uniqueness of the Volk for social mobilisation (Kersting, 2007). Kachkova (2008) continues to explain that the 20<sup>th</sup> century became synonymous for hardship and tragedy in Germany, as the efforts of nationalism and creating

national identity resulted in the existence of the Third Reich, the holocaust and the Nazi regime. Germany was blamed for two world wars before being split into two states, one communist and one capitalist, which lasted for about 45 years until 1990. Since then, Germany has strived to maintain its position as a political and economic leader, however, still struggling with the lasting negative impressions by the rest of the world (Kachkova, 2008).

The awarding of the rights to host the 2006 FIFA World Cup™ was not achieved as effortlessly as expected by the German officials. Kachkova (2008) highlights South Africa as the favourite in the bidding process, despite many advantages by the German bid such as infrastructure and higher levels of development. Germany eventually won by one vote. This was achieved by the absence of a delegate who was expected to vote for South Africa. This was seen as a scandal by many officials and the media and made belief that South Africa had little status in the international football community. Following this incident, FIFA changed its policy on hosting football events to rotation between the six confederations which make up the organisation (Kachkova, 2008).

Kersting (2007) explains in detail that the 2006 World Cup was a key element in bringing about significant change in the way Germans regarded their nation as a whole and expressed their confidence as a host nation to the outside world. Kersting (2007) believes that social marketing campaigns were launched in order to reinvigorate German self-assurance. The campaign, 'You are Germany', showed various German personalities from various backgrounds acting as ambassadors of a mixed German social structure. For example, Gerald Asamoah, a Ghanaian black immigrant and a football fan-favourite, and Heidi Klum, famous German model and international TV personality, could be seen on television promoting German societal inclusiveness and consequently focusing on the self-esteem of the German population. Ultimately this campaign intended to become a "bulwark against psychologically rooted (...) depression" (Kersting, 2007:284).

A second significant campaign started in 2005 and was known as 'the world as a guest visiting friends' ('Die Welt zu Gast bei Freunden', German title). Kersting (2007) points out the value of this campaign and explains that it aimed at strengthening hospitality and reducing possible right-wing and xenophobic tendencies during the World Cup. It was a joint effort by FIFA and the DFB to present Germany from a different angle than possibly expected by the outside world. According to Kersting (2007), common old stereotypes from foreigners should be done away with and replaced by the image of Germany as a hospitable and friendly host. Secondly, the football associations intended to use this campaign as well as a reminder to the German population to show their best behaviour during the tournament and embrace all visiting foreign football fans and tourists (Kersting, 2007).

Due to its history, the level of national identity in Germany was not as pronounced as in other European countries. Research conducted by the Allgemeine Bevölkerungsumfrage der Sozialwissenschaften (ALLBUS, 2003), the German general social survey, showed that national pride levels in Germany in 2003 ('very proud of my country' – 66%) were much lower than other leading European nations, such as Italy (93%), Spain (92%) or France (86%). In order to indicate whether or not the 2006 World Cup had an influence on national pride in Germany, information from the residents and hosts was collected before, during and after the mega-event (ALLBUS, 2006). The results show that some months before the tournament, the German hosts were still below the 'norm' of European national identity of 71% of the population stating they were 'very proud' and 'fairly proud'. This number increased to 78% during the course of the tournament, explained by the good results achieved by the German national team and the generally positive development of the tournament.

Wyludda (2008) explains that before the 2006 World Cup, patriotism was strongly linked to a negative association for German citizens. Historical incidents prohibited Germans to be openly patriotic. Nonetheless, the excitement and enthusiasm to participate in this mega-event and party as well as to support the German football team "came like a wave over the nation" (Wyludda, 2008:7). Even FIFA president Sepp Blatter centered his words around this topic in one of his welcoming speeches before the World Cup: "Germany has the possibility to clear a lot of clichés and bad opinions with this World Cup. The world will see what a beautiful country Germany is and how friendly and hospitable the people in effect are." (Wyludda, 2008:7).

Kersting (2007) explains that the built up euphoria during the World Cup month faded with the conclusion of the tournament and the level of national pride dropped again in the following months after the mega-event to its normal status of 72%. However, looking closer at the statistics, it is noticeable that on the other end of the 'national identity' survey results, the German population reduced their negative attitude. According to Kersting's (2007) report, about 5% of the respondents shifted from 'not proud at all' of their country to a less negative impression. Kersting (2007) confirms that the xenophobic tendencies also diminished by about the same amount in this period of time. Despite the lack of a statistical increase in national identity, the 2006 FIFA World Cup™ contributed to patriotism, managed to diminish xenophobic tendencies and made certain values, such as multiculturalism, equity, tolerance, pride and national identification, acceptable amongst the German population and residents (Kersting, 2007). Wyludda (2008) believes that the event created a level of euphoria never before experienced in Germany and grew with every phase of the tournament. Every car in Germany was decorated with the national flag to show support and express identification with the team and the nation. The entire nation was branded in black,

white and gold colours and with it a new found form of national identity and tolerated patriotism.

The World Cup also assisted with nation-building between the two separated parts of Germany in the East and West and legitimised patriotism in a manner previously regarded as unacceptable as it was too reminiscent of the Nazi era (Tomlinson, Bass & Pillay, 2009). A second survey from Ohmann *et al.* (2007:139) confirmed this trend and attributed a “strengthening of the sense of community (...) and improved relationships between people of different ethnic origin”.

Roederer (2009) believes that the aforementioned examples show that in times of peace, only sport has the capability to mobilise and motivate people to believe in national identity and strive towards contributing towards nation-building. Roederer (2009) also points out that national identity rarely presents itself in every-day situations and people need a source of motivation that goes beyond anything they experience in their every-day life to develop a sense of national camaraderie and togetherness. History confirms that despite the negative impacts, such as hooliganism or increased racial discrimination, major sporting events in general rarely are corrupted for political purposes. Moreover, situations in which one meets unfamiliar people and is forced to interact with these, for instance during a national football match or tournament, national identity plays an important role and is the initiator for constructive human behaviour and interaction (Roederer, 2009).

Heere, Walker, Gibson, Thapa, Geldenhuys and Coetzee (2013) agree with the notion that sport has the ability to foster nation-building, however, they do not automatically assume that the events around the respective sport disciplines are the reason for the increase of national identity amongst the spectators, hosts and fans involved. They argue that the outcome of the host team or the supported athlete on the pitch is decisive whether or not the people following the spectacle are brought together in the stands and a feeling of togetherness can develop. Heere *et al.* (2013) use the much debated 1995 Rugby World Cup as an example to support their argument: President Nelson Mandela’s efforts to create nationwide social unity by openly promoting and supporting the national team focused only on the performance on the pitch, not the event created around it. This assertion is supported by Hargreaves and Ferrando (1997:74) who examined the Barcelona 1992 Olympic Games and assumed that if “(...) gold medal success not occurred, the latent animosities between Catalonia and the rest of Spain might have broken out and resulted in a very different kind of ambience”. They highlight the importance of team or athlete success during a sporting event as a vital component in developing national identity and a uniting force amongst the hosts and

supporters. In the light of this aspect, Heere *et al.* (2013) pointed out that circumstances for the 2010 FIFA World Cup were very different to the Rugby World Cup 1995. The South African football team 2010 did not have the team quality necessary to guarantee success on the pitch and were unlikely to emulate previous historic sporting moments strongly connected to socio-cultural impacts. On the other hand, Heere *et al.* (2013) expected the 2010 FIFA World Cup™ to be a unique opportunity to measure the socio-cultural impacts of a mega-event irrespective of the sporting results of the host team during the tournament.

## **2.11 PREVIOUS STUDIES ON HOST RESIDENTS' PERCEPTIONS**

In South Africa, numerous studies have been and are currently being published on the topic of resident perceptions with regard to hosting mega-events and their possible socio-cultural impacts. As it is becoming increasingly important to not only evaluate the tangible aspects of a successful event, but to also consider the residents and the host communities' opinions and perceptions in order to plan and deliver a mega-event, more and more research is conducted on the socio-cultural impacts of such mega-events, such as the ability to create social cohesion and liminality, as well as to contribute to the nation-building process (Bull & Lovell, 2007). Similar research studies have attributed to the development of this study by giving a chance to compare similar results and mega-event scenarios, as well as by contributing to the body of knowledge of this specific subject matter.

Looking at some of the studies on host residents' perceptions that have influenced this study, one needs to point out the study by Kim, Gursoy and Lee (2006), which focused on the perceptions of the local residents during the 2002 FIFA World Cup™ in South Korea and Japan. The perceptions and attitudes documented during the event were compared to the actual socio-cultural impacts experienced the tournament was completed. Kim *et al.* (2006) report that due to the national hype and the media, the host residents were made believe that certain benefits would outweigh the costs of such a mega-event. The host residents often ignored the possible negative impacts of mega-events such as traffic congestion, increased crime and price inflation when there was a chance of an economic advantage such as tax revenue and employment, among other benefits such as improved infrastructure, improved recreational facilities and an improvement of quality of life. Through the use of Multivariate Analysis of Variance (MANOVA), a statistical method, researchers were able to reveal that the Korean public had high expectations that were not met (Kim *et al.*, 2006). However, Kim *et al.* (2006) also established that the 2002 FIFA World Cup™ generated a lot more socio-cultural benefits than economic gains and left the host residents satisfied with the benefits received.

In a study on the 2006 FIFA World Cup™ in Germany, Ohmann *et al.* (2006) investigated the perceived social impacts of the mega-event on Munich residents. The focus of the study was measuring respondent behaviour and exploring the perceived positive and negative social impacts of the event. Ohmann *et al.* (2006) revealed that a large majority of the respondents (88%) perceived the mega-event to strengthen the sense of community and national pride. Furthermore, respondents agreed that the mega-event enhanced the local quality of life through urban regeneration, increased leisure facilities and were positive about the construction of the stadium as it was seen as a community facility and a long-lasting legacy (Ohmann *et al.*, 2006). Overall, the negative social impacts such as hooliganism, vandalism, crime and traffic congestion were no key issues for the respondents. According to Ohmann *et al.* (2006), respondents were most positive about the improvements in infrastructure, the increased sense of security and most of all, the nation-building impact the 2006 FIFA World Cup™ had on the Munich residents.

In a more recent study, Chain (2009) examined the residents' perceptions of the 2010 FIFA World Cup™ and specifically the impacts of the Cape Town Stadium being built within the host community area in Green Point. The main focus of the study was to establish the level of awareness as well as the perceptions of the host residents living within close predetermined proximity of the stadium. Chain's (2009) results show that the residents had high levels of awareness and showed support towards South Africa hosting the mega-event. The results also made clear that the residents' primary concern and fear about South Africa hosting the World Cup related to increased crime rates and the safety and security of the people visiting the games and supporting the spectacle. According to Chain (2009), residents had high expectations regarding the socio-cultural impacts of the mega-event.

All three studies commonly revealed that the host residents of the 2002, 2006 and the 2010 FIFA World Cup™ were satisfied with the positive socio-cultural impacts the individual mega-events contributed to the host community and its residents. Although most of the residents of the studies were hesitant about the possible impacts and outcomes of the tournaments, they all had high expectations regarding the socio-cultural and economic impacts of the events. In all studies, respondents eventually were content with the outcome of the socio-cultural impacts after the mega-events had taken place. The results of the studies also suggest that it is valuable and imperative to conduct studies regarding the socio-cultural impacts of mega-events, as they can have massive influences on the lives of the host community and residents and therefore also determine the level of success of the entire staging of the mega-event.

## **2.12 SUMMARY**

Chapter Two outlined the literature review for this study and began by discussing the relationship between sport and tourism, thereby defining the two terms and looking closer at the history and development of sport tourism in South Africa. Using the funnel technique, the literature was then narrowed down to the more topic-relevant themes. Mega-events were defined and discussed and emphasis was put upon the impacts such mega-events can have on the host nation. Tables were used to outline in detail all areas that can be impacted upon, both with positive and negative outcomes. The literature review then focused on the most important and relevant type of impact for this study: the socio-cultural impact. Again, the terminology was discussed and the impacts outlined in a separate table. In addition, some of the key socio-cultural impacts were singled out and presented in order to aid with the comprehension of the study performed in the following chapters. The author thereby identified the theme of national identity and nationalism as a key topic and explained its association with sport as well as its use as a national-building tool. The chapter is finalised by looking at other similar studies and their results regarding socio-cultural impacts on host residents. The thesis now moves on to Chapter Three and the methodology used in the investigation.

## Chapter Three:

# RESEARCH DESIGN AND METHODOLOGY

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### 3.1 INTRODUCTION

According to Rajasekar, Philominathan and Chinnathambi (2006) research can be understood as a logical and systematic search for new and useful information on a particular topic. Scientific and social problems can be solved through objective and systematic analysis. Research is a search for knowledge, which is information about matters. It can be collected from various sources, such as experiences, human beings, books, journals and nature amongst others. Successful research can make a useful contribution to this existing wealth of knowledge and lead to progress in a particular field. Research can be carried out through study, experiments, observations, analysis, comparisons and reasoning. Research has the power to use the collected information to make predictions of events and offer explanations, relationships and theories (Rajasekar *et al.*, 2006).

Another definition considers research to be a structured enquiry that utilises acceptable scientific methodology to solve problems and create new knowledge that is generally applicable. Scientific methods consist of systematic observation, classification and interpretation of data (Kumar, 2005). Research methodology in particular “is the science of studying how research is to be carried out.” Alternatively, it can also be defined as the “study of methods by which knowledge is gained” (Rajasekar *et al.*, 2006:2).

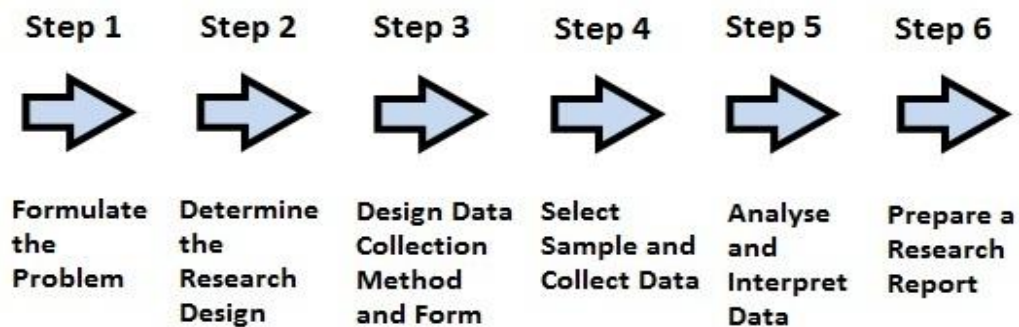
The literature review in the previous chapter considered various approaches of understanding the concepts of sport and tourism and the relationship of the two areas. Sport tourism events, specifically mega-events such as the FIFA World Cup™, were then discussed in more detail and focus was set upon the various effects that these special occasions can have on host communities, their residents and how these can be evaluated. Other case studies of mega-events around the world and other examples of major events in South Africa confirmed that the host community is impacted upon in most cases and that research is crucial to understand the possible effects of the 2010 FIFA World Cup™ on South African residents.

This chapter delineates the research methodology used by the researcher to collect empirical data for this study. The data will clarify to what extent the mega-event impacted upon the questioned residents before, during and after the 2010 FIFA World Cup™.



Kumar (2005) describes the research process as a journey of different steps, which you must pass to find answers to your research question. Every step in the process offers the researcher a multiplicity of methods, procedures and models to choose from which will help you to achieve your previously set out objectives.

The research methodology used for this study uses Churchill's (1995) illustration of the research process as a rough guideline. His process follows a series of six steps:



**Figure 3.1: Research methodology process** [adapted from Churchill (1995) and Kumar (2005)]

The methodology for the following steps of the research methodology comprises of one main questionnaire, the Green Point residents survey in Cape Town. The questionnaire was used to answer the main research questions one and two. In particular, this meant documenting the perceptions of Cape Town residents on the socio-cultural impacts of the 2010 FIFA World Cup™ prior to and after the mega-event as well as to delineate a possible shift of these perceptions and attitudes over the course of the tournament.

An additional questionnaire, the National Identity Survey conducted in Cape Town was employed to answer research question number three and supplement the findings on the Cape Town residents' perceptions on national pride, nation-building and nationalism during the mega-event. Some of the questions in this survey are very general and may not necessarily relate specifically to the 2010 FIFA World Cup™. However, the researcher believes that is important to understand the average South African's mind set on these socio-cultural topics, in order to understand some of the answers given in the Green Point Residents Survey. The main questionnaire was distributed before and after the 2010 FIFA World Cup™, where as the additional questionnaire was conducted during the course of the tournament. The questionnaires consequently have different methodology processes, which are outlined in the following sections:

## 3.2 RESEARCH PROCESS FOR THE GREEN POINT RESIDENTS SURVEY

### 3.2.1 Sample Selection

As was previously discussed in Chapter One, the focus of this research study was on determining the perceptions and attitudes of the Cape Town residents living in Green Point towards South Africa hosting the 2010 FIFA World Cup™ and the possible socio-cultural impacts the mega-event could have on them. Furthermore, focus was set upon whether the tournament would have positive socio-cultural impacts such as nation-building effects, nationwide patriotism and a long-lasting socio-cultural legacy, that were successfully documented at other major sporting events in the past in other countries.

For this purpose, the quantitative survey technique was employed to collect the necessary data. The survey questionnaire included both open- and closed-ended questions. These questions were posed during face-to-face interviews, as this method offers the best response rate, allowing the development of a rapport between the interviewer and respondents (Arrey, 2006). According to StatsSA (2011), the population size of Green Point can be estimated to be around 9301 residents living in the Green Point community, with 4344 households and an average household size of 2.14 residents. The FIFA Fan Mile covers a distance of 2.6 km, linking the central business district (CBD) with the Cape Town Stadium precinct (City of Cape Town, 2010). For the current study, the sample size was based on a table of guidelines provided by White (2003; cited in Bama, 2011:58), for determining the required size of a randomly chosen sample from a given limited population. For that reason, a sample size of 400 respondents from the Green Point area was chosen.

Table 3.1 below illustrates the guideline for selecting sample sizes from a given population:

**Table 3.1: Population sample size guideline** (White, 2003; cited in Bama, 2011:58)

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

According to Churchill (1995) the sampling procedure can be generally carried out via two categories of sampling techniques: non-probability samples and probability samples. Among these two categories, there are various sampling procedures that can be chosen from:

**Table 3.2: Classification of sampling techniques** [adapted from Churchill (1995)]

Non-probability Samples	Probability Samples
Convenience	Simple Random
Judgement	Stratified
Quota	Cluster
Purposive	Systematic

The sampling technique was a spatially based stratified random sampling method. Every third household was approached for questioning and sampling. This technique allowed for the population to be split up into appropriate divisions, which made it possible to acquire a simple random sample from within each appropriate division. Furthermore, this sampling technique enabled a varied, representative and unbiased response from the residents.

The suburb was demarcated by identifying the street names and the target population located within the allocated area of research. The area was clearly defined by using maps obtained by the City of Cape Town (Chain, 2009). According to a study by Fredline and Faulkner (2000) the researcher assumed that the people living within this area would be most affected by the socio-cultural impacts of an event in their immediate neighbourhood.

### **3.2.2. Study Areas**

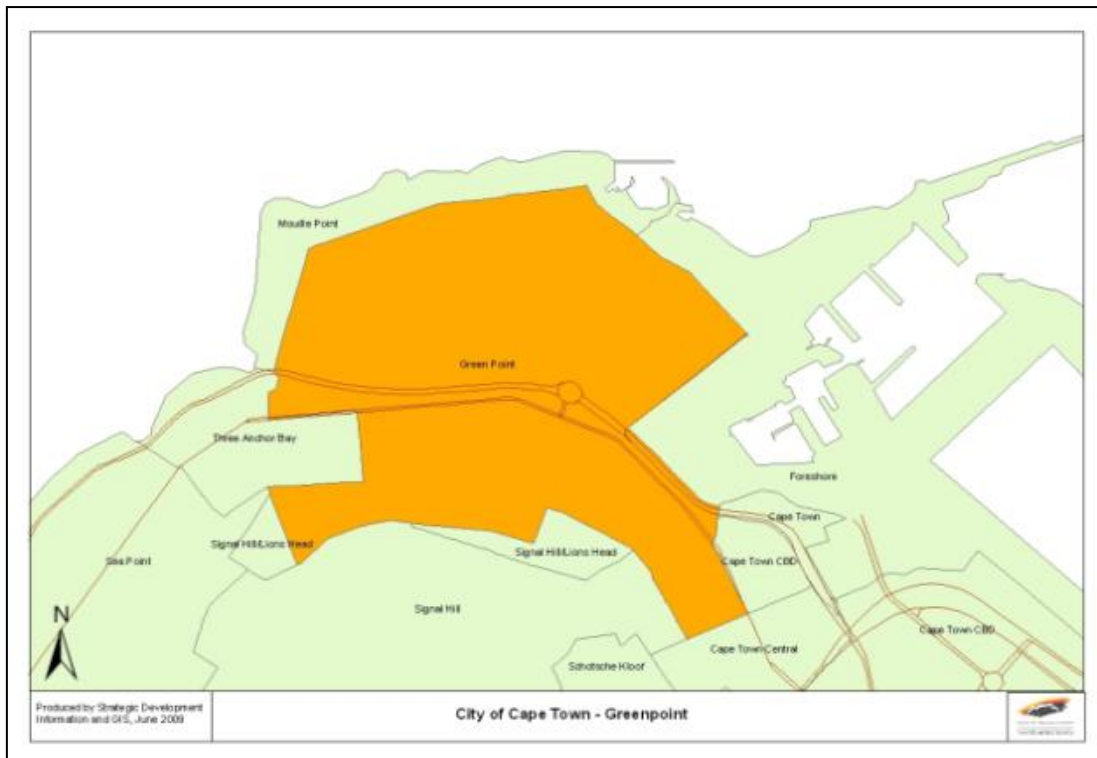
The study was conducted in Green Point suburb, within a 2-km radius of Cape Town Stadium, as well as the area along the FIFA Fan Mile.

#### **3.2.2.1 Green Point**

The Cape Town Stadium is located within the Green Point suburb, therefore it was only logical to conduct research among the residents living within close proximity, in order to get first-hand perceptions and responses from those affected the most by the socio-cultural impacts of the mega-event.

Green Point is located approximately 2-3-km from the CBD of Cape Town and situated at the foot of Signal Hill, close to Table Mountain. Its unique and central location in between the buzzing suburbs of Table Bay, Signal Hill, Sea Point, the Victoria and Alfred Waterfront (V&A) and the city centre, makes Green Point the centre of most local activities. The suburb is located south of the Green Point Common and the Cape Town Stadium (City of Cape Town, 2010a).

The following map illustrates the demarcated area layout for the data collection:



**Figure 3.2: Demarcated research area in Green Point suburb (Chain, 2009)**

### 3.2.2.2 FIFA Fan Mile

The FIFA Fan Mile is 2.6-km long and a pedestrian link from the stadium to the FIFA Fan Park at the Grand Parade. The route partly falls within the delineated area of the study and about 1 km in the Green Point suburb (City of Cape Town, 2010a). During the 2010 FIFA World Cup™, the FIFA Fan Mile was used as a direct route from the fan park to the stadium, but also as an attraction for tourists and locals. Street vendors, pubs and Cape Town-typical merchants side-lined the route and gave the supporters and fans a glimpse of the festivities as well as the cultural and gastronomic highlights on offer.

Figure 3.3 below illustrates the Fan Mile in form of a consistent blue line:

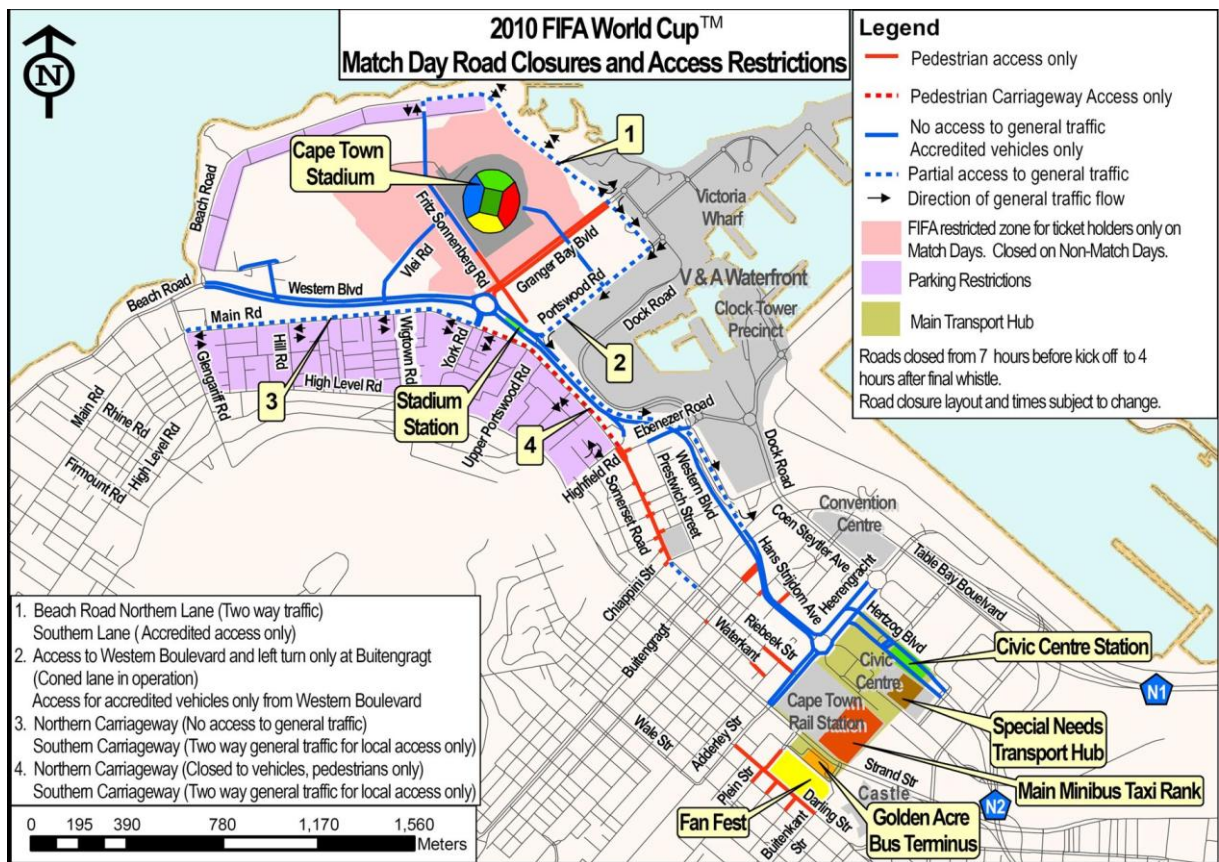


Figure 3.3: FIFA Fan Mile in Cape Town (City of Cape Town, 2010b)

### 3.2.3 Research Instruments and Data Collection

Data collection is crucial in enabling one to arrive at valid findings, comparisons and conclusions. It needs to be valid, workable and manageable. It can be divided into exploratory research (both secondary and primary sources) and descriptive research.

#### 3.2.3.1 Exploratory Research

Collis and Hussey (2009) explain that exploratory research is used when there are very few or no earlier studies which provide information on the problem statement. When using this type of research, the writer should look for patterns, ideas or hypotheses, rather than going about testing a confirmation or hypothesis. Exploratory research aids with gaining insights and familiarity with the subject matter for a more in-depth investigation at a later stage of the study. It consists of secondary sources that will be outlined in the following chapters:

## **Secondary Sources**

The major part of the exploratory research was made up of the detailed literature review in Chapter Two. A systematic search of existing academic and industry literature related to the research topic was undertaken. The existing body of knowledge included conceptual literature, such as journals, textbooks, comparative studies and other published materials.

The literature review focused on the following topics:

- sport tourism;
- mega-events;
- socio-cultural impacts on host nations;
- nation-building and nationalisation;
- measurement of socio-cultural impacts and
- case study on comparable sporting events.

Secondary sources were sourced through CPUT libraries and a range of academic libraries in Munich, Germany, as well as articles, reports and statistics from the internet.

The Human Sciences Research Council (HSRC, 2011) for instance served as a valuable comparison to the results received from the thesis' main questionnaire. The HSRC employed various research methods in order to compile a detailed and representative report on the topic of social cohesion, national identity and national reconciliation. The research methodologies included focus groups in nine South African provinces, interviews with industry key stakeholders, a nationwide survey with approximately 3500 respondents, data from the host cities of Cape Town and Durban as well as a detailed press analysis.

The entire literature review for this research paper is outlined in Chapter Two.

### **3.2.3.2 Descriptive Research**

Descriptive research is used when the researcher intends to obtain information on the characteristics of a specific problem or issue. It goes further than explanatory research, as it describes and illustrates a situation, phenomena, problem or statement in as much detail as possible as they exist (Collis & Hussey, 2009). However, descriptive research is limited, as it does not make predictions, nor does it determine the cause and effect of the research problem. It cannot draw conclusions from the data and its relationship to other collected data (Jackson, 2009). Good descriptive research adds immeasurably to the knowledge and understanding of the shape and nature of our society and consequently brings the

researcher closer to understanding a particular research topic and its problem. Descriptive research focuses on the central question ‘*What is going on?*’ and aims to describe the situation exactly the way it presents itself. Descriptive research can be conducted in both a concrete or abstract way. For example, a rather concrete descriptive research topic could be the description of “the ethnic mix of a community, the changing age profile of a population or the gender mix of a workplace”. In contrary, a more abstract form of description could be explained through a question such as “Is the level of social inequality increasing or declining?” or in the specific case of this thesis: How severe is the level of xenophobia in a mixed-cultural society? (De Vaus, 2001:1).

There are three main types of descriptive methods as presented in Table 3.3 next:

**Table 3.3: Descriptive research methods** [adapted from Jackson (2009), Blumberg *et al.* (2005) and Burnham (2004)]

	<b>Observational Method</b>	<b>Case Study Method</b>	<b>Survey Method</b>
<b>Description</b>	Accounts of the natural behaviour of individuals or groups in some setting.	Detailed analysis of a single or limited number of people or events	Structured questions to assess peoples beliefs, attitudes, and self-reports of behaviour
<b>Advantages</b>	Great validity - Research is done in natural environment	Unusual cases	Efficient and economical - Immediate answers to specific questions
		Detail and insightfulness	Versatility
<b>Disadvantages</b>	Potential ethical problems	Lack of objectivity	Quantity and quality depends on ability and willingness of participants

The descriptive research design for this study consisted of personal face-to-face questionnaire surveys with Green Point residents.

According to Turco *et al.* (2002), the most common survey approaches employed in researching sport mega-events include interviews, diaries, mail-back, and telephone surveys. However, interviews are the most practical approach and therefore the surveys for the study research were completed via face-to-face interviews, conducted at the residents’ personal accommodations. The instrument used was a questionnaire including a printed list of questions that respondents were asked to answer. The instrument was tested for validity and reliability within a South African context with the use of other previous studies conducted by

Ntloko and Swart (2008) and Bob and Swart (2009). The questionnaire featured six sections of questions (Chain, 2009):

- Event awareness
- Residents' awareness of the 2010 FIFA World Cup™
- Residents' interest in soccer
- Involvement in the 2010 FIFA World Cup™
- Perceptions and attitudes
- Resident profile

### **3.2.4 Ethical Considerations**

The research topic was cleared with the Ethics Committee of the Business Faculty of CPUT in order to maintain the integrity of the research. The Green Point Ratepayers and Residents Association (GPRRA), which represent Green Point residents, provided consent to conduct the study set out by Dion Chain (2009) as per ethical requirements (see Appendix A). Chain (2009) specifically investigated the Green Point resident's perceptions of the 2010 FIFA World Cup™. Moreover, the study was part of a longitudinal study on residents' perceptions that formed part of a larger study within the Cape Metropole. For this reason, additional permission from the City of Cape Town was obtained in order to conduct the study. This study conducted on the Cape Town residents was part of the larger longitudinal study and was therefore also covered by the ethical clearance.

No written consent was required for the participation of the study and therefore interviewers had to request verbal consent for participation from the interviewees prior to commencing with the interview. The interview only took place once the respondents verbally consented. Respondents also had to verbally confirm that they were free not to answer some of the questions from the questionnaire, should they be perceived as sensitive and made them feel uncomfortable.

### **3.2.5 Limitations**

During the collection of data amongst the Green Point residents, some limitations were identified:

- The research area was limited to residents' households within the Green Point suburb, the FIFA Fan Mile and within a 2-km radius of the Cape Town Stadium.
- Many residents refused to participate in the study, leaving the researcher with no option but to move on to the next household.



- Many of the residents were at work during the week, making it more difficult for the researcher to conduct interviews during the day.
- Some residents were discontent about the length of the questionnaire and opted to not participate.

### **3.2.6 Analysis of Data**

The Statistical Packages for Social Sciences (SPSS) software was used to analyse quantitative data and create summative charts, tables and graphic displays in order to illustrate the results. The programme also assists with analysing data in order to determine significance of some of the findings. The findings and illustrations were then presented, interpreted and discussed.

### **3.2.7 Summary**

This section presented the research methodology that was used to answer the afore mentioned central research questions one and two and to achieve the respective research objectives. A secondary literature research was conducted in order to establish a contextual framework and in-depth understanding of the topic of socio-cultural impacts on host residents in South Africa during the 2010 FIFA World Cup™.

The descriptive research design consisted of an empirical survey of 400 Green Point residents before and after the mega-event within a demarcated area of the Green Point suburb. The research population, sample size and sampling technique were described and discussed. Furthermore, the data collection method was outlined as well as the ethical considerations and limitations for the study. The data analysis for the survey was explained.

## **3.3 RESEARCH PROCESS FOR THE NATIONAL IDENTITY SURVEY**

### **3.3.1 Sample Selection**

The sampling technique was that of purposive sampling, which is part of non-probability sampling and therefore does not involve random selection. According to the University of California, Davis (2012), this is a non-representative subset of some larger population, and is used to serve a very specific need or purpose. The researcher would normally have one or more specific predefined groups that are targeted for research purpose. Purposive sampling is very useful for situations where you need to reach a sample as quickly as possible and for research where proportionality is not the primary concern. It is likely that the researcher will

get the opinion and perceptions of the target population, but at the same time there is a risk that subgroups that are more readily accessible are automatically overweighted (Trochim, 2006).

A total of 495 respondents were interviewed in Cape Town. These were then filtered according to their nationality and divided into South Africans and Non-South Africans in order to guarantee that only South African residents in Cape Town were used for the study. Ultimately, 288 South Africans were questioned in Cape Town and make up the sample size for the National Identity Study.

### **3.3.2 Study Areas**

The research radius distance was that of the stadium precinct in Cape Town (Cape Town Stadium) as well as park-and-ride areas around the stadium.

### **3.3.3 Research Instruments and Data Collection**

The questionnaires used for the descriptive research were face-to-face interviews with a set of questions aiming to investigate the social effects of a mega-event such as the 2010 FIFA World Cup™ on identity formation (nation-building) as well as the perceptions and experiences of local residents pertaining to mega-sporting event such as the 2010 FIFA World Cup™.

The questionnaire consisted of three main sections:

- A) Biographic profile
- B) National identity and pride
- C) 2010 FIFA World Cup™

The questions from section B were specifically and purposefully chosen from the General National Pride Index, which was previously discussed in Chapter Two. It is made up of five constructs consisting of statements about patriotism and national pride that the respondent can chose to answer via a four-point response scale, ranging from 1, indicating a strong agreement, to 4, indicating no agreement. The answers to these questions intend to represent the national identity level of the chosen population (Smith & Seokho, 2006).

### **3.3.4 Limitations**

The park-and-ride area around Cape Town Stadium had to be used in place of the equivalent stadium precinct due to insufficient clearing of the research team. This limited the population and made it more difficult to engage with the prospective respondents.

The National Identity Study questionnaire did not specify the city or province that the respondents originated from. In order to guarantee that the respondents in the study area were South Africans and therefore guarantee the relevance of the results for this study, the researcher decided to filter the results and ensure only South Africans in Cape Town were considered.

### **3.3.5 Analysis of data**

Similar to the Green Point Residents Survey, the SPSS software was used for this questionnaire to analyse quantitative data. Cross-tabulations of various elements of the questionnaire data were set up in order to determine possible relationships and significances of some of the findings. Finally, the findings were presented, interpreted and discussed.

### **3.3.6 Summary**

The descriptive research design of the National Identity Study consisted of an empirical survey of 288 South African residents in Cape Town, visiting the football games at their local stadium before and after the mega-event within a demarcated area of the stadium precinct and the areas in and around the park-and-ride systems. The sample size and sample technique were described and discussed. Furthermore, the data collection method as well as the ethical considerations and limitations for the study were outlined. The data analysis for the survey was explained. The discussion of the research methodology is followed by a chapter on the illustration, analysis and interpretation of the research findings.

## **Chapter Four:**

# **PRESENTATION, ANALYSIS AND DISCUSSION OF RESEARCH FINDINGS**

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### **4.1 INTRODUCTION**

The previous chapter outlined the research method employed in order to investigate the research objectives of this study, which were initially outlined in Chapter One. The method comprised of one questionnaire that was distributed before and after the 2010 FIFA World Cup™. Another questionnaire focusing specifically on the topic of nation-building and national pride was employed during the tournament and utilised for this study to supplement the results from the main questionnaire as well as to specifically answer the third research question.

In the pre-event phase, the residents' survey was self-administered to 400 Cape Town residents living in the suburb of Green Point. This questionnaire aimed to investigate the opinions and behaviour of residents living in a close proximity to the event location on the socio-cultural impacts of the mega-event. The same residents' survey was then distributed to South African locals living in the same proximity after the completion of the 2010 FIFA World Cup™. This was conducted in order to investigate post-event opinions and reactions and to possibly document a change in attitude and behaviour.

In the following sections, a presentation of the results, as well as an analysis and discussion of the research findings from the respondents from the two research phases is presented. The discussion of the findings in reference to the research objectives (Chapter One). Tables and figures in this chapter aid in presenting and illustrating the findings as clearly and as comprehensible as possible.

An overview, analysis and brief discussion of the results from the additional national identity survey will be presented towards the end of this chapter and represent a more in-depth snapshot of the thoughts and perceptions of South African residents on nation-building, national pride and nationalism during the 2010 FIFA World Cup™. The literature review discusses in detail how positive socio-cultural impacts such as liminality can positively influence a whole host community and install a sense of pride and social cohesion (Chalip, 2006). These are merely measured perceptions rather than definite impacts or outcomes, however, they are invaluable for stakeholders and policymakers to fully evaluate the outcome of a mega-event and plan and develop successful future events (Bull & Lovell, 2007). The

hosts' perceptions on pride, nation-building and nationalism will therefore aid in the complete evaluation of the socio-cultural impacts of the 2010 FIFA World Cup™ on South African host residents.

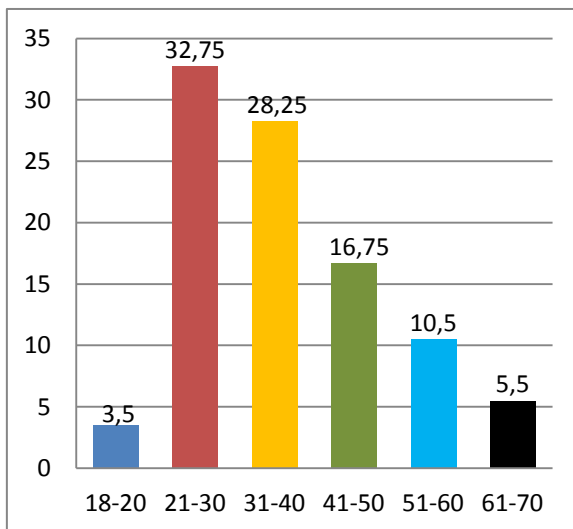
## 4.2 DEMOGRAPHIC PROFILE

An overview of the demographic profile of the interviewed residents will give the reader an idea about the distribution of age, gender, nationality and other factors used to determine group identity.

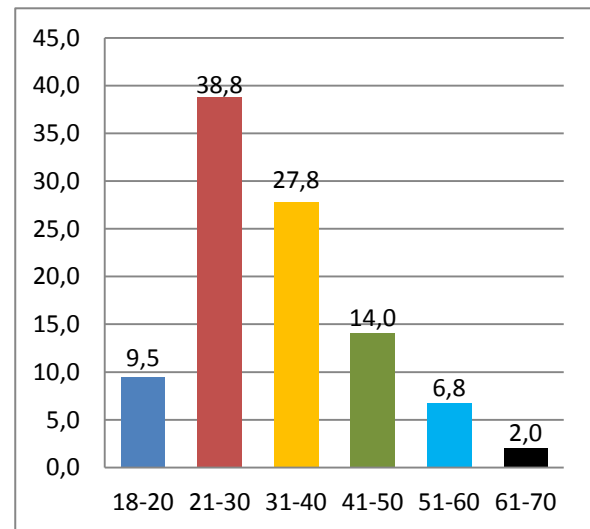
### 4.2.1 AGE AND GENDER DISTRIBUTION OF RESPONDENTS

#### AGE

Figures 4.1 and 4.2 below illustrate a breakdown of the respondents of the study into age categories, which had to be chosen from a pre-determined list in the questionnaire. The results compare pre-event and post-event results and are displayed in percentages.



**Figure 4.1: Overall pre-event age distribution of respondents (n=400, in %)**

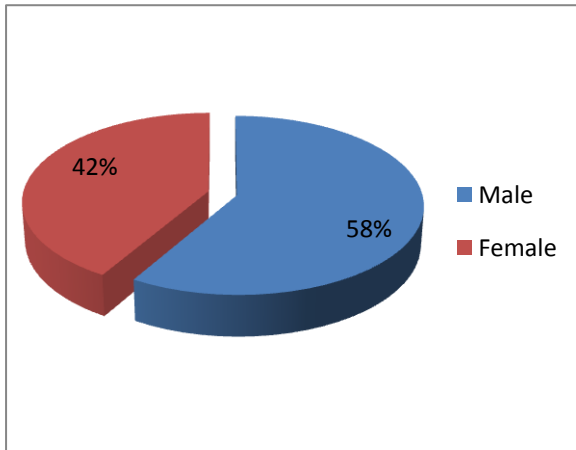


**Figure 4.2: Overall post-event age distribution of respondents (n=396, in %)**

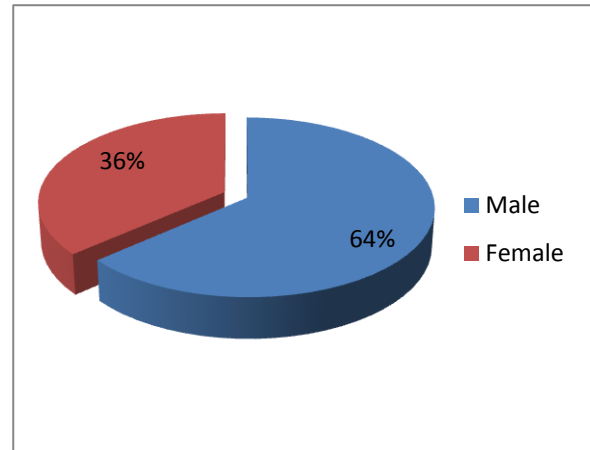
Both figures show that the age segment 21-30 years is the most prominent represented age group amongst the respondents. The average age in the pre-event phase was about 32 years and about 27 years after the event. Approximately 81.1% of all subjects questioned before the event and 90.1% questioned after were between the ages of 18 and 50. These findings are supported by the results of StatsSA (2011), which found that a majority of 64.7%

of the Green Point suburb population was between the ages of 25 and 64 years. The age structure amongst the people questioned did not change much between the pre-event and post-event stages of the survey and did not include too many residents between the ages of 50 and 70.

## GENDER



**Figure 4.3: Overall pre-event gender distribution of respondents ( $n=400$ , in %)**

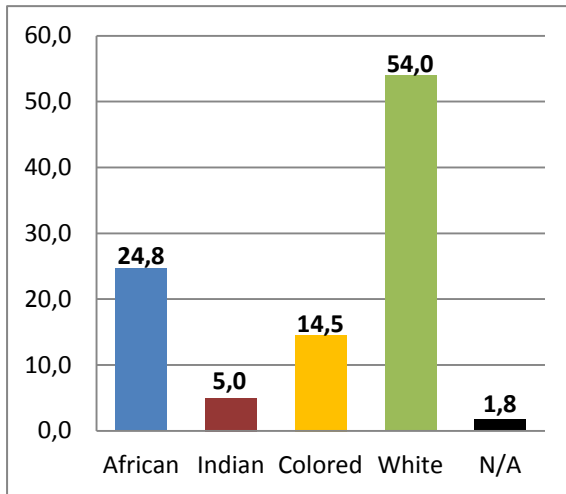


**Figure 4.4: Overall post-event gender distribution of respondents ( $n=393$ , in %)**

Figures 4.3 and 4.4 above illustrate the gender distribution amongst the participating respondents. They commonly show that there were slightly more men (pre-event 58%, post-event 64%) than women (pre-event 42%, post-event 36%) questioned for the study. This confirms findings by Chain (2009), who discovered a similar gender distribution in his studies of men (54.7%) and women (45.3%) living in close proximity to the Green Point Stadium. This does not automatically mean that there were more men than women living in Green Point, as the 2011 Census (StatsSA, 2011) in fact documented a small majority of women (52.4%) living in the Green Point suburb.

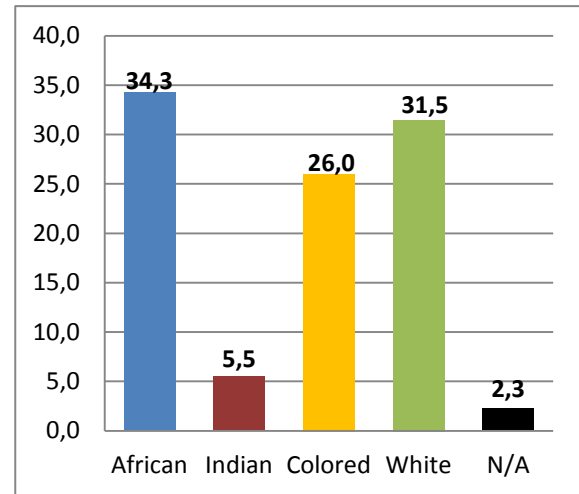
## 4.2.2 HISTORICAL RACIAL CATEGORY

### PRE-EVENT



**Figure 4.6: Historical race category distribution of respondents ( $n=398$ , in %)**

### POST-EVENT



**Figure 4.5: Historical race category distribution of respondents ( $n=400$ , in %)**

A study by Bob and Swart (2009:50) reveals that the area of Green Point was historically settled by mostly white residents due to the Areas Act of 1950. This act separated racial groups into various neighbourhoods during the apartheid era in South Africa. Figure 4.5 above reflects this statement, as the respondents were predominantly white in the pre-event stage (54%), trailed by a minority of African (24.8%), Coloured (14.5%) and Indian (5%) respondents. In the post-event results (Figure 4.6) it became obvious that the racial distribution shifted and levelled out. There was an almost similar amount of Africans (34.3%) and White people (31.5%) questioned, with Coloureds not far off at 26%. The results from the pre-event phase and the results from the national identity study conducted during the mega-event, which is discussed later on in this thesis, show that that a majority of at least 50% of all questioned were white and only approximately a quarter (+/- 25%) black. These results are consistent with the results from 2011 national census conducted by StatsSA (2011), despite a notable increase of the black population in more recent studies. The national Census 2011 (StatsSA, 2011) highlighted the fact that the Green Point population was predominantly white (62%) and 21.5% of Black African origin. However, this demographic movement does not explain the remarkably different results in terms of the historical race categories of the subjects from the pre-event and post-event phases. The researcher considers these post-event results as disproportional and not representative for the demographic overview of Green Point residents questioned.

### 4.2.3 HIGHEST EDUCATIONAL QUALIFICATION

Respondents were asked to indicate their highest level of educational qualification obtained. They could choose from a list of categories displayed in Figure 4.7 below.

#### PRE-EVENT

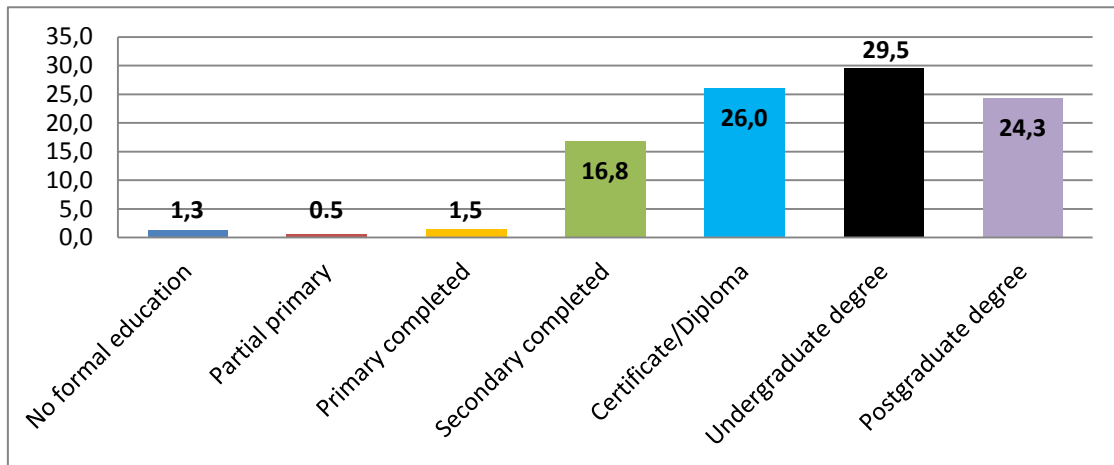


Figure 4.7: Distribution of the highest educational qualification amongst respondents (n=399, in %)

#### POST-EVENT

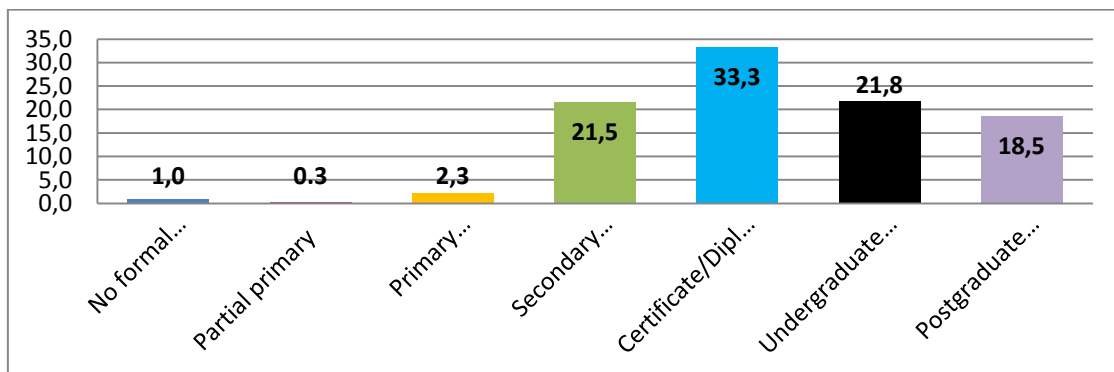


Figure 4.8: Distribution of the highest educational qualification amongst respondents (n=394, in %)

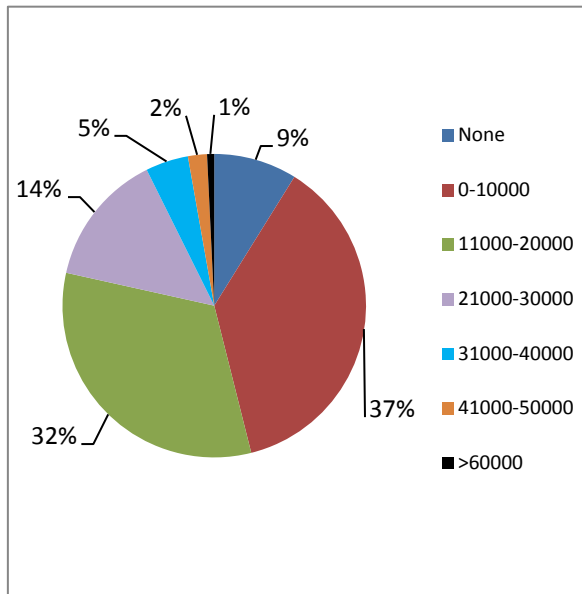
The results from the figures above show that the majority of the respondents were well educated and had tertiary education. In both stages of the event, more than 50% of all people responded by stating they had post-school level education, meaning they either had a certificate/diploma, an undergraduate degree or even a postgraduate degree. The results also show that there were many people with secondary education averaging at about 20% during the entire study. The figures also show that there is a small percentage of 3-4% that completed only a primary education or had no education at all.



#### 4.2.4 MONTHLY INCOME (IN RANDS)

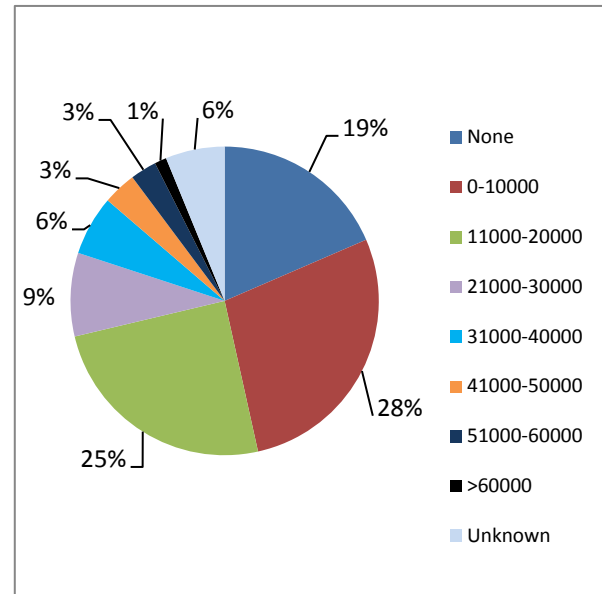
Respondents were asked to indicate their monthly income levels by choosing an income bracket from the survey. The following Figures 4.9 and 4.10 illustrate the distribution of the various income levels amongst the questioned respondents.

**PRE-EVENT**



**Figure 4.9: Monthly income (in Rands) (n=395, in %)**

**POST-EVENT**



**Figure 4.10: Monthly income (in Rands) (n=400, in %)**

Figures 4.9 and 4.10 illustrate and compare the income levels of the respondents before and after the mega-event. From the close to 400 people surveyed before the event, the majority (37%) were earning less than R10 000, closely trailed by those (32%) earning R11 000 to R20 000 every month. Less than a quarter of the people questioned (22%) were earning above R20 000. People indicating 'none' (9%) could be attributed to unemployed people or students. The average income of respondents was R13 550 a month, which was slightly more than the average income of respondents in the Chain (2009) study, which was R10 100 a month. In comparison, from the 400 people questioned after the event, 19% indicated they had no monthly income, 28% were earning up to R10 000 and another 25% up to R20 000. This means that almost half the people (47%) could claim to be receiving R11 000 or more. The average income of the respondent after the event was R16 600 a month.

### 4.3 RESIDENTS' PERCEPTIONS OF THE SOCIO-CULTURAL IMPACTS OF THE 2010 FIFA WORLD CUP™

According to Saayman (2001), sport events, such as the 2010 FIFA World Cup™, have social benefits for the host citizens and therefore governments are very interested in gaining the right to host a World Cup in their country. The returns on hosting an event of such magnitude are priceless for the host: a sense of excitement around the entire country, a feeling of togetherness amongst the residents and tourists and the chance to create a long-term legacy (Saayman, 2001).

Residents were questioned about their perceptions and attitudes towards various socio-cultural impacts relating to the 2010 FIFA World Cup™. A traditional Likert-type scale was used to measure the responses. The following thirteen statements were chosen from the residents survey and linked to the various impacts that typically can have an effect on mega-events. These can be both positive and negative. They were asked to indicate their level of agreement with the different statements in relation to the mega-event. Respondents could either strongly agree (SA) or agree (A); express their impartiality (N); or disagree (D) or strongly disagree (SD). In the analysis of the individual impact areas, some results for SA and A as well as D and SD were grouped together to better summarise the results.

#### 4.3.1 RESIDENTS' PERCEPTIONS SURVEY

The outcome from interviews before and after the event is displayed below in table 4.1 and directly compared with each other.

**Table 4.1: Respondents' level of agreement with statements relating to the socio-cultural impacts of the 2010 FIFA World Cup™ (pre n=400 in %, post n=396 in %)**

Area of impact	Statement	SA		A		N		D		SD	
		Pre	Post	Pre	Post	Pre	Post	Pre	Post	Pre	Post
<b>National pride &amp; nation-building qualities</b>	<i>The 2010 event will provide a major boost of national pride and nation-building.</i>	56.3	50.8	31.5	33.5	7.1	10.8	3.3	2.8	1.8	1
<b>Pride in hosting a mega-event</b>	<i>I feel proud that South Africa is hosting the 2010 FIFA World Cup.</i>	63.5	63.5	23.5	27.8	11.3	5.3	0.7	1.3	1	0.8

<b>National pride</b>	<i>I am generally very proud of South Africa.</i>	68.8	66.3	21	28.9	6.3	4.5	3.8	0.3	0.3	0.3
<b>African Identification</b>	<i>I feel very much part of the African continent.</i>	58.8	67.5	21.2	23.7	12.5	7.1	4.8	1.5	2.8	0.3
<b>Entertainment</b>	<i>Entertainment opportunities related to the event will be provided for local residents.</i>	20.8	25.3	39	33	23	22	15.5	12	1.8	6
<b>Training &amp; skills development</b>	<i>The event will stimulate training and skills development for members of the community.</i>	21.5	22.8	34.5	34.8	28.5	26.8	14.3	14	1.3	1.3
<b>Social inequality</b>	<i>The 2010 event will only benefit some members of the community and increase levels of social inequality.</i>	18.8	20.8	35.6	29.5	25.6	34	15.5	11.3	4.5	3.5
<b>Traffic</b>	<i>This event will cause significant traffic congestion within the local area.</i>	63.3	33	26.3	28	5	17.8	5.3	15.3	0.3	5
<b>Crime</b>	<i>An increase in crime will be experienced due to this event.</i>	39.8	9.8	31.3	15.8	17	26.3	11	30.8	1	16.3
<b>Vandalism</b>	<i>An increase in vandalism will be experienced due to hosting of the event.</i>	28.8	4.8	19.3	12.5	35.3	31.5	14.3	31.3	2.5	18.8
<b>Noise</b>	<i>The event will lead to excessive noise which will annoy local residents.</i>	42.5	23.8	26.8	29.3	12.8	20.5	12.3	17.8	5.8	7
<b>Sporting success</b>	<i>It is very important that Bafana Bafana (SA national soccer team) wins matches in the 2010 FIFA World Cup.</i>	43.3	46.0	25.3	35.0	16.8	12.8	9.0	3.3	5.8	2.3
<b>Overall impact</b>	<i>The event has NO negative social impacts.</i>	5.3	22.8	6.1	29.3	20.8	27.5	43.5	10.3	24.3	5.8

## **NATIONAL PRIDE & NATION-BUILDING**

Sport is a catalyst for emotions and for a feeling of togetherness amongst the people participating. Sport also has the power to bridge social gaps and dispose of social differences in order to create cultural and national identity (Sugden & Tomlinson, 2000). South African President Jacob Zuma also expressed his firm belief that the mega-event would result in such positive socio-cultural impacts, when he was quoted a few days before the tournament kick-off saying that “this explosion of national pride is a priceless benefit of the World Cup tournament. It’s clear that millions of our people look upon this tournament with hope, pride and sense of belonging.”. In this context, respondents were asked to state their agreement that the 2010 FIFA World Cup™ will provide a major boost of national pride and nation-building.

Almost eighty-eight percent (87.8%) of all respondents agreed or strongly agreed with the statement before the mega-event and 84.3% agreed or strongly agreed after it. A mere 7.1% (pre-event) and 10.8% (post-event) remained neutral about it, while only a small amount of respondents (5.1% before and 3.8% after the mega-event) disagreed or strongly disagreed. These results are supported by a study by Chain - conducted in 2009 with residents from a suburb in Cape Town - in which a remarkable 91% of all respondents agreed or strongly agreed to this same statement after the conclusion of the mega-event. The results are even higher than those received during a study on social cohesion, nation-building and reconciliation, conducted by the Human Sciences Research Council (HSRC, 2011), in which 72% respondents agreed or strongly agreed that the 2010 FIFA World Cup™ assisted the South African government in the nation-building process. The HSRC also investigated which of the different impacts of the 2010 FIFA World Cup™ - social cohesion, economic disadvantages, confidence in government and economic opportunities – would be most likely to be achieved. One can conclude from the results that according to the Cape Town respondents, the value of the mega-event pertains to its impact on social cohesion and nation-building.

The results clearly show that the majority of Cape Town respondents believe in the nation-building abilities of this mega-event on their home soil and are positive about the changes it can bring about in relation to national pride. The slightly higher rate in agreement before the event probably relates to the extensive media hype that took place before the event, with experts, politicians and iconic figures, such as Nelson Mandela, speaking positively about the unique chance this tournament brings about to transform the country and unite its people. Once the mega-event took place, respondents were slightly less prone to disagree with the

statement, having experienced and seen what the tournament had actually done for South Africa.

Respondents were then asked to indicate their level of agreement as to whether they were proud to be hosting the 2010 FIFA World Cup™. A clear majority of 87% of all respondents before the event and a total of 91.3% of all respondents after the event felt proud about being part of the host nation. Eleven point three percent (pre-event) and 5.3% (post-event) of people preferred to stay neutral on the topic. Only a small percentage of respondents disagreed or strongly disagreed to the statement (1.7% before and 2.1% after the event).

These positive results support the findings in Chain's (2009) study of Cape Town residents before the tournament, in which 84.3% of all questioned subjects agreed or strongly agreed that the 2010 FIFA World Cup™ will make locals feel good about themselves and their community. According to the HSRC (2011), 76% of all respondents questioned in a study after the mega-event also agreed that the international football tournament hosted in South Africa had enhanced their national pride. Consistent with the ISSP Pride Index (HSRC, 2011:208) and the fact that South Africans are generally a proud nation, this sporting event clearly further enhanced the levels of pride amongst the host residents.

The additional National Identity Study conducted during the mega-event with South African respondents in Cape Town gave the researcher the opportunity to use information on a very similar question and compare this with the pre- and post-event results from the Green Point Residents Survey. The results were especially interesting, as they factor in a possible influence of the event euphoria and excitement, a phenomenon also known as *communitas* and previously discussed by Lee *et al.* (2011). Respondents were asked how the hosting of mega-events such as the 2010 FIFA World Cup™ affected them personally, by ticking a box either stating "I am proud of my country", "I am ashamed of my country" or "I feel a strong sense of belonging to my country".

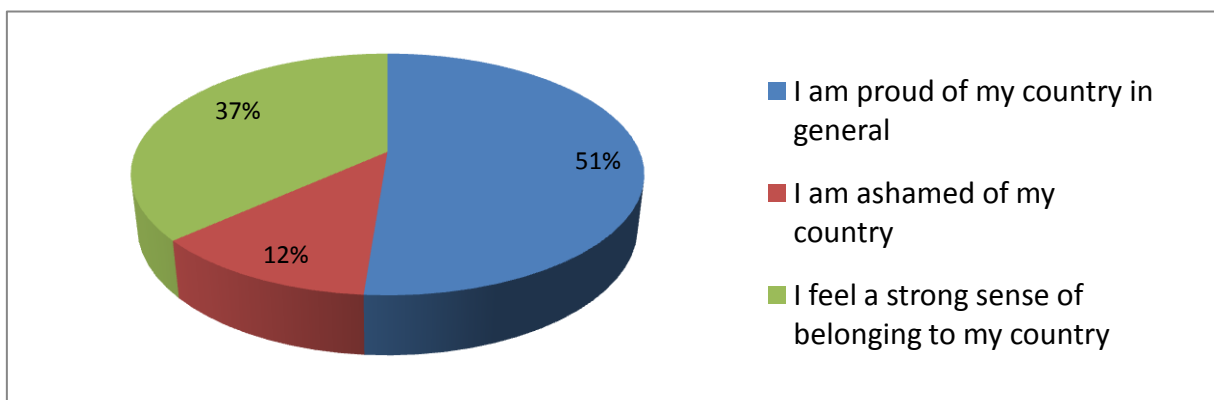


Figure 4.11: Feeling towards hosting a mega-event during the tournament phase ( $n=279$ , in %)

Figure 4.11 clearly illustrates that a majority of people questioned (51%) felt proud of their country and proud that it was hosting the 2010 FIFA World Cup™. Only 12% disagreed and responded that they were ashamed of their country and its role as a host of the mega-event. Thirty-seven percent responded that they felt a strong sense of belonging to their country and national identification. These results support the findings from the pre- and post-event results, but do not necessarily confirm the assumption by Lee *et al.* (2011) that the phase during the tournament further enhanced the levels of pride and patriotism due to a heightened sense of euphoria and elation.

In Chapter 2, it was already mentioned that an international football tournament is an excellent tool for nation-building and to establish a heightened sense of pride amongst the people involved. There are historical examples such as the 2006 FIFA World Cup™ (Kersting, 2007) that support this thesis. Especially in countries that foster great football supporters, it has the power to impact on the mental and emotional state of an entire nation (Roederer, 2009). Swart and Bob (2009) support this statement, as they believe that support for an event, such as a Football World Cup, most likely relates more to a community's sense of attachment to a particular sport rather than to interest in hosting a mega-event. These findings are most relevant to South Africa, as the game of football is by far the most popular sport in the country. The above results demonstrate that the 2010 FIFA World Cup™ in South Africa has a similar impact on its football-enthusiastic people.

Kersting (2007) associates patriotism with a sense of national pride, which in return is a feeling of devotion to someone's own country. He goes by saying that national pride is the product of national identity which brings "awareness of the affiliation with a nation that gives (its) people a sense of who they are in relation to others, or infuses a sense of purpose that makes them feel at home" (Kersting, 2007:281).

The statement "I am generally very proud of South Africa" intends to investigate the opinions from the respondents towards national pride and national identity. Table 4.2 depicts the responses from the questioned people from the Green Point Residents Survey. Respondents could choose to comment by ticking an appropriate box from a scale ranging from 'strongly agree' to 'strongly disagree'. The table below is categorised according to racial background and includes responses from the interviews before and after the 2010 FIFA World Cup™ in order to compare the results and point out any unexpected changes in opinion.

**Table 4.2: Cross-tabulation of the respondents' perceptions of national pride by level of agreement with the statement and race (pre n=400 in %, post n=398 in %)**

<i>"I am generally very proud of South Africa"</i>	Racial category								Total	
	African		Indian		Coloured		White		Pre	Post
	Pre (n=99)	Post (n=137)	Pre (n=20)	Post (n=22)	Pre (n=58)	Post (n=104)	Pre (n=216)	Post (n=126)		
<b>Strongly Agree</b>	78.8	78.1	40.0	68.2	72.4	65.4	66.2	55.6	68.8	66.3
<b>Agree</b>	15.2	19.7	25.0	27.3	20.7	31.7	23.6	37.3	21.0	28.9
<b>Neutral</b>	6.1	1.5	20.0	4.5	3.4	2.9	6.0	7.1	6.3	4.5
<b>Disagree</b>	0.0	0.7	15.0	0.0	3.4	0.0	3.7	0.0	3.8	0.3
<b>Strongly Disagree</b>	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.2	0.0

The results show that most respondents (89.8 % before the mega-event and 95.2% after) from the study agreed or strongly agreed that they are generally proud of South Africa. It is important to point out that most people responded with the very assertive category 'strongly agree'. Respondents were adamant to express their pride for their country in the clearest way possible and emphasised their attitude by choosing to answer with 'strongly agree'. An additional 5.4% of the respondents felt proud of South Africa after the World Cup had taken place, possibly changing their mindset due to a successful and harmonious World Cup. A mere 0.3% did not feel proud of South Africa after the 2010 FIFA World Cup™ and no respondent (0.0%) strongly disagreed to the statement. The African representatives of the respondents stood out, due to their high response rates amongst the 'strongly agree' category (78.8% before and 78.1% after the event). Black South Africans seem to have a stronger sense of pride for their country than their respective counterparts. According to Kersting (2007) South Africans have a very high level of nationalism, national pride and patriotism. The findings from the above statement confirm this claim by Kersting.

Results from the National Identity Study conducted during the mega-event, support these findings. Subjects were questioned on the topic of pride and national identification and had to indicate whether they would rather be a citizen of their own country or rather of any other country in the world. A majority of 82.8% of all respondents agreed or strongly agreed, stating that they would rather be a citizen of their own country than that of any other in the world.

## AFRICAN IDENTIFICATION

The 2010 FIFA World Cup™ was not only one of the biggest sporting events in the world for South Africa but proclaimed as a World Cup for the entire continent of Africa. Willi Lemke (2010:1), special advisor to the United Nations Secretary-General on sport for development and peace, spoke on this matter: “My hope is that the unifying and nation-building factor that was at play in South Africa when the country hosted and won the Rugby World Cup in 1995 will repeat itself, but in a continental scale this time.” The statement ‘I feel very much part of the African continent’ was therefore included in the study in order to investigate if the idea of a united African continent supporting each other during ‘their’ World Cup was true and realistic.

**Table 4.3: Cross-tabulation of the respondents’ perceptions of African identification by level of agreement with the statement and race (pre  $n=400$  in %, post  $n=397$  in %)**

“ I feel very much part of the African continent.”	Racial category								Total	
	African		Indian		Coloured		White			
	Pre ( $n=99$ )	Post ( $n=136$ )	Pre ( $n=20$ )	Post ( $n=22$ )	Pre ( $n=58$ )	Post ( $n=104$ )	Pre ( $n=216$ )	Post ( $n=126$ )	Pre	Post
<b>Strongly agree</b>	76.8	78.7	40.0	68.2	48.3	65.4	54.6	59.5	58.8	67.5
<b>Agree</b>	13.1	14.7	30.0	18.2	27.6	30.8	22.7	28.6	21.2	23.7
<b>Neutral</b>	8.1	5.1	15.0	9.1	13.8	2.9	14.4	10.3	12.5	7.1
<b>Disagree</b>	1.0	0.7	0.0	4.5	6.9	1.0	6.5	1.6	4.8	1.5
<b>Strongly disagree</b>	1.0	0.7	15.0	0.0	3.4	0.0	1.9	0.0	2.8	0.3

The table above shows the results of this study and the level of agreement of the respondents to this statement. A total of 80% (questioned before the mega-event) and 91.2% (questioned after the mega-event) agreed or strongly agreed that they felt very much part of the African continent and that the idea of an ‘African World Cup’ was legitimate. The mega-event therefore led some people to change their belief that they were not only South Africans, but also identified with the African continent as well as the culture and heritage attached to it. A mere 12.5% (before) and 7.1% (after) were neutral on the topic and an even smaller amount of respondents (7.6% before and 1.8% after the mega-event) disagreed or strongly disagreed. The racial classifications showed that the African respondents strongly agreed with the statement at 76.8% (before) and 78.7% (after), considerably more than the other groups of respondents from different racial backgrounds. These results link to the



previous results in the discussion around pride and national identification. African respondents seemed to have a stronger bond with their own country and continent and strongly believe that they are not only representatives of their own country, but of the entire continent. This is a notable trend that was evident numerous times before with results from different reactions to statements in this study. The Indian group of respondents were responsible for the biggest change in opinion, when only 40% of them strongly agreed that they felt part of the African continent and then increased to a significant 68.2% after the event had taken place. An independent t-test comparing the mean differences between the Indian respondents strongly agreeing before and those strongly agreeing after the 2010 FIFA World Cup™, resulted in a  $p=0,004$  value and can therefore be seen as statistically significant. This may be attributed to an initial feeling of displacement of the Indian culture in South Africa. The mega-event with its idea of a united African World Cup may have had an integrative effect on the Indian representatives living in Green Point, encouraging them to feel part of the continent and the African community, to interact with members of different racial and cultural backgrounds and to support the African football representatives throughout the tournament.

The results clearly show that there was a strong identification of the respondents with their African heritage and that the central idea of the 'African World Cup' was widely accepted. This is remarkable, as the overall responses, especially the very high agreement levels of black South Africans (89.9% before and 93.4%), indicated total agreement with this statement in the wake of xenophobic attacks in South Africa on African immigrants in 2008. These results may indicate a trend towards solidarity amongst the African citizens in South Africa. The fact that the results increased after the mega-event had taken place, shows that the sporting event had a socio-cultural effect on the supporters and host nation.

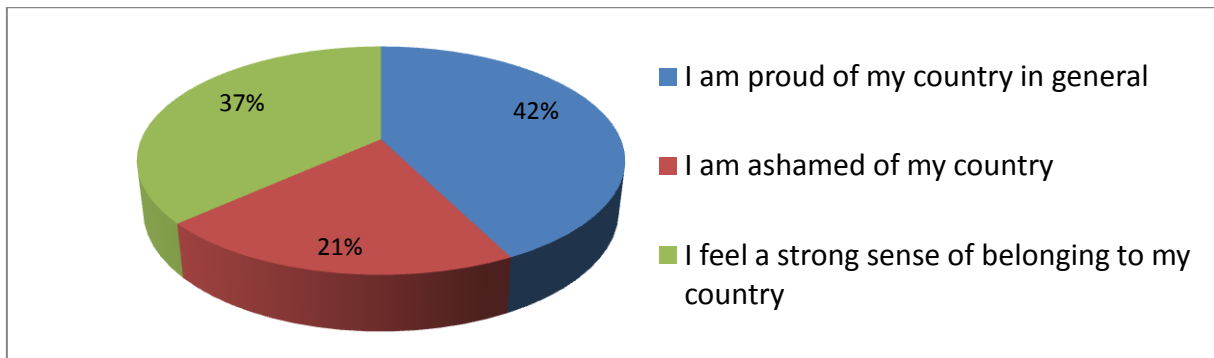
On the other hand, one has to take into consideration that the results were from respondents from the Green Point area in Cape Town only, an area mostly inhabited by White people. The xenophobic outbreak took place in African townships, far off from any White person's natural surroundings. One can only speculate whether or not the results would have been similar, had the survey been done in African suburbs.

Secondly, Chalip (2006) suggests that a feeling of togetherness and *communitas*, called 'liminality' by experts, can come about during sporting events and leave the spectator with a sense of sensation. The sport acts as a catalyst for the emotion and the sporting event, within or outside of the actual stadium, offers an ideal platform for this heightened sense of social cohesion and integration amongst the people involved. However, this unique process of social integration may wear off as the event is concluded and the host nation returns to its

normal every-day behaviour. Mckaiser (2010) already warned not to mistake liminality for genuine and especially sustainable unity and togetherness. Further research a few years later on the same topic would have to be done in order to determine the true value of these initial results.

## ENTERTAINMENT

In terms of entertainment opportunities, 59.8% (before) and 58.3% (after) believed that the mega-event was likely to bring about such opportunities for local residents and add to the positive socio-cultural impacts of hosting the 2010 FIFA World Cup™. In a similar pre-event study conducted by McKenna and Bob (2010), a large majority of respondents (87%) were confident that the mega-event would bring about entertainment opportunities, which would benefit the local residents. The study aimed at assessing the possible benefits and negative impacts of the major developments in Durban as part of the World Cup enhancements by interviewing local businesses in close proximity to the Moses Mabhida Stadium and the Durban Beachfront promenade. The National Identity Study also investigated the contentment of Cape Town residents with various entertainment elements during the tournament phase.



**Figure 4.12: Feeling towards performance, art and literature during the tournament phase (n=278, in %)**

Figure 4.12 illustrates that a overwhelming majority of residents (79%) felt proud or a strong sense of belonging to South Africa and Cape Town when questioned on the topic of entertainment opportunities such as performances, arts and literature during the 2010 FIFA World Cup™. These results support the assertion of Haferburg, Golka and Selter (2009, cited in McKenna & Bob, 2010), that a valuable element of entertainment for local residents is public viewing areas and fan parks and their ability to create social interaction and a sense of togetherness amongst everyone participating. Haferburg *et al.* (2009, cited in McKenna &

Bob, 2010) emphasise the value of such public viewing areas during the 2006 FIFA World Cup™ in Germany. Approximately 18 million people visited the viewing areas and fan parks and had the ability to bring Germans together and publicly display their affection for their country and team.

## **TRAINING & SKILLS DEVELOPMENT**

Smith and Fox (2007) assume that there are events which have the ability to promote economic and social regeneration by providing new skills and support for the local event hosts. It is believed that this can be achieved through volunteer programmes to help support the event as well as employment opportunities, training and skills development. This assertion was supported by the results from the residents' survey: Fifty-six percent (before the mega-event) and 57.6% (after the mega-event) strongly agreed and agreed that the 2010 FIFA World Cup™ would bring about such training and skills development to the community, a mere 15% disagreed or strongly disagreed with this statement before and after the event. Judging by the results, it appears that the respondents were quite hopeful that they could benefit from the mega-event in terms of acquiring new skills and/or undergo some form of training in the wake of the mega-event. These respondents then felt reassured to believe that the mega-event really did deliver such valuable skills and training to the local community members after it was completed.

## **NEGATIVE SOCIO-CULTURAL IMPACTS**

As previously discussed by Ritchie (1984, cited in Kim *et al.* 2006) it is imperative to not only highlight all positive socio-cultural impacts, but to also consider the negative socio-cultural impacts that a mega-event brings about such as social inequality, traffic, crime, vandalism and noise pollution.

Respondents were therefore asked to state their opinion about the benefits for the entire host community and whether or not the social inequalities would increase rather than reduce. Just more than half (54.4%) of all respondents before the event and 50.3% after the event agreed or strongly agreed that the event will only benefit some community members. The percentage of respondents who were neutral on the topic increased from 25.6% to 34%. One fifth of all questioned (20%) before and 14.8% after the event believed that social inequality will not increase, meaning that the event could affect all community members equally one

way or another. In a related study, Chain (2009) came to similar results where 55.5% of respondents agreed or strongly agreed, 20.1% were neutral and 24.4% disagreed or strongly disagreed to the same statement. Bassa and Jaggernath (2010) also investigated the pre-event perceptions of 100 residents living in a 2-km proximity to the Durban Stadium and came to the same conclusion as the previous authors that they were worried about the likelihood of only some community members profiting from the mega-event and as a consequence increased social inequity. The different research studies all showed that despite the fact that residents were positive about the possible benefits impacting on locals, they were even more sceptical about these being evenly distributed. Furthermore, Bassa and Jaggernath (2010:136) also reported that these residents assumed that the “wealthy and rich stood to benefit most from the World Cup”. Finally, the questioned subjects believed that only residents living in close proximity to the World Cup stadium would eventually benefit from the mega-event in some form and that the gap and social inequality between different people and stakeholders involved in the 2010 FIFA World Cup™ would gradually widen. According to Swart and Bob (2009) these concerns are not unusual if the residents’ pre-event expectations are not realistically addressed. The authors indicate that it is unlikely for mega-events, such as the 2010 FIFA World Cup™, to lead to widespread positive impacts for the local community, especially if the event is controlled by an external party, such as FIFA.

Respondents were then questioned about the possible traffic congestion linked to the hosting of the mega-event. Kim *et al.* (2006) investigated this problem during the 2002 FIFA World Cup™ in South Korea and Japan and found that traffic congestion was a major negative socio-cultural impact during the tournament. In comparison with the 2010 FIFA World Cup™, a clear majority of respondents (89.6%) questioned on this topic before the mega-event agreed and only 5.6% disagreed with the statement that the event caused significant traffic congestion within the local area. These results further highlighted the fears and concerns of local residents about traffic congestion and support the findings made by Swart and Bob (2009) that traffic is one of the major sources of potential problems as a result of a large events hosted in resident areas. It comes as a surprise that the results of the post-event questionnaire showed that respondents were not as concerned anymore about the traffic congestion problems. A smaller majority of respondents (61%) now strongly agreed or agreed with the statement. They were able to see for themselves that the mega-event did not increase traffic congestion and that measures to alleviate and counter any traffic problems, such as the park-and-ride system, were successful and well executed. The results also show that more than one fifth (20.3%) of the questioned people disagreed or strongly disagreed with the statement and believed that the mega-event did not cause problematic traffic congestions within the local area. Perhaps this can be attributed to the successful transport

infrastructure, especially the park-and-ride initiatives, that was implemented before the start of the tournament and was widely accepted and utilised by both locals and visitors throughout Cape Town (City of Cape Town, 2010c).

Crime was a major fear in South Africa leading up to the 2010 FIFA World Cup™ and it was to be expected that this would also concern the local host residents in Cape Town (McKenna & Bob, 2010). The pre-event fears were further fuelled by the extremely negative media propaganda predicting the worst possible crime outcomes due to the hosting of the mega-event (Tichaawa & Bama, 2012). The majority of respondents (71.1%) questioned before the mega-event strongly agreed or agreed that there will be an increase in crime due to the event. A mere 12% strongly disagreed or disagreed and emphasised the residents' negative perceptions on crime, safety and security in South Africa. Crime is a historical problem in South Africa and was one of the major concerns leading up the mega-event. The National Identity Survey shows that residents did not only worry about the safety and security during the tournament, but that the situation in their country is so bad that they feel embarrassed and ashamed to be part of it. Questioned, whether or not they felt ashamed of their country due to aspects such as crime and social inequality, 65.5% of 284 respondents agreed or strongly agreed to this statement. After the mega-event was completed people were less negative about the increased crime potential and from all respondents questioned, only 25.6% agreed to this statement in some form and almost half (47.1%) disagreed or strongly disagreed that there was an increase in crime related to the tournament. This is a significant change in perception, considering the general perception on crime in the media and amongst the community members prior to the tournament. An independent t-test comparing the mean differences between the respondents generally agreeing to the statement prior to and after the 2010 FIFA World Cup™, resulted in a  $p=0,004$  value and can therefore be seen as statistically significant. These responses can be explained due to the heavy government investments in both crime technology and personnel leading up to the 2010 FIFA World Cup™ (Tichaawa & Bama, 2012). Furthermore, post-event respondents did not believe that the mega-event lead to increased crime rates, because the government was successful in implementing a safe and crime reduced World Cup. Jordan (2010) reported that there were only 994 reported incidents within a 1.5-kilometer distance in and around the stadium on match days, 447 people arrested within this 1.5-kilometer radius during the tournament phase and no supporters murdered. These are crime-related statistics that were certainly lower than predicted by the media and the local residents (Jordan, 2010). The positive results from the survey on the mega-event's qualities of contributing to the nation-building process can, to a certain degree, be accredited to the increased sense of safety during the

World Cup. The lack of major crime issues during the tournament encouraged people to socialise more and mix across racial and social boundaries (HSRC, 2011).

Closely linked to the previous statement on crime, this statement stipulated that the 2010 FIFA World Cup™ would increase vandalism over the course of the tournament. Many people answering to this statement were neutral on the topic (35.3% before the event and 31.5% after the event); however, there was still a large percentage of respondents (48.1%), who expected an increase in vandalism as part of a crime wave before the hosting of the event. Similar to the statistics and results from the crime statement, respondents commenting on the topic of vandalism after the event were a lot less concerned and half of all respondents (50.1%) disagreed or strongly disagreed to the statement. These results can also be explained by looking at the safety and security statistics of the World Cup, where the government investments in security systems and the additional employment of security forces paid off for the hosts and organisers and the criminal incidents were kept to a minimum (Jordan, 2010; Tichaawa & Bama, 2012).

The Cape Town Residents Survey also investigated the concerns of the host about possible noise pollution. A total of 69.3% of all respondents believed that the mega-event would lead to excessive noise which would annoy local residents. Only 18.1% disagreed or strongly disagreed with this statement. This result substantiates Chain's (2009) pre-event survey results on noise possibly being one of the major concerns and problems prior to and during the tournament. This result was to be expected and confirms the trend of residents generally expecting most negative socio-cultural impacts to take place as a result of the hosting of the 2010 FIFA World Cup™. In this specific case of noise pollution, residents were most upset about the constant and excessive sounds produced by the typically South African vuvuzelas. Kirk (2010) reports that not only residents, but also commentators, visitors and television viewers were among the people, who did not appreciate the blowing from the vuvuzela horns and criticised FIFA for allowing the noise to carry on throughout the duration of the tournament. From the initial 69.3% of residents dreading excessive noise pollution, 53.1% from the people questioned after the event continued to agree or strongly agree that there was excessive noise pollution as a result of hosting the mega-event in a resident area. In comparison with the agreement levels of other post-event negative socio-cultural impacts such as crime (25.6%) and vandalism (17.3%), noise pollution was a major post-event negative socio-cultural impact, having disrupted and agitated many of the residents living close to the Cape Town Stadium.

## SPORTING SUCCESS

Heere *et al.* (2013) support the idea that not the mega-event itself, but the sporting performance by the host team is elementary to creating positive socio-cultural impacts and enhancing a feeling of togetherness amongst the residents of the host nation. Nelson Mandela once said that “sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does” (Blair, 2008:1). The host residents were therefore questioned whether or not they agreed with this assumption and believed that Bafana Bafana’s performances on the football pitch would be decisive for any feeling of liminality and *communitas* to take place during the tournament.

The results highlighted in Table 4.1 show that 43.3% of the questioned strongly agreed and 25.3% agreed before the mega-event had commenced. Consequently, 68.6% felt it was important that the football team representing the nation was successful and more importantly won matches in the 2010 FIFA World Cup™. Once the event had passed, even more people agreed with this statement. A total of 81% of the people questioned in the post-event phase strongly agreed or agreed, having witnessed the elimination of a courageous, yet fruitless South African team in the early group stages. Clearly the respondents felt more strongly about the on-pitch performances of the host team than they did before the event. They possibly sensed that a different sporting outcome could have lead to a unique opportunity of unquestionable pride for the team and country and a possible “triumph of national reconciliation”, which was last experienced during the 1995 Rugby World Cup (Kersting, 2007:289).

The National Identity Study additionally investigated the sentiments of Cape Town residents on Bafana Bafana’s sporting performances during the tournament. When questioned on how they felt about the team’s performances during the mega-event, 80.9% of the respondents felt proud of their country, 16.6% proclaimed that they felt a strong sense of belonging to their country and only 2.5% had negative feelings towards the South African team and the country. This showed that despite the team’s inability to reproduce the outstanding winning performances of the rugby team of 1995 and the rather disappointing achievements on the pitch, 97.5% of the host residents who were questioned, felt positive about Bafana Bafana. This could possibly be attributed to the high levels of pride for the own country as a successful host as well as the generally high levels of support of South Africans for their national sporting teams as previously discussed.

The survey results from the three different stages of the mega-event showed that supporters and host residents certainly agreed that the sporting success of the host nation is important for the national feeling of euphoria and morale. However, the survey results also demonstrate that positive feelings towards an unsuccessful squad are possible, as long as the team shows determination and the will to proudly represent their home country.

## **OVERALL SOCIO-CULTURAL IMPACT**

It was made evident by Burnett (2008) that every mega-event brings about both positive and negative socio-cultural impacts. Amongst many other negatives, she pointed out that social pollution, stereotyping of the host, intercultural hostility, displacement of tenants and an increase of crime could dampen the positive outcome of the tournament. Finally, respondents were therefore asked to specify their level of agreement with the statement that the 2010 FIFA World Cup™ had no negative social impacts on the host residents of Cape Town.

Table 4.1 shows that only 11.4% of all respondents agreed or strongly agreed with this statement before the tournament took place. Conversely, more than half of the respondents (52.1%) questioned after the event agreed or strongly agreed to this statement. Twenty point eight percent (pre-event) and 27.5% (post-event) remained neutral about the statement. A majority of 67.8% were convinced in the build-up stage of the mega-event that it would have negative social impacts and disagreed or strongly disagreed to the statement. Interestingly, only 16.1% continued to believe so after the event had taken place. These results confirm the perception that South Africans were very pessimistic about the socio-cultural impacts the event would bring about. Despite the public media sparking excitement for the tournament and a feeling of national pride for their country, residents still believed that they would have to endure many of the negative impacts a tournament of such magnitude could cause. These findings support the thesis by Swart and Bob (2009) that negative apprehension for a mega-event has the ability to undermine public confidence in an event.

Fredline (2004:166) states that residents living in close proximity to event locations are more subjected to localised event impacts as noise, traffic and parking, and social pollution, than those living further away. Residents were therefore understandably worried that they would be subjected to these problems rather than the fact that they could be part of something unique and special. Chain (2009) confirms this worry of residents in his study on social impacts: With an overwhelming majority, 89% strongly agreed and agreed that there would be many inconveniences such as traffic congestion and parking difficulties, while 66.9% also



believed that the 2010 FIFA World Cup™ would disrupt the lives of local residents and create inconveniences.

However, the results of respondents stating their level of agreement with the same statement after the event, show that their previous worries about negative social impacts were uncalled for and that their negative mindset had changed radically after they had seen the outcome of the event. The Green Point residents' post-event study did not confirm Chain's (2009) pre-event findings. The mega-event can consequently be seen as a socio-cultural success, as it not only did away with the fears of residents living in close proximity to the tournament areas, but also sparked a communal sense of pride for their nation and encouraged the process of nation-building in the process.

Referring to the social exchange theory discussed in Chapter Two, one could conclude that overall, the host residents involved in the study benefitted from the social exchange that took place in Cape Town in terms of the 2010 FIFA World Cup™. The primary motive for initiating exchange is based on the resident's desire to improve the community's well being and according to the research results and the majority of the residents questioned, this was achieved in all things considered.

These findings from the post-event phase are substantiated by a post-event study done by the HSRC (2011) measuring the satisfaction levels of 3112 respondents by geotype in relation to the socio-cultural impact. These respondents originated from urban/formal, urban/informal, tribal and rural/formal areas and were asked whether the 2010 FIFA World Cup™ impacted on them in a positive, negative or neutral manner. Interestingly, the majority of respondents from all geographical areas in South Africa stated the 2010 FIFA World Cup™ had a positive influence on their quality of life and brought about positive socio-cultural impacts.

#### **4.4 HOSTS' PERCEPTIONS ON PATRIOTISM, NATIONALISM AND NATION-BUILDING DURING THE EVENT**

This section outlines the National Identity Study that was conducted in Cape Town and specifically focused on the topic of pride, national identity and nationalism, in order to supplement the main questionnaire and substantiate some of the findings from the residents' perceptions.

#### 4.4.1 DEMOGRAPHIC PROFILE

##### 4.4.1.1 AGE AND GENDER DISTRIBUTION OF RESPONDENTS

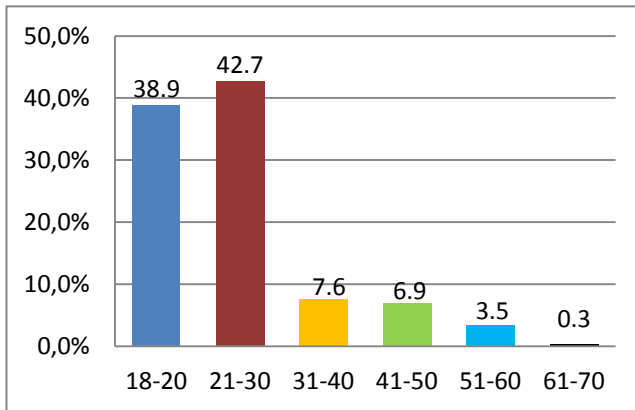


Figure 4.13: Overall age distribution of respondents ( $n=288$ , in %)

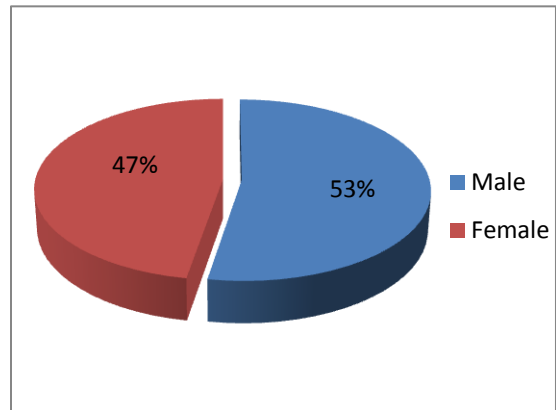


Figure 4.14: Overall gender distribution of respondents ( $n=288$ , in %)

The results from the National Identity Survey illustrate the age (Figure 4.13) and gender (Figure 4.14) distribution of the supporters in Cape Town interviewed during the mega-event. The average age was between 18 and 30 years and a small majority of respondents were male (53%).

##### 4.4.1.2 HISTORICAL RACIAL CATEGORY

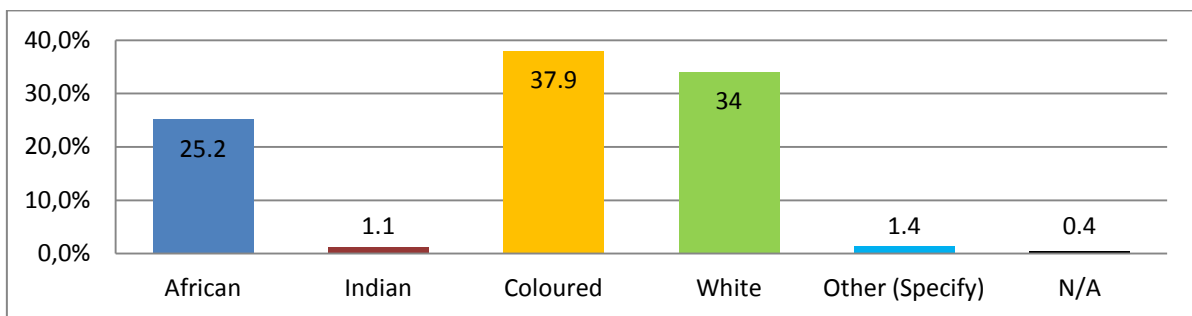
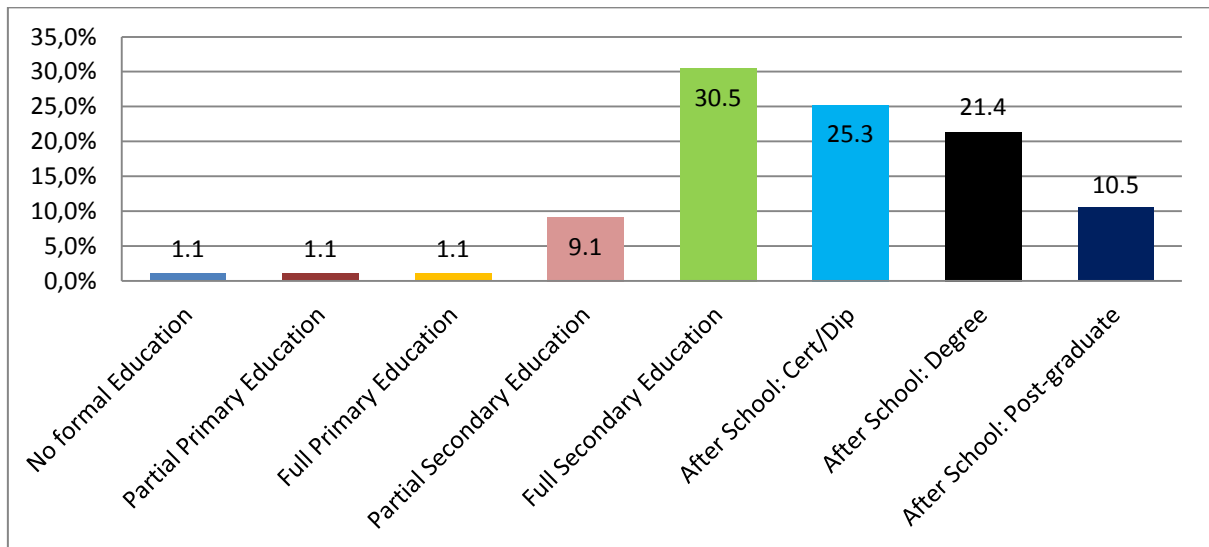


Figure 4.15: Historical race category distribution of respondents ( $n=282$ , in %)

Figure 4.15 illustrates that the people questioned in Cape Town during the event stages were also mainly coloured (37.9%) and white (34%). Africans (25.2%) made up the third largest segment of respondents. Indians (1.1%) and those who did not want to specify their historical race category accounted for only 2.5% of the total respondents during the event and 0.4% chose not to answer this question.

#### 4.4.1.3 HIGHEST EDUCATIONAL QUALIFICATION



**Figure 4.16: Distribution of the highest educational qualification amongst respondents (n=285, in %)**

#### 4.4.2 NATIONAL IDENTITY SURVEY

The socio-cultural effects of sporting mega-events on host communities have been discussed in previous chapters. The Institute for Environmental Studies (1995:1) summarised this quite effectively by stating that the consequences of such mega-events can change the way locals “live, work, play, relate to one another and cope as members” of their society. Many researchers, such as Burnett (2008), Ohmann *et al.* (2006) and Saayman (2001) have discovered that these effects can be both positive and negative and that, according to Kersting (2007), there is a fine line between the possible effects of nation-building, patriotism and nationalism.

This section presents the statistics and results of the nationwide National Identity Study conducted during the weeks of the 2010 FIFA World Cup™. Focus hereby lies upon the general attitude and perceptions of the interviewed persons in Cape Town on the topics of patriotism for their own country, national identity and nation-building. The results intend to support some of the findings from the Green Point Residents Survey. At the same time, they also intend to exemplify the general perception of South African residents on these socio-cultural topics and document how these are possibly influenced during a unique period of euphoria and *communitas*. The results of this study are essential, as they answer one of the researcher’s main questions, namely what the perceptions of Cape Town residents are on

the main topics of national identity, national pride and nationalism during the weeks of the 2010 FIFA World Cup™.

The following statements (4.4.2.1 – 4.4.2.5) were adopted from Smith's (2001) 'General National Pride' index to measure nationalism. Respondents were asked to indicate their level of agreement with this statement by choosing from a list of categories ranging from 'strongly agree' to 'no agreement'.

#### 4.4.2.1 NATIONAL IDENTIFICATION WITH THE OWN COUNTRY

**Table 4.4: Respondents' perceptions of national identification by level of agreement with the statement (n=285)**

<b>I would rather be a citizen of my country than that of any other country in the world.</b>				
Strongly Agree (n= 169)	Agree (n= 67)	Disagree (n= 16)	No Agreement (n= 33)	Total (n= 285)
59.3%	23.5%	5.6%	11.6%	100%

Table 4.4 clearly indicates that more than half (59.3%) of the respondents questioned strongly agreed with this statement and another 23.5% agreed with the statement, cumulatively adding up to 82.8% of Cape Town residents, who thereby expressed their national identification with their country.

#### 4.4.2.2 NATIONAL IDENTIFICATION WITH CITIZENS FROM THE OWN COUNTRY

**Table 4.5: Respondents' perceptions of national identification by level of agreement with the statement (n=280)**

<b>The world would be a better place if people from other countries were more like people from my country.</b>				
Strongly Agree (n= 54)	Agree (n= 84)	Disagree (n= 93)	No Agreement (n= 49)	Total (n= 280)
19.3%	30.0%	33.2%	17.5%	100.0%

Table 4.5 illustrates the results of respondents, who had to indicate their level of agreement with the statement above. The results show that the answers are almost even in agreement and disagreement, with 49.3% of all respondents strongly agreeing or at least agreeing to the statement and 50.7% disagreeing or having no agreement at all.

In Chapter 2, the meaning of nationalism and its link to xenophobia was discussed. Kersting (2007) noted that the strongest form of national identification and feeling of pride is nationalism. Williams (2008) and Hadland (2008) explain that this feeling of nationalism, the national efforts for nation-building and the deprivation for jobs, housing and commodities have lead to a negative stance amongst the less fortunate in the country towards immigrants from other African countries and in some extreme cases this has lead to violence. The results from the above mentioned statement show no alarming trend towards xenophobic attitude, but should be treated with sensitivity nonetheless.

#### 4.4.2.3 NATIONALISTIC VIEW OF THE OWN COUNTRY

**Table 4.6: Respondents’ perceptions of nationalism by level of agreement with the statement (n=285)**

<b>Generally speaking my country is a better country than most other countries.</b>				
<b>Strongly Agree (n= 82)</b>	<b>Agree (n= 100)</b>	<b>Disagree (n= 75)</b>	<b>No Agreement (n= 28)</b>	<b>Total (n= 285)</b>
28.8%	35.1%	26.3%	9.8%	100.0%

Similar to Table 4.5, this Table 4.6 indicates the level of agreement of the respondents to the statement that their country generally is a better country than most others. The overall response showed that most people strongly agreed or agreed with this statement (63.9%) and only 36.1% disagreed or had no agreement. Smith and Seokho (2006, cited in Kersting 2007:280) defined this kind of attitude and opinion as nationalistic, in essence “a strong national devotion that places one’s country above all others”.

The statement does not exactly define what is considered to be better about their own country than most others. The statement ideally should have been narrowed down to a few, but significant aspects, in order to get a more valuable feedback from the questioned subjects. Respondents could interpret the statement very differently, by for instance thinking of the country’s economic and/or political situation, its history, its natural beauty, its ethnic and/or cultural diversity or its climate.

#### 4.4.2.4 ASHAMED OF THE OWN COUNTRY

**Table 4.7: Respondents' feeling of shame of their own country by level of agreement with the statement (n=284)**

There are some things from my country today that makes me ashamed of my country.				
Strongly Agree (n= 60)	Agree (n= 126)	Disagree (n= 66)	No Agreement (n= 32)	Total (n= 284)
21.1%	44.4%	23.2%	11.3%	100.0%

Respondents of this study had to then indicate their level of agreement with the statement above, dealing with shame and perhaps guilt concerning their own country. A total of 65.5% of all respondents agreed or strongly agreed that there are some things about their country, South Africa, that make them feel ashamed of their country. Only 34.5% disagreed or indicated to have no agreement with this statement. This means that despite 63.9% of all respondents agreeing that South Africa generally speaking is a better country than most others, 65.5% of these respondents believe nonetheless that there are a few things about South Africa that are so bad that they have to feel ashamed of their country from time to time. This could be for instance attributed to racial discrimination such as the previously discussed xenophobic attacks of South Africans on other African residents in South Africa.

#### 4.4.2.5 SUPPORT FOR THE OWN COUNTRY

In Chapter 2, the literature review dealt with the clear definition of similar terminologies, such as national identity, national pride, liminality and nationalism. Kersting (2007) explained that nationalism can manifest itself in a strong national devotion that puts one's own country on a glorified pedestal above other countries. The ideology of nationalism is "based on the premise that the individual's loyalty and devotion to the nation-state surpasses other individual or group interests" (Encyclopaedia Britannica Online, 2011:1). This ideology might lead people to believe that it is their duty as a good citizen to support their country even if their country might be in the wrong. This statement is tested amongst Cape Town residents.

**Table 4.8: Respondents' perceptions of national support by level of agreement with the statement (n=282)**

People should support their country even if their country might be in the wrong.				
Strongly Agree (n= 105)	Agree (n= 61)	Disagree (n= 71)	No Agreement (n= 45)	Total (n= 282)
37.2%	21.6%	25.2%	16.0%	100.0%

More than half of the respondents (58.8%) agreed or strongly agreed with the statement and believed they should support South Africa as a country even if it might be in the wrong. In comparison to the other previous statements, respondents seemed more certain to strongly agree with this statement (37.2%), however, the percentage of people who did not agree (41.2%) is also the highest of all five statements. This might suggest that people in South Africa are critical to a certain degree towards the actions of their government and despite their high levels of national identity and pride, do not portray equally high levels of nationalistic behaviour. These results from Cape Town are in agreement with the results from the National Identity Survey conducted in Durban and Johannesburg, which resulted in only 54.7% of all 2101 respondents agreeing or strongly agreeing with the last of Smith's (2001) statements regarding the 'General National Pride' index.

#### **4.5 SUMMARY**

Chapter Four provided results, analysis and discussions of the research findings on the perceived socio-cultural impacts of the 2010 FIFA World Cup™ from one main study and one additional study to supplement the findings.

For the Cape Town Residents Survey, respondents were asked about their perceptions of the possible socio-cultural impacts in connection with the 2010 FIFA World Cup™. More than half (54.4%) believed that the event will only benefit some members of the community and increase social inequality. This was reduced to 50.3% after the event. Questioned whether or not the mega-event would bring about a boost of national pride and nation-building, 87.8% of all respondents agreed to the statement before and 84.3% agreed after it took place. Respondents felt proud (87% agreement before and 91.3% after the event) that the 2010 FIFA World Cup™ was hosted in South Africa. For a final question, respondents were asked whether the event had no negative social impacts. Only 11.4% of respondents questioned before the event thought that it wouldn't have negative impacts, while an unexpected 52.1% after the event were convinced that it only had positive social impacts, which allowed the researcher to believe that the mega-event made a positive impact on the host residents and established a sense of community pride, national identification and even some form of nation-building.

Generally speaking, the National Identity Survey questioned respondents during the 2010 FIFA World Cup™ on their perceptions and opinions on various statements relating to areas of pride, nation-building and nationalism. A majority of the respondents (82.8%) stated that they would rather be a citizen of South Africa than that of any other country in the world.

Respondents were in two minds whether the world would be a better place if people from other countries were more like people from South Africa. Only 49.3% of them agreed to this statement, while the other 50.7% did not believe this was true and disagreed. The majority of respondents (63.9%) thought that South Africa generally is a better country than most other countries. Subjects were asked if there were things about South Africa at that time that made them feel ashamed about their country and 65.5% of them stated that there certainly were. Despite this, more than half of the respondents (58.8%) agreed that people should support their country even if their country might be in the wrong.

Analysing the level of patriotism and national pride, respondents were then asked via the Green Point Residents Survey whether they were exceptionally proud of South Africa. Results show that 89.8% of the South African respondents were proud of their country before the event even took place and this rate increased to 95.2% once the event had already taken place. Finally, 80% of respondents agreed that they felt part of the African continent before the event. The 2010 FIFA World Cup™ seemed to have positively affected the African unity, as 91.2% of the respondents felt part of the African continent after the event.

On the whole, respondents were very positive about the hosting of the 2010 FIFA World Cup™, despite initial concerns and doubts about its positive impacts. Their level of expectation of the social benefits was high before the mega-event. The questioned residents were hopeful and convinced that the World Cup was the unique opportunity to begin and realise a social legacy. In the post-event study, these expectations were readdressed and to most parts met. In some cases, for example with national pride, expectations were even exceeded. They also showed high levels of agreement with the various statements around patriotism, national pride, national identification and nationalism. The following chapter now presents conclusions drawn from the findings in the investigation, based on the research objectives and recommendations.



## Chapter Five:

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

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The preceding chapter presented, analysed and discussed the findings from the primary investigation, the Green Point Residents' Survey, with reference to the established research objectives. In the main study, the pre-event phase and the post-event phase were analysed. The phase during the event was examined to some extent with the help of the National Identity Study, in order to support the main study, specifically to answer research question number three and give additional insight into the topic.

This final chapter now summarises the entire study, presenting conclusions drawn from the primary and secondary findings of the study, and formulating recommendations for stakeholders and industry practitioners of similar events in the future. The discussion from Chapter 4 is used as a foundation to analyse whether or not the research objectives were met. The chapter ends with a description of the limitations encountered during the study.

#### **5.1 RESEARCH OBJECTIVE 1:**

**To identify the perceptions of Cape Town residents on the socio-cultural impacts of the 2010 FIFA World Cup™ prior to and after the mega-event.**

Historically, South Africa has successfully hosted a few major sporting events that all had a positive socio-cultural impact on the country in some way. In 1995, a unique socio-cultural moment presented itself when South Africa hosted the Rugby World Cup and used the event as a stimulant for the nation-building and unifying process of South Africa. It proved to be a cathartic element in the post-apartheid democratic re-construction of the country and helped the nation overcome socio-cultural problems of the past (van der Merwe, 2006). Furthermore, Sugden and Tomlinson (2000) argue that the 1996 Africa Cup of Nations had the power to diminish social gaps and establish a collective identity of people supporting South Africa during the tournament. In terms of the FIFA World Cup™, Germany turned out to be the perfect host of this mega-event and in return, the tournament brought about a sense of self-assurance and pride about their country among the German supporters that was unparalleled before (Kersting, 2007).

These remarkable examples of mega-events with socio-cultural value to its host nation were expected to give the South African residents the confidence that the 2010 FIFA World Cup™ in South Africa could have a similar positive impact and leave behind a lasting legacy.

With regards to the first objective of the study, the majority of residents questioned for this study three months prior to the mega-event were pessimistic about the mega-event's communal benefits and unsure about its contribution to the socio-cultural impact, including the nation-building process and the creation of national pride. Residents living in the Cape Town suburb of Green Point were asked about their agreement with several statements with mixed outcome. At first, respondents agreed (54.4%) that the event would only benefit some members of the community and increase social inequality. In addition, only 11.4% agreed that the mega-event would have no negative social impacts, such as social inequity, intercultural hostility and an increase in levels of crime. Furthermore, a clear majority agreed to the statement that the event would bring about an increase of traffic congestion (89.6%), crime (71.1%) and noise (69.3%). These statistics would confirm Fredline's (2004) conclusion that people living closer to the event location would be more affected by the negative socio-cultural impacts than people living further away. At the same time, these residents had high expectations of the benefits that the mega-event would produce (Swart & Bob, 2009) and despite their many concerns, they were likely to support the 2010 FIFA World Cup™ as long as they had reason to believe that the benefits outweigh the negative impacts (Gursoy & Kendall, 2006). According to Chain (2009), it was therefore important to try and manage the impacts of the mega-event and the residents' expectations in order to ensure their support for the tournament.

The post-event results showed a different picture: the respondents were questioned on the same socio-cultural impacts that the mega-event had on the host residents and were less concerned and bothered by the outcome of these impacts. The majority of people concerned about an increase in traffic remained, but decreased by more than 28% to 61%. Respondents did not agree that there was increase in crime. In the post-event phase, only 25.6% continued to believe that the mega-event would increase crime levels. There was a notable increase of people questioned after the mega-event who agreed with the statement that the World Cup had no negative socio-cultural impacts (from 11.4% pre-event to 52.1% post-event). Despite a continuous belief that the event would only benefit a selected group of people and increase levels of social inequality (50.3% agreement level), the respondents were generally satisfied with the positive socio-cultural impacts such as entertainment (58.3%) and training skills and development (57.6%). Investigating the post-event perceptions on the national-building effects, 84.3% firmly believed that the 2010 FIFA World

Cup brought about such effects and could contribute to a legacy. This shows that the intangible socio-cultural impacts, such as nation-building, social cohesion and national pride, most increased during the World Cup and that the euphoria and liminal effects of the international tournament had a valuable effect on the South African residents' perceptions. The post-event findings from the main study supported those of Du Plessis and Maenning (2011), which showed that South Africa's positive post-event rating by FIFA and relevant stakeholder groups indicated high levels of pride and nation-building capabilities.

## **5.2 RESEARCH OBJECTIVE 2:**

**To investigate a shift in perception and opinions of the Cape Town residents on the socio-cultural impacts of the 2010 FIFA World Cup™ over the course of the tournament.**

The study by Ohmann *et al.* (2006) on the perceived social impacts of the 2006 FIFA World Cup™ on Munich residents concluded that the mega-event was recognised as largely positive in terms of its socio-cultural impacts. It strengthened the residents' sense of community and the relationship of people from different ethnic groups over the course of the tournament. The study showed that people valued the fact that mega-event led to a heightened sense of togetherness and community pride due to the collective sharing of the unique event experience. These conclusions were substantiated by the findings on the level of agreement of the questioned locals to various statements relating to the topic of nation-building and community pride. Eighty-eight percent of the respondents questioned after the tournament hereby agreed that the mega-event strengthened the sense of community. Similar to the impacts of the 2006 FIFA World Cup™ in Germany, the researcher expected to determine a change in attitude amongst the South African residents over the course of the mega-event due to the tournament's comparable ability to either excite the local community (even those who initially appeared to be critical and sceptical in the pre-event study) or agitate them in equal manner. Part of the investigation was to determine whether a statistically significant shift in perception took place over the course of the World Cup.

An overall trend was observable throughout the study process. With some minor exceptions, it seems that there was a positive documentable change over the course of the tournament. Generally speaking, the positive socio-cultural impacts of the mega-event on the host residents were perceived to be similar to what was expected before the event. The study showed that the residents had high expectations of the socio-cultural impacts before the tournament and were not disappointed by the outcome. Positive socio-cultural impacts such

as the nation-building qualities, African identification, entertainment as well as training and skills development were perceived to have impacted upon the host residents. High levels of agreement with the statement relating to the impacts were substantiated or slightly increased in the post-event study by residents from the same Green Point demarcated area. For instance, the pre-event feeling of national pride increased from 89.8% to 95.2% after the event and the perception of African identification rose from initially 80% to 91.2% after the tournament. On the contrary, negative socio-cultural impacts affecting the host residents were perceived to be very high before the event, but undeniably decreased over the course of the 2010 FIFA World Cup™. Furthermore, residents felt it was extremely important for the football team of South Africa to win matches during the World Cup and progress to the next stage as the host team. Over the course of the tournament, the rather disappointing results by Bafana Bafana did not hamper the atmosphere and residents felt that the home team's results did not necessarily affect the overall positive impact of the mega-event.

As previously discussed, subjects living in close proximity of Cape Town Stadium, the FIFA Fan Mile and the various public viewing areas were not only sceptical about the possible impacts, but feared the various negative socio-cultural impacts that they would have had to face. These were, for example, traffic congestion, an increased crime rate, vandalism of property and high levels of noise pollution. The post-event research revealed however that the residents' initial fears were not as grave as expected and that there was a notable trend towards lower levels of agreement with negative socio-cultural impacts. The level of agreement with increased traffic congestion decreased from 89.6% to 61%, crime rates were not confirmed and the agreement rate dropped from 71% to 25.6% and the overall impression that the mega-event did not cause negative socio-cultural impacts considerably increased from 11.4% (pre-event) to 52.1% (post-event). In all three instances an independent t-test was conducted comparing the means differences of the pre-event and post-event impacts. The change in perception regarding the issues of traffic ( $p=0,02$ ), crime ( $p=0,001$ ) and negative overall impacts ( $p=0,004$ ) can all be seen as statistically significant.

Speaking only of the socio-cultural impacts on Cape Town residents, one can agree that there generally was a documentable change in opinion and attitude over the couple of weeks in which the 2010 FIFA World Cup™ was hosted in South Africa. Respondents not only changed their mindset about the possible negative impacts the mega-event could bring about, but were also mildly positively influenced by the spirit of the 2010 FIFA World Cup™ and felt that their community benefitted from the social exchange that took place in light of the mega-event. The residents' feeling of pride, national identification and togetherness was enhanced and sustained until many months after the mega-event had been concluded.

### 5.3 RESEARCH OBJECTIVE 3:

**To identify the perceptions of Cape Town residents on national identity, national pride and nationalism during the 2010 FIFA World Cup™.**

Trench (2010) believes that nation-building in South Africa is still an ongoing process and the 2010 FIFA World Cup™ presented a major platform to foster this process even further. His view of a nation perfectly describes the real struggle South Africa has been facing ever since the process had begun:

*“A nation is more than a geographic delimitation on a map; it is a curious consensus among all who live within those boundaries – and sometimes even outside them – that they share something in common, that they see in each other something of themselves – and that they are glad and proud to see this.” (Trench, 2010:1).*

The literature explains why South Africa historically is a complex society with deep-rooted socio-cultural problems, but also suggests that South Africa is a country with a developing sense of national identity, nationalism and sport patriotism. South Africa is ranked fourth when it comes to nationalism according to results from Smith’s ‘General National Pride’ index and in 2003, 93% of the South African population stated they were ‘very proud’ or at least ‘somewhat proud’ of being South African (Kersting, 2007:289). According to Roefs (2003, cited in Kersting, 2007), South Africa is also experiencing a growth in national identity due to nation-building principles and strategies, such as common support for the winning national rugby team during the World Cup 1995. Based on this literature and by using specific questions from both afore mentioned questionnaires, the study investigated whether South Africans generally have a strong sense of national identity, pride and nationalism and how the 2010 FIFA World Cup™ might have influenced these socio-cultural perceptions.

There was high approval for all statements relating in some way to national identity and pride. Cape Town respondents showed high levels of agreement within the scope of 82.8% and 95.2%. Close to Eighty-three percent (82.8%) of respondents interviewed during the 2010 FIFA World Cup™ would have rather wanted to be a citizen of South Africa than that of any other in the world, 89.8% (before the mega-event) and 95.2% (after the mega-event) generally felt proud of South Africa and 80% (before) or rather 91.2% (after) showed continental identity and pride by proclaiming to feel very much part of the African continent.

Statements referring in some way to nationalism, however, were not as favourably agreed to by the respondents. A little less than half of the questioned (49.3%) believed that the world would be a better place if people were from other countries were more like people from

South Africa. Only 58.8% agreed with the statement that people should support South Africa even if it might be in the wrong. Finally, 63.9% stated that they believed South Africa is a better country than most other countries. Compared to other socio-cultural results gathered in this research and considering the fact that most intangible socio-cultural impacts were increased or strengthened due to the World Cup euphoria, these results appear rather low.

The researcher concludes that despite a strong sense of national identity and pride and despite agreeing to all statement from the survey, the questioned South African residents were in two minds about the statements on nationalism in South Africa. Smith and Seokho (2006, cited in Kersting, 2007:280) stated that nationalism places one's country above all others and is both "imperialistic and chauvinistic" in character. The respondents seemed to question the nature of such nationalistic attitude. According to their responses during the mega-event, they regarded the terms 'national identity' and 'nationalism' differently. The positive response to the statement that 'there are some things that make me ashamed of South Africa' showed that the respondents had a strong sense of national identity, but at the same time, had a healthy and reasonable understanding of what was meant by the term 'national identification' and 'extreme loyalty' towards their own country. The fact that 65.5% of the respondents agreed with this statement, demonstrated that there was a majority of people who had a critical perception of South Africa's everyday conduct. Once more, these results weren't expected, as previous comparisons between pre- and post-event studies showed that the residents questioned during the tournament phase, were not as critical as those questioned before. Despite the heightened sense of excitement during the event phase and the pride developed due to the exceptional circumstance of being host to one of the world's largest events, people were constantly reminded about the shortcomings of the FIFA World Cup™ in South Africa and remained objective and critical. Despite huge investments into the various cities' infrastructure and stadiums, it was clear to most South Africans, including those questioned, that the mega-event did not positively impact the less fortunate or develop the foundation to leave behind a lasting legacy after the World Cup had passed. Xenophobic attacks prior to the mega-event and severe corruption claims against some of South Africa's political leaders further installed a critical outlook amongst the South African residents.

Black African respondents were always the respondents with the highest agreement rate to questions relating to national identity and nationalism. Independent t-tests performed in Chapter 4 confirm the significance of this discovery. In addition, Black South Africans tended to 'strongly agree' more than just 'agree' more often than respondents from other racial categories. It is therefore proposed that Black South African respondents have a stronger sense of national identity and pride and are more inclined to a nationalistic outlook than any

White, Coloured or Indian respondents. The fact that the Black African respondents mostly answered with 'strongly agree' shows to some extent that they feel more passionate and emotional about the topic of national identity and nationalism. Furthermore black South Africans showed the highest level of agreement with the statement that the 2010 FIFA World Cup™ could also be considered an 'African World Cup'. Consequently, the mega-event did not only encourage black South Africans to identify with South Africa, but also to publicly display their African heritage and pride to be part of the African continent.

This shows the complexity of the South African society and also highlights the differences in perception and understanding of national identity, patriotism and nationalism. The 2010 FIFA World Cup™ was the ideal platform to gather statistics on residents' perceptions on socio-cultural impacts, as it was a momentous and historic event that made people more aware of their role in South African society, their identification with the country they lived in and their attitudes towards their diverse multi-cultural community. This study was an opportunity to document Cape Town residents' perceptions on socio-cultural aspects such as national identity and social cohesion in their community during a unique period of heightened euphoria and liminality. This was a once-in-a-lifetime occasion that was expected to produce results that differed from those gathered during a regular and ordinary phase in South Africa. This was confirmed by comparing the pre-event and post-event results in Chapter 4 of this study.

#### **5.4 FUTURE RESEARCH DIRECTION & RECOMMENDATIONS**

The findings of this study provide a basis for the socio-cultural impact study on host residents during mega-events in South Africa. The study opens up a range of future research opportunities and recommendations:

The researcher recommends performing further post-event longitudinal research of the same respondents and documenting any shift in behaviour and attitude over time. This will be vital for the event stakeholders to get a better understanding of the long-term effects of events of such magnitude on host residents and consequently alter and optimise their planning and management for similar events hosted in South Africa in future.

Further research is required in areas that were not in close proximity to the event locations. The research was limited to people who were impacted upon or affected in some way during the mega-event, it could be valuable to investigate the socio-cultural impacts on residents

who lived further away from the high-impact areas, in order to receive more objective feedback on the 2010 FIFA World Cup™ and its socio-cultural impacts.

One of the reasons why respondents had such negative perceptions about possible socio-cultural impacts prior to the mega-event was due to a lack of information and communication from the 2010 FIFA World Cup™ stakeholders involved. Effective dissemination of information via the media about government measures to minimise negative socio-cultural impacts on host residents. Bob and Swart (2009) emphasise the importance of such feedback and updates related to the developments and temporary changes. Future research should be conducted in order to learn how to establish effective and timely communication with host residents of a mega-event by using media elements such as call centres, radio broadcasts, print media, online electronic media and signage.

During the planning process of hosting an event, it is vital to promote community participation and involvement in order to guarantee overall success. As previously mentioned by Kim *et al.* (2006), community involvement will lead to increased mutual respect between the event stakeholders and the residents impacted upon as well as a heightened sense of support for the event project and its execution within close range of the community vicinity. Fredline (2004) highlighted the importance of the event officials to understand the full impacts of the event and ensure a positive socio-cultural contribution to the community, in order to gain their support from the beginning. The community's approval and support for the event would minimise the resident's pre-event fears of negative event impacts and encourage residents to welcome fans, tourists and spectators to the surrounding area of the stadium compound.

Due to some unexpected limitations in the data collection process, one needs to consider changing the data collection method and possibly employing a self-administered questionnaire via email and the internet. This way it may be possible to gain access to less reluctant respondents and to a larger population.

Working with two different sets of questionnaires, the Green Point Residents Study as well as the National Identity Study and two different research groups allowed the researcher to analyse all three phases before, during and after the 2010 FIFA World Cup™. However, this proved to be a challenging task, as the coordination and management of different data sets and different contact persons responsible for different studies was extremely intricate and time-consuming. The researcher encourages to discuss and agree on the desired outcome for both parties beforehand and to consent on a mutually beneficial relationship throughout the research and investigative period.



## **5.5 CONCLUDING REMARKS**

The first chapter of this study presented a rationale, background and introduction to the study and the 2010 FIFA World Cup™ under investigation. The objectives and hypotheses of the investigation were set out, the methodology employed was explained and a delineation as well as the significance of the study were clarified.

The second chapter presented the literature review. This set the theoretical foundation for the empirical part of the thesis. Using a classic funnel approach, the researcher discussed the broader topics related to the study matter, before focusing in more detail on the topics of socio-cultural impact study, nation-building and sporting events.

The third chapter set out the research methodology, detailing the procedure employed to collect the primary data. Ethical considerations and limitations of the study were also outlined.

The fourth chapter presented the summary of findings from the primary investigation as well as the analysis and discussion thereof.

The fifth and final chapter concludes the thesis by summarising, setting out the conclusions and recommending future research directions, based on the findings discussed under the headings of the research objectives and hypotheses.

This study on the Cape Town residents' perceptions on hosting the 2010 FIFA World Cup™ is intended to provide the various stakeholders involved with a greater understanding of the socio-cultural impacts of mega-events on host residents. By contributing to the limited knowledge base in South Africa on this specific topic, the study provides event managers and planners as well as government officials with constructive insight into the socio-cultural impacts of mega-events in South Africa and their influence on host residents. Furthermore, the supplementary study results on national identity, pride and nationalism establish a holistic view of the nation-building- and unifying -process in South Africa during an historic 2010 FIFA World Cup™. This is valuable information, considering how difficult it is to conduct research on such a complex social society such as South Africa, with its social divisions and inequalities.

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## APPENDICES

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## Appendix A: CPUT ethical clearance



**Cape Peninsula University of Technology  
Faculty of Business Research Ethics Committee**

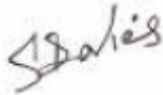
**Members present:  
Prof S Davies, Dr W Ukpere, Prof K Swart, Ms C Steyn, Prof H Ballard,  
F Salie (Secretariat)**

**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

24<sup>th</sup> 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 15<sup>th</sup> 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](mailto:info@gprra.co.za) (for General inquiries)/  
[bec@gprra.co.za](mailto:bec@gprra.co.za) (BUILT ENVIRONMENT COMMITTEE -  
for construction-related issues)  
[HEC@gprra.co.za](mailto:HEC@gprra.co.za) (HUMAN ENVIRONMENT COMMITTEE -  
for issues related to the human environment)  
Website: [www.gprra.co.za](http://www.gprra.co.za)

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

## APPENDIX C: Green Point Residents Survey - Questionnaire

### RESIDENTS' PERCEPTIONS OF 2010 FIFA WORLD CUP AND STADIUM DEVELOPMENT

#### 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
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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)
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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
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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
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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.

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

Yes	No
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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.

<b>CODES</b> SA = Strongly agree; A = Agree; N = Neutral; D = Disagree; SD = Strongly disagree
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	SA	A	N	D	SD
<b>South Africa's readiness to host the event</b>					
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.					
<b>Perceived infrastructural development and service delivery impacts</b>					
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.					
<b>Perceived economic impacts of hosting the 2010 FIFA World Cup</b>					
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.					
<b>Use of public money / funds</b>					
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.					
<b>Perceived social impacts of hosting 2010 FIFA World Cup</b>					
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.					
<b>Regional showcase</b>					
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.					
<b>Perceived environmental impacts of hosting the 2010 FIFA World Cup</b>					
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.					
<b>Sport impacts</b>					
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.					
<b>National and African pride</b>					
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)
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6.2 Gender

Male	Female
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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
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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

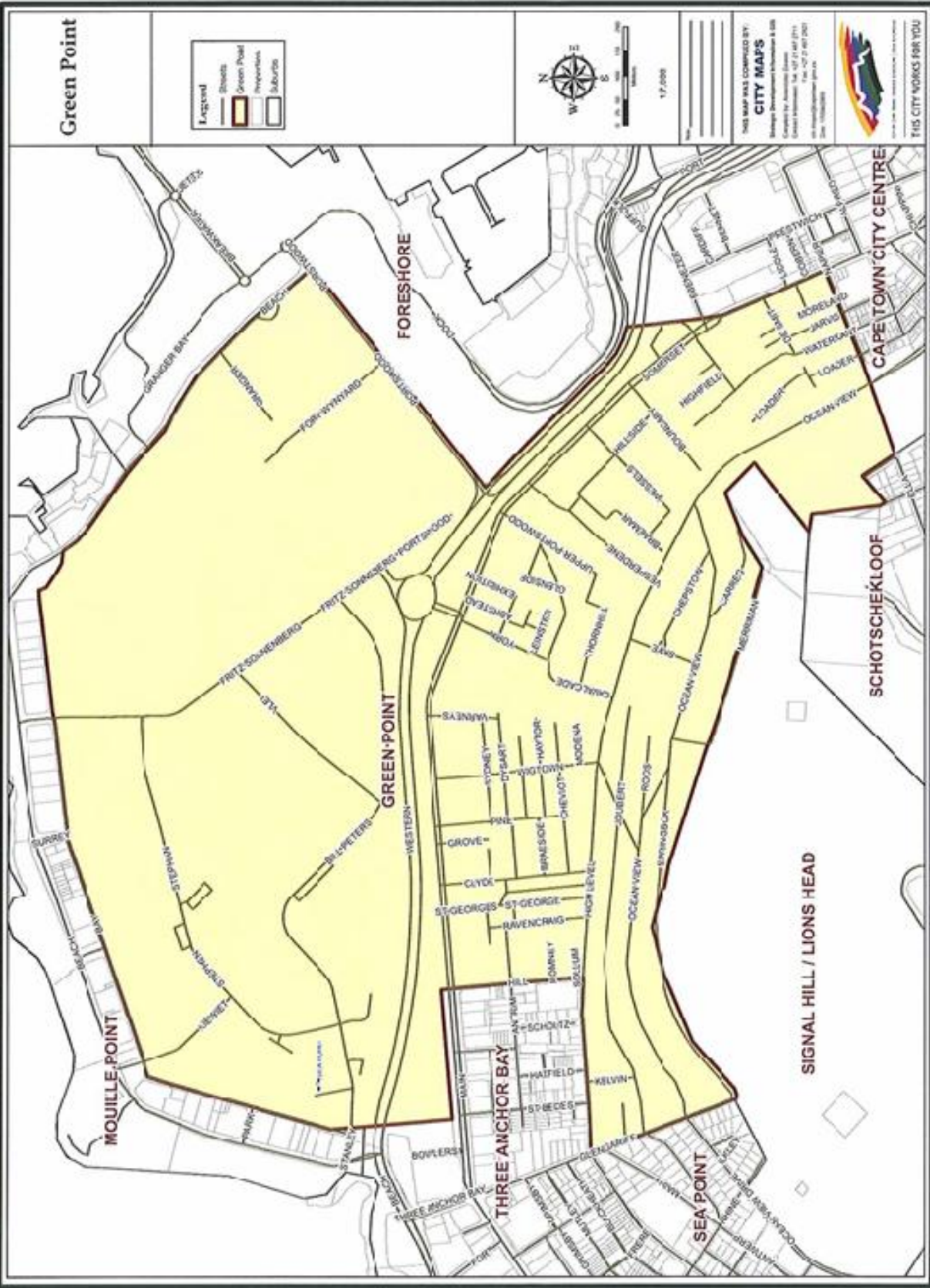
None	0–10 000	11 000–20 000	21 000–30 000
31 000–40 000	41 000–50 000	51 000–60 000	>60 000

Fieldworker to note the location of the interview: \_\_\_\_\_

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



Appendix D: Street layout of Green Point



## Appendix E: National Identity Survey - Questionnaire

Date: \_\_\_\_\_

SQ001

### WORLD CUP 2010 – SOCIAL IDENTITY AND PRIDE

The University of Johannesburg, Department of Sport and Movement Studies is conducting a survey focusing on the 2010 FIFA World Cup. The study investigates perceptions and experiences of local and global citizens. Your participation is highly valued. All ethical principles guiding the research will be observed and all answers are anonymous.

Please tick in the relevant box.

#### A. BIOGRAPHIC PROFILE

1. Gender

Male		Female	
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2. What is your age?

<20yrs	21-30yrs	31-40yrs	41-50yrs	51-60yrs	61+ yrs

3. Which continent are you from?

Africa	Americas	Asia	Australasia	Europe (Specify)

4. What is your nationality?

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5. If you hold dual citizenship, of which other countries do you hold citizenship?

--

6. Racial category (based on South African classification)

African	Indian	Coloured	White	Other (Specify)	N/A

7. What is your highest academic qualification? Tick in appropriate box.

No formal education	Primary		Secondary		After School		
	Partial	Full	Partial	Full	Cert/Dip	Degree	Post-graduate

**B. NATIONAL IDENTITY AND PRIDE**

8. In case of dual citizenship, on behalf of which country will you answer questions about national pride? Write the name of your **COUNTRY** in box below.

My country is

9. Using **my COUNTRY** as reference, to what extent do you agree with the following statements? Please circle your answer.

*Scale used: 1 = Strongly agree; 2 = Agree; 3 = Disagree; 4 = No agreement*

Statements	Scale			
9.1 I would rather be a citizen of <b>my COUNTRY</b> than that of any other country in the world.	1	2	3	4
9.2 There are some things from <b>my COUNTRY</b> today that makes me ashamed of <b>my COUNTRY</b> .	1	2	3	4
9.3 The world would be a better place if people from other countries were more like people from <b>my COUNTRY</b> .	1	2	3	4
9.4 Generally speaking <b>my COUNTRY</b> is a better country than most other countries.	1	2	3	4
9.5 People should support their <b>COUNTRY</b> even if their <b>COUNTRY</b> might be in the wrong.	1	2	3	4

**C. 2010 FIFA WORLD CUP**

10. Which teams are you supporting in the 2010 FIFA World Cup? Please rank them.

Ranking	Team
1	
2	
3	

11. To what extent do you agree with following statements? Please circle your answer.

*Scale used: 1 = Strongly agree; 2 = Agree; 3 = Disagree with; 4 = No agreement*

Statements	Scale			
11.1 To what extent do you believe South Africa is able to deliver a successful World Cup?	1	2	3	4
11.2 To what extent do you think the hosting of the 2010 FIFA World Cup would earn SA international recognition in the long term?	1	2	3	4

12. To what extent do you believe South Africa has the necessary infrastructure to host the 2010 FIFA

World Cup? Please circle your answer.

*Scale used: 1 = Strongly agree; 2 = Agree; 3 = Disagree with; 4 = No agreement*

Transport				Facilities						Other					
Air		Road		Rail		Stadiums		Accommodatio		Restaurants					
1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4

13. To what extent do you believe international people are negatively affected by the aspects below? Please circle your answer.

*Scale used: 1 = Strongly agree; 2 = Agree; 3 = Disagree; 4 = No agreement*

Aspects	Scale			
13.1 Negative media coverage	1	2	3	4
13.2 Crime	1	2	3	4
13.3 HIV/Aids pandemic	1	2	3	4
13.4 Poverty	1	2	3	4
13.5 Political instability	1	2	3	4
13.6 Cost	1	2	3	4
13.7 Other:	1	2	3	4

14. How do the following aspects affect you as a citizen of your country? Please tick the appropriate box.

**Scale: Pride; Shame; Sense of belonging**

<b>Aspects</b>	<i>I am proud of my COUNTRY in general</i>	<i>I am ashamed of my COUNTRY</i>	<i>I feel a strong sense of belonging to my COUNTRY</i>
14.1 Sport performances			
14.2 Scientific and technological performances			
14.3 System of social security			
14.4 Performances, Art and Literature			
14.5 Economic performances			
14.6 Democracy (honest and equal treatment of all groups in society)			
14.7 Political leadership			
14.8 Hosting of mega events (e.g. FIFA World Cup)			
14.9 Tourist attractions (e.g. nature, wildlife beaches etc.)			
14.10 Other			

**THANK YOU**

## Appendix F: National Identity Survey – Indemnity Form



### Informed Consent & Indemnity Form

Dear Sir/Madam

Major sporting events such as the 1995 Rugby World Cup and the 2006 FIFA World Cup have shown to act as powerful tools for promoting nation-unification. Anticipated results of the 2010 FIFA World Cup are expected to be translated into significant political, social and cultural changes.

The aim of this study is to investigate the social effects of a mega-event such as the 2010 FIFA World Cup on identity formation (nation building) as well as the perceptions and experiences of local and global citizens pertaining to mega sporting events such as the 2010 FIFA World Cup.

To this end, I kindly request if you could simply complete the questions. It should take no longer than 15mins of your time. I would like to accentuate that all answers will be treated confidentially, ensuring everyone's anonymity. The answers will be used primarily for academic purpose.

Should you have any queries or comments regarding this research, you are welcome to contact me at [pam.serra@gmail.com](mailto:pam.serra@gmail.com).

#### Freedom of consent:

*"I have read and understood the above information. I consent to participate in this survey voluntarily and I am free to stop at any point should I desire."*

Name & Surname: \_\_\_\_\_

ID Number: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix G: National Identity Survey – Vietentours letter of approval to undertake research**



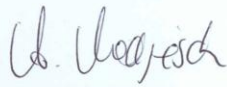
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Iban: DE 89350603864104440009  
Swift: GENODED1VRR

To whom it may concern,

This is to confirm that Miss Pam Serra, a doctorate student at the University of Johannesburg has been in correspondence with us and has been granted permission to conduct her interviews and questionnaires at Birchwood Conference Centre where Vietentours will be hosting an International Football Village during the period of the 2010 FIFA World Cup (11 June – 11 July 2010).

Should there be any further queries, please do not hesitate to contact me.

  
Anne Modjesch

Partner führender Sportverbände:

