Cape Peninsula
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A COMPARATIVE STUDY OF THE MANAGEMENT AND SOCIO-ECONOMIC IMPACTS OF SPORT TOURISM EVENTS IN DURBAN AND CAPE TOWN

by

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DECLARATION

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

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Signed   **Date**

ABSTRACT

The relationship between sport and tourism is symbiotic and offers valued visitor experiences that aid sport tourism development. The growth of sport tourism justifies critical consideration, as sport is an important activity within tourism, while tourism is fundamentally associated with several types of sport. Sport and tourism have become significant economic activities in both the developed and the developing world. Sport tourism events is an essential category of sport tourism and because of their special characteristics, require particularly good organisation. Hence, the monitoring and evaluation of sport tourism events are integral to developing a sustainable sport tourism event industry in South Africa.

The focus of this study was a comparative analysis of the management and socio-economic impacts of sport tourism events in Durban and Cape Town, utilising a case study approach. The study specifically evaluates the Comrades Marathon (CM), the Hansa Powerade Dusi Canoe Marathon (DCM), the Old Mutual Two Oceans Marathon (OMTOM) and the Isuzu Berg River Canoe Marathon (BR). Of importance in this study is stakeholders' involvement, perceptions, attitudes and understanding relating to the costs and benefits linked to the events. These particular events provided excellent case studies for comparative event impact analysis, as they are well-known sport tourism events, namely two running marathons and two canoe marathons that are held at popular tourist destinations. These case studies reflect a cross-section of experiences contrasting institutional dynamics, management issues, resident perceptions, sport event types as well as socio-economic and spatial contexts. As stakeholders have a direct influence on managerial decision making, a stakeholder analysis was undertaken. Stakeholders included individuals and organisations that were actively involved in the sport tourism events and whose interests may have been positively or negatively affected by the sport tourism event, *viz.* spectators, managers, sponsors, local government officials and residents.

Due to the outdoor nature of the events, the movement of several people at spectator areas and along routes and the surveys being conducted face to face, a multistage, stratified, spatially-based purposive sampling method was used for spectators and residents. Two surveys were conducted at the events: a spectator questionnaire (n = 200 per event) and a service quality questionnaire (n = 100 per event). Spectators were approached while within the various spectator congregation points of each of the sport tourism events, whereas residents located within a 10-km radius of the sport tourism event route were surveyed (n = 200 per event) after the events. Structured key informant interviews were conducted with sponsors, managers and local government authorities.

The majority of the spectator respondents were male, although the number of female respondents were also high owing to women's increased interest and activity in sport. Most of the spectators were educated, comprising of professionals and students. In relation to historical race categories, it appears that most spectators were white; however, a shift in racial composition was discernable, indicating that more black spectators are also attending these events. The data indicated that there was a differentiation in terms of income levels of spectators; however, several of the spectators did not want to disclose their income, which influenced the analysis. The average monthly income of spectators were R5 000 to R8 000. Financial costs incurred for each event included the relevant event expenses, the outsourcing of services and employment. The events generated revenue for the local economies, namely R166 526 784.00 by the CM, followed by R22 494 908.20 by the OMTOM, R1 979 652.00 by the DCM and R660 349.80 by the BR.

Local businesses were involved in providing services and equipment as well as catering and printing. A range of local stakeholders could all benefit from the sport tourism events in terms of employment by providing certain required services at the events. The two running marathons appeared to create greater opportunities for Affirmable Business Enterprises to provide these services as opposed to the canoe marathons. In terms of sponsorship, spectator respondents could name some of the title sponsors and co-sponsors for the events; however, not surprisingly, the most noticed sponsors were the title sponsors, namely Isuzu (BR) and Old Mutual (OMTOM). Relatively few surveys were returned by the sponsors and therefore no comparisons could be drawn between the Durban and the Cape Town events. Spectators and residents were also generally satisfied with service quality at the events and the results indicated that except for parking as a challenge at the DCM (18%), only a few minor problems were experienced across the events. In terms of branding, the spectators and residents were satisfied with the marketing of the Durban and Cape Town events. They agreed that these events attract tourists to the regions and indicated that the events benefit the community as a whole; however, some residents indicated that only certain members within communities benefitted. The data reflected that the two running marathons overall were more professionally organised and managed than the two canoe events and that the management of the BR, in particular, can be improved.

Sport tourism event managers should create opportunities for local businesses to leverage opportunities via the events. Durban and Cape Town have event policies in place, but these policies are not specific to sport tourism events and are more focussed on the auspices of staging a variety of events in the city regions, hence a policy should be established that

specifically covers sport tourism events. The articulation of sport tourism event strategies for Durban and Cape Town is ultimately a government responsibility and should be driven by government.

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DEDICATION

This dissertation is dedicated to my belated and beloved father, John Robert Johnson.

Dad, I will always remember you, your words, your love and your encouragement. Your sense of humour has always been a lifeline and the way you pursued positivity in life will stay with me forever.

LIST OF ACRONYMS AND ABBREVIATIONS

ABE	Affirmable Business Enterprises
ASGISA	Accelerated and Shared Growth Initiative for South Africa
BEE	Black Economic Empowerment
BR	Isuzu Berg River Canoe Marathon
BTA	British Tourist Authority
CDISR	Commonwealth Department of Industry, Science and Resources
CERC	Coalition for Environmentally Responsible Conventions
CITS	China International Travel Service
CM	Comrades Marathon
CMA	Comrades Marathon Association
CNTA	China National Tourism Administration
CPUT	Cape Peninsula University of Technology
CSTA	Canadian Sport Tourism Alliance
CTC	Canadian Tourism Commission
CTCBD	Cape Town Central Business District
CTRU	Cape Town Routes Unlimited
CTSRD	Cape Town Sport and Recreation Directorate
DAST	Department of Arts, Sport and Tourism
DCM	Hansa Powerade Dusi Canoe Marathon
DCMS	Department for Culture, Media and Sport
DEAT	Department of Environmental Affairs and Tourism
DEC	Durban Events Corporation
DSC	Dubai Sports Council
DSRD	Durban Sport and Recreation Department
DUCT	Duzi-Umngeni Conservation Trust
EMBOK	Event Management Body of Knowledge
FIFA	Fédération Internationale de Football Association
GDP	Gross Domestic Product
HSRC	Human Sciences Research Council
ICC	International Cricket Council
IDP	Integrated Development Plan
IOC	International Olympic Committee
IRB	International Rugby Board
ITDF	Integrated Development Framework

JIPSA	Joint Initiative for Priority Skills Acquisition Plan
KPMG	Merger of Peat Marwick International & Klynveld Main Goerdeler
KZN	KwaZulu-Natal
KZNDSR	KwaZulu-Natal Department of Sport and Recreation
MEC	Member of the Executive Council
MICE	Meetings, Incentives, Conferences, Exhibitions
NBA	National Basketball Association
NCAA	National Collegiate Athletic Association
NDT	National Department of Tourism
NF	National Federations
NGO	Non-Governmental Organisation
NOAH	Nurturing Orphans of Aids for Humanity
NOCSA	National Olympic Committee of South Africa
NQF	National Qualifications Framework
OMTOM	Old Mutual Two Oceans Marathon
PC	Parliamentary Committee
PGDS	Provincial Growth and Development Strategy
ROI	Return on Investment
SAFA	South Africa Football Association
SASC	South African Sports Commission
SASCOC	South African Sports Confederation Olympic Committee
SAST	South Africa Sport tourism
SAT	South African Tourism
SATSA	South Africa Tourism Service Association
SAQA	South African Qualifications Authority
SECN	Sport Event Cities Network
SMPP	Siyadlala Mass Participation Programme
SPARC	Sport and Recreation New Zealand
SPCA	Society for the Prevention of Cruelty to Animals
SPSS	Statistical Package for the Social Sciences
SRSA	Sport and Recreation South Africa
SWOT	Strengths, Weaknesses, Opportunities and Threats
TDF	Tourism Development Framework
TGS	Tourism Growth Strategy
THETA	Tourism, Hospitality & Sport Education & Training Authority
TKZN	Tourism KwaZulu-Natal

TQM	Total Quality Management
UK	United Kingdom
USA	United States of America
VANOC	Vancouver Organizing Committee
VFR	Visiting friends and relatives
WCDCAS	Western Cape Department of Cultural Affairs and Sport
WCDEDT	Western Cape Department of Economic Development and Tourism
WCED	World Commission on Environment and Development
WFR	Watching friends and relatives
WPCU	Western Province Canoe Union
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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CHAPTER ONE
INTRODUCTION

1.1 Preamble to the study

Since its first democratic elections in 1994, South Africa has experienced a dramatic increase in tourism, attributed in part to hosting a number of higher-profile sport events. The marketing of sport events has become particularly important as a means to achieve growth in the tourism industry. A significant development was the hosting of the 2010 International Federation of Football Association (FIFA) World Cup in South Africa. Despite developments that have been made in implementing sport tourism events, the sport tourism event industry faces a number of barriers to its growth and success.

Swart (2001:68) states that there are a variety of benefits for a destination that hosts sport tourism events, such as expenditures by sport tourists that can create local employment. However, to effectively harness these benefits, sport tourism events managers should operate on highly professional levels that demonstrate management ability and skills. There is a lack of expertise in bidding for major events, while there is also a lack of management expertise in respect of sport tourism event managers, which was evident at sport tourism events such as the Afro-Asian Cup and the All Africa Games, which took place in 1999, where several operational elements were unsuccessful (Swart, 2001:73–74).

Swart (2001) further identifies a variety of performance problems within the South African sport tourism industry. These performance problems include a lack of holistic understanding of sport tourism, a lack of research regarding residents' perceptions of sport tourism events, a lack of coordination and integration of sport and tourism at national and regional government levels, a lack of appropriate use of sport tourism as an economic development strategy, a lack of understanding of the sport tourism consumer, sport tourism opportunities are sometimes lost or not maximised because linkages between sport and tourism sectors are not well established and, lastly, a lack of sport tourism evaluation and research (Swart, 2001:74). These performance problems can be related to a lack of academic discourse within sport tourism events.

The National Events Strategy, which was developed by South African Tourism (SAT) and the Department of Environmental Affairs and Tourism (DEAT) in 2002, noted that while sport tourism events have undoubtedly contributed positively towards tourism growth and the economy of South Africa, the extent and nature of these impacts have not been properly understood nationally (DEAT, 2002:8). Another constraint is that different methodologies of

assessing the impact of events are utilised, which creates difficulty in understanding the national impact that events have on the economy.

Both Durban and Cape Town utilise sport events as tourism strategies to enhance their image and to stimulate economic development within their respective regions (DEAT, 2002:8). Major events in Cape Town are currently dominated by successful sport tourism events. Examples of these are the Argus Pick n Pay Cycle Tour, the Old Mutual Two Oceans Marathon (OMTOM) and the Cape to Rio Yacht Race (DEAT, 2002: 22). Sport and cultural events have been identified by the City of Durban as one of the key strategies to promote Durban while the broader tourism product is developed (DEAT, 2002:25). Successful recurring sport tourism events in Durban include, among other events, the Comrades Marathon (CM), the Durban July and the Mr Price Pro (DEAT, 2002:22).

A sustainable sport tourism events industry further requires the identification of benefits that are sought by sport tourists and elements that appeal to various market segments, as well as better management of needs of the sport tourism event industry. It is also necessary to understand residents' attitudes towards and perceptions of sport tourism events. Hence, the monitoring and evaluation of sport tourism events are integral to developing a sustainable sport tourism event industry in South Africa. While Durban has made an attempt to utilise consistent methodologies to evaluate the impacts of events that are funded by the City of Durban, the same has not been observed in Cape Town (DEAT, 2002:22–25). Therefore, current studies are difficult to compare as a result of inconsistent use of concepts and terms. The body of literature on event evaluation is extensive and distinct and has four themes that emerged as significant and timely for event managers, namely customer satisfaction research, sponsorship evaluations, economic impact assessments and host perceptions of event impacts (Turco, Riley & Swart, 2002). Economic impact studies attempt to measure what a designated economy would miss should an event not have occurred as well as the use of an evaluation model for its ability to generate validity and provide assistance for decision making regarding sport tourism event development (Turco *et al.*, 2002).

1.2   Motivation for the study

South Africa has become one of the fastest-growing tourism destinations in the world. SAT (2009:5) states that "South Africa recorded a high number of foreign tourist arrivals in 2009, namely 9.6 million, constituting a 5.5% increase in foreign arrivals compared to 2007". They add that, unlike several other developing countries, South Africa has a strong and well-established domestic tourism industry. Since 1994, government has strived towards making tourism one of the major industries that can contribute to the creation of new jobs and the generation of foreign earnings. The vision is to develop the tourism industry as a national

priority, in a sustainable and acceptable manner, in order for it to contribute significantly to the improvement of the quality of life of all South Africans (DEAT, 1996). Sport tourism has been identified as a niche product and the White Paper on the Development and Promotion of Tourism in South Africa states the following with regard to further developing the tourism product in South Africa: "encourage the development of sport tourism and encourage the provision of facilities, training, marketing and promotion to give emphasis to the development of this segment of the industry" (DEAT, 1996:40).

Special events of all kinds have increased in number, size and diversity across the world (Getz, 1997). Delpy (1996) adds that sport tourism is one of the fastest-growing segments within the tourism industry. According to Getz (1997), it is further recognised that sport events contribute significantly towards increasing tourist traffic and driving economic development in a region. As a result, hosting and bidding for events have become integral components of the overall tourism product in several countries. Organisations such as event corporations and sport commissions have been established to develop and manage event strategies on behalf of a city or region (Getz, 1997:115–116). If managed and coordinated effectively, a well-planned event strategy has the potential of bringing about the following benefits and of achieving the following goals for a city (Getz, 1997:116–119):

- Provide a means by which to reinforce a locality's benefits and attributes and generate a favourable image for the locality as tourist destination
- Establish a locality as a major tourist destination by attracting high-yield visitors, especially repeaters
- Enhance a locality's competitive position within a country and put it on the global map
- Generate an increased rate of tourism growth
- Truly bring a locality to life, showcasing its brand personality and instilling confidence and pride in its local community
- Maximise the use of, and revenue for, existing facilities
- Ensure favourable incidental media coverage through the event platform, which extends the normal communication reach
- Improve the organisational, marketing and bidding capability of the community
- Increase community support for the event

1.3   Aim and objectives of the study

The aim of this study was to conduct a comparative analysis of the management and socio-economic impacts of sport tourism events in Durban and Cape Town. Durban and Cape Town have been selected based on their location and tourism strategies. Durban and Cape

Town compete for events and strategic positioning in the sport tourism arena. Case studies that were used included the CM and the Hansa Powerade Dusi Canoe Marathon (DCM) in Durban and the OMTOM and the Isuzu Berg River Canoe Marathon (BR) in Cape Town. The selection of these specific cases studies, namely two canoe marathons and two long-distance running marathons, strengthens the comparative perspective of this study and ensures that similar events are examined across the two cities.

The specific research objectives of this study were the following:

- Identify demographic and socio-economic profiles of sport event tourists to understand who sport tourism event consumers are, and to determine any differences in their interests and involvement in sport tourism event motivations. A central focus was to determine the target market that the event attracts in order to enhance visitor experiences, as well as to determine the role that they play in terms of increasing foreign earnings, creating and expanding employment opportunities and improving the quality of service offered by tourism enterprises, in general, and event promoters, in particular.
- Determine the extent to which events stimulate local economic development and raise the profile of the destination in order to ascertain the value of these events to localities.
- Examine the perceptions of sport tourism event managers and sponsors with respect to local business event leveraging potential with regard to hosting sport tourism.
- Compare spectators' and residents' knowledge, attitudes and behaviours with regard to their sport tourism event experiences. The intention was to determine the levels of awareness, attitudes and behaviours through self-rating processes to assess spectator experiences and to ascertain whether these events contribute to improving the quality of life for residents.
- Assess current management practices that impact on the development of a sustainable sport tourism event industry. A key concern was to examine the growth of sport tourism events and their impact on current management practices, how those impacts are managed, whether those practices are supported by the users and how development of a sustainable sport tourism event industry is addressed.
- Assess the quality of sport tourism event management practices.
- Forward recommendations and possible alternative strategies, which are aimed at enhancing existing conditions by sharing economic and social benefits in relation to sustainability imperatives. Given the findings of the study, the intention with this objective was to provide guidelines on how to address key challenges regarding the effective incorporation of alternative strategies for development of a sustainable sport tourism event industry in South Africa.

The aim of this study was to support the development of appropriate and sustainable sport tourism event strategies for the cities of Durban and Cape Town that are inclusive of a range of stakeholders. This entailed working closely with event promoters and local government structures. As South Africa's tourism industry expands and job creation and the income-generating role of tourism development receives more attention, efforts to develop sustainable niche markets such as sport tourism events become critical. Hence, in terms of this study, South Africa, in general, and the cities of Durban and Cape Town, in particular, will benefit from developing capacity to implement more comprehensive approaches to manage sport tourism event resources.

1.4 Key questions pertaining to the research

The following research questions were used to guide the relevant research, which dealt with the CM, the DCM, the OMTOM and the BR:

- What is the demographic profile of spectators at various sport tourism events?
- What are spectators' spending patterns at various sport tourism events?
- What costs are incurred and what revenue is generated for local and regional economies from various sport tourism events?
- In what ways do local businesses benefit from sport tourism events?
- What are spectators' perceptions, needs and levels of awareness regarding sport tourism event imperatives?
- What are current patterns and trends in terms of sponsorship and sponsor perceptions?
- How does the sport tourism event calendar impact on socio-economic and tourism benefits in relation to branding and positioning a particular location?
- How do residents in a particular location respond to and perceive sport tourism events?
- Do existing management practices impact on sport tourism event initiatives and their quality?

1.5 Conceptual framework

The conceptual framework provides clarity and signposts for the study. It is necessary to identify and develop conceptual frameworks that reveal the phenomenon of sport tourism events. Of particular importance is drawing on theories and frameworks that explicate different contexts and permit an examination of differing perspectives and views. In terms of context, it is necessary to understand that sport tourism events have global, national, provincial, regional and local dimensions. Two conceptual frameworks form the basis for this study, namely a sport tourism framework and a stakeholder framework. The sport tourism framework informs sport and tourism and event management, while the stakeholder

framework informs the segmentation of stakeholders within the sport tourism event process. These are examined in Chapter Four.

1.6   Demarcation of the research

Originally, the aim of this study was to conduct a comparative analysis of the management and socio-economic impacts of sport tourism events in the Western Cape and KwaZulu-Natal (KZN). The envisaged events included the J & B Met, the Argus Pick n Pay Cycle Tour, the OMTOM, Big Wave Africa and the BR in the Western Cape, as well as the DCM, the Energade Tour Durban, the CM, the Durban July and the Mr Price Pro in KZN. Given the broad scope and difficulty to access some of the events and problems with data collection, it was decided to use the most reliable data from events and event managers that were accommodating to the purpose of the study, which were that of the CM, the DCM, the OMTOM and the BR. The broader context of this study revealed difficulties to access data in the particular industry that relate to current management practices, the nature of events and the logistical set-up of events.

1.7   Clarification of terms

Event management: Whether an event is organised by professionals or volunteers, corporations or non-profit associations, event management is both an art and a science. At its most basic, an event can be produced without formal organisation, staff or detailed planning. But as events, in general, become larger and more sophisticated, all theories and methods of management can be applied. Larger events are usually produced by an organisation, hence the following must be covered: organising, coordinating, leadership, planning, evaluating, controlling, human resources, financing and marketing (Getz, 1997:11).

Events: "Events are temporary occurrences, either planned or unplanned. They have a finite length, and for planned events this is usually fixed and publicised. Events are transient, and every event is a unique blending of its duration, setting, management, and people" (Bayat & Ismail, 2008:79).

Internal tourism: Residents of a destination who travel within the boundaries of their destination. Also referred to as domestic tourism (Page & Connell, 2006:13).

International tourism: Travelling between countries for the purpose of tourism (Bayat & Ismail, 2008:109).

National tourism: Internal tourism with elements of outbound tourism. Operated by domestic travel retailers within the market who sell travel from a destination (Bayat & Ismail, 2008:30).

Same-day visitor: A person who undertakes a visit that does not last more than 24 hours at the same base (Bayat & Ismail, 2008:167).

Sport: It is important to note that there are different views regarding definitions of sport. Standeven and De Knop (1999:12) state that "the whole range of competitive and non-competitive active pursuits involves 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". This definition should be used in conjunction with Coakley's (1998:9) definition, which states that "sport is institutionalised competitive activities that involve vigorous physical exertion or the use of relative complex physical skills by individuals whose participation is motivated by a combination of personal enjoyment and rewards".

Sport tourism: "All forms of active and passive involvement in sporting activities, participated in casually or in an organised way for non-commercial or business/commercial reasons, which necessitate travel away from home and work locality" (Gammon & Robinson, 2003:23).

Sport tourism events: "Sport tourism events, in its most prominent guise, involve travel to experience sporting events, where the body of spectators usually outweighs a small number of typically elite competitors" (Getz, 1998:4–5).

Sport tourist: "Individuals and/or groups of people who actively or passively participate in competitive or recreational sport while travelling to and/or staying in places outside their usual environment, where sport is the primary motivation to travel" (Gammon & Robinson, 1997:5).

Tourist: A person that travels and stays away from their normal and usual environment for more than one night and for less than a year. It can be for leisure, to attend an event, partake in a sport activity or for business (Page & Connell, 2006:13).

1.8   Chapter outline

This study comprises seven chapters. Chapter One introduces the study. Chapters Two and Three provide an overview of the literature search that was conducted. Chapter Four focuses on the conceptual framework of the study. Chapter Five discusses the research methodology of this study and Chapter Six provides a presentation of the research data, while Chapter Seven outlines the conclusions and recommendations, which are based on the research findings.

1.9   Summary

Sport has always been an integral part of South African life and it is increasingly recognised that sport events and activities have the potential to be a major tourism draw card (SRSA, 2007:4). South Africa has something of a natural advantage in this niche market, given its

strong international image as a sport nation. This reputation is largely based on the achievements of the country's sport people (SRSA, 2006:12).

The popularity of sport events, which constitute a significant proportion of all events held in South Africa, guarantees that they is a major component of tourism agency strategies for destination development (SRSA, 2006:5).

Sport tourism therefore has the potential to develop into a highly significant niche sector, which could provide South Africa with economic and social benefits. The hosting of the FIFA World Cup in 2010 was undeniably a definitive moment for sport tourism in South Africa and has brought significant ongoing benefits to the South African tourism sector. This event should provide several lessons in organising and operating sport events and capitalising on the tourism benefits thereof. South Africa should ensure that every possible advantage is taken from hosting this once-off special event.

Sport tourism opportunities, particularly tourism benefits, are sometimes lost or not maximised because linkages between the sport and tourism sectors are not well established (Swart, 2001:74). Sport activities, especially events, have historically been organised by sport organisations purely for sport purposes. The maximisation of the tourism potential of events has often not been a major consideration for managers, which represents a potential failure of the market (Swart, 2001:72–74). Furthermore, several sport organisations rely on volunteers who may not have well-developed business or organisational skills or experience, which can lead to lost tourism opportunities (Swart, 2001:72–74). In order to overcome these problems, linkages should be established between sport and tourism groups at all levels – national, provincial, regional and local. This study is therefore critical in developing sustainable sport tourism event strategies for the cities of Durban and Cape Town.

CHAPTER TWO

2.1 Introduction

Chapter Two entails a review and critique of the literature that deals with sport tourism and provides an overview of global and national perspectives. South Africa is a destination with unique geographical features and great cultural diversity, which leads to the attraction of international and domestic tourists. Zhang (2007:10) states that sport tourism events have become an integral component of tourism and has the potential to generate socio-economic benefits for South Africa. Ritchie and Adair (2002:1) note that there is not much literature that analyses specific links between sport and tourism, as well as socio-economic impacts and management practices. Durban and Cape Town are regarded as top tourism cities and are well known for their scenic beauty, cultural diversity and capacity to host a variety of events, particularly sport tourism events. The CM, the DCM, the OMTOM and the BR are recognised sport tourism events and are ideal case studies regarding the management of sport tourism events as well as socio-economic impacts on a tourism destination.

2.2   Discussion of selected key concepts

An understanding of key concepts within this study is necessary to provide the conceptualisation parameters within which the study was conducted, namely management and socio-economic impact perspectives. The concept of sport-related tourism has become prominent in the last few years as an academic field of study and as a popular tourism product. Gibson (1998a:46) states that researchers in fields such as sport management and tourism management who have legitimate claims in the subject area have frequently not bridged the artificial academic divide between the two disciplines, which results in two distinct communities of discourse. Standeven and De Knop (1999), however, point out that the relationship between sport and tourism is symbiotic, as it offers valued visitor experiences and aids sport tourism development. According to Hinch and Higham (2004), the growth of sport tourism justifies critical consideration, as sport is an important activity within tourism, while tourism is fundamentally associated with several types of sport. According to Swart and Bob (2007), sport and tourism have become significant economic activities in both developed and developing countries. Sport is also regarded as an entity that provides a sense of purpose, generates community pride and celebrates culture (Weed & Bull, 2004). Sport tourism can initiate economic and social regeneration of urban and rural communities, while it is also accepted as a vehicle for improving the quality of life of residents by attracting visitors who contribute to the economic wellbeing of local communities (CTC, 1999). It is important to have a basic understanding of the background of

sport tourism globally and nationally so that benefits for the destination can be understood, integrated and maximised.

The Commonwealth Department of Industry, Science and Resources (CDISR, 2000) in Australia advances that sport tourism can be regarded as a niche sector for the tourism industry. The World Tourism Organization (WTO) and the International Olympic Committee (IOC) hosted a major international conference in Barcelona, Spain, in February 2001, which focussed on sport and tourism. Hinch and Higham (2004:3) posit that this particular conference represented a defining moment in recognition of the relationship between sport and tourism, as it built on the reality of tourist demand for sport experiences, the expanding response of industry to this demand and an increase in research in the field of sport tourism. In response to the recognition of the relationship between sport and tourism, the professional athlete is important to the sport tourism chain. Professional athletes contribute positively to a host community in terms of hotel room nights and expenditure on food, entertainment and shopping. They travel away from home to compete in games and make use of facilities that are available at the destination where the games take place.

Clarification of key concepts were discussed in Chapter One, however, the following concepts provide further clarity on the concept of sport tourism.

2.2.1   Sport

Travelling in order to partake in sport or to watch sport events is not a new phenomenon, and can be traced back to 900 BC, when the Greeks travelled to participate in and watch the Ancient Greek Games (Gibson, 1998a:50). Presently, tourism and sport industries cater for travellers who seek sport experiences (Hinch & Higham, 2004:15). Loy, McPherson and Kenyon (1978) define sport as a game occurrence approach, which conceptualises sport as a subset of institutionalised games that require physical prowess. Sport is governed by rules that are linked to a specific time and space of a sport event. The rules of a sport event can be manifested in a variety of ways, such as the play area, duration and pacing of the sport event. Rules can also be more specific, particularly as the level of competition increases (Law, 2001). Sport can also be defined as goal-orientated, competitive and contest-based and these three areas are closely related (Law, 2001).

The focus of competition in sport can be evaluated from two perspectives, namely winning and losing, and competing against individual standards, inanimate objects or forces of nature (Hinch & Higham, 2004:16). The contest-based nature of sport is closely associated with competition in sport, where outcomes are determined by a combination of physical prowess, game strategy and chance. Gibson (1998a) states that physical prowess comprises physical

speed, stamina, strength, accuracy and coordination. Hinch and Higham (2004:17) assert that physical prowess is the most consistent criterion used to define sport. Another focus of sport is found in the definition by Loy *et al.* (1978), namely that it has a ludic (playful) nature, which implies that sport is rooted in the concept of play. Hinch and Higham (2004:17) further elaborate on this point by identifying that professional sport and recreational sport fit this definition. The presence of play in sport is accompanied by an uncertain outcome and sanctioned display, where the uncertain outcome assists to maintain suspense throughout the sport event, while sanctioned display emphasises an exhibition of athletic skills (Hinch & Higham, 2004:17). The sanctioned display further broadens the scope of involvement for the spectators, as well as participating athletes, in respect of the sport event.

2.2.2 Tourism

The WTO (2003:1) defines tourism as "comprising the activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Page and Connell (2006:1) state that tourism is a global phenomenon that has grown rapidly since 1945, and that has always been part of the human experience. Kinnaird and Hill (1993: 2) observe that the spirit of travel has lived on down the ages and that people have constantly searched for new places and new experiences. Although part of the human experience, tourism has evolved and has taken on new perspectives, moving away from the traditional sun-and-sea focus to become more development focussed. Kinnaird and Hill (1993:3) further posit that this is demonstrated through changes within transportation through the ages, as well as technological and socio-economic transformation, which have enabled people to experience the benefits of travel.

Page and Connell (2006:4) discuss various themes regarding tourism – essential elements that will always be associated with tourism. According to Page and Connell (2006:5), tourism will always be associated with "travelling away from one's home for 24 hours, using one's leisure time to travel and take holidays and travel for business". Chadwick (1994:6) observes that tourism is used to describe specific concepts, namely movement of people, tourism as a sector of economy and tourism as a system, which has several integrated relationships relating to people and their particular needs.

Hinch and Higham (2004:17) point out that tourism definitions can be classified into those that are associated with usage of the term, those that are used to facilitate statistical measurement and those that articulate the conceptual domain. It is further noted that definitions that arise from all of these perspectives have a tendency to share three key dimensions, namely the spatial dimension, temporal characteristics associated with tourism

and the purpose of or activities engaged with during travel. These dimensions can be identified in definitions that are provided by the World Travel and Tourism Council (WTTC) (1996), Mill (1990), Bodlender, Jefferson, Jenkins and Likorish (1991), Bennet (1995) and Lubbe (2003).

The WTTC (1996:3) defines tourism as "the network of businesses that are engaged in the transport, accommodation, feeding, entertainment and care of the traveller". The focus of their definition is on tourism as an industry with a supply and demand side. Mill (1990), on the other hand, describes tourism as an activity and not as an industry. Bodlender *et al.* (1991) further state that tourism is not a single industry, but a "complex trade covering all movements of people outside their own community for all purposes except migration or regular daily work". Bennet (1995:6) describes tourism as the temporary movement of people outside their normal routine of work and family life, which includes information, journeys and destinations. Lubbe (2003:3) includes leisure tourism and business tourism as part of the focus on tourism, and states that supply and demand plays a key role in tourism. It is evident from these definitions that the three key elements identified by Hinch and Higham (2004:17) are common to definitions that portray tourism as an industry (tourism seen as demand and supply), tourism as an activity base (tourism as an integrated system comprising a variety of relationships) and tourism as spatially based (people moving outside of their communities). The WTO's definition can be regarded as an over-arching definition of tourism, as it encompasses all of the abovementioned discussions and definitions of tourism and places tourism in a descriptive framework.

2.2.3 Sport tourism

Glyptis (1991:165) states that sport and tourism have been treated by academic and practitioners alike as separate spheres of activity. Sport scholars have also been debating the definition of sport in terms of confining it to competitive activities with rules that govern the style and field of play (Gibson, 1998a:47). Similarly, there have also been debates about the definitions of tourism (Gibson, 1998a:47). Attempts to articulate the domain of sport tourism have resulted in varied definitions by academics (Gibson, 1998a; Hall, 1992b; Weed & Bull, 1997) that parallel the spatial, temporal and activity dimensions of sport tourism. Standeven and De Knop (1999:12) define sport tourism as "all forms of active and passive involvement in sporting activity, participated in casually or in an organised way for non-commercial or business/commercial reasons that necessitate travel away from home and work locality". Sport tourism is not a simple combination of sport and tourism, as definitions of sport tourism and the sport tourist vary according to their characteristics, complexity and different perspectives. Four models of sport tourism are further addressed in Chapter Four.

Chalip and McGuirty (2004:268) point out that an event destination provides attractions that bring visitors to an event and that attract them to extend their stay beyond the period of the actual event. The extension of the sport visitor or tourist's stay can be achieved through visiting alternative attractions prior to or after the sport event. In De Knop's (1987) earlier writing on the topic, a sport tourist is defined as an individual who participates in sport while on holiday. In 1990, De Knop identified three types of active sport vacations, namely the pure sport vacation, such as a trip to go skiing; taking advantage of sport facilities at a holiday destination, although sport may not be the primary purpose of the trip; and the private sport vacation, where tourists take part in non-organised sport activities such as beach cricket. Similarly, Higham and Hinch (2003:25) posit that sport tourism can be one of three categories of attractions, which are known as primary, secondary and tertiary attractions.

Primary attractions can influence visitors' decision to travel. For example, as a primary attraction, event participants visit a host destination primarily for the event. Conversely, secondary attractions are normally known to prospective visitors prior to their visit and, therefore, play a critical role in any decision regarding their travel itinerary. In these circumstances, travellers know about sport activities or sport events prior to their arrival at the destination; however, their focus will be on other attractions such as human-made, natural or cultural attractions. Tertiary attractions are not known to travellers prior to their visit, but could serve as a centre of entertainment or activity once they reach their destination; hence travellers might not be aware of a sport tourism attraction prior to their visit, but when they arrive at the destination, they could be informed of the event and might want to attend or participate in the event (Higham & Hinch, 2003:27–28). Higham and Hinch (2003:28) suggest that recognition of linkages between sport and tourism will assist decision makers in sport tourism event strategy and sport tourism event policy in making sport tourism ventures more successful.

Similar to the three categories of attractions, which are discussed by Higham and Hinch (2003), Weed and Bull (2004:123–125) also divide sport tourism into different categories. Their categories are tourism with sport content, sport participation tourism, sport training and sport events, which are discussed in Table 2.1.

Table 2.1: Sport tourism categories (adapted from Weed & Bull, 2004:124–131)

Category	Description
Tourism with sport content	Within this context, sport is not the primary focus and purpose for travelling. In this instance, tourism involves sport as an incidental activity rather than a prime focus for travelling and can be regarded as a tertiary attraction. (Weed & Bull, 2004:124)
Sport participation tourism	Sport participation tourism refers to sport vacations and comprises the remainder of multi-sport or single-sport participation tourism. Only a few providers in this section tend to be from the commercial sector. In this instance, sport tourism will be the primary attraction. (Weed & Bull, 2004:127)
Sport training	Sport training trips, where the primary purpose is sport instruction or some form of training, can be provided by the commercial and public sector. The public sector's provision will often be for elite athletes. Sport training can range from a weekend instruction course for beginners to an elite training camp for a national athletics team. This can also be considered as the primary attraction. (Weed & Bull, 2004:130).
Sport events	Turco *et al.* (2002:6) state that sport tourism events are contests and activities that sport tourists visit to participate in, organise, officiate at or observe. These are the most common types of sport activities for sport tourists. Weed and Bull (2004:131) assert that provision may be made by the commercial or public sector or by a partnership of the two and that, in most instances, sport organisations are involved. This can be considered both a tertiary attraction and a primary attraction.

Competition among destinations assists in placing a spotlight on sport tourism, as potential tourists have more choice than ever when choosing a destination and type of sport experience, which may range from Hong Kong Dragon Boat races to rugby matches at Newlands Stadium in Cape Town. Kurtzman and Zauhar (1995) point to the worldwide popularity of sport, the increased recognition of links between sport and tourism, and ease of travel, which is afforded by communication and technological developments that have stimulated industry initiatives to formulate and market more opportunities for sport tourism.

2.2.4 Sport tourism events

Zauhar and Kurtzman (1997) postulate that religious pilgrimages of the past have been replaced by modern pilgrimages to events such as the Olympic Games, the FIFA World Cup tournament, national championships and smaller regional events. Sport tourism events have been likened to spectacles with ritualistic significance. Bjelac and Radovanovic (2003:263) assert that ever since the first modern-age summer Olympics and, particularly, during the period after the Second World War, much attention and interest have been devoted to organising sport tourism events because of economic, sport and cultural benefits for the host city and country. The combination of the two concepts of sport and tourism and referral to it as sport tourism events are relatively new concepts in the South African context. It is also evident that much of the research that relates to sport tourism events has been more focussed on economic impacts of the events and that future research should be more focussed on the social perspectives of such events.

Sport tourism events is an essential category of sport tourism, and can also be classified according to their importance, place where and time when they are held and character. In terms of their importance, sport tourism events can be local, regional, national, continental, intercontinental and global (Bjelac & Radovanovic, 2003:263). Furthermore, in terms of location and time, sport tourism events can be held permanently or at intervals in a particular place, or each time in another place, or simultaneously on several locations or in several countries. In terms of the character of the events, Bjelac and Radovanovic (2003:265) posit that there may be several types of sport tourism events, which can be categorised into four groups, namely recreative sport events, complex recreative sport and touristic events, professional and competitive sport events and sport events as auxiliary events. This is an interpretation from one academic perspective and it is not established best practice to categorise sport tourism events into these categories.

Watt (2003:200) asserts that sport events can make an important contribution to the local economy of a destination by promoting "sport tourism", which makes it essential to understand the concept and potential that this market has for the destination. According to Hinch and Higham (2004:44), sport tourism events include non-elite competitor events, where the number of competitors may be large and the number of spectators negligible or non-existent, and state that in some cases, elite and non-elite competitors are accommodated in a single event, which creates a broad catchment range of elite athletes, spectators and non-elite competitors. Each sport tourism event is a special case and is different from each other. Hence, it is important to conduct a separate analysis of each sport tourism event that focuses on the type of sport tourism event, the market, promotional opportunities, infrastructure requirements, spectator perceptions, resident perceptions, travel patterns and associated tourist experiences.

By profiling the type of sport tourism, event destinations can decide which type of sport tourism events are suitable to host within the parameters of a destination. Destinations that are not suited to host large-scale sport tourism events owing to capacity constraints can target the more non-elite sport tourism events, during which tourists may participate in less competitive sport tourism events, but are more likely to take advantage of tourism opportunities such as visiting attractions and using facilities such as restaurants. It is also further suggested by Carmichael and Murphy (1996) that sport event tourists should be differentiated on the basis of spectatorship and participation (also including athletes, officials and coaches) in order to distinguish between tourists who attend elite sport events and those who participate in non-elite sport events.

The viewing of sport tourism events as a tourist attraction in South Africa represents a major shift in the conceptualisation of sport and tourism for sport managers and tourism enterprises in the private and public sectors. Sport has an underlying nature of prowess and playfulness, which sets it apart from any other tourist attraction and which can be used as a competitive advantage in tourism. In a similar manner, sport managers can view their product as tourist attractions by linking to markets that are beyond their traditional scope. Sport and tourism are closely related in terms of practice, as tourists participate in sport while travelling, and spectators and athletes travel in search of competition or to fulfil their sport passions and, while travelling, make use of tourism services and facilities (Hinch & Higham, 2004:28). Therefore, a sport tourism event is an important category of sport tourism, as it can have a significant impact on the local economy by promoting sport tourism.

2.3 Sport tourism perspectives

Sport tourism is recognised as one of the fastest growing segments within the tourism industry (Getz, 1998). The Olympic Games, the world's most famous event, is an example of a mega sport tourism event. In the world of sport, events can range from a local basketball tournament to professional games. Sport tourism events have the potential to capture the attention of spectators and to engage them in the excitement of the event. Sport tourism events such as the Cape Argus Pick n Pay Cycle Tour, the CM and the OMTOM have the capacity to transcend international barriers and to bring together top athletes for moments of fun and competition (Wiersma & Strolberg, 2003:3). Such events further provide an opportunity for the destination to leverage tourism-development potential, to provide opportunities for local business to leverage economic opportunities and to provide unique opportunities to engage local communities in entrepreneurship. It further creates opportunities to build on the development of education and training in the fields of sport, tourism and events as a sub-sector of sport tourism.

2.3.1 Global perspectives

The increasing proliferation of new international events serves as an indication of the significance of the sport event tourism market. Factors that influence this trend include a desire of the media to cover new, exciting events; investments of sponsors who utilise sponsorship to reach their consumers; and competition among destinations to attract events (Getz, 1998). Getz (1998) adds that it is now widely recognised that sport events contribute significantly to increasing tourist traffic and driving economic development of a region. As a result, hosting and bidding for events have presently become integral components of the overall tourism product of several countries. Organisations such as event corporations and

sport commissions have been established with the sole mandate of developing and managing event strategies on behalf of the city or region (SAT & DEAT, 2002).

Globally, several destinations have incorporated sport tourism into their national marketing plans. Such destinations include the United States of America (USA), Malaysia, China, Ireland, Thailand, Korea, Nepal, Barbados, Brunei, Portugal and Australia (Neirotti, 2005:19). Neirotti (2005) further notes that in the USA, more than 2 570 cities have actively engaged in attracting sport events to their area, while most of these cities have commissioned the formation of a sport authority to deal with both bidding to host new events and existing events.

This important international focus on sport tourism events has been recognised to the extent that an organisation, the Sport Events Cities Network (SECN), was created in 2005. SECN is an international network comprising cities that are involved in organising and staging major sport events as a sub-sector of sport tourism. These cities are listed in Table 2.2 below.

Table 2.2: SECN cities that participated in a research study on sport strategy for international promotion (adapted from SECN, 2006:33)

City	Country
Auckland	New Zealand
Barcelona	Spain
Cape Town	South Africa
Estoril	Portugal
Fukuoka	Japan
Henley	United Kingdom
Melbourne	Australia
Newport	USA
Porto Cervo	Italy
Rio de Janeiro	Brazil
San Diego	USA
Singapore	Malaysia
Torino	Italy
Valencia	Spain

The SECN's mission is to promote cooperation among member cities and to foster exchanges for best practices among members. The SECN (2006:2) states that sport events can be used for international promotion of a city and region, and that using the event in such a manner will lead to benefits that are linked to branding opportunities and to the maximisation of benefits that are extended beyond the particular event itself. The SECN (2006:2) further asserts that this in return leads to benefits for all stakeholders involved in the sport event, while there are also direct benefits for the host community. Swart and Bob

(2007:374) acknowledge that the sport tourism event industry has grown significantly over the last 10 years and that the increased demand for sport programming from television broadcasters and the large amounts of funding spent by corporations on sponsoring teams and events have contributed to this growth. Richie and Adair (2004) state that the growing importance and recognition of sport tourism, as a share of the tourism market, are illustrated by increasing levels of research that is undertaken internationally in this area.

Technologies of mass communication, particularly the development of satellite television, have created global audiences for all types of sport tourism events. There has also been an influx of corporate sponsorship funding into mega sport events, which has provided an important source of income for host cities and international organisations that are involved with running world sport events. Sport tourism events are regarded as useful in aiding with the selling of commercial products; as valuable promotional opportunities for cities, which showcase their attractions to global audiences; and as aiding in attracting tourism (Whitson & Horne, 2006:1–19). Sport tourism events are primary and tertiary tourism attractions on a global scale.

There are several destinations that have realised the major economic impact of the sport sector on the economy of a destination and, in particular, on tourism. However, Weed (2003:259) points to the following shortcomings in terms of linkages:

> Across the globe there are few examples where agencies responsible for sport and tourism have developed links or worked together, furthermore, in the very few areas where links have emerged, they have done so in a very piecemeal and ad-hoc manner, evidenced by one of the highest profile areas on the sport-tourism link, major events.

Weed (2003:259) further posits that globally, the potential of major events to attract visitors to an area is acknowledged, but that partnerships that emerge are mostly short term, uncoordinated and, in some instances, quickly become non-existent. The following section evaluates destination experiences in relation to sport tourism.

2.3.1.1 Australia

The Australian government acknowledges that the sport sector has a major economic impact on the country and that it creates employment opportunities for Australians (CDISR, 2000:5). It also recognises that sport is a part of Australian culture and identity, based on various achievements in sport types such as rugby and cricket. This niche market is so important to the Australian government that a draft strategy was developed to identify various issues that impact on the country's development of its sport tourism industry. The draft strategy also

made recommendations for development and actions. Key issues addressed in this draft strategy included the following:

- Industry coordination
- Education and training
- Government regulations
- Sport and tourism infrastructure
- The evaluation of economic benefits of sport tourism
- Research and data
- Strategy implementation

Tourism has played a vital role in expansion of the global sport and recreation industry (CDISR, 2000:6). Sport tourism has also been recognised as having the potential to develop niche sectors, which provide economic and social benefits to the destination. According to the CDISR (2001:2), the hosting of the 2000 Olympic and Paralympic Games provided Australia with a unique opportunity to showcase the country to the world, and a challenge for Australia was to take full advantage of such an opportunity. A key focus of this draft strategy was to consolidate the sport and leisure industry and to capture world market opportunities. Other key areas of the strategy (CDISR, 2001:1) included the following:

- To encourage sport and leisure companies to see themselves as part of a broad industry
- To capture a greater share of world market opportunities
- To better harness networking and product branding opportunities in Australia and internationally
- To encourage greater innovation and commercialisation of ideas
- To continue to improve the education and training system
- To improve statistical information on the industry

Jago, Chalip, Brown, Mules and Shameen (2003:7) state that after the 2000 Summer Olympic Games, government restructuring resulted in the departments of Sport and Tourism being separated into different government departments, which led to the evaporation of the strategy, as no department assumed responsibility for the proposed draft strategy. However, recognition of the importance of sport and recreation within the tourism industry was supported by the Australian government to the extent that the focus on a strategy or plan was revived (Australian Trade Commission, 2007:1).

The Australian Trade Commission (2007:1) described the government's commitment to the sport and leisure industry as follows:

The Australian Government committed $1 million to work in partnership with Australia's sport and leisure industry to build on Australia's reputation as a sporting nation and increase recognition of the industry as world class providers of sport and leisure goods and services.

As a result of this commitment, which manifested in the Game Plan 2006, a Sport and Leisure Industry Strategic National Plan was developed in consultation with an industry consultative group (Australian Trade Commission, 2007:1).

It is evident that the Australian sport industry is a major contributor to the world's most well-known and prestigious sport events; however, a sport tourism policy is lacking. Sport is linked to other domains and is grouped with "Sport and Leisure" and with other events as part of Australia's tourism policy. Jago *et al.* (2003:8) state that "the failure to finalise a Sports Tourism Strategy as a consequence of sport and tourism being allocated to separate government departments highlights a key problem that has impeded the development of sports tourism in Australia".

2.3.1.2   Britain

According to the Secretary of State for Culture, Media and Sport of Britain, "the vision for Britain is straightforward, we want to see successful businesses providing a rich variety of experiences for today's discerning leisure and business tourists, and creating real economic and social benefits for the whole country in the process" (DCMS, 2000:2). The Department for Culture, Media and Sport (DCMS) further demonstrated the importance of sport event tourism to the economy by linking sport tourism events such as the Olympic Bid and preparation for the 2012 London Olympic Bid. The DCMS (2000:16–17) states that a successful bid for the 2012 Olympics could provide valuable opportunities for tourism development across the United Kingdom (UK). In view of their focus for a successful bid, some key areas of importance linked to tourism development included the following:

- Reviewing tourism support requirements, such as visitor centres and liaison facilities
- Considering accommodation facilities, with the Sydney Olympics as an example
- Planning accordingly for increased tourist activities in the years leading to the sport tourism event
- Planning specific Olympic-themed marketing activities that are linked to the brand of Visit Britain, Visit London and London 2012, which add value to existing and planned marketing activities

- Networking with regional partners to review tourism opportunities associated with Olympic activities

The DCMS focuses on the importance of sport tourism events within the British economy by linking these events to tourism frameworks; however, an absence of a structured sport tourism policy that effectively implements, develops and manages sport tourism events is evident. Weed (2003:258) identified this lack of integrated policies for sport and tourism in Britain when he conducted a four-year research study, which examined the potential for greater integration of sport and tourism policy in the UK. Weed (2003:278) posits that there are potential areas for sport and tourism authorities to work together, but that this potential is not fulfilled. He further contends that the research analysis serves to articulate the major influence that regional contexts and individuals may have on the sport tourism policy process. Weed (2003:279) further identified that the British Tourist Authority (BTA) established a small Sport tourism Department that focuses on raising awareness within the sport industry regarding economic benefits and the potential of overseas visitors, which should contribute to winning major international sport events and positioning the BTA as a leading agency of an integrated approach to the development of sport tourism. Despite attempts by regional and local authorities in support of sport tourism event policy development, there is no evidence of any partnerships between key agencies such as the United Kingdom Sport Major Events Group and the BTA Sport tourism Department (Weed, 2003:279).

2.3.1.3   Canada

According to Turco *et al.* (2002:52), the hosting of international sport events offers Canada the potential to bring a number of benefits to the country. As a result, the Federal Policy for Hosting International Sport Events was developed. Turco *et al.* (2002:52) assert that the main objective of this policy was to use it as a decision-making framework to determine government involvement in the hosting of international sport events. Turco *et al.* (2002:52) further posit that the policy only applied to hosting major games, strategic focus events and single-sport hosting, and hence supported events that advance national policy objectives.

According to the Canadian Sport Tourism Alliance (CSTA) (2008), the Canadian Tourism Commission (CTC) introduced a programme in 1996 that promoted community and tourism industry interest in the development of sport tourism as a viable contributor to the economic wellbeing of local communities. The CSTA (2008) indicated that the Canadian Sport Tourism Initiative was designed to increase the quality and quantity of sport events hosted in Canada. Objectives included the following (CSTA, 2008):

- To create a viable sport tourism industry in Canada
- To organise Canadian communities to pursue sport tourism by providing them with assistance in organising appropriate local resources and for infrastructure to be effective
- To assist communities in developing sport tourism commissions, appropriately organised to recruit sport events, in particular
- To create necessary links with the Canadian national, provincial and local sport systems and event hosts to assist in developing the sport tourism industry
- To create new revenue streams and resources for local event managers, sport-friendly businesses and sport, in general
- To provide effective communication channels to facilitate business-to-business relationship marketing opportunities between event-rights holders and potential host cities
- To create an industry-led Canadian Sport Tourism Coalition to provide a forum for education, market intelligence and sport tourism marketing for communities and sport involved in the sport tourism business

The CSTA (2008) reports that various Canadian communities were interested in the initiative, as they perceived sport tourism as an opportunity. As a result, a partnership between CTC communities and the sport and tourism industry was established. Communities throughout Canada were informed of this initiative, which led to several more communities becoming involved and having their regions transformed into becoming sport tourism-ready. The Canadian Sport Tourism Coalition was established in 2000, and become known as the Canadian Sport Tourism Alliance in 2001 (CSTA, 2008).

The Canadian government is so committed to the development of sport tourism that various programmes have been established under the banner of "Tourism British Columbia and 2010 Legacies Now, Sport Tourism Initiatives – as of September 2006", which addresses aspects on staging these events and includes specific focus on

- event hosting and evaluation;
- education and training;
- marketing and promotions;
- industry research and coordination; and
- community and social development.

An example of the Canadian government's commitment is demonstrated in the development of sport tourism events such as the 2010 Olympic and Paralympic Winter Games, which was

hosted in British Columbia. A special organising committee was established to deal with all aspects related to the management of the sport tourism event, known as the Vancouver Organizing Committee (VANOC). As stated by the Premier, Gordon Campbell (2008:1), "The Vancouver 2010 Olympic and Paralympic Winter Games are leaving a lasting legacy of world class sporting venues, generating new economic opportunities and promoting active living and sporting excellence for generations to come".

By evaluating these programmes, it is evident that the Canadian government places importance on sport tourism in the country. The Community Sport Tourism Development Programme is a special programme under the banner of Tourism British Columbia, in association with partners, which is aimed at assisting communities to become sport tourism-orientated (Tourism British Columbia, 2006:1). This programme currently offers sport tourism workshops that focus on relationships between the host community and sport tourism authorities and how the host community can play a role in the formulation of a sport tourism strategy.

The CSTA uses its expertise to expand Canada's sport tourism industry and also concentrates on promoting the development of partnerships between event-rights holders and host cities, making their approach event-focussed. It furthermore also shares best practices, measures economic impacts of sport tourism events and works on enhancing the profile of sport tourism (CSTA, 2008:2).

2.3.1.4   China

In 2006, Xu stated that the "XXIX Olympiad is coming to Beijing at a critical juncture of world history of globalisation and the Chinese history of grand socioeconomic transformation" (2006:90). Xu (2006:91) further states that sport is prominent in the global political economy and is present in development of the Chinese state system. Xu comments that sport is conceptualised into practices and institutions, and observed that for China, physical culture, in general, and sport are developed alongside efforts to turn a dynastic realm into a modern nation-state. China became part of the Olympic Movement in 1979 and emerged as a rising power. China's sport policy, in general, and its relations with the Olympic Movement were part of this movement (Xu, 2006:93). Xu (2006:93) observes that the "Olympic Games gave the overall impression of an attempt to symbolically link economic modernisation, Chinese nationalism, and Communist Party legitimacy into a meaningful and even moving totality". Sport was used for state legitimisation and national cohesion. Xu (2006:94) posits that sport mega events gained a greater political and national meaning for China. As a result of successfully staging the Asian Games in 1990, China began to prepare its bid for the

Olympic Games; however, the first bid ended in failure. China remained positive and again submitted a bid for the 2008 Olympics and won (Xu, 2006:94).

The China National Tourism Administration (CNTA) identified sport tours as a major theme for their tourism campaign of 2001 and further developed special tour packages for the domestic and international market aimed at large sport events that are staged in China (Neirotti, 2005:19). As a bundling effort, Chinese tour operators were supported to develop sport-related tour packages to aid with economic development. Their packages included activities such as rock climbing, desert exploration, rafting, skiing, golfing and martial arts. As agents of sport event tourism development, the CNTA, the China International Travel Service (CITS) and the China National Athletics Association work together to market relevant sport events (Neirotti, 2005:20).

As an example of such events, Neirotti (2005:19) mentions that a new Formula One race that was held in September 2004 was aimed at stimulating China's tourism potential as well as the automobile economy. This event was supported by major car manufacturers and was used by them as an advertising showcase, with an estimated economic impact of $80 to $100 million. Beijing hosted the Olympic Games in 2008, and to stage this mega event, a strategy was developed to leverage the maximum potential of this event for the destination. It was hoped that the Beijing Games would bring a new turning point in China's continuous grand transformation in sport and beyond (Xu, 2006:95).

2.3.1.5   Dubai

Tourism counts for a high percentage of Dubai's gross domestic product (GDP) and it is expected to surpass oil exports as an important source of revenue. Dubai is seen as an ideal tourist destination and a thriving commercial centre. The importance of sport tourism events for Dubai has been recognised as part of tourism development. Dubai has been branded by the Dubai Sports Council (DSC) as the "City of Activities and Events" (2007:1). The DSC (2007:2) states that Dubai has unique tourism features and that it hosts international sport events and events that are linked to other fields. The DSC is focussed on making Dubai a pioneering milestone in the sport sector. Dr Ahmad Al Sharif, chairperson of the DSC, (2007:2) remarked the following in this regard:

> The region, as a whole, with rapid development of sport and leisure infrastructure,
> is now fast gaining a reputation as a global sport tourism centre in the wake of
> Dubai becoming a prime destination for the sport and leisure industry, contributing
> to the 15% annual growth in inbound tourism.

In order to achieve the DSC's objective, a comprehensive sport strategy was developed to enable the Dubai sport sector and clubs to cope with international standards and to work together with partners that are based in Dubai. The DSC has further added to its branding that Dubai is the "Sports Capital of the Middle East". The DSC and tourism authorities are linked and are in support of sport tourism event development. It is, however, noted that no mention or reference is made of tourism or the importance of sport tourism events to the destination in the Dubai Strategic Plan 2015.

2.3.1.6 Ireland

Neirotti (2005) observed that in Ireland, the national tourism marketing body, Bord Failte, was granted €55.3 million by the government to attract big sport events. Neirotti (2005:19) also mentions that an international sport tourism initiative was launched in Ireland at the start of 2000, resulting in the Special Olympics World Summer Games, rugby's Heineken European Cup Final, the European Eventing Championship and the Smurff European Open Golf being hosted in Ireland.

Ireland has a combined Department of Arts, Sport and Tourism (DAST), which works together with the Irish Sport Council. The DAST (2007:8) observes that sport and leisure that are linked to tourism play a major role in economic and community development. A key focus relates to improved facilities for sport in Ireland (DAST, 2007:8–13). A DAST progress report contains key points for future development, which incorporate actions such as the following (DAST, 2007: 8–13):

- Investing in sport facilities around Ireland
- A national audit of facilities and the development of a long-term strategic plan to ensure that development takes place
- Constructing a world-class stadium to host sport tourism events
- Improving municipal services
- Implementing a high-performance strategy for athletes
- Working on building sport partnerships
- Encouraging voluntarism in Irish sport

Sport and tourism does not appear to be integrated, and it appears that operational agendas are separate and either focus on sport or tourism, with no integration of the two. Although the sport tourism initiative was created to develop sport tourism events, it is not addressed as a priority in the progress report of DAST of 2007. Hence there is no specific sport tourism policy for Ireland.

2.3.1.7 New Zealand

The New Zealand government restructured the Office of Tourism and Sport into a ministry in January 2002. A key focus of the ministry relates to tourism and to developing the New Zealand tourism industry in a sustainable manner (Ministry of Tourism, 2008:1). Sport became a function of a ministry entitled Sport and Recreation New Zealand (SPARC) to develop and promote sport and physical activity so that more people can be involved, enjoy an active lifestyle and develop their skills (SPARC, 2008:1). SPARC was formed from the Hillary Commission for Sport, Fitness and Leisure, the New Zealand Academy of Sport and the Sports Policy Department of the Ministry of Tourism. There is no evidence in the New Zealand Tourism Strategy 2015 that addresses any issue on sport tourism events. A key focus of the strategy is to develop tourism in a sustainable manner, yet the range of product development suggested does not include sport tourism events. Instead, sport is dealt with separately by SPARC and focuses on lifestyle issues and the development of sport talent and skills.

Based on the evaluation of the sport tourism policies of selected destinations, it is evident that sport and tourism mostly feature as separate entities. It appears that Canada has been successful in merging sport and tourism into one entity, receiving support from industry and the community, which led to the establishment of the CSTA. Weed (2003:259) states that "notwithstanding any reluctance among sport and tourism agencies to work together, developing policy to support the diverse nature of sport tourism is no simple task" and that the "development of such policy takes place against a general backdrop of indifference from many of the policy agencies that might reasonably be expected to be involved, only serves to make the task more complicated". He further posits that separate development of sport and tourism is a result of the different 'ethos' of the two sectors.

2.3.2 National perspectives

Saayman (2004:42) states that sport in South Africa is a rather young industry and that it only became established between 1890 and 1910, and that British sport has had significant influences on South African sport. The British Settlers of 1820 introduced sport such as athletics and cycling to South Africa. With the change of government in 1948 to a white-controlled National Party government, the policy of separate development was introduced to all areas of society, including sport. Separate national, provincial and local clubs for sport were established, which impacted on participation in international sport tourism events such as the Olympic Games, the Commonwealth Games and virtually all national sport controlling bodies. This also included the development of sport policies and laws to enforce apartheid in all facets of sport in South Africa. The development of such policies led to fierce resistance

on national and international levels, which resulted in international sport boycotts. (Saayman, 2004:42–43)

All sport tours internationally and to South Africa came to a halt. Towards the end of the seventies and the beginning of the eighties, the South African government realised that reforms were required within sport. The Human Sciences Research Council (HSRC) conducted an investigation into South Africa's sport situation and recommended on the basis of their study that the apartheid laws be changed to ensure justice and fairness in sport (Saayman, 2004:42–43). These recommendations were accepted, which signified a new era and dispensation for South Africa, subsequently also including sport. Apartheid in sport and within the South African community was abandoned in 1994, when the African National Congress became the new government. As a result, a totally new sport dispensation, based on the principles of democracy, fairness and justice, came into being. Although a new sport dispensation was established, Swart (1999:5) argues that the sport and tourism industries in South Africa was not able to enhance their potential owing to domestic instability during certain peak periods. However, since the first democratic election in 1994, tourism has become a fast-growing economic sector and, owing to unique geographical and cultural settings, South Africa attracts tourists on a national and international level. Furthermore, the hosting of the 2010 FIFA World Cup presented South Africa with numerous opportunities such as engaging in the high-profile promotion of sport and tourism products on a global scale, developing sport facilities and related infrastructure upgrades of international standards, attracting sport tourists and further developing the sport tourism sector (Swart & Bob, 2007:373). The following section provides an overview of the structure of sport in South Africa, sport policy aspects, the structure of tourism in South Africa, tourism policy aspects, sport tourism aspects and the Tourism Hospitality and Sport Education and Training Authority (THETA).

2.3.2.1   Sport structure and policy

A priority of the Ministry and Department of Sport and Recreation is to confirm the roles of stakeholders and to streamline the responsibilities of stakeholders in sport and recreation to ensure that coordination at all levels and economies of scale are realised (Republic of South Africa, 1998:4). The governance of sport and recreation is divided into three categories, namely national, provincial and local level. The Sports Commission amalgamated with Sport and Recreation South Africa (SRSA), making it the responsible body for the provision and facilitation of sport and recreation delivery in South Africa (SRSA, 2007:4).

The following figure provides an indication of the structure of sport in South Africa and shows that sport tourism events is placed under the South African Sports Confederation Olympic

Committee (SASCOC), previously known as the National Olympic Committee of South Africa (NOCSA). SASCOC is the controlling body of all high-performance sport in South Africa and, in particular, has been mandated with the task of ensuring that bidding processes, which relate to the hosting of international sport events, comply with the necessary rules and regulations (SRSA, 2007).
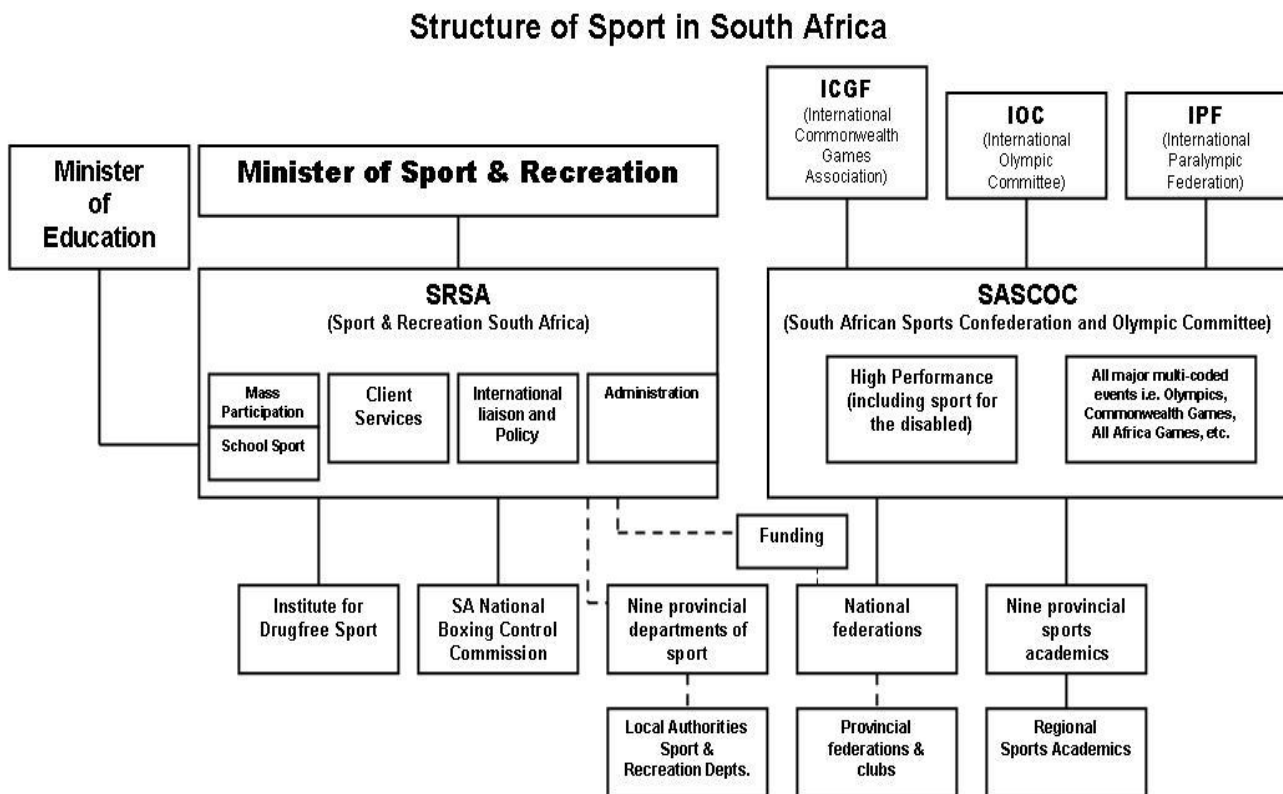
Figure 2.1: Structure of sport in South Africa (SRSA, 2007:12)

Stakeholders on a national level include SRSA, SASCOC and national federations (NFs). SRSA is geared to increase levels of sport participation among South Africans and to raise the sport profile among decision makers as a national priority (SRSA, 2007:12). SASCOC conversely deals with the coordination of participation of South African athletes in the Commonwealth Games and Olympic Games. The NFs act as principal delivery agents for their respective sport disciplines (Republic of South Africa, 1998:4). In order to deal with these tasks, SRSA organised tasks into five programmes, namely administration, client-support services, mass participation, international liaison and events as well as facilities coordination. In order to ensure that South African national teams are representative, representivity was introduced at the lowest levels, such as school level. SRSA has therefore been working together with the Department of Education to promote sport on junior, secondary and tertiary level. SRSA (2007:12) asserts that the Mass Participation

Programme enables the sport sector to contribute to the Accelerated and Shared Growth Initiative for South Africa (ASGISA) in the form of training and recruiting youths for employment as activity coordinators, for which the youths receive a stipend. Furthermore, this programme has also trained over 2 000 young volunteers in sport and recreation administration, over 1 500 entry-level coaches, over 1 200 referees and over 1 600 people in event management and first aid. SRSA has also addressed gender imbalances in sport and recreation both at participation and at administrative level through gender mainstreaming and role modelling. Special events were held for women in sport, such as sport seminars and women sport festivals (SRSA, 2007:12). SRSA has also been working together with the National Department of Tourism (NDT) in terms of sport tourism events. They ran a 2010 FIFA World Cup mass mobilisation campaign. The campaign aimed to create awareness among ordinary South Africans by promoting vibrant, cohesive and sustainable projects that were linked to the 2010 FIFA World Cup in various communities. Furthermore, these services of SRSA were cascaded down to the local level via provincial departments to relevant local authorities (SRSA, 2007:12).

At a provincial level, the Member of the Executive Council (MEC) and the Provincial Department of Sport and Recreation are responsible for cascading the national policy to the provincial level. This will imply that provincial policy development is established within the framework of the national policy and implementation of the national recreation policy through provincial recreation councils. Furthermore, the tasks of the MEC and the Provincial Department of Sport and Recreation involve developing and upgrading facilities for national and provincial sport tourism events (Republic of South Africa, 1998:5). In order to deal with public inputs on sport policy, the Parliamentary Committee (PC) on Sport and Recreation offers sport federations, scientists and members of the public opportunities to provide input on sport policy (Komphela, 2007:20). It is a positive reflection of government support to provide transparency and access to sport and recreation matters. The notion of national policies through provincial authorities is cascaded down to the local level, and it becomes the responsibility of local level authorities to develop policies at this level that are aligned to provincial and national policies. Local level authorities are also responsible for developing and upgrading facilities for local sport tourism events (Republic of South Africa, 1998:5). SRSA (2007:5) acknowledges the important link with tourism and that relevant authorities should work together in partnership to support the development of sport tourism projects. The South African government is committed to increasing participation in sport, to raise the profile of sport, to support tourism initiatives and to develop sport tourism events (SRSA, 2007:12).

During policy making, governments draw on the knowledge of interest groups and ensure implementation of the policy (Weed & Bull, 2004). The White Paper on Sport and Recreation was an attempt at establishing a sport ethic within South African society and at creating a confluence with the tourism industry. There is an impression that sport was always short-changed in terms of the allocation of resources as a result of a lack of knowledge of decision makers and of them not understanding the important role that sport can play in a society and, in particular, as a vehicle for transformation (Republic of South Africa, 1998:1). According to the White Paper on Sport and Recreation, reasons for changes were to introduce speedy delivery of services, to ensure that stated government policy brings about a better life for all by getting the nation to play and participate in sport commercially and non-commercially and to ensure that sport reaches all South Africans. SRSA set the following objectives for sport in South Africa (Republic of South Africa, 1998:1–2):

- Increasing the level of participation in sport and recreation activities
- Raising the profile of sport in the face of conflicting priorities
- Maximising the probability of success in major events

The realisation of these goals requires a conscious effort and firm commitment from government, non-governmental organisations (NGOs), the private sector and South African society in general. Within this relationship, each stakeholder has a particular role to play in laying a foundation for a culture of sport and recreation. Overall, the responsibility for the policy and the provision and delivery of sport and recreation resides with SRSA and the South African Sports Commission (SASC) (Republic of South Africa, 1998:1–3).

The White Paper on Sport and Recreation (Republic of South Africa, 1998:2) defines sport as an activity that involves a level of physical involvement, in which participants engage in either a structured or unstructured environment for the purpose of competition, but also for relaxation, personal satisfaction, physical health, emotional growth and development. It also defines recreation as a process of voluntary participation in any type of activity that makes a contribution to the improvement of general health and wellbeing. The White Paper on Sport and Recreation regards sport as an investment in terms of the following focus areas (Republic of South Africa, 1998:2–6):

- Investing in the health, vitality and productivity of the host community
- Improving quality of life and the physical, mental and moral wellbeing of the nation
- Using successful athletes as role models for the youth of the destination
- Addressing gender inequalities and discrimination against disabled minorities
- Fostering national unity

In order to ensure that sport is accepted by the South African nation as an instrument of transformation and of fostering a positive attitude towards health and wellness (Republic of South Africa, 1998:3–14), the Ministry, SRSA and the SASC identified certain priorities to ensure that sport becomes acceptable to the nation. These priorities included the following:

- To confirm roles and streamline the responsibilities of various stakeholders in sport and recreation to ensure that coordination of scale is realised
- To provide funds for the creation or upgrading of basic multi-purpose sport facilities in disadvantaged areas
- To develop the human resource potential required for the effective management of sport and recreation in South Africa
- To motivate the community to develop active and healthy lifestyles and to channel those with talent towards the competitive areas of sport
- To develop a high-performance programme that is geared towards the preparation of elite athletes for major competitions
- To ensure that all sport and recreation bodies meet their affirmative action objectives
- To develop a code of ethics for sport and recreation in South Africa
- To develop an international relations policy, in concert with national government policy

The White Paper is clearly committed to encouraging improvement in levels of participation in physical activity. It also demonstrates commitment to providing systems for casual participation in sport to participation in elite competitive sport and focuses on the development of improved performance at major events. The White Paper on Sport and Recreation further recognised the international potential of sport events and identified the necessity for international relations within which the sport tourism event environment can achieve economies of scale. The following section provides an overview of tourism structure and policy.

2.3.2.2 Tourism structure and policy

SAT's core activity is marketing South Africa as a tourist destination, which forms part of a broader international tourism strategy in combination with domestic marketing, known as the Tourism Growth Strategy (TGS) (SAT, 2007b:3–5). SAT consists of sub-business units that focus on tourism grading, marketing (e.g. business tourism and e-business), marketing to domestic and international markets, central marketing functions (e.g. channel and customer focus, advertising, global projects, products and itineraries and events), finances, research and human resources (SAT, 2007b). Tourism functions are further devolved to provincial

and local levels with structures and authorities that deal with marketing and development issues. According to SAT (2007b:7), its core functions include the following:

- Conducting research on the choice markets for South Africa and facilitating industry insights into customer product and service needs
- Taking the lead in selecting respective markets, segments and tourism brand development and leading the choice-making process for other markets
- Marketing and leading projects in focus markets and tourism brand development and facilitating the unblocking of potential barriers and packaging for the core markets
- Facilitating the tourist–product connection and appropriate product development
- Monitoring tourist satisfaction and experience and evaluating feedback

The concept of the TGS began in 2001 with an objective to develop a data-driven strategy to enable SAT to market South Africa in a more effective manner (SAT, 2007b:9). SAT articulates that the third revised version of the strategy does not change the original vision for tourism, but that it updated and consolidated the strategy. A key focus is on creating synergy with markets such as sport that will effect economic impact for the destination. SAT (2007b:9) argues that the focus should not narrow niche opportunities, but expand them. In view of the importance of sport tourism events, SAT (2007b) consolidated a new division focused on evaluating events such as the Cricket World Cup and FIFA 2010 and their importance in positioning South Africa on the global stage. It is evident that the TGS supports the broader tourism industry on all levels. The objective of the TGS can also be linked to key elements of tourism development, which are identified in the White Paper on the Development and Promotion of Tourism in South Africa of 1996, including niche area development such as sport tourism, regional and local development.

South Africa's tourism policy, the White Paper on the Development and Promotion of Tourism in South Africa, states that "Tourism creates opportunities for the small entrepreneur, promotes awareness and understanding among different cultures, breeds a unique formal sector and helps to save the environment". This White Paper further posits that tourism creates economic linkages with agriculture, light manufacturing and curios (arts, crafts and souvenirs); creates linkages with the services sector (health and beauty, entertainment, banking and insurance); and provides dignified employment opportunities. It is further argued in this White Paper that tourism can also play a strategic role in dynamising other sectors of the economy. It is further recognised that if tourism is not adapted in a strategic manner to develop the economy of South Africa, and if the most important plans,

policies, strategies, actions and resources to support it are not in place, tourism will become a missed opportunity. (DEAT, 1996:8–9)

The White Paper on the Development and Promotion of Tourism in South Africa also emphasises the development of products that provide potential for development, cites sport tourism as a development option and recognises sport tourism as a niche product that "encourages the development of sport tourism and encourages the provision of facilities, training, marketing and promotion to give emphasis to the development of this segment of the industry" (DEAT, 1996:40). Sport event tourism has the potential to create several benefits, including the following:

- Generating a favourable image for the destination
- Attracting high-yield visitors
- Generating an increased rate of tourism growth
- Bringing a locality to life and bringing employment opportunities and pride to the community

Swart (2001:58) asserts that the White Paper on the Development and Promotion of Tourism in South Africa revealed a strong relationship between sport and tourism in highlighting tourism potential, investment opportunities, marketing strategies and youth development.

2.3.2.3   Sport tourism in South Africa

According to Turco and Eisenhart (1998), sport has become a viable development strategy in the global sport community. Swart (2001:20) argues that this particular situation should expand to South Africa. In an effort to realise such a situation, the Ministry of Environmental Affairs and Tourism, in association with the Ministry of Sport and Recreation, launched "South Africa Sports Tourism" (SAST) in October 1997 (Swart, 1999:8). This initiative was developed as a prototype of how government-led, private sector-driven and community-based partnerships in sport and tourism could be effectual cost-saving enterprises through the combination of the resources of pertinent stakeholders to promote tourism in South Africa. This campaign was also aimed at attracting foreign visitors to South Africa and at enhancing the country's image abroad (Mokaba, 1997). According to Swart (1999:8), the campaign faced numerous challenges, such as a lack of government financial support, lack of communication between tourism and sport industries and a lack of forward planning and communication by tourism bodies. Although the campaign faced various challenges, an attempt was made to create a confluence between sport and tourism. South Africa has a wealth of resources and there is further potential to develop the current sport tourism event scenario by committing to the notion of sport event tourism and actively engaging with

development of a national sport tourism event strategy as well as sport tourism event strategies for regions and cities. In order for sport and tourism to be successful, relationship building between the two sectors and authorities should grow and be nurtured. This concept was articulated in the National Event Strategy of 2002 and the South African Sport Industry Competitiveness Report of 2005.

According to DEAT (2002:8–9), SAT was tasked with a mandate to market South Africa as a preferred destination. Part of the marketing approach was to host various events such as meetings, incentives, entertainment events, exhibitions and in particular sport tourism events. These events occur without a national coordinated strategy that is inclusive of all types of events. However, the impacts of these events on the destination are not understood (DEAT, 2002:1). In order to consolidate these events and create an understanding of the impacts of these events, SAT and DEAT commissioned a study to formulate a national event strategy. The focus of the strategy was to develop methods to understand the impacts of events on the national economy and how these benefits are maximised by relevant beneficiaries from previously disadvantaged sectors.

DEAT (2002:10) posits that "across the globe tourism is increasingly being recognised for the role that it can play in driving economic development in a region and it is with this in mind that the South African government has made tourism development a priority". It is further pointed out that markets in Africa, such as Egypt, Nigeria, Kenya, Tanzania and Mauritius, are opportunities for tourism influx to South Africa. The research also investigated the role of events as part of the national tourism product. DEAT asserts (2002:16) that events are recognised globally and that those events are situated across the spectrum focussing on MICE (meetings, incentives, conferences, exhibitions), sport, arts and culture. DEAT (2002:17) advances that if these events are managed and coordinated in an effective manner and they form part of a well-developed and planned event strategy, they could have the potential to earn several benefits for the destination.

An interesting factor is that 100 questionnaires were forwarded to a variety of tourism stakeholders, which included government, parastatals, the private sector and tertiary institutions. A total of 23 completed questionnaires were received and it was identified that some of these stakeholders felt that the questionnaires were not relevant. Furthermore, some of the government departments did not even respond to the questionnaires (DEAT, 2002:33). This could have been as a result of a general lack of knowledge or of disinterest. Sport event tourism has a major role to play in the further development of the industry and, being a catalyst for economic development, the lack of response is a concerning factor and highlights performance problems within the industry. The fact that the surveys were not

completed indicates a need for the importance of a strategy for cities that have the potential to develop sport event tourism as a sustainable beneficial resource base for the city. Such a strategy can highlight and identify the required methodology to achieve a sustainable and viable sport event tourism industry in which all sectors, namely government, the private sector and the host community, can benefit in a positive manner. If it is developed correctly, implemented and managed correctly, this strategy can bring about a win-win situation for a destination, at both national and local levels. According to DEAT (2002:63), in order for South Africa to host events that are appropriate, a mechanism to distinguish between different types of events should be established. It was recommended that distinguishing categories should be outlined as presented in Table 2.3.

Table 2.3: Event categories according to the National Event Strategy for South Africa (adapted from DEAT, 2002:63–65)

Category	Type of event
Sport, arts and culture	
Mega events	- FIFA World Cup - Commonwealth Games
Major international events	- World championships - International sport events - International cultural events
Established created events	- CM - Pick n Pay Argus Cycle Tour - OMTOM - National Arts Festival - Vodacom Beach Africa - North Sea Jazz Festival
Community festivals	- Klein Karoo Arts Festival - Knysna Oyster Festival - Hermanus Whale Festival - Cherry Blossom Festival - Kwa-Ximba Cultural Festival
Creating new events	Events that can be created in the absence of suitable events; cities can identify products
MICE sector	
Meetings	Smaller events where people gather to discuss matters; sport and cultural organisations can host their continental and international meetings in South Africa
Incentives	Focuses on travel experiences as a motivational tool for peak performance within a company, and can be linked to sport events
Conference	Conferences and conventions, which include larger types of gatherings that can last for longer than 5 days, up to 14 days; can be linked to sport events
Exhibitions	A specific activity designed to target suppliers of products, equipment and services to provide an opportunity to demonstrate products, equipment and services to certain markets; can be linked to sport events

It is noted that that the DCM and the BR are also established created events, yet not on the same scale as the CM and the OMTOM. In all these categories, a link can be drawn to sport

event tourism, which indicates the necessity of developing sport event tourism as a catalyst of sustainable economic development for Durban and Cape Town. This is supported by the statement, as mentioned in the DEAT study, that event tourism has the potential to be "a powerful vehicle for complementing and/or driving economic and social development in South Africa" (DEAT, 2002:112). A performance problem identified in this study articulates that as there is a lack of synergy among the various stakeholders in South Africa and that in the public and the private sector, a barrier is created that can hinder South Africa to harness the ability to become a major player in the global event tourism industry (DEAT, 2002:112). DEAT (2002:112–116) articulates the following important points:

- Successful event tourism destinations have a clear, well-defined event calendar linked to an appropriate and timeous marketing strategy.
- It appears that the MICE sector dominates the national event area, while as a result of clearly defined international event strategies, MICE and sport event tourism complement each other.
- Sound event tourism strategies can only be effective if they are supported by adequate infrastructure, political will and commitment, appropriate funding, tourism-friendly environments, adequate marketing, support from local communities, partnerships with the private sector and clearly defined organisational capacity.
- It is advised that event tourism be part of economic development strategies.
- Any event tourism strategy should include a form of research to contribute towards the monitoring of event development on a national, provincial, regional and local level.
- There is a lack of standard operational procedures for dealing with the bidding of events, procuring government funding, accessing services and important infrastructure.
- There is a need for further education and training in events, community participation in all events and coordinated strategies to effectively deal with events on a national, provincial, regional and local level.

The National Event Strategy addressed critical issues pertaining to the events industry of South Africa. It identified key areas that require further development that can be directly applied to strategy development for sport tourism events. Concepts that have been identified in this particular research study can be linked to the Overview of South African Sport Industry Competitiveness Report of 2005 (SAT, 2005), which was developed in conjunction with the 2010 Soccer World Cup Tourism Organising Plan (SAT, 2005). These reports highlight the confluence of sport and tourism. The Overview of South African Sports Industry Competitiveness Report (SAT, 2005) further focuses on strategic opportunities that are available for sport tourism competitiveness in the run-up to and after the 2010 FIFA World

Cup; however, these aspects are also applicable to all types of sport tourism events. SAT (2005:5) asserts that high-performance sport in South Africa meets established criteria, namely that it entails significantly organised competition at a professional, inter-provincial and international level, including formal, high-profile events, which drive significant overnight travel by participants and/or spectators. SAT further identified areas of strengths and weaknesses in the sport industry, which leaves opportunities for improvement and strategy development. Table 2.4 provides a short overview of areas of strengths and weaknesses.

Table 2.4: Sport industry competitiveness, strengths and weaknesses (adapted from SAT, 2005:8–12)

Strengths	Weaknesses
Context for firm strategy and rivalry • High-quality management and professionalism within certain sport, known as codes	**Context for firm strategy and rivalry** • Lack of domestic rivalry • No uniform administration across the various sport • Conflict of interest, leading to inefficiencies in decision making • Lack of capacity and information
Government • Outlined priorities for sport and recreation with respect to enhancing international performance • New consolidated structures to enhance delivery • Prioritised list of high-performance sport for mass participation and international performance	**Government** • Governing structures are new with roles still being fully defined • No national overarching strategy for proactively growing a portfolio of sport events • Limited focus on driving economic competitiveness and growth
Factor conditions • South Africa has a variety of climates, terrains and geographies to support the development of many sport • Available financial capital from the private sector • Where facilities exist, they are world-class and are expected to improve further after 2010 • Existing world-class technology and knowledge	**Factor conditions** • Participation across sport are often not representative of the South African population • Insufficient number of skilled athletes • Observed growth in commercial activity does not seem sustainable and there is a need to broaden the sponsorship base and include more private sector players • Facilities are non-existent in areas where they are needed
Demand conditions • A strong sport culture with sophisticated demand for participation and media spectatorship • Sport attendance is spread across geographies in South Africa	**Demand conditions** • Demand for sport is focussed heavily on only a few sport • Interest in sport does not translate into attendance or participation for the majority of the population • General spectatorship of sport is declining among the population
Related and supporting industries • The existence of some world-class, internationally competitive supporting and related industries that have strong linkages with the sport industry, such as science, medicine and goods manufacturing	**Related and supporting industries** • Weaker linkages do exist with certain related and supporting industries, such as tourism

SAT (2005:14) asserts that there are key challenges that require attention to ensure that economic growth takes place. These challenges include the fact that the driving of economic value is not a priority, a lack of holistic strategy for the South African sport industry, lack of well-defined government and sport code-level structures and demand that does not translate into a growing spectator base and event attendance. These areas become a key focus for sport tourism event development.

SAT (2005:61) identified the importance of linkages with tourism, stating that, conceptually, tourism and sport can have strong interconnections, which create a positive feedback dynamic. The strategies identified attempt to articulate the link between sport and tourism. SAT further posits that sport events have the following benefits for tourism (SAT, 2005:61):

- Attendance at sport events creates value for hotels, restaurants, shops and curios.
- Viewership of sport events and a positive experience strengthens a national/regional brand.
- Spectators or participants may extend their stay after the sport event for tourism reasons.
- Sport events provide a source of growth in domestic tourism demand to drive competitiveness and innovation and to assist with challenges such as seasonality.
- Sport tourism events support local businesses and leads to job creation and the creation of tax revenue.
- Sport tourism events can be leveraged in such a manner that economic growth can be spread across geographies and over time and transformation goals can be supported.
- If sport activities are bundled with tourism activities, they can assist the destination to increase event attendance.
- Sport tourism events can drive the creation of support infrastructure such as hotels, restaurants and areas for public transit.
- Sport tourism events can create a positive image for the destination, which can allow for more competitive bids for the destination.
- Economic value is generated through sport and tourism and can be reinvested by government, the private sector and sponsors into talent development, infrastructure development and capacity building within communities of the host destination

2.3.2.4   The Tourism, Hospitality and Sport Education and Training Authority

The sport, recreation and fitness sector contributes to the wellbeing of all South Africans and, as such, various institutional structures have been implemented to govern the sector, as illustrated in Figure 2.1. THETA asserts that tourism gained prominence in the country's

efforts to accelerate growth and development (THETA, 2008:21). The national strategy for shared growth in South Africa (ASGISA) and the Joint Initiative for Priority Skills Acquisition Plan (JIPSA) identify and prioritise the tourism industry and skills development initiatives. A priority area identified within this scope is the sport, recreation and fitness sector. This is a remarkable confluence of sport and tourism and is regarded as a positive move towards sport and tourism working together as one entity. It is anticipated that travel and tourism demand in South Africa will experience real growth.

THETA (2008) recognises that there is a direct link between sport and tourism, and further identifies that 30% of all tourist trips comprise sport tourism. THETA also asserts that sport contributes to more than 2% of South Africa's GDP. During December 2006, South Africa played host to the International Paralympic Committee's Swimming World Championships, while the Siyadlala Mass Participation Programme (SMPP) was launched in 2005 to facilitate access to sport and recreation by as many South Africans as possible (THETA, 2008). By 2006, there were 131 hubs involving 1.2 million people, with 353 unemployed youths recruited and trained to operate the programmes (THETA, 2008:20). According to THETA, the tourism, hospitality, gaming, conservation and sport industries are service industries that are relatively labour-intensive. The purpose of THETA is to foster necessary research regarding these skills and training requirements to provide the industries with qualified, skilled staff. In terms of the required need for skills in tourism and sport, adequate managers with suitable managerial skills were identified as those most needed. This provided opportunities for training and education establishments to develop relevant training and educational packages that can address the needs of these industries, particularly as there is an estimated growth of visitors as a result of sport tourism events such as the 2010 FIFA World Cup. Hence, adequate trained staff are required to deal with an influx of these visitors to the destination.

Key stakeholders should align sport and tourism to minimise overlap between sport and tourism sectors. This view is supported by Swart and Bob (2007:386), who postulate that the growth of sport tourism requires a holistic understanding of sport tourism by relevant stakeholders. They further acknowledge that it is necessary to establish linkages to enhance awareness of the mutual benefits and advantages of alliances between sport and tourism sectors and what their role clarifications should comprise. For the 2010 FIFA World Cup, a concerted effort was made in terms of infrastructural development projects, such as stadiums and transport networks, to consider social and economic gains for local communities, which build consensus and encourage collaborative partnerships (Swart & Bob, 2007). It can therefore be concluded that sport tourism events can be regarded as a

tourism development typology for South Africa as a destination and that it would require public authorities and stakeholders who are responsible for the development of regions and cities to consider developing and formulating sport tourism strategies in order to maximise the potential to the industry within a sustainable framework of the triple bottom-line approach.

2.3.3 Provincial perspectives

It is not only at a national level, but also at a provincial and regional level that strategies towards the enhancement of sport tourism and sport tourism events have been developed.

2.3.3.1 Western Cape

Swart (2001:55–56) highlights sport policy development within the Western Cape and refers in particular to the Rainbow Paper, which is a Western Cape Provincial policy on sport and recreation. Swart (2001:55) posits that the Rainbow Paper recognises that sport and recreation can contribute to the development of human resources. Salie (2006:58) states that the Rainbow Paper is known as the vision for sport and recreation in the Western Cape Province. The aim of the Rainbow Paper is to coordinate and give direction to sport and recreation promotion and development by highlighting commonalities that exist between recreation and sport and outlining policy principles, which underpin the document (Salie, 2006:58–59). According to Swart (2001:55–56), no tourism linkage is mentioned in the policy, but reference is made to using sport events to position the Western Cape as a "Sports Mecca". The policy focuses on the Western Cape becoming the "home for most major sporting events in South Africa" (Salie, 2006:63).

The responsible body for sport in this province is the Western Cape Department of Cultural Affairs and Sport (WCDCAS). A key function of this body is to organise, promote and fund sport in the Western Cape. The mission of the department is focussed on promoting and transforming a sport culture for the benefit and the wellbeing of the Western Cape community. Furthermore, the department is focussed on developing the Western Cape into a sport and recreation region of South Africa by hosting major national and international events (WCDCAS, 2005), which is in line with the aims of the policies mentioned in the previous section.

A further vision of the department is to strive to benefit local businesses by increasing visitor numbers as well as the scale of event exposure and to encourage community attendance at events. In order for this to become a reality, the department recognises the importance of having a relationship with Cape Town Routes Unlimited (CTRU) to grow tourism and sport in the province. CTRU is the responsible body for marketing the Western Cape province as a

tourist destination for domestic and international visitors. CTRU markets the Western Cape by using sport tourism as an investment opportunity and a new focus area in tourism development. Sport tourism is acknowledged as a new type of tourist attraction, as the interest of tourists is moved away from the more traditional type of attraction such as sand, sea and sun to sport (Western Cape Business, 2008:115). A key focus is to encourage sport activities as part of cultural festivals and to strengthen the linkage between culture and sport (WCDCAS, 2005). This is an example of sport and tourism creating a relationship to strive to incorporate the two entities as a socio-economic benefit for the destination. It is stated in the five-year strategic plan of the department (WCDCAS, 2005:1) that the promotion of sport and cultural tourism, through the hosting and supporting of major events, will contribute towards the micro economic strategy of government.

The White Paper on Sustainable Tourism Development and Promotion in the Western Cape (a tool used by organisations such as CTRU to drive tourism development) provides foundations and a strategy for the Western Cape to become a leading global destination (DEAT, 2001:2). This White Paper sets out a guideline that incorporates the following:

- Background to how the policy was drafted
- Foundations of the policy
- Particular vision, mission and objectives
- A strategic framework on how to achieve the vision, mission and objectives
- Institutional and funding arrangements on how to support implementation of the policy

This White Paper (DEAT, 2001:19) states that tourism in the Western Cape as well as related components was not developed and managed in accordance with a clear, collective policy and strategy, which led to components of the industry being uncoordinated and inwardly focussed. The White Paper (DEAT, 2001:19) further states that, as a result, fragmented strategies were utilised, which failed to capitalise on diverse tourism resources. This particular policy was developed to drive various challenges to transform the tourism society and economy of the Western Cape.

The policy highlights a SWOT (strengths, weaknesses, opportunities and threats) analysis of the tourism industry and events such as the OMTOM and the Pick n Pay Cape Argus Cycle Tour, among other events, are mentioned as tourism attractions, which can provide a strong branding for the Western Cape (DEAT, 2001:11). Various opportunities are also mentioned where tourism is linked to other sectors of the economy, such as agriculture, retail goods and sport (DEAT, 2001:11–15). The White Paper (DEAT, 2001:13) states that the image of the Western Cape can be further enhanced by developing niche experiences such as

adventure travel and sport tourism. Strategies were developed in the White Paper to achieve set objectives and strategy 9 incorporates events, particularly sport events, to be part of special attractions that draw visitors to the destination (DEAT, 2001:30–40). The notion of events as a developmental tool in tourism is further highlighted in strategies 10 and 20, where it is recommended that the tourism events programme be expanded to include sport tourism events and cultural events and to develop events, particularly sport tourism events, that promote existing attractions and draw visitors (DEAT, 2001:38–47). This inclusion demonstrates confluence with the WCDCAS in terms of sport and using sport as a tourist attraction and an economic driver for the Western Cape. Further development of sport tourism event initiatives is highlighted in the Western Cape Integrated Development Framework (ITDF) of 2002, which is another tool that is used by organisations such as CTRU to drive tourism development within the province.

The ITDF is focussed on delivering product development for marketing strategies through a market-led approach and provides a policy foundation that will lead tourism development in the Western Cape (WCDEDT, 2002:1). The ITDF (WCDEDT, 2002:3) further indicates product categories for development that are in line with the White Paper on the Development and Promotion of Tourism in South Africa, namely eco-tourism, culture, adventure, sun and sand, shopping and entertainment, cruising, health and fitness, trade and investment, MICE, sport and events. Sport and events is regarded as most significant in terms of further development and is focussed on the hosting of events that are of provincial, national or international importance (WCDEDT, 2002:3).

The ITDF (WCDEDT, 2002:5) further identified niche markets and defines niche markets as "made up of groups of people with the same unique characteristics, which dictate that products and services are provided in a particular way to be able to meet special needs". Hence, sport was identified as a niche market. The ITDF (WCDEDT, 2002:20) states that "there must be a realisation that tourism is not the solution to all social and economic problems facing the Western Cape; it is a competitive international business with high economic and social stakes with being competitive as a requirement".

CTRU has formed a strong working relationship with the City of Cape Town's Tourism Development Directorate, Cape Town Tourism and the Western Cape Department of Economic Development and Tourism (WCDEDT) (CTRU, 2007). Its marketing efforts are also aligned with DEAT's strategies, which focus on developing tourism to ensure that all South Africans benefit. Apart from building partnerships with the public sector in order to fulfil its tourism objectives for Cape Town and the Western Cape, CTRU has also formed a relationship with a number of private sector bodies, such as the South Africa Tourism

Service Association (SATSA), the Cape Town Press Club, and the Cape Regional Chamber (CTRU, 2007). These relationships create a network of stakeholders who can share in the development of sport tourism event initiatives. Apart from the working relationship with CTRU and provincial government, the City of Cape Town also has directives that deal particularly with sport and tourism. These directives are governed by national and provincial imperatives for sport and tourism.

The body responsible for sport and recreation is the Cape Town Sport and Recreation Directorate (CTSRD). Key responsibilities of this department are directly linked to sport and recreation on a provincial as well as a national level. This is evident when reviewing the following key objectives of the department (CTSRD, 2003:1):

- To improve the quality of life of the people of Cape Town
- To increase the level of participation in sport and recreational activities
- To raise the profile of sport
- To maximise the probability of success in major sport events

Other responsibilities include reviewing and drafting sport policies. The focus of sport in Cape Town is on the development of pure sport issues, with sport events mentioned as a result of the economic impact generated by such events. The development of tourism for the City of Cape Town falls within the framework of the City of Cape Town and is incorporated into the Integrated Development Plan (IDP). The IDP is a broad policy for the City of Cape Town and there are three objectives for this particular policy, namely providing decent municipal services, building efficient administration to deliver services and growing the economy of Cape Town (IDP, 2007:1). Tourism falls within the boundaries of growing the economy of the City of Cape Town, is grouped with economic growth and is a function of Cape Town's Tourism Development Directorate.

In the IDP (2007:2) it is stated that "economic growth and the creation of jobs are what the people of Cape Town need most and […] promoting new partnerships with the private sector, especially in tourism, is required". As a result, a Tourism Development Framework (TDF) for the City of Cape Town was developed (TDF, 2005:1). Tourism is regarded as an economic activity. The framework was established to address tourism functions and projects that are required and addresses how the city should work with partners in the public and private sectors and communities to ensure implementation of the framework (TDF, 2005:1).

The TDF (2005:2) further addresses critical issues regarding tourism for the City of Cape Town and incorporates particular issues such as the following:

- The type of tourists that should be attracted to Cape Town
- The type of attractions, facilities and services required to attract tourists to Cape Town
- Infrastructural needs linked to tourism
- The protection of natural, cultural and social resources
- How local people can benefit from tourism
- Training requirements
- Quality issues
- Specific responsibilities of the City Council, other spheres of government, the private sector and civil society related to tourism
- Organisational arrangements and capacities that are required to be in place to ensure that the framework will be implemented

The tourism vision utilises events "to position Cape Town as a world-class competitor and South Africa's premier tourism and event destination and to maximise the economic spin-offs and jobs created" (TDF, 2005:5). It is also stated that in identifying strengths, a major annual events programme should be established, while a more extensive range of events based on the successful hosting of major events is suggested (TDF, 2005:7). Events are suggested, yet no reference is made to sport tourism events as an opportunity for socio-economic leverage. The use of events to smooth out seasonality is also referred to as part of the marketing focus of the framework; however, once again, no reference is made to the type of events (TDF, 2005:15). The City of Cape Town has introduced a draft Events Policy during 2008, which signifies the importance of events for economic development of the city; however, no specific scope has been allocated to the sustainable development of sport tourism events and the policy is more an operational and logistical document for staging and organising all types of events. However, it is noted that the policy is in draft format, which has allowed for broader comments from stakeholders.

According to Mariëtte du Toit, general manager of Cape Town Tourism,

> the 2010 FIFA World Cup is a catalyst for enormous economic growth and the event will come and go and it is up to us to take hold of the opportunities, leverage off the exposure, and build a legacy that will take tourism well into the future and position Cape Town as the no. 1 city in the world, this being the real goal. (Western Cape Business, 2007:49)

If Cape Town is positioned as a top city for sport tourism events, the entire region of the Western Cape benefits from this promotion.

In order to develop events in Cape Town and the Western Cape, a special unit was developed, namely the Cape Town and Western Cape Convention and Events Bureau, which is managed by CTRU as a strategic business unit. The focus of this unit is to promote Cape Town and the Western Cape as an event destination (Western Cape Business, 2007:46). The tasks of this unit include marketing the destination as an event destination and providing general assistance with various event elements. The core business of the unit deals with business tourism, and although there is a business unit that deals with events, these are events in general, and not events that are specific to sport tourism events.

In the unit that focus on sport and tourism policy, sport and tourism were addressed as important items that can be leveraged to sustain economic benefits for the destination. However, sport and tourism operate independently from each other in this unit and sport tourism events received significant recognition from sport and tourism authorities as a driver for tourism development. The concept of 'sport tourism' is not yet addressed as a consolidated function of tourism authorities. Sport events are recognised as part of existing strategies and as new markets to draw visitors and to create economic leveraging. The 2010 FIFA World Cup event was regarded as a catalyst to ignite sport tourism events for the Western Cape. The impact of this event on the Western Cape as a destination is evident. The following developments serve as examples (Western Cape Business, 2007:48):

- Building of the new Green Point Stadium
- Increase of accommodation establishments
- Upgrade of transport infrastructure
- Reconstruction of the route between George and Knysna
- General construction boom in the Western Cape
- Increase in retail outlets such as car hire, internet cafés and restaurants

A Western Cape business plan, which focuses on the 2010 FIFA World Cup, was developed and was based on the following three strategic pillars (WCDEDT, 2006:4):

- Compliance with FIFA requirements for hosting the event
- Optimisation of the developmental impact and leaving a legacy
- Maximisation of promotional and positioning opportunities

According to the Western Cape Business Plan (WCDEDT, 2006:4), the Western Cape is a growing tourism and event destination that has already received international media exposure for successful major sport tourism events, such as the Cape Argus Pick n Pay

Cycle Tour, the 2003 International Cricket Council (ICC) Cricket World Cup and 1995 International Rugby Board (IRB) Rugby World Cup. It was furthermore stated in the business plan that "[w]hat the Western Cape has to offer, visually and in terms of history, arts, culture, music, cuisine, entertainment and activities, will also contribute to the experience international visitors will have when they come to the 2010 FIFA World Cup" (WCDEDT, 2006:4).

2.3.3.2 KwaZulu-Natal

The KwaZulu-Natal Department of Sport and Recreation (KZNDSR) is responsible for promoting and developing sport and recreation in the province of KZN. According to the strategic plan of the department, "the strategic goals, objectives and measurable objectives have all been aligned to the promotion, participation and development of both Sport and Recreation in the Province, which lends itself to an improved quality of life for the participants" (KZNDSR, 2004:3).

Priorities for the department in terms of policy are as follows (KZNDSR, 2004:8–9):

- To accelerate the delivery of sport and recreation to the citizens of KZN
- To take sport and recreation to the previously disadvantaged people, rural communities, disabled people and women
- To improve the quality of sport and recreation through the development of all coaches, trainers, volunteers and administrators
- To achieve excellence in sport and recreation
- To ensure adequate sport facilities in all communities
- To host and co-host major national and international sport events
- To implement sport and recreation agencies that contribute to the overall vision of the department
- To facilitate a provincial sport council

The department's strategic goals are focussed on development and participation, economic growth, good governance and highly capacitated, skilled staff (KZNDSR, 2004:8). The five-year strategic plan is focussed purely on sport and recreational development. Mention is made of the following: "[T]his department's vision has been enhanced by additional mandates in sport and recreation such as hosting of the 2005 SA Games in KwaZulu-Natal and the FIFA Football World Cup staged in 2010 and other major sporting events" (KZNDSR, 2004:3). This is the only reference in the plan to sport events, a sub-sector of sport tourism. No further link is made to the relevance of the beneficial relationship with sport tourism, although sport and recreation is a key focus within the department.

While the KZNDSR is the responsible body for promoting and developing sport and recreation, Tourism KwaZulu-Natal (TKZN) is the body responsible for the development, promotion and marketing of tourism for the province. Its mandate is compiled from the KZN Tourism Act, 1996 (as amended, including No. 2 of 2002) (TKZN, 2006:3).

A new proposed strategy for 2006 to 2011 was developed and shaped by the Provincial Growth and Development Strategy (PGDS), the National Tourism Growth Strategy, the tourism strategy of 2003 to 2006 and policy direction, which was set by provincial government (TKZN, 2006:3). A key focus of this strategic plan ensures that TKZN contributes to economic development within the province, which concentrates on cooperative governance, partnerships, leveraging of resources and transformation of the industry (TKZN, 2006:3). The strategy recognises the importance of responsible tourism and includes host communities in the mainstream of tourism, which creates job opportunities and develops small and medium enterprises, hence bridging the gap between first and second economies (TKZN, 2006:3). The importance of quality tourism is highlighted by creating quality tourism experiences for visitors through effective training, skills development and quality-assurance matters (TKZN, 2006:3).

The strategy also positions KZN in a global and national tourism market, while it further establishes TKZN's approach to dealing with tourism development and marketing imperatives (TKZN, 2006:4). Seven strategic thrusts constitute TKZN's programmes, including growing KZN tourism, driving the marketing of KZN, fostering demand-driven tourism development, building strategic partnerships, aligning strategic partnerships, serving as a catalyst for transformation and creating an enabling environment for the delivery of objectives (TKZN, 2006:8). The strategy refers to sport tourism events, particularly events such as the 2010 FIFA World Cup, to grow the destination profile and to increase tourism to the province (TKZN, 2006:10). The strategy has a special section that deals with preparation and implementation with regard to the 2010 FIFA World Cup sport event and that states that plans that are developed will be used for similar sport tourism events that are staged beyond 2010 (TKZN, 2006:11).

Durban has become the mecca of major international events and has dispelled the myth of ineptitude by effectively placing the province and South Africa on the map by hosting world renowned events such as the CM, the DCM, the Durban July Handicap, the Swimming World Cup, the Rugby World Cup, the Cricket World Cup and the A1 Grand Prix (KZNDSR, 2004).

The body responsible for sport and recreation, the Durban Sport and Recreation Department (DSRD), is directly linked to sport and recreation on a provincial as well as on a national level. This is evident when reviewing the following key objectives of the department (KZNDSR, 2004):

- To improve the quality of life of the people of Durban
- To increase the level of participation in sport and recreational activities
- To raise the profile of sport
- To maximise the probability of success in major sport events

Other responsibilities also include reviewing and drafting sport policies. The focus of sport in Durban is on the development of sport, with sport events mentioned as a result of the economic impact generated by such events. These sport events have been acknowledged and the department is committed to the promotion of sport and development.

The development of tourism for the City of Durban falls within the framework of the IDP. The eThekwini Municipality states that "by 2020, the eThekwini Municipality will enjoy the reputation of being Africa's most liveable city, where all citizens live in harmony and this vision will be achieved by growing its economy and meeting people's needs" (eThekwini Municipality, 2008a:1). The IDP articulates eco-tourism as an important focus and postulates that the City of Durban has natural resources that can benefit from tourism economically. The IDP further articulates how to support and grow tourism and related industries for the City of Durban (IDP, 2007:35).

Conversely, the role of Durban Tourism is to promote the city as a lifestyle destination and it is recognised that sport and events form part of the new key drivers to increase tourism to the city (IDP, 2007:35). It is believed that these particular drivers can assist Durban to build a profile as an internationally recognised and competitive destination. Presently, Durban is a cosmopolitan hub and a melting pot of cultures. It is a tourism city that boasts beaches, a variety of accommodation and an international convention centre. Durban is also popular as a sport destination, and is currently marketed as "Africa's Sporting and Event Capital". Successful recurring events in Durban include the CM, the DCM, the Durban July and the Mr Price Pro.

Durban Metro has positioned itself as a top tourism and events destination. Sishi (2007:1) states that "the Durban Metro is fully committed to positioning Durban as the Events and Convention capital of South Africa as a major part of our strategy to promote Durban as a tourism destination". Presently, Durban uses sport events as a tourism strategy to promote

the city as Africa's Sport Capital. Sport and cultural events have been identified by the City of Durban as one of the key strategies to promote Durban, while tourism is developed on a broader scale. Sishi (2007:1) posits that corporations can assist the city in driving a clear framework for events in Durban, opening up opportunities and ensuring that benefits from events such as the 2010 FIFA World Cup are maximised. The city also embarked on the development of sport hubs and upgraded training venues for the 2010 FIFA World Cup.

From a city perspective, reference is made to development of sport tourism through commitment to the 2010 FIFA World Cup and by incorporating sport events as part of the broader tourism strategy. Although commitment is evident, greater development and integration of sport tourism events are required from stakeholders. Departments such as Sport and Tourism still operate separately and should broaden their visions to integrate sport tourism event projects for the future. Actions that will build and develop tourism for the city include the following (IDP, 2007:36):

- Using international events to market the city as a diverse location with a variety of things to do
- Working in close relationship with stakeholders to ensure maximum leverage
- Raising the profile of the Durban brand through sustainable marketing in developing niche markets such as events
- Making the host community aware of the importance of tourism

Sport and events are recognised as means to assist the city in building a profile and marketing the city as a diverse location with a variety of 'things to do'; however, no specific link is forged between sport and tourism and there is no clarification of what 'things to do', implies.

On a provincial and regional level, similar to the Western Cape IDP, in the sections that focus on sport and tourism policy, sport and tourism are addressed as important items that can be leveraged to sustain economic benefits for the destination. However, sport and tourism operate independently from each other, but sport events, a sub-sector of sport tourism, receive significant recognition from sport and tourism authorities as a driver for tourism development. The concept of 'sport tourism' is however not yet addressed as a consolidated function of tourism authorities. Sport events are recognised as part of existing strategies and as new markets to draw visitors while creating economic leveraging. The 2010 FIFA World Cup event served as a catalyst that ignited sport tourism events for KZN, ensure that current sport tourism events such as the CM and the DCM became home-grown

international sport tourism events and created a foundation for the development of more sport tourism events that are unique to the region.

The importance of the 2010 FIFA World Cup is acknowledged in the TKZN tourism strategy, which states that "TKZN will align itself with and provide input into the National Tourism Plan for 2010 currently under development by the National Department of Environmental Affairs and Tourism" (TKZN, 2006:1). In view of this alignment, TKZN identified particular action plans that supported the alignment and included the following (TZKN, 2006:9–11):

- Creating a strong, integrated brand for KZN
- Leading domestic marketing of the province
- Increasing international arrivals
- Developing information and knowledge management
- Developing image marketing and perception management

The 2010 FIFA World Cup brought an opportunity to KZN to leverage from this event, to grow the destination profile and to increase tourist arrivals in the province.

2.4 Summary

The literature review is indicative of the state of sport tourism events globally and in South Africa. From a global perspective, it is evident that sport tourism events are acknowledged as important for growing destinations economically. From a national perspective, sport tourism events are also acknowledged as adding to the economic growth of destinations. However, on a global and national level, sport and tourism are still regarded as entities that have set agendas, strategies and policies that are separate. On occasion, reference is made to the importance of particular sport events as a sub-sector of sport tourism and to the importance of these events. Canada has been a leader in establishing the CSTA and has merged the concept of sport tourism and the importance of sport tourism events. Australia made an attempt to develop a National Sport Tourism Strategy, but the attempt failed as a result of change in governments. South Africa made an attempt by establishing SAST; however, this campaign failed. South Africa further established a specific plan that dealt with the 2010 FIFA World Cup and with positioning South Africa on national, regional and local level to host events in a professional manner by 2010. Weed and Bull (2003:258–283) identified the following reasons why failures occur in the development of sport tourism event strategies:

- Differences in the ethos and ideologies of the two entities, namely sport and tourism
- Narrow views regarding the evaluation of sport and tourism

- A general lack of understanding from agencies regarding what sport and tourism have in common
- A general lack of understanding from individuals who work in the industries regarding what sport and tourism have in common
- The complexity of policy development and understanding of the process
- Reluctance to liaise with each other (sport agencies with tourism agencies and vice versa)
- Personal agendas
- The inability of destinations to generate sustainable strategies
- Political instability and constant structural changes within agencies responsible for strategy and policy decisions
- Underlying tensions created by a lack of resources and income, imposed frameworks, political agendas, top-down approaches, lack of flexibility and external influences, to name a few

Presently, tourism is of global significance. It is now accepted that tourism is one of the key drivers of South Africa's economy. Turco *et al.* (2002:223) posit that a key factor is to target the right tourists, whose aspirations match the products or attractions that the city has to offer and who will provide the greatest return on investment (ROI) on the basis of current behavioural patterns. In hosting the 2010 FIFA event, South Africa became a global player and a major destination for sport tourism events. South Africa has also established its credibility as a sport tourism event destination by hosting other successful sport tourism events such as the CM and the OMTOM.

It is evident that tourism, including areas of sport and events as contributors to tourism development, has enormous potential. Factors such as continued inbound tourism growth; development in event education and event management skills; a sport culture; adequate sport, event and tourism infrastructure; and the effect of the 2010 FIFA World Cup will produce key growth areas for the destination. A challenge that faces South Africa from national to local level is the maximisation of growth in such a manner that it can provide sustainable economic and social benefits to all South Africans. Sport, tourism and events should not operate independently from each other, but stakeholders in each sector should actively seek ways to collaborate and unify projects as a means to produce a successful product, while a combined, well-articulated sport tourism events strategy could be key to future successes.

The success of harnessing such events and future events lies in the development and management of these events from local to national level. It is essential to have coordinated strategies per city and region to meet the national agenda for making South Africa a top tourism destination. The aim of this study was to compare the management and socio-economic impacts of four sport tourism events, namely the CM, the DCM, the OMTOM and the BR. The objective was to provide guidelines based on the findings of the study for addressing the incorporation of strategies for the development of a sustainable sport tourism event industry for the cities of Durban and Cape Town.

CHAPTER THREE
IMPACTS AND MANAGEMENT OF SPORT TOURISM

3.1   Introduction

Chapter Three provides an overview of issues that relate to sport tourism. Kim and Chalip (2004) make reference to the considerable growth of sport tourism events in recent years, as it has become one of the fastest-growing types of tourism attractions globally. These events are used to increase visitation, reduce the seasonality of tourist flow, lengthen the lifecycle of a destination, improve a destination's position in the market and foster destination development (Kim & Chalip, 2004:695). However, according to Emery (2002:316), the environment of the management of sport tourism events has become more complex and involves issues such as organisational, resource and technical complexity. It has therefore become necessary to consider a variety of factors that could influence sport tourism events, for example type of impacts, sport tourism policies and management practices.

3.2   Impacts of sport tourism

As society develops, sport provides an arena for 'controlled excitement', which is a mimetic experience. Moreover, cities across the world are increasingly engaged in fierce competition to host sport events (Gibson, 1998a:51). There is a demand from sport event tourists for mimetic experiences, which has resulted in growth in the number and type of sport events. Several destinations view sport tourism events as a means of economic development, adding to growth in sport tourism events (Gibson, 1998a:51). In terms of growth, another explanation that is linked to sport tourism awareness and opportunities is a concern with health and wellbeing (De Knop, 1987; Kurtzman & Zauhar, 1995).

Worldwide, events have been recognised as a strong component of sport tourism that draw people from different places (Gammon & Robinson, 2003; Getz, 1997; Penot, 2003; Sofield, 2003; Zauhar, 2004) and form an integral and major part of tourism development and marketing strategies (Tassiopoulos, 2005). In view of the growth of sport tourism events and their integration into tourism development and marketing strategies, impacts and management of sport tourism events have become a critical focus, which implies that sport tourism event managers should be strategic and professional in developing and managing sport tourism events, while organisations and stakeholders that are involved in developing and managing these events should focus on strategic sport tourism event management.

Neirotti (2005) contends that sport tourism is big business and that sport tourism has become vital in terms of the economic and marketing strategy for a destination. South Africa entered the league of staging sport tourism mega events with the hosting of the 2010 FIFA World Cup. It was a momentous occasion, as it was the first time that a destination on the African continent was selected to host a mega event of this nature. This has created opportunities for South Africa and has provided further challenges to develop the sport tourism event market. This event compelled South Africa to take heed of what should be developed from a sport tourism event perspective. The increase in expected tourism arrivals during such an event provides the opportunity to increase revenue; however, increased arrivals imply that the tourism supply side should develop in order to meet these demands. (DEAT, 2005:4–6). This again provided South Africa with an opportunity to showcase its capability of hosting such events and to take a global stand, as the Qataris did with the Asian Games in 2006.

De Villiers (2001:12) argues that the management of the process of renewal and the redesigning of products and services are fields in which sport and tourism can exchange valuable experiences. Hinch and Higham (2004:55) posit that change is constant within contemporary society and that by understanding the nature and process of development, sport tourism event managers can predict and influence the course of change. It is agreed that sport tourism event managers can influence the sport tourism sector based on their skills, management ability and critical thinking in terms of developing and managing sport tourism events.

Hinch and Higham (2004:56) also note that sport tourism events exist within social, cultural, political, economic and environmental contexts, which are constantly changing. Factors that influence demand and supply are evident of constant flux and inevitable changes in terms of dealing with sport tourism events. Sport tourism event managers should know how to deal with change in a sustainable manner. Pigram and Wahab (1997:28) state that sport tourism event managers should be prepared to "welcome change and take up the opportunities that change offers; change is a powerful and positive force which, when harnessed constructively, challenges individuals, groups and organisations to perform to their optimum capability". Hinch and Higham (2004:56–57) further assert that sport tourism event managers should seek change, which is accompanied by positive impacts and implications.

The following aspects linked to sport tourism events should be considered: growth in the sport tourism events industry, the number of sport-related visitors to a destination, visitors' expenditure at the destination, physical developments and new types of sport tourism events. However, sport tourism event managers should be aware that sport tourism event development entails not merely change in terms of growth, but that change, growth and development should have a positive overall impact on the destination (Hinch & Higham, 2004:56). Hence, it is suggested that sport tourism event development is a planned process, which is aimed at positive change over a period of time through effective policy and strategy. The change should be measured to determine economic progress, social impacts and environmental impacts, which are the three underlining pillars of responsible event management that form the action strategy of sustainable development.

The World Commission on Environment and Development (WCED) defines sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987:4). The scope of this definition allows for concepts of economic, social and environmental viability. Mowforth and Munt (1998:109) further describe this type of sustainability as "the ability of people or a people to retain or adapt elements of their culture, which distinguish them from other people". Hinch and Higham (2004:58) posit that this definition also encompasses sport as an expression of culture and the impacts that sport tourism events have on the physical environment.

Butler (1993:9) asserts that tourism, in the context of sustainable development, is tourism that is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes. Hinch and Higham (2004:58) agree that Butler's focus is an applicable approach to ensure sustainable sport tourism events. It is imperative that sport tourism events should not be developed at the expense of cultural and physical environments in which they take place, as this will contradict the fundamental principles of sustainable development (Hinch & Higham, 2004:58).

The 2010 FIFA World Cup brought numerous benefits to South Africa, such as foreign income and legacy status for the country (DEAT, 2005:5). Although there are several positive benefits that are associated with such events, if these events are not properly conceptualised, planned and staged within the framework of sustainable sport tourism events, negative aspects can be experienced. Such aspects include little or no economic benefits for the host community, debt for the host regions, poor image in terms of branding and marketing and a reputation of stakeholders being unprofessional. In order to secure the benefits of the 2010 FIFA World Cup, sport tourism event planning between the public, private and voluntary sectors occurred. A special 2010 Soccer World Cup Tourism Organising Plan was developed, which addressed the development and staging of this event in relation to all the stakeholders (DEAT, 2005). The plan was underpinned by the notion of sustainable sport tourism events, delivering within social, economic and environmental dimensions. Furthermore, governance was addressed in terms of set rules and regulations, which formulated clearly defined roles and responsibilities for stakeholders (DEAT, 2005).

The recognition of positive and negative impacts, in general, that are often associated with sport tourism events, has emerged relatively belatedly in academic literature. Much focus and attention have been on the economic development potential of sport tourism events (Burgan & Mules, 1992). Other studies, such as those of Hall (1992a) and Crompton (1995), evaluated economic impacts on communities that are hosting events. Socio-economic impact studies were conducted by Soutar and McLeod (1993) and Fredline (2000) and there is a growing body of literature from authors such as Roche (1994), Turco, Swart, Bob and Moodley (2003), Waitt (2003), Ntloko (2006) and Pillay and Bass (2008) that addresses aspects concerning the social impacts of sport tourism events.

It is noted that a key focus of sport tourism events is centred on culture and sport. Junod (2006:108) states that some of the key reasons why regions engage in these events are to promote the image of the region, to promote sport in general, to promote the use of facilities and to promote tourism. It can be argued that these reasons can be translated into benefits for the region and that these benefits can be related to sustainability by using the triple bottom-line approach. Table 3.1 provides an illustration of Junod's motivation of the benefits of sport tourism events for a region, as related to the triple bottom-line approach.

The table, adapted from Junod (2006), provides a critical insight into the three dimensions of sustainable sport tourism events. On the basis of Junod's (2006) motivation of the benefits of sport tourism events, it is evident that sport tourism events play an important role at destination level. For the purpose of this study, destination level can imply the host country on a national level such as South Africa, the host province on a provincial level such as the Western Cape and KZN, the host region on a regional level such as the Cape Winelands and the host locality on a local level such as the cities of Durban and Cape Town.

Table 3.1: Junod's motivation of benefits of sport tourism events for a region – a triple bottom-line approach (adapted from Junod, 2006:103–104)

Triple bottom-line approach	Benefits derived from sport tourism events
Economic approach	• Investments from outside the hosting region, e.g. by funding sponsors such as national and international sport federations and public authorities • Development of new infrastructure and construction of new sport facilities as a result of investments • Support from political figures • Upgrading of existing facilities within regions • Positive impacts for tourism in terms of money spent on accommodation and shopping • Creation of a positive tourism image through the media and use of the opportunities through the media for marketing purposes • Sustainment of a presence as a sport tourism destination and expansion of the market to host smaller events after the actual mega event, such as the Olympic Games
Social approach	• Use of the event by public authorities to encourage the local host community to engage in physical activity and to cultivate a culture of health and wellness (many societies today fail to practice physical activity or sport, which leads to obesity and cardiovascular illnesses) • Use of sport stars as role models to cultivate this ethic of health and wellness, especially in the youth market • Instilment of pride for a community • Provision of an opportunity to engage in skills development in new areas if regions support the hosting of events, such as building competencies in event management, sport management and tourism management and development
Environmental approach	• Assistance with redefinition of the geographical anchoring of a region and obtainment of necessary funding to embark on environmental and heritage projects

The management and staging of these events should be conducted in a professional and systematic manner and the tasks of individuals involved go beyond the actions of merely constructing and organising the event. These tasks involve an integrated relationship with a variety of stakeholders in all spheres of society and an understanding of the impacts of these events to ensure success. In addition, regions or destinations should become 'event-ready'. Event-ready can be described as an entire destination being ready to host an event in terms of political support, governmental and public authority support, support from private businesses and, most importantly, local host community support of events and demonstration of an understanding of the event for the region and destination.

Yuen (2006:224) asserts that there are various discussions that focus on the impacts that mega events have on a region or city. She refers to cities and regions that spend millions on sport venues to host mega events, such as Sheffield and Manchester in Britain. The focus is on potential economic benefits that can be derived from these events for a region or city. Sport strategies become a prominent element in public policy and the development of sport stadiums is a focus point for regeneration of the region or city. Yuen (2006:224) describes sport venues as "icons of place promotion" and the "sleeping giants" of tourism. These descriptions imply that sport tourism mega events bring positive benefits to a region or city, as it can lead to developments such as the building of new sport stadiums or the upgrading of existing ones.

Although several positive impacts can be argued, there is also the argument of negative impacts. In order to avoid negative economic impacts, Higham (1999:89) believes that to achieve success in tourism with reference to sport tourism events, a match between the capacity constraint of the host city and the scale of the sport tourism event should be established. He produced a contrast analysis that focuses on tourism and the economic development potential of sport tourism events. Contrasts that were identified are based on the scale of sport. Table 3.2 illustrates his analysis.

Table 3.2: Higham's analysis of tourism and the economic development potential of sport tourism events (adapted from Higham, 1999:85)

Sport tourism mega event scenario	Regular-season sport tourism events
Bidding process: major costs associated with the bidding process. Public expense of bidding inflated (occasionally to crippling levels) by political corruption and sponsors' interests. Best bid not necessarily successful. Furnishing political and sponsors' interests contributes to success.	Minor expenses incurred during the bidding process. In some cases, the bidding process is not required at all. Most suitable bid is usually successful.
Development issues: significant development costs associated with sport events such as the Olympic Games and the America's Cup. Economic benefits associated with infrastructural developments derived by business interests rather than host community.	Infrastructure generally exists. Takes place within the capacity thresholds of the host city. Infrastructural development costs are usually appropriate to the scale of the host city.
Development legacy: legacy of under-utilised and expensive facilities with associated financial debt.	Upgrading of facilities (if necessary) benefits sportspeople, spectators and administrators.
Economic benefits: dominated by big businesses and sponsors. Local residents see comparatively little economic benefits. Effectively means taking money from the public purse and relocating it to private interests.	Local community more likely to share in positive economic benefits are associated with sport. Far less burden placed on public funds.
Medium-term tourism benefits: medium-term downturn in long-haul tourism associated with mega events owing to time-switching.	Medium-term tourist patterns unlikely to be influenced by time-switching.
Destination image: much to lose from poor publicity, capacity constraints, financial costs, political activity and terrorism.	Destination image stakes not so high. Great potential for sport tourism to act as a promotional vehicle if opportunities are recognised.
Social issues: crowding and congestion of tourism infrastructure often associated with mega events. Local residents often excluded from participation in the event owing to costs. Local lifestyles generally disrupted by mega events and security issues.	Crowding and infrastructural congestion less likely to exist if the scale of the occasion is appropriate to the host city. Greater potential for local resident involvement in the sport occasion.
Local resident issues: displacement or removal of local residents takes place where cities are eager to capitalise on the destination's image. Facilities are often developed in lower socio-economic areas. Host community displacements, evictions, increases in rates and rents.	Negligible impacts on local residents. Positive impacts on those who choose to be involved. Greater levels of local access to sport occasions.
Political issues: possible hijacking of sport as a political vehicle.	Lack scale and importance to be used as a political vehicle.
Security issues: significant security costs and risks associated with mega events.	Negligible security issues and financial costs associated with sport occasions.

These issues were applied to the four sport tourism events used as case studies in this study. No substantial infrastructure investments are required for the successful hosting of these sport tourism events, as the event managers use existing infrastructure within the cities of Durban and Cape Town and their environments. Should structures be required, they are of a temporal nature and can be erected temporarily and dismantled once the events have ended (Kotzé, 2006:288–293). Understanding the impact of sport tourism events on host cities such as Durban and Cape Town presents opportunities to harness positive impacts effectively and to minimise negative impacts. The following discussion focuses on sport tourism events as a socio-economic development strategy; economic, social and environmental impacts; and sport tourism events as a legacy.

3.2.1   Sport tourism events as a socio-economic development strategy

According to Turco *et al.* (2003:223), it is important to understand consumption patterns, socio-economic characteristics and activities that relate to the sport tourist in order to ensure appropriate and effective sport tourism marketing, planning and development and understanding of the impacts of these events on the host community. The City of Durban in KZN is an example of one of South Africa's premier tourist destinations (Turco *et al.*, 2003:224). Durban was previously known as "South Africa's Playground" and sport and event tourism featured prominently within the city. The city is current known as "Africa's Sports Capital". A case study undertaken during 2003 by the former Durban Events Corporation (DEC) to assess sport tourism initiatives that focus specifically on socio-economic impact matters, indicated that a considerable proportion of tourists visit Durban specifically for sport events. The former DEC also sponsored sport tourism events in Durban.

In order to establish the impacts of the events, the DEC commissioned research on the impacts of events on the region with the aim of determining the benefits of these events to the Durban economy (Turco *et al.* 2003). Some of the events that the DEC sponsored included is the CM (one of the world's greatest ultra-marathons), the Vodacom Durban July (South Africa's premier horse-racing event) and the Mr Price Pro (South Africa's largest professional surfing competition) (Turco *et al.*, 2003:225). Research conducted on the socio-economic impacts of sport tourism in the Durban Unicity, specifically on income levels and spending patterns, indicated that there is significant differentiation in terms of the income levels of visitors to the sport events, and that income is much more likely to be a determinant of general tastes and preferences for environmental attributes, amenities and activities than race and gender. The researchers involved with this study, on behalf of the DEC, asserted that income and age differentiation deserve consideration in differentiated sport tourism

planning (Turco *et al.*, 2003:231). The research also revealed that purchases made were mainly on food, refreshments, clothing and arts and crafts (Turco *et al.*, 2003:226–228). They posited that sport tourism events can therefore generate a platform for economic opportunities, particularly for the small business sector.

These opportunities in terms of purchasing food, refreshments, clothing and arts and crafts provide leveraging opportunities for local established businesses. Turco *et al.* (2003:228) conclude as follows:

> The socio-economic impact assessments of the events indicate that they were generally successful, contributing significantly to the Durban economy and the tourism industry more specifically, illustrating that sport tourism events have the potential to contribute significantly to local economies as well as market and profile destinations.

Table 3.3 provides further insight into the tangible benefits and costs of events for host communities.

Table 3.3: Tangible benefits and costs of events for host communities (Dwyer, Mellor, Mistilis & Mules, 2005:35)

Social benefits	Social costs
• Community development • Civic pride • Event-production extension	• Disruption to residents' lifestyles • Traffic congestion • Noise • Vandalism • Crowding • Property damage
Economic benefits	**Economic costs**
• Long-term promotional benefits • Induced development and construction expenditure • Additional trade and business development • Increased property values	• Residents' exodus • Interruption of normal business • Under-utilised infrastructure

The above table underscores the importance of the management of events, as also reflected in other research studies (Bohlmann & Van Heerden, 2005; Bowdin & Church, 2000; Kurtzman & Zauhar, 2005; Swart & Smith-Christensen, 2005; Weed & Bull 2004). It is acknowledged that sport tourism events have the power to impact socio-culturally, economically and environmentally, to impinge on the local residents' quality of life and influence their reactions to the impacts, whether positive or negative. Tiyce and Dimmock (2000:222) state that "it is critical that the impacts of events be managed effectively so that benefits accrue not only to selected stakeholders, but to all of the host community".

It is evident from the discussion thus far that sport tourism events are important to enhance tourism development in regions and cities. As mentioned earlier, sport tourism events have the potential to generate positive and negative impacts that are associated with the economy, environment and host community. However, it is necessary to have a balanced appraisal of the success of a sport tourism event, hence the total cost and benefit focus should be evaluated, which would also imply evaluating social impacts and not merely the economic impacts of sport tourism events. Fredline, Jago and Derry (2003:23) assert that, unlike economic impacts, social impacts of sport tourism events can be difficult to measure objectively, as several of them cannot be quantified and they often have different effects on different members of the community. As a result of this challenge, social impacts are frequently examined by investigating residents' perceptions of a sport tourism event, which was also done in the current study, in which surveys were administered to residents during all four sport tourism events.

Consensus should to be reached in terms of defining socio-economic impacts with reference to sport tourism events. Mathieson and Wall (1982:17) define social impacts as "the changes of quality of life of residents". Social impacts are much broader than the limited view, which is often associated with demographic changes, job issues, financial security and impacts on the lives of people. The International Association for Impact Assessment (2003:4) asserts that a convenient way of conceptualising social impacts concerns changes to one or more of the following, which are linked to the host community:

- People's way of life – how they live, work, play and interact with one another on a daily basis
- Their culture – their shared beliefs, customs, values and language
- Their community – its cohesion, stability, character, services and facilities
- Their political systems – the extent to which people are able to participate in decisions that affect their lives, the level of democratisation that takes place and the resources provided for this purpose
- Their environment – the quality of the air and water that people use, the availability and quality of the food that they eat, the level of hazard or risk, dust and noise that they are exposed to, the adequacy of sanitation, their physical safety and their access to control over resources
- Their health and wellbeing – health is a state of complete physical, mental, social and spiritual wellbeing

- Their personal property rights – particularly whether people are economically affected or experience personal disadvantages, which may include a violation of their civil liberties
- Their fears and aspirations – their perceptions about their safety and fears about the future of their community

Sport tourism events should render positive change to the host community through benefits rather than losing out on any advantages. The conducting of resident perception surveys in order to determine the views of residents regarding sport tourism events becomes a critical tool for sport tourism event managers in conceptualising and managing their events.

By reviewing the concept of social impacts and economic impacts, as discussed previously, it is suggested that the socio-economic impacts of sport tourism events involves the local host community of a city or region as well as the entire social fabric of the community, and the financial impact of the sport tourism event on their social fabric. The question is: Do they benefit in a positive manner? This question can only be effectively addressed by resident perception surveys concerning sport tourism events. An analysis of these surveys can provide valuable information on how residents perceive sport tourism events in their cities or regions. Having such data available can aid sport tourism event managers to streamline their operations in a more professional manner so that their events become focussed on achieving the sport tourism event goals, while generating benefits and contributions for the local host community. It can further assist in developing socio-economic development strategies.

Swart (2001:67) states that a challenge for sport tourism professionals is to develop sport tourism more effectively as an economic development strategy. The focus should therefore be on the development of sport tourism events, which should be used as a socio-economic development strategy. The body of literature on the socio-economic impacts of sport tourism events in South Africa is relatively limited, as it is an emerging field of study. South Africa already hosts high-profile events and there is also potential to develop smaller and regular events as part of such a proposed strategy, which can make a contribution to the long-term development and sustainability of sport tourism events for the country. These events also provide an opportunity to engage in academic research that focuses on the socio-economic impacts of these events on the host destination.

3.2.2 Economic impacts

Sport tourism has received increasing attention in recent years as an economic development strategy (Crompton, 1999). From large metropolitan areas to outlying hinterlands, public and private stakeholders are interested in adding the brand element of sport to their destination marketing profile, as they view it as a means of enhancing their local economies (Kim & Chalip, 2004). Turco *et al.* (2002:53) state that "economic impacts are defined as the net change in a host economy directly attributed to a sporting event or operation". Turco *et al.* (2002:53) also name the following four primary considerations when assessing the economic impacts of sport tourism events:

- The extent to which sport tourism events stimulate new spending within an economy
- The extent to which sport tourism events retain local income
- Costs to produce sport tourism events
- The extent to which an economy internalises spending attributed to sport tourism events

Sport tourism events can benefit all stakeholders, but it should be borne in mind that they are always interlinked and influence each other. There are three ways in which local sport participants can derive benefit from tourism, namely the opening of tourist-based facilities (which can be used by local residents, known as dual-use facilities) and the contribution to the development of sport participation and healthy lifestyles (Weed & Bull, 2004:17). Sport spectating and participation opportunities are also major benefits. Tourists can benefit from the sport–tourism link in the range and quality of sport participation opportunities. Daniels (2006:333) posit that although sport tourism can boost export spending in a defined region, not all communities have an equal likelihood of successfully hosting an event, tournament or team.

Turco *et al.* (2002:55) state that a continuum of economic benefits and costs exists for any community that hosts a sport tourism event and that economic impact research that quantifies benefits and costs is required. Turco *et al.* (2002:56–58) further set forth various reasons why economic impact studies of sport tourism events are necessary. These reasons focus on ROI; identifying the direct impact of the sport tourism event to the destination; determining spending patterns of residents and non-residents of the destination; assisting with decision making by key stakeholders, such as government, who could provide investment based on the impact results for future sport tourism events; and assistance with the marketing, planning and development of future sport tourism event projects. Although economic impact studies of sport tourism events are necessary, Crompton (1999) asserts that while economic impacts of many small-scale events have been measured and the

process is well understood, the causes and meanings underlying the results are rarely analysed. Lee (2001) also indicates that there are debates about the validity of economic impact studies of sport events. Economists widely believe that studies sponsored by leagues and events exaggerate the economic impacts that professional franchises and large sport events make on local communities and that methodological errors may exist in some studies. Lee (2001) asserts that these methodological errors can occur as a result of ignoring certain aspects such as the following:

- The substitution effect: Spectators spend their money on the event instead of on other activities in the local economy
- The crowd-out effect: Staging the sport events in popular tourist destinations where the event could supplant and not supplement the regular tourist economy
- Failure to address whether money spent at a sport event stays within the local economy.

The question regarding economic impact studies of sport tourism events is therefore whether the analysis conducted is an objective examination of the true economic impact of the events. Tools used to determine the accuracy of economic impact studies should therefore be carefully selected to provide unflawed information. A suggested methodology is the ex post comparisons of predicted economic gains to actual economic performance of cities hosting sport events (Lee, 2001).

Gratton, Shibi and Coleman (2005:61) state that the literature on the economics of major sport tourism events is relatively recent and they state that some of the first major sport tourism events economic impact studies that were conducted were on the 1985 Adelaide Formula 1 Grand Prix and the 1988 Calgary Winter Olympics. Gratton *et al.* (2005:61) further posit that before the notion to conduct economic impact assessments on sport tourism events was introduced, the general thought was that the hosting of major sport tourism events was a financial liability to host cities. Mules and Faulkner (1996) assert that sport tourism events such as the Formula 1 Grand Prix races and the Olympics are not always an unequivocal economic benefit to a host city, as there can be a loss in monetary terms for city authorities. Although city authorities can sometimes lose money, it can also be recovered over a long-term period based if the sport tourism event was well organised and the event was professionally executed at all event management phases.

Mules and Faulkner (1996) further posit that major sport tourism events require investment in new facilities and that often this is paid for by central government. Such facilities remain after the event and can be used for a variety of future activities to generate income for the host city and destination. Gratton *et al.* (2005:64) indicate that some cities in the USA,

particularly in Indianapolis, Cleveland, Philadelphia, Kansas City, Baltimore and Denver, have adopted a 'sport-oriented economic regeneration strategy'. Most of these strategies are based on attracting sport events that are associated with professional team sports.

Gratton *et al.* (2005:64) further indicate that these cities offer incentives to professional teams to play in their cities, for example by offering to build them new stadiums to play in. They state that justification for such expenditure is based on economics, namely that the investment of public money is worthwhile, as it outweighs the stream of economic activity that is generated by having a major professional sport team resident in the city. Higham (1999:89) states that it is important to choose appropriate sport tourism events, because "from the perspective of local/provincial governments, it is important to recognise the need to attract or develop sport tourism events that complement the scale, infrastructure and resourcing capacities of the host city".

Gratton *et al.* (2005:64) posit that between 1996 and 1999, the UK's English and Scottish sport councils commissioned the Sports Industry Research Centre to evaluate the economic impacts of six major sport tourism events. Each of these sport tourism events was hosted by one of the UK's national cities of sport, namely Sheffield, Glasgow and Birmingham. Four of these sport tourism events were world championships and two were European championships, which consisted of football, swimming, badminton, judo and climbing. Table 3.4 indicates the economic impacts of these sport tourism events.

Table 3.4: Economic impacts generated by UK sport tourism events (Gratton et al., 2005:65–67)

Date	Event	Economic impacts generated
9–20 June 1996	Group D matches, Euro '96, Hillsborough Stadium, Sheffield	£5 301 017
22 June – 3 July 1996	World Masters Swimming Championships, Ponds Forge International Sports Centre, Sheffield	£3 021 366
19 May – 1 June 1997	World Badminton Championships and Sudirman Cup, Scotstoun Leisure Centre Glasgow	£2 212 130
11–13 December 1998	European Short Course Swimming Championships, Ponds Forge International Sports Centre, Sheffield	£314 513
7–10 October 1999	World Judo Championships, Indoor Arena, Birmingham	£1 943 715
3–5 December 1999	World Indoor Climbing Championships, Indoor Arena, Birmingham	£397 921

Gratton *et al.* (2005:67) posit that sport tourism events contribute to economic regeneration. According to Daniels and Norman (2003:221), in contrast to a mega type of sport tourism event being costly for a city, regular sport tourism events offer great potential for host cities

and can include low bidding expenses, infrastructure that is already in existence, little burden on public funds and a negligible impact on local residents. The sport tourism event manager should incorporate an economic impact study as part of the management process of the sport tourism event, mega or regular. Walo, Bull and Breen (1996:104) also indicate that sport tourism events have great potential for the host site:

> Through supporting local industries and encouraging participation within community sporting and volunteer groups, a local special event can generate value to the hosts, not just the visitors or the tourism industry. This enhancement of the host population's way of life, economy, and environment is possibly the most significant difference between local special events and large-scale events held in capital cities.

Economic impact studies should be conducted with caution using the correct methodologies to reflect unflawed data. For example, Houck (2000) indicates that in many cases, variation in the estimates of benefits alone raises questions about the validity of studies. A series of economic impact studies of the National Basketball Association (NBA) All-Star Game produced numbers ranging from a $3 million windfall for the 1992 game in Orlando to a $35 million bonanza for the game three years earlier in Houston. The 10-fold disparity in the estimated impact of the event in different years serves to illustrate the ad hoc nature of these studies. Similarly, ahead of the 1997 National Collegiate Athletic Association (NCAA) Women's Basketball Final Four, an economic impact of $7 million was estimated for the local economy in Cincinnati, while the same event two years later was predicted to produce a $32 million impact on the San Jose economy (Houck, 2000). Such increases cannot be explained by changes in general price levels or growth in the popularity of the tournament. Instead, they are explained by the fact that economic impact studies are highly subjective and vulnerable to significant error as well as manipulation. Preuss (2005) also asserts that the literature indicates that one of the challenges in determining the economic impacts of major multi-sport events on a city or region is the lack of knowledge of the consumption patterns of visitors and the number of people visiting the event. An empirical research study showed that the consumption of sport tourism visitors during the 2002 Commonwealth Games in Manchester was different to that of the tourists visiting the city for leisure purposes (Preuss, 2005). The study also pointed out that the consumption patterns of residents visiting the events of the 2002 Commonwealth Games changed during the visit (Preuss, 2005). Even though a lack of knowledge was noted, the calculation of the economic impacts of major multi-sport events and travel on the host city/region has been part of a research focus of the city over the last 20 years. In 2002, Norman, Backman and Backman highlight the shortcomings of the evaluation of tourism impacts, such as a confusion of the economic

impacts in terms of benefits to different groups, missing impact regions and confusion in distinguishing 'new' dollars from outside the region from local spending.

Daniels and Norman (2003:221) also contend that host communities should take advantage of the practicality, enjoyment and economic potential inherent in regular sport tourism events. In order to take advantage of the economic potential of sport tourism events, it is important to understand tourism expenditure and the functioning of the multiplier as indicators for estimating the economic impacts of sport tourism events. According to Saayman (2002), the economic impact of a sport tourism event is influenced by the number of tourists, their spending, how long they stay and the multiplier effect. Tuco *et al.* (2002:67) indicate that multiplier coefficients take interrelationships of businesses within a designated economy into account. They also assert that a basic idea of the multiplier is that direct tourist spending in an area begins once the money has been spent. A portion of tourists' spending will recirculate through the local economy before leaking out to pay for basic purchases elsewhere. The portion that is lost to economies where goods and services were purchased and imported is referred to as a leakage.

Turco *et al.* (2002:67) note that multiplier coefficients will be higher where a greater proportion of spending is in sectors that have strong links to other industries and businesses. They also point out that non-resident visitors create a net stimulus within the local economy, even though residents of the local area may spend money at or near the tourist destination, as presumably they would have spent that money in the economy on other goods and services. There are a variety of multiplier coefficients that are used in sport tourism impact assessments. Muller (1992:68) suggests the five types of tourist multipliers, which are presented in Table 3.5 below.

Table 3.5: Tourist multipliers (adapted from Muller, 1992:68)

Type of multiplier	Multiplier description
Transaction or sale multipliers	The transaction or sale multiplier measures the additional turnover created by an additional unit of tourist expenditure.
Output multiplier	The output multiplier is a sophistication of the sales multiplier, where the relative changes of inventories are taken into account as a result of the additional tourist expenditures.
Income multiplier	The income multiplier measures the additional income, which is created in the economy as a consequence of the increased tourist expenditure.
Government revenue multiplier	The government revenue multiplier measures the impact on government revenue as a consequence of an increase in tourist expenditure.
Employment multiplier	The employment multiplier measure the extra employment that is generated by an additional unit of tourist expenditure.

Muller (1992:68) further states that tourist expenditure can be divided into direct, indirect and induced expenditure. Direct tourist expenditure reflects income that is received or directly generated and triggers the first round of spending (Gee, Makens & Choy, 1989:151). Muller (1992:68) explains that this also includes expenditure on goods and services in hotels, restaurants and shops and on other sport tourism services, as well as expenditure on goods that are exported owing to tourism or investments that are related to tourism in the region. International tourists who may be attracted to the entertainment values of live sport could benefit host communities through spending on the abovementioned aspects (Higham, 1999:89).

Conversely, indirect tourist expenditure is defined as expenditure in a successive round of interbusiness transactions that result from direct expenditure (Muller, 1992:94). This is also inclusive of payments of salaries to local employees, payments of wages to local employees and tourism establishments replenishing stocks. Saayman (2000:94) defines induced tourism expenditure as increased consumer spending, which results from additional personal income that is generated by direct expenditure. There is also the situation of extra expenditure that can occur, which can take on a variety of forms, such as the following (Muller, 1992:68):

- Spending on goods and services by sport tourists at a destination
- Investment by external sources, such as hotel groups building a new unit in an area
- Government spending on infrastructure, such as airport improvement
- Exports of goods and services stimulated by sport tourism, such as unique local products, for example flowers, tea and wine

Investment of public funds in sport events and facilities for economic purposes should also be taken into consideration. According to Crompton (1995:15), residents of a community can provide funds for their respective city councils in the form of taxes. Part of these funds is then used by the city council to subsidise the production of a sport tourism event or the development of a facility.

The facility or sport tourism event attracts out-of-town visitors who spend money within the local community during their visit. Funding that is received and that is generated from outside of the community will create income and jobs within the community for residents. Hence, residents play a role in creating funds, while they receive a return on their investment in the form of new jobs and more household income.

According to Turco *et al.* (2002:60), in order to conduct economic impact research, it is necessary to determine the scope of the study. In this study, the sources of economic impact were designated, the local economy was defined and the types of information sought were determined in terms of all four sport tourism events.

Sources that were used for economic impact assessment data were derived from spectators, event managers and associated businesses (such as food vendors, beverage vendors, souvenir vendors, exhibitors, entertainers and local retail outlets). The primary data of this research project were collected in the form of surveys, and the following types of questions were posed during the research process.

Where do you live?

City _____ State _____ Zip code _____ Country _____

How many non-residents are in your visitor group? _____

How much will your non-resident group members spend on the event during this trip?

Amusement/Entertainment _____

Food/Beverages _____

Gifts/Souvenirs _____

Other _____

How much will your non-resident group members spend (name of local economy)?

Lodging _____

Meals _____

Retail

Shopping _____

Others _____

Optional questions

How many times will your group attend the (*name of the event*) during this trip? _____

Had the (*name of the event*) not been held, would you have visited another community outside of the (*name of local economy*) area today? 1._____Yes 2._____No 3._____Not sure

a. If yes, what would have been the length of stay outside of (*name of local economy*) _____?

Figure 3.1: Economic impact survey questions (Turco *et al.*, 2002:62)

Preuss (2005) indicates that many models are available for the calculation of the overall economic impacts driven by the spectators of a host city/region and that all of them consider the consumption of tourists as part of the overall economic impact. Preuss (2005) also

suggests that the primary impact of sport tourism events needs to be determined and that the right people and their spending should be considered for an economic impact analysis. He asserts that all people that are affected by the sport tourism event should be included in the economic impact analysis. However, before the impact of event-affected people on a regional economy can be measured, the elements to be measured must be clearly identified. Event-affected people are people that are attracted and are involved with the sport tourism event, such as spectators, who represent residents, participants, tourists and day tourists (Preuss, 2005). These groups represent money flowing in and out of the city or the region where the event is being held and, according to Preuss (2005), they should be evaluated for the calculation of the regional primary economic impact of sport tourism events.

The consumption pattern of tourists visiting a major multi-sport event is often not precisely evaluated. The consumption pattern and the right determination of money streams from event-affected people are the base for a reliable calculation of the overall impact. Turco *et al.* (2002) have set a standard for determining economic impacts, and their formula can be adapted to prospective South African studies on sport tourism events. It is important to note that research methods for the economic impacts of sport tourism events should be tailored to the specifics of the event, should not be standardised and should be conducted with caution to provide results that are not flawed and that are a true reflection of the impacts.

3.2.3 Social impacts

Ntloko and Swart (2008) acknowledge that there is an increasing reliance on the staging of sport tourism events as part of tourism development. The impacts of sport tourism events on the host community have become an issue for consideration (Fredline & Faulkner, 2002a). The host community implies people or residents that live in proximity to the sport tourism event location and who are most likely directly affected by the impacts of the event by virtue of their proximity and the regional hosting of the sport tourism event (Delamare, 2001).

The success of a sport tourism event is more dependent on the enthusiasm of the host community and the sport tourism event manager than on the physical and natural environment (Getz, 1993). Teo (1994:126) asserts that social and cultural impacts of tourism are ways in which tourism makes a contribution to a change in value systems, morals and conduct; individual behaviour; family relationships; collective lifestyles; creative expressions; traditional ceremonies; and community organisation. Saayman (2004:67) concurs that sport tourism events have an integrating effect when it is introduced into a social system and, if professionally planned, staged and managed, becomes a vehicle for improving social relationships. For example, South Africa's winning of the Rugby World Cup in 1995 and

again in 2007 brought the South African nation closer and united people from diverse backgrounds and cultures as a winning nation (Saayman, 2004:67), albeit transitory.

The event impact studies conducted since the 1990s mainly focussed on economic impacts (Fredline *et al.*, 2003:34). Fredline *et al.* (2003:24) posit that the measurement and understanding of the social impacts of sport tourism events should be considered as important as economic impacts, as this is motivated by the notion of the public sector's interest in the triple bottom line, which concentrates on economic, socio-cultural and environmental impacts rather than merely from an economic point of view. When attending a sport tourism event, participants and spectators will make different degrees of contact with the host community, which leads to cultural exchange and integration. McIntosh, Goeldner and Ritchie (1995) posit that visitors to a community or region create social relationships that are different from those within their own environment and traditions. Saayman (2004:68) states that culture can refer to a way of life of specific communities, including their patterns of behaviour and values and their perceptions of themselves and the world. Cultural differences occur between groups of people who do things differently and perceive the world from different points of view (Saayman, 2004:68).

According to Fredline *et al.* (2003:34), sport tourism events attract a sizable number of tourists to the host region to attend the event, but as the majority of the spectators are mostly from the host community, these types of events should be consistent with the needs of the host community. An understanding of the social impacts of these events on residents and the ability to measure and monitor these impacts therefore become important to the viability of the sport tourism event. Fredline *et al.* (2003:36) also argue that advances in knowledge regarding social impacts on sport tourism events will enable event managers to develop or modify these events to ensure that they become aligned to the needs of the host community in order to ensure a sustainable outcome for all.

Fayos-Sola (1997:243) states that studies that were conducted on contributions of the Olympics in the Chamsil area of Seoul demonstrated that urban communities generally benefited from the sport tourism event, as health issues and awareness were raised as well as greater participation as spectators. Standeven and De Knop (1999:58) also assert that sport and tourism have been treated as cultural experiences. The nature of sport tourism events is therefore linked to an experience of physical activity that is tied to an experience of the place (Standeven & De Knop, 1999:58). 'Place' refers to the actual place where the sport tourism event will occur. Hinch and Higham (2004:102) state that the place is integrated and tied to the culture of the residents and that meanings attached to the sport tourism event are influenced by the cultural context in which the sport tourism event takes place.

Culture can relate to a sport tourism event in various ways, such as cultural programmes that run in association with the sport tourism event, sport as a form of culture and subcultures in sport (Hinch & Higham, 2004:102–103). Saayman (2004:94–95) states that sport tourism events have effects on individuals who travel for the purpose of attending the event, which can lead to behavioural changes. Challenges can be encountered when sport tourism event tourists and the host community meet and it is the sport tourism event manager's responsibility to consider how to incorporate these possible challenges when planning the event so that participants, spectators and the host community can have positive experiences. There are three main reasons for supporting local involvement in sport tourism events, namely taxes generated from the local community that can be used for developing and maintaining infrastructure and facilities, event experiences for the host community and positive impacts such as job opportunities for the host community (Gursoy, 2006:17).

There are also challenges that encourage event managers to support the evaluation and documentation of the social impacts of sport tourism events. These challenges are associated with social impacts. Social impacts are less tangible, which make it difficult to comprehend and calculate; and, lastly, social impacts are linked to negative factors such as security concerns, alcoholism, smuggling, prostitution, heightened tension, loss of authenticity, commodification, additional policing costs and congestion (Kim & Petrick, 2005:25).

Getz (1993:242) states that the social benefits of sport tourism can be described as a sport event or sports festival's value as a leisure or cultural phenomenon. Kim, Gursoy and Lee (2006) indicate that sport tourism events can lead to improvements in infrastructure and superstructure that are often financed by other communities and facilities, which are created for the event and are used by locals after the event. The quality of the host community's life and the international image of the host community might be improved through the hosting of sport tourism events. A sport tourism event manager's respect for the local culture and support for social development are important and should be part of the strategic focus of any type of sport tourism event. It can be regarded as 'responsible practice' to consider the impacts that a sport tourism event can have on a community. As mentioned earlier, sport tourism events can lead to the improvement of local living standards, but if the event is not well planned, it can destabilise a community. Negative impacts that can arise include tension as a result of unequal benefits, crime, prostitution, begging, loss of privacy, invasion of sacred sites, alcohol and drug abuse (DEAT, 2003:13). The sport tourism event manager should be sensitive to potential impacts that the event can have on a local community. In order to gain community support, sport tourism event managers should embark on

community outreach by considering the following specific approaches when staging a sport tourism event within a particular area (DEAT, 2003:13):

- Training internal staff on how to engage with local communities
- Engaging with local communities by involving them in the planning of the event and decision making
- Seeking special talents within the community that could be an added attraction as part of the sport tourism event
- Identifying support with education and health care and contributing to social infrastructure

Bob, Swart and Turco (2006:1) assert that crime and security in South Africa are incessant social, economic and political concerns. They further argue that the media has recently been at the forefront of promoting the position that South Africa's crime rate is a threat to the hosting of the 2010 FIFA World Cup. Swart and Bob (2005) posit that the hosting of major events is a key component of South Africa's tourism strategy and that crime can be a threat to further tourism development. The position regarding crime in South Africa is evident; therefore, the concept of crime as part of the sport tourism event process becomes essential and should form part of broader strategies that incorporate risks and safety at events. Stakeholders that are involved with a sport tourism event should have the freedom and right to have an event that is as 'crime-free' as possible. This would involve strategising and planning adequately for crime prevention during each sport tourism event that takes place. Lehman and Okcabol (2005) posit that crime is a social phenomenon that is linked to how the government and media manage crime and that crime, in particular the fear of crime, has an impact on peoples' lives. Simpson (1998:1) names the following three facts that underscore the analysis of crime:

- There are many different types of crime requiring a variety of intervention strategies
- There is no single cause of crime, making it a necessity to understand the linked social, economic, political and psychological causes to prevent crime
- Crime statistics can be unreliable, thus crime and the cause must be disaggregated

Bob *et al.* (2006:5) state that "certain areas within a tourism destination may become 'hotspots' for criminal activity owing to the conspicuous consumption of tourists at accommodations and attractions, increased crowding, and limited presence and visibility of police". Bob *et al.* (2006:6) further assert that relatively few studies have examined the relationship of crime and tourism at major sport tourism events. They posit that the nature of

the sport tourism event and the type of spectators that attend may influence crime, perceptions of crime and personal safety.

Perceptions of South Africa as a tourism destination include that crime is a challenge to contend with and an issue to consider when travelling to the destination. It is imperative that sport tourism event managers keep this in mind when planning their events. It becomes essential to create risk and safety strategies as means to ensure that event venues and locations are safe for the duration of the events. Cozens, Pascoe and Hiller (2004) state that "in addressing the issues pertaining to crime, we must develop sustainable communities, those that are defined as safe, perceive themselves to be safe and are widely considered by others to be safe". By taking a community-orientated approach, the sport tourism event manager provides a rewarding experience for participants and spectators by ensuring, as far as possible, a safe sport tourism event environment, while enabling the local community to enjoy a better quality of life as a result of the sport tourism event.

3.2.4   Environmental impacts

Standeven and De Knop (1999:236) state that the link of sport tourism events to the environment can be positive and negative. Hinch and Higham (2004:118) assert that sport tourism development is tied more closely to the geographical resource base of a destination than other forms of tourism and that several sports are closely linked to the physical geography of a destination, for example the Cape Argus Pick n Pay Cycle Tour and the OMTOM.

The Cape Argus Pick n Pay Cycle Tour is the largest cycle tour in the southern hemisphere and the route is set in the scenic surroundings of the Cape Peninsula. The Cape Argus Pick n Pay Cycle Tour comprises a main cycle race and the actual route of the cycle tour travels across and alongside the Table Mountain National Park. The route covers areas from the Cape Town Central Business District (CTCBD), down to the Cape Point Nature Reserve, via Kommetjie, Chapman's Peak, back to the CTCBD area, and ends at the Green Point Stadium (Swart & Johnson, 2006a:4).

The OMTOM is referred to as the "world's most beautiful marathon", as the route is set in the scenic surroundings of the Cape Peninsula. The full marathon of 56 km begins in Newlands, a suburb of Cape Town, and follows a scenic route through the southern suburbs such as Claremont, Kenilworth, Wynberg and Plumstead down to Fish Hoek over the Sun Valley area to Chapman's Peak. The route continues along Chapman's Peak down to the Constantia area, past Cecilia State Forest and Kirstenbosch Botanical Gardens, and ends at the Jameson Plaza situated at the University of Cape Town (Swart & Johnson, 2006b:4).

Sport tourism event managers who are responsible for organising these events should be aware of the impacts of these events on the natural environment and the host community, as events such as these have large participant numbers and draw large spectator crowds. Hinch and Higham (2004:118) observe that destinations may be managed and promoted to develop new or existing links to specific sports, as is the case in Spain, where the development of integrated golf resorts capitalises on increasing levels of visitor demand for golf in conjunction with other existing attractions. Besides using natural features, sport tourism events can require constructed resources, which use existing facilities or temporarily use infrastructures that are developed for the purpose of the sport, which makes it necessary for sport tourism event managers to be aware of what natural and built resources are required for the type of sport tourism event that they will organise (Hinch & Higham, 2004:119).

Bale (1994:11) asserts that much of the impacts of sport tourism events are temporary, but that the impacts can be immediate and can create challenges for the host destination. Examples of challenges linked to sport tourism events such as triathlons, marathons, cycle races and car rallies, which are conducted on circuits, routes or stadiums that fall within urban areas, include road closures, large crowds, traffic congestion, pollution, vandalism, antisocial behaviour and breaches of security. Bale (1994:11) conversely also claims that sport tourism events can have a longer-term impact in cases where the central element of the sport tourism event is the natural element of the destination, such as hang-gliding (the air) and mountain biking (the mountains). Green events and convention planning are established trends within the global tourism and convention industry and evidence of these approaches was seen at the Olympics in Turin, Sydney, Salt Lake City and Athens (Coalition for Environmentally Responsible Conventions (CERC) (2008:1).

Green events are conducted in ways that minimise environmental burdens created by such activities, while environmentally preferred practices in terms of waste management, resource and energy use, travel and local transport, facilities selection, siting and construction, food provision and disposal, hotels and accommodation, management and purchasing decisions are used when planning an event (CERC, 2008:1). Sport tourism event managers should visit websites on the greening of events to obtain guidelines regarding how to green a sport tourism event.

Mitchell and Murphy (1991:59) state that "the environment is the totality of tourism activity, incorporating natural elements and society's modification of the landscape and resources". The relationship between the environment and sport tourism events is dynamic and

sensitivity for and understanding of the impacts of sport tourism events and management techniques that are appropriate to those impacts are central to the development of sport tourism events. Hinch and Higham (2004:135) concur that "by understanding this relationship, sports tourism event managers achieve a competitive advantage in harnessing trends that offer opportunities, and equally recognise those that may pose a threat to sports tourism event development".

3.2.5 Sport tourism events as a legacy

Chappelet and Junod analysed the concept of a 'legacy' of the Olympic Games for a city or a region. They assert that there is still debate regarding the definition of a legacy (2006:84). Junod (2006:84) further summarises the concept of a legacy as "the material and non-material effects produced directly or indirectly by the sport event, whether planned or not, that durably transform the host region in an objectively and subjectively positive or negative way". An evaluation of their definition shows that mega sport events such as an Olympic Games, or a similar type, will have potential positive and negative impacts for a city or region. These impacts can be divided into the following areas of legacy, which are presented in Table 3.6 below.

Table 3.6: Legacies of large events (Junod, 2006:83–89)

Type of legacy	Description
Sport legacy	Sport facilities renovated or specifically built for the event
Urban legacy	Specific building for a region where the event is being hosted and while it does not link specifically to the sport, it is required for the event
Infrastructural legacy	Particular networks required for the event, such as new access routes, transport, telecommunications and water and electricity; as an added benefit this can also lead to the modernisation of a city or region
Economic legacy	The focus here is on tourism and other industries hosting large sport events that justify the influx of large numbers of visitors, which lead to the improvement of facilities that are required by visitors
Social legacy	The focus here is on the host community and impacts that the event that had on the host community

Junod (2006) argues that producing a positive legacy becomes essential for the host city, region, participants and stakeholders. The legacy of a major sport event can take various formats. Junod (2006) also states that the actual legacy that is left for the host city or region can be linked to the way that it was planned and organised. It is further revealed that the legacy can be influenced by the organising committee and local authorities. When the bidding decision is made and engaged upon, issues linked to the legacy of the event should already be taken into consideration and should become part of the driving force of the event.

An event of the magnitude of the Olympics Games can provide unique opportunities to transform a city or a region and the planning and management of the event are vital and should be steered by competent and creative individuals.

Junod (2006:89) suggests that these individuals should be actively involved with the process and should not take a passive seat. This will maximise the positive impacts and minimise the negative impacts of the event. This fact demonstrates the importance of the involvement of committed stakeholders to the development, planning, staging and management of the event. This further suggests a coordinated team effort, from the event manager to all stakeholders involved, to ensure the successful implementation of the event. It is a challenge to meet the benchmark set by the Olympics legacy; however, it forms part of the overall event development for any event and applies to sport tourism events of this particular study as well.

There are various other factors to consider that contribute to the building of a legacy for a sport tourism event destination, which is discussed in the following section. Kaspar (2006:115) asserts that a good example of effective event organisation and management structure is the Sydney 2000 Games. For this event, an initial concept for a Games-wide framework that focussed on integrated operations and decision making, command, control and communication, known as the C3 concept, was used (Kaspar, 2006:115). As a result of the detailed and effective planning and C3 management concept, Sydney 2000 became one of the most successful Olympic Summer Games that was ever held. The Sydney 2000 Games created a positive sustainable impact on the Australian economy. According to Kaspar (2006:118), the Sydney 2000 Games stimulated the Australian economy more than any other single event in the history of Australia. He further adds that, on the whole, the Sydney 2000 Games provided an inflow of trade, business and tourism, construction industry in regions such as New South Wales was improved and the technology and knowledge domain of the country, in general, was improved. Kaspar (2006:116) asserts that the hosting of mega sport events can be of great benefit to a destination and can attract global attention and media. Olympic Games and other mega sport events are an opportunity for cities to take their place on the international scene and show themselves at their best to a global audience, since the advent of television.

Despite this positive view of the Olympics Games, there are also negative impacts associated with this event. The impacts of the Olympic Games on inbound tourism in the months and years prior and immediately after the Sydney event indicated a less significant net tourism benefit than what was expected (Higham, 1999:84). Ever since the bid was awarded, there was public controversy surrounding the Games and issues regarding

Aboriginal social justice, human rights violations and creative accounting regarding actual public costs (Beder, 2000; Booth & Taz, 1996; Kell, 2000). Notably, the Olympic Games began to disrupt household and business life and for seven years leading up the event, daily trips were inconvenienced by a building and transport infrastructure programme, which became a source of personal irritation to many local host residents (Waitt, 2003:200). The balance between positive and negative should be sought and the feasibility of the sport tourism event should first be established prior to deciding on hosting the event.

The ROI for the region or city involved in funding a sport tourism event can create a stimulus for economic development and can raise the profile of the destination. Scott and Turco (2006:187) further suggest that destination marketers and government officials should become involved in sport tourism events, as it is believed that these events will economically benefit the region or city. They assert that the economic power of a sport event can be measured in the ability to draw non-resident spectators to the event and region and then to encourage them to spend their money at the event site. The trend of discussions in the literature thus far has focussed on larger-scale sport events and their impacts on regions and cities. Scott and Turco (2006:187) state that "economically, what constitutes a hallmark or mega event may be relative to the economy under study". A small-scale event, in terms of spectator size, may have a comparatively greater impact on a smaller but more self-sufficient economy than a larger event (in terms of attendance) on a larger economy. It is further revealed by Scott and Turco (2006:191–192) that little research has been conducted on small communities that host international sport events. It can therefore be suggested that public authorities that are responsible for tourism development should consider sport tourism events that are suited to their particular regions and cities and not only large-scale events in terms of economic benefits. Depending on the spatial layout of a region or city, the size and scale of the sport event can be determined, as well as what would be most suited for development from a sport tourism perspective.

According to Yuen (2006:224),

> Global sport events such as the Olympic Games and the Americas Cup are increasingly seen as potential planning tools for transformation and promoting the host city. Many cities in the world are repositioning to develop and sustain an image of the city with globalisation.

Several regions and cities engage in repositioning and strengthening their place-making quality to attract international capital and investment (Yuen, 2006:226). Yuen uses Singapore's "Concept Plan 2001" as an example. The focus of this plan was to develop

Singapore as a world-class city, to link to specific themes and to create a legacy for Singapore. The plan was linked to a special programme, namely the Sport for Life programme, which was aimed at promoting broad-based sport and fitness participation. The vision of Singapore is aimed at becoming a sport nation, where sport and fitness activities become a way of life for the host community; hence public-led infrastructure in Singapore has been tasked to develop a sport culture and heritage that will position Singapore as a top sport destination.

Other developments included a feasibility study during 2002 regarding a proposed sport hub. It was envisaged that this sport hub will be the largest sport development in Singapore and the expectation was that it would become a major contributor to sport and lifestyle activities by 2009. A special five-day work week was introduced during 2004 (Yuen, 2006:226). The purpose of this practice, on a national level, was to encourage more family and recreation time during weekends and to encourage Singaporeans to become involved with physical activities to stimulate a healthy lifestyle. By introducing this focus, a notion of wellness could be linked to sport as a recreational activity. Recreation is an element of the tourism product, which creates secondary participation in sport tourism events through the enjoyment of recreational time over weekends. Such projects can become primary and tertiary attractions for a destination. Statistics also indicate that the Asia Pacific sport market is worth $7.5 billion. Yuen (2006:226) further asserts that this figure grows annually at a rate of 4.9%. Based on these developments, it is evident that the Singapore government places a high priority of the development of sport and has committed itself to developing the industry further to become a leader and authority in this field. Yuen (2006:228) postulates that the Singapore experience with the IOC meeting reinforces the increasingly important role of major international sport events in a global city promotion. The evidence bears testimony to an opportunity for international promotion of the host city. In the words of the local press, the IOC meeting in Singapore has yielded 'a bonanza of rewards' and is a 'massive boost to tourism'.

Sport tourism projects within the South African context are young and an emerging focus for the destination. South Africa is a new player in the global arena of creating sport tourism legacies. In support of positioning South Africa as a sport tourism legacy destination, the African Legacy Programme was established in 2006 to deal with preparations for the 2010 FIFA World Cup (Media Club, 2009). A 2010 Tourism Organising Plan was developed to deal with broader goals of the event to ensure a lasting social legacy and to spread benefits derived from hosting the event to the rest of the continent (DEAT, 2005:5). Stakeholders involved with the planning and staging of the event worked hard to ensure that the event will

be a measure for all future events that will be held on South African soil (Media Club, 2009). Cornelissen (2007), in her study on crafting legacies in relation to the 2010 FIFA World Cup, explores possible legacies that are likely to be left in the wake of the event. She states that as crucial processes of planning and policy-making gain momentum, prominent features will appear, which will provide an indication of the longer-term outflows of the event (Cornelissen, 2007:241). A Sport Mega Events and Legacies Conference was held in Cape Town during December 2009 to address and debate key issues pertaining to legacy impacts of sport mega events.

In terms of legacy, the South African government committed itself to investing in the infrastructure, communication networks and security that were required to ensure the success of the event (South African Yearbook, 2008). The African Legacy Programme has extended the legacy notion continent-wide and, in terms of contributing to the African legacy, South African is collaborating with African countries on legacy projects such as peace and nation-building, football support and development, environment and tourism, culture and heritage, communication and telecommunication and continental security cooperation (South African Yearbook, 2008). The extent and success of these projects will only be known in years to come and should create a legacy that will last beyond the 2010 FIFA World Cup.

Several sport tourism events have been staged in South Africa, such as the CM, the OMTOM, the Cape Argus Pick n Pay Cycle Tour, the 2003 Cricket World Cup, the 1995 Rugby World Cup, the 1996 Confederations Cup and the 2009 Indian Premier League (NewKerala, 2009). These events positioned South Africa on a global and national level, notably attracting foreign and domestic visitors. Higham (1999) indicates that with mega and large sport tourism events, host cities are often left to manage a legacy of negative social and economic impacts, and in view of this, it is suggested that as a mitigation measure, sport tourism event management stakeholders should address the 'why' and 'for whom' in political processes that are associated with harnessing sport as an avenue of economic, social and tourism development. However, an evaluation of the current academic discourse makes it evident that sport tourism events play an important role within a region and city if they are developed appropriately. The benefits are quite prominent and include increased visibility of the region or city; enhancement of the region or city's image; an increase in visitor numbers and revenue that is brought in by tourism; increased pride among the host community within the region or city; increased interest in sport, as well as an increase in the sport participation; and, overall a growth in the sport industry of the host community with an added bonus of becoming aware of healthy living.

3.3 Sport tourism policy

Jenkins (1978) asserts that policies involve groups of decision makers that select particular goals and identify a means of achieving them, while policies can be stated and implemented at various levels. For the purpose of this study, the focus is on policies that align and link with sport tourism. In attempting to understand the role of governments and their policies for sport and tourism, it is important to note that there are different forms of government, which are rooted in different models of economic organisation (Standeven & De Knop, 1998). Nevertheless, governments display varying forms of organisation and degrees of intervention in sport tourism. They establish parameters within which sport and tourism sectors operate and influence the leisure industry in several ways, such as setting financial priorities, setting legal frameworks, influencing disposable incomes, manipulating exchange rates and controlling the roles of different providers (Welch, 1988). The evaluation of policy responses to the sport tourism link is not particularly well served by a significant body of literature, while there is little literature available on the dynamics of the leisure policy process (Weed & Bull, 2004:87).

There are several destinations that have realised the major economic impact of the sport sector on the economy of a destination and particularly tourism; however, Weed (2003:259) asserts that across the globe, there are few examples of bodies responsible for sport and tourism that have developed links or have worked together. Furthermore, in the few areas where links have emerged, they have done so in a piecemeal and ad hoc manner, which is evidenced by one of the highest profile areas in the sport–tourism link, namely major events. Weed (2003: 59) further posits that, globally, the potential of major sport tourism events to attract visitors to an area is acknowledged, but that emerging partnerships are mostly short term, uncoordinated and, in some instances, quickly become non-existent.

Weed and Bull (2004:88) state that the development of policy to support the diverse nature of sport tourism events is no simple task. Reasons for this can be ascribed to difficulties in getting the different sectors, namely sport and tourism, to work together and to engage in discussion of topics of collaborative sport tourism development, as well as the heterogeneous nature of sport tourism, based on interaction of activity, people and place (Weed & Bull, 2004:88). The development of sport tourism policy normally takes place against a general backdrop of indifference from several of the policy bodies and in several countries, the development of sport and tourism has taken place in isolation from each other. This is also compounded by a different focus point in the two sectors. It is also noted that there is a tradition of public sector support for the sport sector and that the tourism sectors are more supported by the private sector, where bodies are more limited to a marketing or

business support role (Weed & Bull, 2004:88). These factors can be further complicated by the levels at which responsibility for policy development lies.

Public sector organisations in South Africa can be found at all levels, namely national, provincial, regional and local. However, globally, in countries such as Australia and the USA, which have a federal government system, the role of state governments should be considered. This would imply that based on the responsibilities of these bodies, a form of liaison should take place between sectors and levels. For example, in England, the business support role of the English Tourism Council requires that regional tourist boards liaise with Sport Councils (Weed & Bull, 2004:88).

The absence of a structured sport tourism policy to effectively implement, develop and manage sport tourism events globally is evident. Weed (2003:258) identifies this lack of integrated policies for sport and tourism in Britain, as an example. Weed conducted a four-year research study to examine the potential for the greater integration of sport and tourism policy in the United Kingdom. Weed (2003:278) posits that there are potential areas for sport and tourism authorities to work together. Weed further contends that the research analysis serves to articulate the major influence that regional contexts and individuals could have on the sport–tourism policy process. Weed (2003:279) also states that the BTA, using an integrated approach to the development of sport tourism, has established a small Sport Tourism Department that focuses on raising awareness among the sport industry regarding the economic benefits and potential of overseas visitors, which contribute to the winning of bids for hosting major international sport events, while positioning the BTA as a leading agency. Despite attempts of regional and local contexts to support sport tourism event policy development, there is no evidence of any partnerships between key bodies such as the UK Sport Major Events Group and the BTA Sports Tourism Department (Weed, 2003:279). The case of Britain serves as an example of sport tourism policy development among bodies and levels.

3.3.1   Policy context

Swart (1997:5) asserts that South Africa received a significant boost from hosting the 1995 Rugby World Cup successfully and that South Africa thereafter embarked on hosting various major world class events. The marketing of sport events also aided in the effective growth of the tourism industry. As already alluded to in Chapter One, sport tourism was identified as a niche product and it is stated in the 1996 White Paper on Development and Promotion of Tourism in South Africa that to further develop the tourism product in South Africa, sport tourism should be developed to aid in marketing and development (DEAT, 1996:40).

Sport tourism initiatives, to date, are focussed on sport tourism events, while the marketing of such events is critical in an effort to achieve growth in the tourism industry (Swart & Bob, 2007:383). As referred to in Chapter Two, in order to maximise the South African tourism potential, a sport tourism campaign entitled 'South Africa Sports Tourism' (SAST) was launched in 1997. The White Paper on Development and Promotion of Tourism of 1996 indicated that there was an absence of a clear product branding and innovative marketing strategy. As a result, traditional promotional campaigns were replaced by a theme-based approach (Swart, 1997:5). A variety of themes, inclusive of sport tourism, was identified. The main reasons why the South African government decided on a sport tourism theme was based on factors such as the following (Swart, 1997:5–6):

- The South Africa Football Association's (SAFA) bid to host the 2006 FIFA World Cup
- Sport events attracting tourism to regions that have not traditionally attracted tourism
- Economic benefits of sport tourism events
- The generation of global media exposure by these events, assisting South Africa in positioning the destination as a preferred tourism destination
- Sport providing brand exposure through global media, which creates a powerful position to attract and influence private sector investment in tourism promotion

Despite these initiatives, Swart (2001:74) further identifies key performance problems within the South African sport tourism industry, which include the following:

- A lack of holistic understanding of sport tourism
- A strong focus on major events, which is but one element of sport tourism
- A lack of coordination and integration of sport and tourism at national and regional government levels
- A lack of appropriate use of sport tourism as an economic development strategy
- A lack of expertise in bidding for and hosting sport tourism events
- A lack of understanding of the sport tourism consumer
- A lack of sport tourism evaluation and research

According to Swart (2001:53), the White Paper of the government of South Africa's National Department of Sport and Recreation (Republic of South Africa, 1998) indicates no clear understanding of the overall impact of sport on society, and tourism is not referred to. Swart's research investigated various other policies such as the White Paper of the National Department of Sport and Recreation (Republic of South Africa, 1998) and the White Paper on the Development and Promotion of Tourism in South Africa (DEAT, 1996). The White

Paper on the Development and Promotion of Tourism in South Africa (DEAT, 1996) revealed that a strong relationship exists between sport and tourism, as key issues were highlighted such as tourism potential, investment opportunities, marketing strategies and youth development. However, the policy does not explain what sport tourism entails.

SRSA states the following: "SRSA aims to improve the quality of life of all South Africans by creating an environment conducive to maximising access to participation in sport and recreation, as well as hosting and participating in world-class events that enhance nation building" (2007:4). SRSA (2007:5) further states that it acknowledges the importance of involvement of the sport and recreation sector in tourism and that is will work in partnership with relevant tourism authorities, which partially addresses the issue of creating the sport tourism nexus while establishing links between sport and tourism.

Swart and Bob (2007:379) give a few examples of bodies that have developed links between sport and tourism, as is the case in South Africa; however, these links have occurred on an ad hoc basis. In addition, such links have been uncoordinated and short term, and in most instances focussed on the hosting of a major sport tourism event. Globally, several sport and tourism bodies tasked with development of sport and tourism have been established separately and have separate development agendas. This is evident in South Africa as is the case of the national department of sport, which is tasked with focusing on high-performance sport as well as delivering sport and recreational opportunities to the masses. Conversely, the role of tourism appears to be limited to promoting sport tourism through marketing (Swart & Bob, 2007:379).

Policy development remains sectoral within government departments. It is noted that there is a tendency to neglect interrelated areas such as sport tourism. To enable cross-sectoral policy development, as proposed by Weed (2004), liaison across sectors, as well as across spheres of government, should take place. Swart and Bob (2007:379) state that this is a challenge for the development of a sport tourism strategy in South Africa. The cross-sector policy development model of Weed and Bull (2004) provides a method for analysing the structure of policy communities for sport and tourism. The policy universe, in this instance, refers to stakeholders and potential stakeholders who have a stake and interest in policy areas such as health, education and leisure that could make a contribution to the policy processes (Swart & Bob, 2007:379). Conversely, policy communities refer to stakeholders who share a specific interest in the policy sectors, namely sport and tourism, and who will interact with each other in order to balance and optimise mutual relationships. Furthermore, the policy network becomes an outcome of exchanges between policy communities. The policy network linkages exist at a sub-sectoral level, namely sport, tourism, elite sport and

mass participation. Swart and Bob (2007:379) point out that in the policy circle, one government agency will provide the lead to the community, while leadership in sport and tourism policy communities is normally not clear, and that separation of government departments that are responsible for each of these sectors will contribute to a dualistic and not to a synergistic scenario. Weed (2003) posits that within the sport and tourism policy, this situation creates tension between government departments that control the financial situation and national agencies where expertise is invested. Sport policy communities can have primary and secondary communities, where the primary core will determine the main policy direction and the secondary core abides by the process but does not have great influence. In the UK, local authorities have virtually no input in the development of national policy, although they are part of the primary community (Weed & Bull, 2004). Swart and Bob (2007:380) state that a similar situation exists in South Africa.

It is vital to have a champion or a lead agency that drives the relationship between sport and tourism and integrates this relationship. It is possible at a local level to introduce such an agency that can drive development of sport tourism event strategy to the benefit of the region, host community, sport tourism event participants and spectators.

3.3.2 Potential for sport tourism integration

Swart and Bob (2007:381) highlight that, globally, there are few examples of public policy partnerships in terms of a link between sport and tourism. Attempts on a global scale have been made and a policy area matrix was developed for sport and tourism by Weed and Bull (1997). The work of Weed and Bull presents a framework for reviewing regional policies for sport and tourism in England. The matrix that was developed included six main categories for policy attention, which were further subdivided into 21 groups.

Weed and Bull's (2004) matrix indicates that there are several areas for consideration that should play a role in policy development for sport and tourism. These areas relate to sport tourism products, seasonality, facilities, infrastructure, marketing, promotions, pricing, funding, information dissemination, monitoring, evaluation and, particularly, sport development. Swart and Bob (2007:381) state that these areas can provide a platform for collaboration and that the main focus should be on the inclusion of sport and tourism issues in all developments simultaneously, as presented in Figure 3.2 below.

Policy area matrix for sport and tourism	
1. Sport holidays • Sport training • Activity holidays • Up-market sport holidays • General holidays with sport opportunity • Spectator events	**2. Facility issues** • Dual use of tourist facilities • Hotel leisure facilities • Use of tourism to sustain local facilities
3. Environmental, countryside and water issues • Farm diversification • Countryside access and integration • Marina development	**4. Resources and funding** • Supplementary funding • Joint bids for funding • Economic and social regeneration
5. Policy and planning • Regional forums • Marketing activity • Resolving conflicts • Codes of practice	**6. Information and promotion** • Joint lobbying • Information-distribution channels • Research and advice

Figure 3.2: Policy area matrix for sport and tourism (adapted from Weed & Bull, 2004:85–101)

Although these areas can provide a platform for collaboration, the reality is that the fostering of partnerships is aligned with tensions and challenges. Weed (2003) identifies several tensions that can occur when dealing with the development of a sport tourism policy process. A key issue that can occur is income generation versus strategic direction, national versus regional interests, and internal versus external focus. This creates a negative impact on relationships within the sport and tourism policy community. Other factors also include differing ideologies, contrasting definitions used in sport and tourism communities, the fractious effect of government policies, different regional contexts and contrasts in the structure and culture of organisations (Swart & Bob, 2007:383). Another factor to guard against when in the process of developing the sport tourism policy is that of unilateral decision making. All parties should engage in the process and should work in a coherent team effort to produce the policy. These tensions should be effectively managed to avoid undermining the policy process.

Swart and Bob (2007:383) contend that the work of Weed and Bull (2004) serves to highlight the fact that the nature of sport tourism policy partnerships is reasonably undeveloped. They further posit (Swart & Bob, 2007:383) that conceptualising sport tourism as an interaction of activity, people and place is useful to create links between policy, participants and providers.

3.3.3　Developing a sport tourism strategy in South Africa

In order to develop a sport tourism strategy on a national level and, in particular, on a local level, as was one of the outcomes of this study, a holistic understanding of the concept of sport tourism is required. Swart and Bob (2007:386) state that it is important to establish links to enhance awareness of the mutual benefits and advantages of alliances between sport and tourism. Events form part of this paradigm and should therefore reflect mutual benefits and alliances between sport, tourism and events. By coordinating planning and sharing resources and information between stakeholders, as well as identifying opportunities and mechanisms for maximising tourism, event and sport activities become important. These aspects will be focussed on briefly next.

Swart and Bob (2007:386) suggest that the following aspects, which will be discussed in the following sections, should be incorporated when considering the development of a sport tourism event strategy:

- Common understanding of sport tourism events, including objectives and outcomes
- Institutional arrangements
- Education, training and skills development
- Research, monitoring and evaluation

3.3.3.1　Common understanding of sport tourism events, including objectives and outcomes

The scope of sport, tourism and events is broad and reflects differing conceptual understanding, interests and concerns. Any sport tourism event strategy should thus articulate a common and agreed-upon definition and understanding of what sport tourism events entail, and should identify what the specific objectives and goals are for participating stakeholders (Swart & Bob, 2007:386).

Weed and Bull (2004) posit that a narrow definition of sport, tourism or events can lead to a more sharply defined policy focus, which could limit participant and sport tourism interest. For example, in Canada and Australia, the national sport agencies' focus is on elite sport, which narrows the focus for collaboration with tourism agencies at a national level to issues that are related to major events only. The aim, particularly on a regional and local level, is to have sport tourism event collaboration that is more common and that has a wider focus to encompass recreational, smaller and community sport events.

3.3.3.2 Institutional arrangements

Institutional arrangements include identifying key stakeholders and a clear allocation of roles and responsibilities, which will also focus on mechanisms for articulation and synergy. Swart (2005:45) states that "for genuine collaboration to succeed between sport and tourism industries, it requires a shared understanding of objectives and clear and regular communication".

Swart and Bob (2007:387) posit that a challenge for the development of a sport tourism event strategy is identifying and creating effective participatory mechanisms for the key stakeholders. This is important, as it ensures proper consultation and support from a range of stakeholders. Institutional arrangements should further encourage participation and information dissemination, especially among peripheral stakeholders who are, in most cases, marginalised from the process. This is normally owing to a lack of resources and expertise. It becomes the task team's responsibility to consider various ways and methods to provide for adequate access to ensure effective consultation, which can be done through focus groups, workshops, conferences and broad consultation (Swart & Bob, 2007:387).

Jacopin and Urrutia (2006) investigated how NGOs can play a key role in the success of sport events. They revealed, through their research, the importance of NGO participation in the development of a large sport event such as the America's Cup. Examples of NGO involvement include collaboration with event managers, assistance with management aspects of the event, the management of feedback regarding the event and the setting of standards for operational matters related to the event. A study conducted by KPMG (Jacopin & Urrutia, 2006) on the impacts of the America's Cup revealed positive economic impacts such as generating income and creating jobs that benefited the community of Valencia. Besides the positive economic impacts, their study also revealed that there was a lack of awareness of development projects initiated by the America's Cup event. This led to a low preparation level in the business community of the region of Valencia. It was further revealed that the community felt alienated and left out by the event. Jacopin and Urrutia (2006:100–101) emphasise the importance of NGOs in such events and assert that they can play a role in developing awareness among the general public by engaging their support, as well as by being a bridge between the event management team and public authorities, citizens and consumers.

In preparation for the 2006 Winter Olympic Games, the city of Torino improved its cultural and tourism facilities. Torino's local identity was reconstructed and the urban model was redesigned. Another important factor revealed by Guala (2006:92) is that public opinion should be respected. Understanding and respecting public opinion can prevent fears of the local community and can enhance support for the development of such large-scale events. As Guala (2006:92) states, "[t]he attitudes of the population are tools of legitimating and participation also for the municipality and strategies of governance".

There will always be challenges when attempting to integrate sport, tourism and events strategically, particularly on a regional and local level. Brent Walters, Chief Director of the Policy Implementation Office of the Premier, Western Cape Department of Economic Development and Tourism (Republic of South Africa, 2004) indicated that not much product development had taken place to define the area of sport tourism. He further indicated that there was often uncertainty as to which department should drive initiatives, as it falls in both sport and tourism. It was suggested that a joint task team consisting of the sport and tourism departments as well as CTRU address the fragmentation.

In the context of this study, the suggestion would be that the sport and tourism departments of the cities of Durban and Cape Town to work together at local level to drive such a strategy. The main function would be to drive and manage the process aimed at the development of a sport tourism event strategy, to develop related institutional structures that are required and to select key stakeholders, while creating parameters of operation to ensure meaningful participation.

3.3.3.3 Education, training and skills development

Swart and Bob (2007:388) state that "there is a need for a comprehensive range of education and training opportunities for the sport tourism industry to fully realise its growth potential". Weed and Bull (2004) also indicate the importance of education for the further development of a sustainable sport tourism industry that, in particular, links to policy and strategy development. The academic community should embrace the importance of the sport tourism event phenomenon and, as such, should be incorporated into current programmes that focus on sport, tourism and event management education and training.

Tassiopoulos (2005:33) posits that exposure to international standards and competition, since the end of South Africa's political isolation, has spurred on event managers to attain greater levels of professionalism, while there were no standards within the event marketplace prior to 1997 to define an ideal professional event manager. Event sector associations are in place with professional codes of conduct that deal with issues such as

member–supplier and member–client relationships (Tassiopoulos, 2005:33). Getz (1997:17) states that most people who refer to themselves as 'professionals' fail to meet criteria that epitomise professionalism and that these criteria include government sanction, self-regulation, accreditation by a professional governing body of education delivery programmes and sound theoretical knowledge. Wright (1998:7) asserts that the following are prerequisites for professionalism: compliance with predetermined standards of professional conduct; educational criteria encompassing basic, advanced and continuing education; and examination of knowledge and experience leading to some form of certification. As mentioned before, Swart (2001:72) states that the lack of expertise among sport tourism event managers was evident with the 2004 Olympic bid, the Afro-Asian Cup between South Africa and Saudi Arabia and the All Africa Games.

Swart (2001:75) acknowledges that the absence of adequate education, training and awareness is perhaps the greatest deficiency in the tourism industry in South Africa. To date, a milestone has been reached in industry with the registration of some form of event management qualifications with the South African Qualifications Authority (SAQA, 2008). A search was conducted to determine the number of event management and related qualifications that are available. SAQA is the responsible body that oversees the development of the National Qualifications Framework (NQF) and the registration, accreditation and compliance of South African qualifications and providers. The search identified that exit-level qualifications and unit standards that are linked to event management have been registered. An exit-level qualification refers to a qualification where outcomes should be achieved by a learner at the point at which he or she leaves the programme, which leads to a qualification and achievement that entitles the learner to a qualification (SAQA, 2008:3). A unit standard is a selection of additional credits at the level of the NQF that is specified and whereby the learner can make a choice to ensure that the purpose of the qualification is achieved (SAQA, 2008:3–4). Table 3.7 provides a description of event management and related qualifications that are registered on the SAQA website and Table 3.8 indicates the unit standards linked to the event management and related qualifications.

Table 3.7: Exit level qualifications linked to event management (adapted from SAQA, 2008:1–2)

Title of qualification	Type of qualification
Master of Arts: Events Management	Master's degree, NQF Level 8
National Certificate: Generic Management: Sport Event Management	National Certificate, NQF Level 5
National Certificate: Live Event Technical Production	National Certificate, NQF Level 4
National Certificate: Sport and Event Management	National Certificate, NQF Level 4
National Diploma: Event Coordination	National Diploma, NQF Level 5
National Diploma: Event Management	National Diploma, NQF Level 6

Table 3.8: Unit standards linked to event management (adapted from SAQA, 2008:1–3)

Title of unit standard	Type of unit standard
Explain and develop creative solutions for graphic design in events	Linked to NQF Level 6, business, commerce and management field
Design and implement Christian education events and programmes	Linked to NQF Level 6, human and social studies field
Facilitate an event or programme in which a Christian response to HIV/AIDS is addressed	Linked to NQF Level 5, human and social studies field
Manage a simple event or community recreation programme	Linked to NQF Level 4, sport, culture and arts field
Manage volunteers in an extension project or event	Linked to NQF Level 5, agriculture and nature conservation field
Monitor, interpret and process all corporate events and entitlements on holdings	Linked to NQF Level 6, business, commerce and management studies field
Operate in the national and international event industry	Linked to NQF Level 4, services field
Perform support duties related to various types of public relation events	Linked to NQF Level 4, business, commerce and management studies field
Provide support for events organisation	Linked to NQF Level 4, linked to the services field
Arrange a special event	Linked to NQF Level 4, business, commerce and management studies field
Coordinate meetings, minor events and travel arrangements	Linked to NQF Level 3, business, commerce and management studies field
Conduct security at an event	Linked to NQF Level 4, law, military science and security field

Table 3.8 indicates the type of short programmes linked to event management that are offered as unit standards and are linked to the NQF under business, commerce and management fields. These programmes are constantly under review by industry and regular updating of programmes is conducted by the relevant authorities such as SAQA in association with event management stakeholders.

On 16 and 17 July 2007, SAQA held a scoping meeting that focussed on event management qualifications (Mackrory, 2007:1). SAQA informed participants at the meeting that a stance was taken on generic qualifications with a specialisation in event management (Mackrory, 2007:1–2). Event industry stakeholders objected to the stance taken by SAQA and stated that event management is different from generic management and requires specifically developed qualifications.

A specific request was tabled by the Department of Sport and Recreation at this meeting for a specialisation in sport events to be considered in the development of training programmes (Mackrory, 2007:2–3). It was identified at this meeting that there are five main work roles that require event management qualifications, namely event support (providing administrative support to event coordinators and managers) at NQF Level 4, event coordinator at NQF Level 5, event manager at NQF Level 6, event producer/designer/director/specialist at NQF Level 7/6 and event director at NQF Level 7 or 8 (Mackrory, 2007:3–4). Sport tourism event managers should operate on all identified levels and require skills to operate on all levels. Sport tourism event managers should utilise skills of sport tourism event support from various levels in order to stage a sport tourism event successfully.

Of the qualifications that were identified, four can be applied to the education and training of sport tourism event managers. The Cape Peninsula University of Technology (CPUT) was granted provider status in 2007 to offer the National Diploma: Event Management (SAQA, 2008:2). This qualification comprises all the necessary management principles to manage events successfully and deals with sport tourism events as a typology or genre. It offers prospective sport tourism event managers a solid event management qualification. CPUT has further developed a postgraduate qualification in event management. The key focus of this programme is on strategic event management. Besides the qualifications identified on the SAQA website, it is also noted, in general, that in most tourism, hospitality and sport management programmes, the subject 'event management' is offered as part of a broader programme. This offers some exposure to prospective sport tourism event managers to event management principles and practices. There is a niche area in the market to develop specific sport tourism event management curricula in view of developments within this market and the increase in the staging of large sport tourism events such as the 2010 FIFA World Cup.

A needs analysis of the Australian event industry undertaken by Perry, Foley and Rumpf (1996:85–93) distinguishes the following seven attributes of an event manager. For the purposes of this study, these attributes can be applied as attributes of a sport tourism event manager.

- Having vision
- Displaying leadership qualities
- Being adaptable
- Possessing high organisation skills
- Possessing good communication skills
- Having good marketing skills
- Having good people-management skills

It is further contended that sport event tourism managers should develop qualifications on a continuous basis, which deal with entrepreneurial skills, global orientation, people skills, communication skills, strategic skills, teamwork skills, networking skills, customer focus skills, innovation, multidisciplinary skills, the ability to learn quickly and the ability to sustain high pressure (Tassiopoulos, 2005:32).

Perry *et al.* (1996:85–93) assert that for event managers to be effective, they also require specific knowledge, such as these listed below and further highlighted in Table 3.9.

- Marketing
- Relating to the media
- Project management
- Budgeting
- Attaining sponsorship
- Economic impact analysis
- Business planning
- Market research
- Local government regulations
- Contingency planning

Table 3.9: Event Management Body of Knowledge EMBOK domains relevant to sport tourism event managers (adapted from EMBOK, 2007:1–4)

EMBOK domain	Elements of the domain
Administration	- Time management - Systems management - Stakeholder management - Procurement management - Information management - Human resource management - Financial management
Design	- Theme design - Programme design - Production design - Food and beverage design - Environment design - Entertainment design - Content design
Marketing	- Sponsorship management - Sales management - Public relations management - Promotions management - Merchandise management - Materials management - Marketing plan
Operations	- Technical management - Site management - Participant management - Logistics management - Infrastructure management - Communications management - Spectator management
Risk	- Security management - Legal management - Insurance management - Health and safety management - Emergency management - Decision management - Compliance management

These knowledge domains are applicable to sport tourism event managers, and it is recommended that the Event Management Body of Knowledge (EMBOK) (2007:1–4) domains be integrated into the code of conduct of any sport tourism event manager. The EMBOK domains are highlighted in the table above.

A sport tourism event manager should adhere to the highest ethical standards to ensure that professionalism is established. Responsibilities and authority that form part of the position of a sport tourism event manager form an image of professionalism and set parameters that determine the status of professionalism. Besides organising sport tourism events in a professional manner, sport tourism event managers' reputations are their most valued possessions and conducting their work in ethical ways will be the next most important aspect to the effective management of events. Professional sport tourism event managers are people who have excellent communication skills, high intelligence and sound experience and who display integrity, honesty and positive attitudes at all times.

It is evident from the literature that events, particularly sport tourism events, facilitate an important role within the destination and can lead to assistance with the marketing of a destination and development of a destination from a tourism perspective. Sport tourism events are globally significant in view of their ability to generate appeal and to attract investment. In view of the importance of sport tourism events, it is therefore imperative that individuals who are assigned with the responsibility of organising and staging such events be adequately equipped to do so. It is no simple task and requires special skills and training. A key focus is professionalism of the industry and the creation of good reputations for individuals as well as the destination. The planning, organising and staging of sport tourism events are complex and lengthy, and require careful attention to various critical elements to ensure successful implementation. Parameters of organising any type of event was identified and established in this chapter and it was further identified what type of training and education currently exists for sport tourism event managers.

Mere experiences are not enough to organise sport tourism events. It is suggested that adequate training and education is required to organise sport tourism events successfully, and that further opportunities exist within the market to develop curricula that specifically focus on training and educating sport tourism event managers. The hosting of sport tourism events is challenging and careful consideration is required for a successful event to be staged. Sport tourism event managers are faced with challenges in their performance as well as the need for critical and creative thinking, as their management capabilities are tested. Inadequate management of an event can lead to a disaster for the tourism industry, and therefore education and training is an imperative for successful sport tourism event development.

3.3.3.4   Research, monitoring and evaluation

Sport tourism events are part of a relatively new sector and current data provide a limited focus on these activities. Various studies have been undertaken by master's and doctoral students at higher learning institutions on sport tourism events in terms of the impacts and management of such events. This research study also serves as an example of such research.

Research becomes an essential element in the development of a sport tourism event strategy. A key component of the strategy is to collect data that assist agencies and stakeholders to make informed decisions. Swart and Bob (2007:388) indicate that during the strategy-formulation process, it is important that discussions are focussed on identifying data and research limitations by using appropriate and consistent methodologies and definitions, as well as on the types of data that was collected. They further posit (Swart & Bob, 2007:388) that this process should be executed within the context of a monitoring and evaluation system aimed at developing indicators to track successes, failures and trends across the sport tourism event products that are on offer.

Weed and Bull (2004) note that research can assist policy developers in considering how policy for activities and places might be developed to maximise benefits for tourists, sport participants and sport tourists and that they therefore should undertake more market research to establish consumer profiles, consumer satisfaction and potential market sectors. The development of a sport tourism event strategy on a local level should consider aspects raised by Weed and Bull and should also take note of resource and financial implications, marketing, regulatory mechanisms, implementation imperatives and the incorporation of a developmental agenda in view of economic and political transformation.

Swart and Bob (2007:389) note that it is evident that sport tourism in South Africa has immense potential, and that social, economic and political issues are also becoming interrelated and complex. Therefore, in order to maximise benefits associated with emerging opportunities across the range of sport tourism events, it is important that strategic development, inclusive of policy and strategy formulation, should consider options outside the current dominant sectoral approach. The vital element of policy and related strategies is that they provide guidelines for action and implementation and further denote what should be done, by whom and for what purpose, as well as how public and private resources should be utilised (Swart & Bob, 2007:389).

3.4   Management of sport tourism events

Sport tourism events, because of their special characteristics, require particularly good organisation. Organising a sport tourism event is a process that should be integrated and is usually quite complex. When sport tourism events are planned, the host country or city will form an organisational committee, which is normally headed by an individual(s) who becomes a key sport tourism event manager who will network and liaise with several committee members and stakeholders in developing and staging the event (Bjelac & Radovanovic, 2003). The sport tourism event committee is responsible for developing the campaign, which will describe the qualities of the region, location and facilities to host the event and will further, under leadership of the key event management team, consist of commissions that deal with aspects of the sport tourism event such as finances, marketing, protocol, technology, accommodation, transport and public relations.

For example, the organising committee of the 2004 Athens Olympics worked on the promotion of the event and research was conducted on the degree of interest from foreign sportspeople and tourists who lived in Greece before, during and after the event. Research further included aspects relating to the structure of sport facilities and tourist attractions. This resulted in an agile marketing campaign abroad, suggesting and promoting readiness to receive and accommodate customers (Randjelovic, 2001:72). Avramovski (1996:142) asserts that the expenses and income of sport tourism event managers will depend on a variety of circumstances, such as the character of the event, the manner in which it is organised, the importance of the event, how regular the event is held, the location of the event, the number of participants, the time when the event is held and, importantly, the capability of sport tourism event managers.

In a study conducted by Emery (2002), it is highlighted that the environment of managing major sport tourism events is complex, and that it involves organisational, resource and technical complexities, as mentioned previously. It therefore becomes necessary to consider the role of stakeholders who are involved in sport tourism events. Emery (2002) further asserts that the breadth and depth of the roles of stakeholders should be determined. Although this is important, a key architect involved in the process will always be the sport tourism event manager who is appointed with the key responsibility of conceptualising the sport tourism event. The sport tourism event manager is the one who identifies the participation of stakeholders and advises technical authorities regarding the management aspects of such an event.

As highlighted previously, Swart (2001:2) states that there are several performance problems within the sport tourism industry in South Africa. Swart (2001:2–3) elaborates on this issue as follows:

> A significant challenge for sport tourism professionals is to develop sport tourism more effectively as an economic development strategy. It is necessary for them to be able to understand the socio-economic costs and benefits of sport tourism. Sport tourism professionals should be able to bid for events more effectively, and host events more successfully and it is also necessary to make use of existing sport tourism infrastructure more efficiently. An understanding of the sport tourism consumer from a sports perspective will be beneficial. A sustainable sport tourism industry further requires identification of the benefits sought by sport tourists and the elements that appeal to various market segments and better management of the needs of the sport tourist.

Getz (1997:11) states that "whether an event is organised by professionals or volunteers, corporations or non-profit associations, event management is both an art and a science". An event of any type can be produced without formal organisation, staff or detailed planning; however, for any type of event, irrespective of how small or large, all theories and methods of management should be applied. Part of establishing a sport tourism event culture in South Africa is a focus on the way these events are developed, produced, managed and staged, while part of building a legacy as a sport tourism event destination revolves around how professionally these events are organised. Management methods are essential for the successful development and production of a sport tourism event, as it can aid in the successful staging of the event. For example, the 2010 FIFA World Cup Tourism Organising Plan was part of a management strategy that was aligned with a broader goal of the 2010 event, namely to host a world-class African World Cup that ensured a lasting social legacy (DEAT, 2005:5). This plan was further informed by the goals of the TGS as well as the Global Competitiveness Programme, with the aim of contributing to sustainable GDP growth, sustainable job creation and redistribution and transformation (DEAT, 2005: 5). The following were key focus objectives of this plan (DEAT 2005:5):

- Host a successful FIFA World Cup in 2010
- Ensure that the tourism value from the event is maximised
- Provide an enabling environment so that other African countries can also benefit from the event

- Use the opportunity to brand South Africa as a tourism destination
- Have a positive impact on social legacy through advancing the tourism competitiveness agenda in support of job creation, growth and equity

It order to meet these particular objectives, DEAT (2005:5) stated that government on all levels (national, provincial and local), the tourism industry and broader stakeholders should jointly address key tourism challenges as means to ensure that the industry, as a whole, will benefit from this event. To assist with this challenge, the following six key management areas were developed, which also linked to the broader tourism system (2005:5):

- Information and transactional fulfilment
- Marketing and branding
- Accommodation
- Transport and tourist safety and security
- Skills and service levels
- Events and attractions

The plan was used as an example for sport tourism events and provided a blueprint to deal with the management process of preparing the nation for the event. Sport tourism events are 'productions', which implies that creativity and operational skills should be combined with management methods to ensure the successful and effective management of these events. The following discussion provides insight into critical aspects of successful sport tourism event management.

3.4.1   Characteristics of sport tourism events

Bowdin and Church (2000: 15) indicate that special events describe specific rituals, presentations, performances and celebrations. These special events are planned with a purpose to focus on special occasions and to achieve social, cultural or corporate goals and objectives.

Getz (1997:4–5) describes an event as "a one-time or infrequently occurring event outside the normal program or activities of the sponsoring or organising body" and as "an opportunity for a leisure, social or cultural experience outside the normal range of choices or beyond everyday experience". These descriptions are also applicable to sport tourism events. If an event is held on a frequent basis, it will become routine for the event managers and if they do not offer the customer something out of the ordinary, the events can become boring. Goldblatt (1997) states that special events are always planned, always arouse expectations and always motivate by providing a reason for celebration. There are certain factors involved

in making events 'special' and that add to the 'specialness' of the event. According to Getz (1997:4–5), this would include the following factors:

- A multiplicity of goals: Specialness is related to the diversity of goals that events successfully pursue
- Festive spirit: Specialness increases with ability of events to create a true festive spirit, as ambience can encourage joyfulness and freedom from routine constraints
- Satisfying basic needs: All basic human needs and related leisure and travel motivations can be satisfied in part through events, while specialness increases as the number of needs and related motives are better satisfied
- Uniqueness: Mega events rely on a 'must-see' uniqueness to attract visitors; all event managers to a degree can manage their product and promotions to create the specialness associated with a unique happening
- Quality: Poor quality will destroy any pretence of being special; high-quality events will go beyond customer expectations and will generate high levels of satisfaction
- Authenticity: This is linked to uniqueness in that events based on indigenous cultural values and attributes will be inherently unique
- Tradition: Many events have become traditions rooted in the community and are attractive to visitors because of the associated mystique
- Flexibility: Events can be developed with minimal infrastructure, can be moved in space and time and adapted to changing markets and organisational needs
- Hospitality: The essence of hospitality is to make every event-goer feel like an honoured guest
- Tangibility: The event-goer can experience the specialness of a destination theme and its resources through events
- Theming: All elements of the event can be themed to maximise festive spirit, authenticity, tradition, interactions and customer service; theming adds to that feeling of specialness
- Symbolism: The use of rituals and symbols together adds to the festive atmosphere and can also give an event special significance above and beyond its immediate purpose and theme
- Affordability: Events providing affordable leisure, educational, social and cultural experiences will be special to large segments of the population without the means to pay for alternatives
- Convenience: Events can be special opportunities for spontaneous, unplanned leisure and social opportunities, which become increasingly important in a hectic, work-oriented world, especially in urban environments

These elements are applicable and adaptable to sport tourism events.

A study conducted in South Australia on special events summarises the characteristics of special events within the context of sport tourism events (Wallis-Smith, 1989:205). These characteristics have been adapted and applied to the case studies of this research study, the CM, the DCM, the OMTOM and the BR. Although spectator numbers of these four sport tourism events may be different, the following characteristics, as outlined by Wallis-Smith (1989), are similar:

- Wallis-Smith (1989:205) identified that the major demand generated by the sport tourism event is mostly the demand for a range of related services such as accommodation, food, transport and entertainment, and not always the event. During the period of the four events used as case studies for this study, and in particular the CM and the OMTOM, accommodation closely situated to the event venue was relatively fully booked and there was a demand for other services such as restaurants and entertainment during the event periods.
- It is further noted by Wallis-Smith (1989:205) that the demand is condensed into a short period of time, from a single day to a few weeks, and, as services cannot be produced ahead of time and stored, this leads to the 'peaking' challenge occurring in the main service industries, such as hotels, airlines and tour companies. Peaking influences both the level and distribution of benefits received from the event. As a result of the perishability of tourism products, services are normally intensively demanded, produced and consumed in a certain period of time, which can create an imbalance of demand and supply. It thus becomes essential to plan and organise effectively in an effort to avoid such challenges. The four sport tourism events of the current study are held at certain times of the year, and services are therefore intensively demanded during the short time period of the events.
- Lastly, Wallis-Smith (1989:205) states that the net impact of redirecting local funds towards special events is relatively small, and through the export of goods and, particularly, services, benefits could be delivered from the attraction of new funds from outside the region. It is further noted that outsourcing is a barrier to maximising event business leveraging, which can be overcome by providing more job or business opportunities for local residents and businesses. It thus becomes important that the local host community should improve itself in terms of education and training. Stakeholders such as the public sector, the private sector and NGOs should also facilitate the

development by funding or sponsoring relevant programmes, such as craft factories in historically disadvantaged communities.

Shone and Parry (2004:13–18) also provide the following insights into the characteristics of special events, which can also be applied to sport tourism events:

- Uniqueness: Shone and Parry (2004:14) state that uniqueness is a key element of all special events, implying that the same kind of event cannot be repeated too many times, but that the participants, the surroundings, the audience or any number of other variables may differ and make the event unique.
- Perishability of events: It is noted by Shone and Parry (2004:15) that event managers and event venue managers can use a variety of services. These services can be offered at special prices, but if the service or the product is not used within the validity dates, the prices for certain services can revert back to normal tariffs, making the event more expensive and causing customers to lose out on the offer.
- Intangibility: The atmosphere of events and the services that are offered by event managers are intangible (Shone & Parry, 2004:15). They also point out that special tourism events are also associated with tangible items, such as physical appearances, infrastructure and facilities, which can assist in sustaining how events should be managed. Lastly, they concur that intangible and tangible items interact with each other to ensure the success of the sport tourism event.
- Ambience and service: Event managers should ensure that the success of the event is achieved through careful attention to detail and by trying to establish the desired outcome. This is known as the ambience of the event and is another intangible item. It is also one of the most important characteristics for the outcome of the event (Shone & Parry, 2004:16).
- Personal contact and interaction: Within service situations, customers have frequent contact with staff, which often determines the quality of the experience (Shone & Parry, 2004:16). It is thus important for event managers to not only pay attention to overall customer needs, but also, specifically, to care more for individuals' needs in order to improve the service quality.
- Labour-intensiveness: According to Shone and Parry (2004:17), the more complex and more unique the event is, the more likely it is to be more labour-intensive in terms of both organisation and operation. It is further stated that the organisational issue relates to the need for relatively complicated planning, which would enable efficient service delivery. However, the operational element may require high levels of staffing in order to deliver the event properly (Shone & Parry, 2004:17). Sport tourism events require labour with

different skills, thus it would be important to group labour into different departments according to their tasks, where each department and each individual should maximise their efforts through effective organisation and cooperation.

- Fixed timescale: It is possible that a sport tourism event could clash with another major sport tourism event or events. This could impact on the audience rating when the event is broadcast on television. Programmes and timescales should be established properly to minimise the negative impacts on events (Shone & Parry, 2004:18).

These characteristics provide parameters of what sport tourism events comprise of; however, the sport tourism event should always be managed as a project. In this regard, Turner (1999:8) defines a sport tourism event as follows:

> [A]n endeavour in which human, financial and management resources are organised in a novel way to undertake a unique scope of work, of given specification, within constraints of cost and time, in order to achieve beneficial change defined by quantitative and qualitative objectives.

3.4.2   Sport tourism event stakeholders

According to Getz (1997:15), "stakeholders are people and groups with a stake in the event and its outcomes, including all groups participating in the event production, sponsors and grant-givers, community representatives, and anyone impacted by the event". It is noted that stakeholders, by virtue of their functional role in terms of administration, marketing and production, for example, can assist event managers to obtain the goals of the event. In terms of financial management, stakeholder categories can be of assistance to monitor the forecasted and real expenses, as well as income.

Van der Wagen (2005:12) states that there are several people involved in organising an event. The professional event manager brings these people together to create the special event. From the host to the event manager to the guest, there are specific goals and objectives for the event. There are also specific roles and responsibilities for each involved.

In order to make the event successful, a structure of authority should be established to ensure that everyone involved can communicate and work together effectively for the overall success of the event (Van der Wagen, 2005:13). Event that are organised professionally meet everyone's needs and expectations, which will require establishing and communicating a shared vision of the event and its outcomes from the perspective of each stakeholder. An event manager should include the needs/expectations of the stakeholder in this common vision that will satisfy the goals and objectives of the event.

The stakeholder has a personal interest/investment in the success of an event. Watt (1998:42–43) lists the following three primary stakeholder groups involved with events:

- The hosting organisation
- The event manager/event management organisation
- The guest/spectator

Bowdin and Church (2000:50–58) list the following stakeholder groups:

- Host organisation
- Host community
- Co-workers
- Event sponsors
- The media
- Participants
- Spectators

In terms of the four events used as case studies for this research project, the host organisations are organisations that are responsible for operating the event. The host organisations for the four events are the following:

- The CM : The Comrades Marathon Association (CMA)
- The DCM: The Natal Canoe Club
- The OMTOM: The Mr Price Celtic Harriers Club
- The BR: The Western Province Canoe Association

The host community implies the geographical meaning of the term, which relates to the impact of these events on their host communities. The host communities for these events are the communities (people, local areas and towns) that are stationed along the routes of each of these four events. Co-workers refer to the administrative and the production staff of each event, which also include paid and voluntary staff that work at the events. These relationships with the host organisation include their labour and support for the events in exchange for remuneration or any type of other reward. Event sponsors for these events provide funding or in-kind benefits for each event and are provided with acknowledgement for it such as Isuzu, Hansa and Old Mutual as three of the main sponsors. For each event, there are numerous sponsors who receive acknowledgement. The media plays an important role in advertising these events and making the general public aware of them. Participants and spectators comprise the event audience, and attend the event complementary or pay a

fee to attend. Bowdin and Church (2000:50) posit that events are judged by event stakeholders and therefore a professional approach is essential at all times.

Weed and Bull (2004:132) point out that sport tourism management and organisations may vary from event to event, but that provision for sport events should take place through partnerships comprising public, commercial and voluntary sectors. For certain sport tourism events, commercial companies own the patent for the event name, and while the public sector may be involved in terms of street closures or stadium subsidy, events are organised along commercial lines for profits rather than any public benefits.

Sport tourism events are also categorised according to their size and have different stakeholders involved, according to the nature of the specific sport tourism event. Mega events are events that are targeted at the international tourism market and may be suitably described as 'mega' by virtue of 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 impact on the economic and social fabric of the host community (Hall, 1997:5). Examples are the Olympic Games and the FIFA World Cup. For mega events, a country or city is normally the named host. Getz (1997) states that government support is essential to winning the rights of such events, but the most centralised of governments would not attempt to stage a wholly publicly funded mega event, while the commercial sector's involvement will include sponsorship, management expertise, facility provision and equipment supply. Weed and Bull (2004:132) also point out that, in addition, the voluntary sport sector, through sport governing bodies, is required to oversee the technical side of the sport event.

Getz (1997) states that mid-size events, such as national championships in less high-profile sports, require suitable facilities at a destination. Mid-size events also require the public sector, the private sector and sport organisations to cooperate; however, public sector support may be less important. Most events depend, to some extent, on commercial sponsors and almost all events involve some form of involvement from sport organisations (Weed & Bull, 2004:132). It is important to have some level of commercial sponsorship that involves the public sector in terms of permission to stage the event. Lastly, it is recommended that policies of coordination and cooperation among various stakeholders are engaged upon. It is also essential to keep financial records, budgets and a chart of accounts categorised under the administration, marketing and production functions (Spiropoulos, Gargalianos & Sotiriadou, 2006:181).

Everyone attends an event with some sort of expectation. The client/host has goals and objectives for the event, often expecting some ROI, while customers attend to gain an experience. Invited guests arrive with eager expectations (Wiersma & Strolberg, 2003:79–80). The sport tourism event manager should anticipate and consider all possible needs, wants and hopes. The identification, blending and prioritising of all these possible expectations will produce a clear and compelling vision for the event, which should be shared with all stakeholders.

3.4.3   Forecasting sport tourism events

There are numerous facts and issues that should be noted when considering hosting a sport tourism event. The successful hosting of a sport tourism event is a complex process, which involves a two-focussed approach, namely feasibility or forecasting of the anticipated sport tourism event and the actual conceptualisation of the sport tourism event. Conceptualisation only takes place once feasibility has been conducted and it has been agreed upon by relevant stakeholders to the sport tourism event that the sport tourism event is feasible to the host. The aspect of conceptualisation focuses on actual practical aspects to ensure that a sport tourism event is planned, organised, managed and staged successfully and is discussed in the next section. It can be regarded as practicalities and techniques of successful sport tourism event management. Change within the global society is also a given, as highlighted by Standeven and De Knop (1999). Changes should be borne in mind in terms of the impact on the development of sport tourism events for a destination in the long and short term. Changing societal context will involve the populations of destinations, globalisation, urbanisation, economic influences, technology, changes in sport and changes in tourism (Standeven & De Knop, 1999).

Set within the framework of societal change, Xie and Smith (2000:15) assert that forecasting is important, not only as a measure of potential appeal of the proposed event, but because several planning and design decisions are derived from the forecast that are part of the conceptualisation of the sport tourism event. Mules and McDonald (1994) indicate that these decisions include space for exhibitions and pavilions; the supply of essential services, from parking to sanitation facilities; modifications to the transportation system; and dealing with traffic created by sport tourism events. Other aspects can include anticipated sport tourism event revenues from sales and admissions, human resource requirements, as well as capital and operational budget requirements of the sport tourism event.

Turco *et al*. (2002:74–75) acknowledge that there are a variety of reasons why a city or region becomes involved in hosting a sport tourism event. The hosting of such events can be developmental for the community. It can further provide opportunities for host communities to become empowered through the event – creating opportunities whereby the host community can sell services to the sport tourism event community. It is, however, important that before such an event is finalised, a formal appraisal should be conducted. The formal appraisal approach is based on undertaking a feasibility study and specifying the overall aims and objectives of the sport tourism event (Turco *et al*., 2002:75). The appraisal document should include a comprehensive business plan as well as information on the type of sport tourism event; the type of weather to be anticipated at the time of hosting the event, if it is a raining or a hot season; competition in terms of other events taking place during the time of the anticipated event; the population in terms of the event radius and their demographic profiles; attitudes relating to how participants, spectators and residents perceive the event; community reputation in terms of infrastructure and safety to host such events; facilities and services relating to tourism infrastructure and staff; adequacy to host such events; and environmental impact assessments, which link to the impact of the sport tourism event on the environment (Turco *et al*., 2002:79).

Should the outcome of such a feasibility study be positive, it will reveal that it is suitable for the host community to support the sport tourism event (Turco *et al*., 2002:81). The feasibility study will outline the way forward to successfully host the sport tourism event in terms of indicating structures, personnel requirements, financial resources and an anticipated event achievement timescale (Watt, 1992).

3.4.4   Conceptualisation of sport tourism events

The conceptualisation of sport tourism events is done within a global and national context, including all variables that can impact the proposed sport tourism event. In a broader sense, the benefits and the costs are evaluated. Upon deciding to develop and stage such an event, there are particular operational elements involved in producing the final sport tourism event, which are reviewed in this section. It is important to understand these elements in view of grasping the complexity, breadth and depth of developing and staging sport tourism events.

There are several issues to consider and to remember. Getz (1997:12–14) posits that a sport tourism event manager should be responsible for identifying, determining and examining factors that shape the design and production of a sport tourism event. These factors are applicable to any type and size of sport tourism event. Factors include the needs

of the stakeholder; practical logistic aspects; the availability of resources; and the vision, mission, goals and objectives of the sport tourism event.

Every detail of staging the event will have an impact on the total event. It is therefore important to conceptualise the sport tourism event. Watt (1998:22–23) posits that decision making is a vital skill that should be developed. Decisions can affect how actual resources are allocated. According to Goldblatt (2002:106), there is a process to follow when creating and producing a professional event, and this process includes the following specific phases:

- Conceptualising the event: The concept of the event involves identifying the purpose of the event is, the overall goals of the event and the intended outcome of the event.
- Researching the event: Research is the most important aspect of the sport tourism event, as it assists in collecting information to assist in improving the event and assists in meeting the needs and expectations of those hosting and attending the event. It can also assist in setting the purpose, goals and objectives of the sport tourism event.
- Designing the event: Once the purpose, goals, objectives and the desired outcome of the sport tourism event have been established, the design focus is established. By using design as part of the conceptualisation of the sport tourism event, the sport tourism event manager can reinforce a specific theme or message, encourage interaction, enhance communication and motivate enthusiasm by creating the right atmosphere.
- Planning the event: During the planning phase, the sport tourism event manager integrates sport tourism event elements into a plan that concurs with the goals and objectives. Sport tourism events are complex productions that require methodical attention to detail.
- Coordinating the event: This phase takes place during the sport tourism event and occurs when the sport tourism event manager implements the actual sport tourism event plan and a structure of authority is established. At this stage, the service providers have been contracted and preparations have been made for every detail relevant to the sport tourism event. Communication is vital during this phase and includes interaction with all relevant stakeholders prior, during and after the sport tourism event. It is also important to allow members of the sport tourism event team to deal with their respective functions, as a structure of authority has been established and those with responsibility for various elements should be permitted to complete their tasks with enough supervision to ensure high performance quality.

- Evaluating the event: The sport tourism event manager and coordinators need to obtain feedback from service providers and all stakeholders involved with the sport tourism event to evaluate the levels of success of the sport tourism event. The evaluation is a formal written report that is shared with appropriate stakeholders and is stored as a resource for future sport tourism events.

Sport tourism events are often compared to theatrical experiences. Designing a sport tourism event means designing an experience. From the first impression to the last detail, the sport tourism event manager should manage the complete event environment, incorporating all elements to produce an integrated and balanced experience (Goldblatt, 2002:106). The experience should be shaped to meet the goals of the sport tourism event and, at the same time, meet the expectations of the client and the guest. The sport tourism event manager should blend the theme, specific activities, programme, menu and décor to create an ultimate experience for the guest. The following aspects that further form part of the conceptualisation of a sport tourism event are discussed in broader detail in the next sections:

- Managing participants and spectators – a risk perspective
- Marketing sport tourism events
- Sponsorship
- Operational and logistical elements

3.4.4.1   Managing participants and spectators – a risk perspective

Sport tourism events are as vulnerable to something going wrong as any commercial activity, construction project or manufacturing process. The combination of people, products and process in the staging of a sport tourism event can create a situation likely to experience challenges, difficulties or setbacks. Such occurrences can result in a loss of rights, life, money, assets and satisfaction, which could create the demise of the sport tourism event. Van der Wagen (2005:142) posits that a risk is a chance that something will go wrong. She further states that "event organisers often think of risk in terms of safety and security, but risk is much broader than that and can include a cash flow crisis, a staff strike, poor publicity or, of course, bad weather".

Van der Wagen (2005:143) states that there are additional risks when organising sport tourism events, such as dangers to the sportspeople participating and, in some cases, spectators. For instance, most bike and car races face a risk of injury to the drivers and spectators, both on and off track. Bike races and marathons can lead to medical emergencies and occasional fatal accidents or heart attacks (Van der Wagen, 2005:143).

Other factors to take into consideration include crowd behaviour, the visibility of the event, celebrations, the experience levels of management and volunteers, the type of security at the event, the type of activities, whether alcohol is allowed, the target market, the setting of the event and total quality control (Getz 1997:241–243).

It becomes a challenge for the sport tourism event manager to develop these events and to reduce possible risks associated with the event. Careful planning, the introduction of new procedures and the use of technologies can assist in complying with safety standards for such events. South Africa's Safety at Sports and Recreational Events Bill (Republic of South Africa, 2004) poses various challenges to sport tourism event managers. The Bill was developed in 2004 and is one of few legislations globally that deals with the safety of events. The Bill "recognises that the physical well-being and safety of all persons attending sport and recreational events, as well as their property at stadiums and other venues in the Republic must be promoted and protected" (Republic of South Africa, 2004:3). The Safety at Sports and Recreational Events Bill further advances that the planning, management and enforcement of safety and security at these events should be conducted by professional, qualified and experienced people (Republic of South Africa, 2004:3–4). It also acknowledges that safety and security standards at sport tourism events should be upheld throughout South Africa and that the rights of the people attending these events should also be accounted for. Non-compliance with the Bill can lead to serious implications for sport tourism event managers, if found negligent in their conceptualisation, planning and staging of the events.

The management of participants and spectators becomes a key strategic issue for the sport tourism event, as their safety is a priority issue. It is therefore necessary for the sport tourism event manager to consider management techniques, plans and actions that are necessary to prevent losses from occurring and to manage challenges that could occur. It is also contended that understanding the behaviour of sport tourists can assist in managing the participants and spectators at sport tourism events. Understanding the behaviour and integrating common risks that are associated with sport tourism events can assist the sport tourism event manager in developing a strategic sport tourism event risk-management plan to cope with unforeseen challenges that could arise during the staging of the sport tourism event. Table 3.10 illustrates Maier and Weber's (1993:38) types of sport tourist demand groups, their demands and the required facilities that should be considered when developing sport tourism event risk-management strategies.

Table 3.10: Sport tourism demand groups and requisite visitor facilities (Maier & Weber, 1993:38)

Demand groups	Visitor demand and required facilities
Top-performance athletes	Efficiency is the main aim during holidays. Access to competition and suitable training conditions and facilities are priorities for these travellers. When meeting the priorities of this group, tour organisers and destination managers should give consideration to specific accommodation and dining demands, as well as access to physicians, injury rehabilitation facilities and other performance-related services.
Mass sport	Preserving health and maintaining fitness is the aim of this demand group. Performance targets are individually fixed. The accessibility of holiday regions and the quality of sport facilities are key considerations for this market segment.
Occasional sportspeople	Compensation and prestige play greater roles than sport ambitions in the pursuit of occasional sport. This demand group gives preference to less demanding sport such as recreational skiing and bowling. Sport activities receive no greater priority over cultural sightseeing and other interests within this market group.
Passive sport tourists	No individual sport activities are pursued. The focus of this group is on mega sport events and distinguished sport sites. This group includes coaches and attendants to high-performance athletes as well as media reporters. This group requires high-volume infrastructure to accommodate the needs of large numbers of event sport spectators.

Baloglu and McCleary (1999:87) state that "image is mainly caused or formed by two major forces, namely stimulus factors and personal factors". Stimulus factors are those that originate from the external stimulus and physical object as well as previous experience (Baloglu & McCleary, 1999:87). Personal factors are characteristics (social and psychological) of the perceiver (Baloglu & McCleary, 1999:87). In addition, the customer's interest in an event and the consumer's perception of constraints (such as financial constraints and risk, particularly health and safety) on attendance each have an effect.

The categorisation of participants and spectators into these groups can be used in a strategic manner to develop a specific sport tourism risk event management plan for sport tourism events. Sport tourism events are service products that are intangible, perishable and inseparable from the environment, which exposes the sport tourism event to a broad range of risks and uncertainties, such as economic loss, challenges with performance, psychological issues and physical challenges, as indicated in Figure 3.3 below (Tassiopoulos, 2005:229).
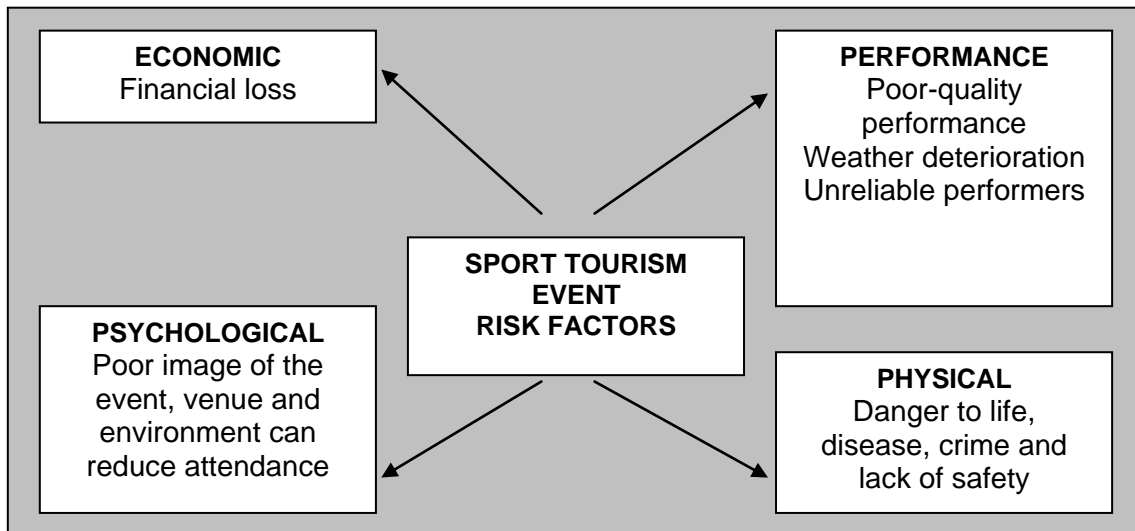
Figure 3.3: Sport tourism event risk factors (adapted from Tassiopoulos, 2005:229)

Tassiopoulos (2005) asserts that economic loss relates to any financial challenges that could occur during a sport tourism event resulting in the event not making a profit and not covering expenses. It can also mean that there was no sufficient sponsorship for the event and could possible also point to an underestimation of the capital and operating costs and a lack of public funding required to cover shortfalls in private sector revenue generation. According to Tassiopoulos (2005), performance issues can be linked to a variety of aspects, such as unreliable staff, lack of skills training of staff and weather, which pose challenges for an event. These issues can hamper the professional output of the event. Any type of event will have physical dangers associated with it, which is why planning for risk and safety matters is important. Aspects that can threaten a sport tourism event include situations that can pose a danger to someone's life and matters pertaining to the safety of participants and spectators. Lastly, psychological issues are linked to the poor management of an event overall and can influence many stakeholders, including the destination, in a negative manner (Tassiopoulos, 2005:229–230). A sport tourism event manager should take the categories suggested by Maier and Weber (1993:38) into consideration and the sport tourism event risk factors should aid in formulating a plan to analyse the risks of the specific events. The outcome should be a sport tourism event risk-management plan that incorporates planning and preparation of what type of risks could be associated with the sport tourism event. The stages in compiling such a plan include collecting relevant documentation for the plan, evaluating respective documentation thoroughly, interviewing all relevant stakeholders of the sport tourism event regarding risk issues, conducting a survey of the event venue to anticipate risks and analysing the data collected. Once the data have been analysed, the sport tourism event manager can formulate relevant recommendations that are suitable for

the sport tourism event and can draft the sport tourism event risk-analysis report. The report is then provided to the client, as illustrated in Figure 3.4 below.
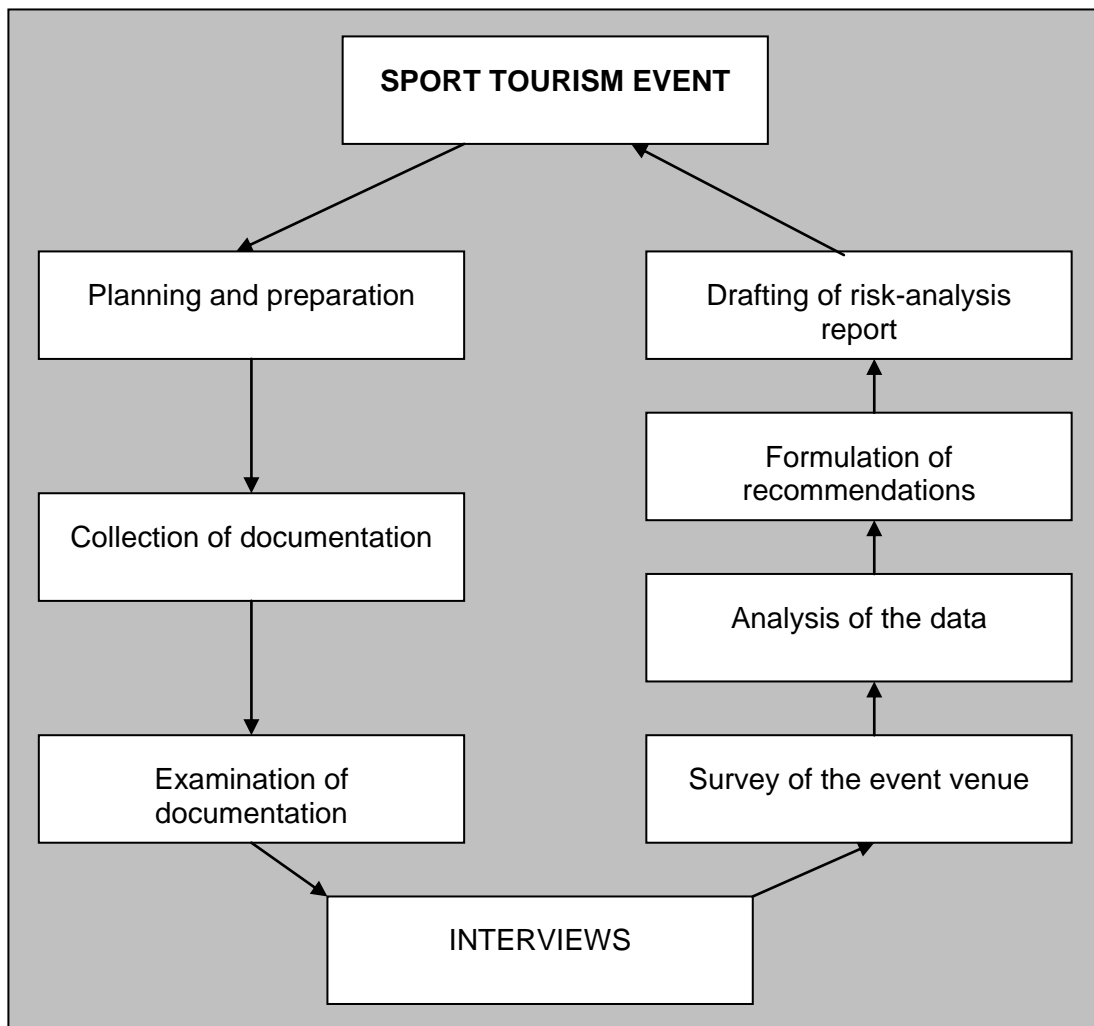
Figure 3.4: Sport tourism event management risk plan (adapted from Tassiopoulos, 2005:233)

It is important that the sport tourism event manager takes into consideration certain characteristics of the sport tourism event and that a thorough investigation is conducted of the anticipated facilities that will be used for the duration of the sport tourism event. This would imply all types of facilities and not merely the actual site where the event takes place. It should include all elements such as accommodation, transportation, restaurants and other elements that produce a holistic sport tourism event in order to present it as a complete 'tourism package' to the participants and spectators. According to Tassiopoulos (2005:233), the investigation conducted by the sport tourism event manager should include assessments of the nature and setting of the intended event, time influences (time of day or night, duration of the days, in the week, in the month), the nature of participant and spectator groups, the actual location of the event venue and adjacent uses, weather considerations, environmental factors and other events occurring. This information should be compiled into a strategy or

report with recommendations and should be provided to the client or owner of the sport tourism event. A copy of the report should be stored with the sport tourism event management team.

3.4.4.2 Marketing of sport tourism events

Sport tourism event marketing requires a high level of skill to ensure successful implementation. Hall (1997:136) defines marketing as a function of event management that can keep in touch with the participants and visitors, read their needs and motivations, develop products that meet these needs and build a communication programme that expresses the purpose and objectives of the event. According to Shone and Parry (2004:163), understanding how to market an event will assist in raising awareness, advertising, promoting, improving an image or maintaining the impact of the event in the media, while it is also important to understand what kind of activities customers would enjoy, or what publicity material target markets might respond to.

Pope and Turco (2001:3) assert that marketing for sport tourism events has limitations in terms of blurring boundaries, which make it difficult to limit events to sport. They define events in the following manner: "An event is any single item that occurs in a programme series of one or more items of entertainment. The prerequisites of an event are that it has performers, a venue, an audience and a time limit". The sport tourism event marketer should therefore be fully aware of who the customer is, what the product is and how to provide it.

Lennox (2001:2) states that in the context of tourism destination planning, sport tourism events play an important role. He further posits that events of any type can enhance the destination and can link tourism to commerce. In particular, sport tourism events fulfil this role. Lennox claims that sport tourism events can be used in the following contexts, in favour as a destination marketing tool:

- As an image maker for the destination
- To generate positive economic impacts
- To act as tourist attractions
- To overcome seasonality
- To develop local communities
- To develop of local business

Lennox (2001:2) further argues that cities such as Barcelona, Miami and Manchester have successfully utilise events to promote commercial and economic development by focusing on specific sectors such as music, sport, fashion and information technology. He further asserts that sport events have also been used as a catalyst in these cities for successful inner-city regeneration. As a result of the importance of events, these cities use events to aggressively market their destinations and to support broader destination branding, leading to the expansion of key tourism event products, destination positioning and image building.

A key question to pose at this point is what is the purpose of sport tourism events for cities such as Durban and Cape Town? It is evident from the abovementioned that sport tourism events have positive benefits for a city and it can therefore be accepted that sport tourism events

- attract visitors to the city as a tourism destination;
- attract investment to the destination; and
- attract residents to attend.

This can further lead to assisting the city in improving positioning and branding, attracting visitors and investment. Chalip and McGuirty (2004:267) state that an emerging challenge in sport event tourism is to incorporate events into the host destination's overall mix of tourism products and services in a more strategic manner to attract and retain visitors. Chalip and McGuirty (2004:267) further suggest that event elements should be bundled with the host destination's attractions by using a mixed bundling strategy, incorporating event elements that support the subculture of the sport with destination elements such as attractions, shopping and tourism activities. Chalip and McGuirty (2004:268) claim that the actual challenge is to strategically include sport tourism events in the host destination's overall mix of tourism products and services, hence marketers should focus on events as a means for the host destination to attract and retain visitors. Shukla and Nuntsu (2005:252) state that event marketing is used as a strategy to fulfil the purpose and goals of the specific event. If the event is complex, the marketing becomes more challenging. Hoyle (2002:2) indicates that for any type of event, irrespective of the size of the event, there are three key dimensions (referred to as the "three E's" of event marketing) that are critical to the success of the marketing of the event. These dimensions are discussed in Table 3.11 below.

Table 3.11: Hoyle's (2002:2) "three E's" of event marketing

The "three E's"	Description
Entertainment	"[K]ey to the marketing success is the need to provide entertainment that will once again compel the audience to leave home to experience something they will not find there, because what is being offered is different, unique, and designed just for them" (Hoyle, 2002:2).
Excitement	This aspect is the fundamental element that makes a sport tourism event a moment to remember. Excitement can be generated by entertainment; however, the sport tourism event manager has to identify the critical focus of the sport tourism event that can lead to the culmination of the exciting moment of the sport tourism event. For example, the opening and closing functions or games of sport tourism events can be exciting moments. The level at which these will be produced depends on the skill of the sport tourism event manager and his or her team. It will also be projected in the manner in which the sport tourism event management team conceptualised the main purpose of the sport tourism event. Lastly, their enthusiasm and passion for the project will be elements that can justify the moment of excitement. Should the organising team not display zeal for their project, it will merely become another event that is organised for the purpose of financial gain.
Enterprise	Hoyle (2002:2) defines enterprise as "a project or undertaking that is especially difficult, complicated and risky". This definition sets the boundary for the complexity of sport tourism event management and reconfirms the nature of skills required by sport tourism event managers to ensure crafted, creative sport tourism events that captivate their audience.

Furthermore, the key elements of sport tourism event marketing comprise customer care, selling, influencing trends and attitudes, creating experiences, research, segmentation, targeting and the traditional marketing mix, namely product, price, place and promotion (Shukla & Nuntsu, 2005:252). In terms of the sport tourism marketing mix, Shukla and Nuntsu (2005:254) further concur that there are two items to add to the traditional marketing mix, namely positioning and public relations. Table 3.12 below provides a brief overview of the sport tourism event marketing mix.

Table 3.12: Sport tourism event marketing mix (Shukla & Nuntsu, 2005:254–268)

Key element	Description
Product	Hoyle (2002:12–13) describes the product of the sport tourism event as the end result of the outcome of the event. The product or sport tourism event will comprise all the ancillary contributions, such as the programme, the presentation, the quality of production, branding and customer care. Issues such as the history of the sport tourism event, the value of the sport tourism event and what makes the sport tourism event unique are all attributes that should be considered when developing the product. Specific aspects to add to the uniqueness of the product will also include the location, staging, entertainment, food and beverage provision, seating, queuing, décor, theming and technical provision.
Price	Shukla and Nuntsu (2005) acknowledges that the sport tourism event manager should consider whether the sport tourism event has been priced to match the visitors' perception of good value. It should be further considered whether the projected income of the sport tourism event will cover all the fixed and variable overheads, depreciation, future capital investment and all the associated marketing costs to yield a profit. Some further considerations for pricing sport tourism events should include the corporate financial philosophy of the sport tourism event owner or client, the cost of doing business and the financial demographics of the target audiences.
Place	Shukla and Nuntsu (2002:257) state that the place or location of the sport tourism event can not only dictate the attendance, but can also influence the ambience of the sport tourism event. Logistical and safety matters also play a key role in determining the place for the sport tourism event. The place should offer access for the participant and spectator. Watt (1998:66–67) claims that the place of the sport tourism event also includes venues, transportation, accommodation, emergency access, ancillary facilities, the host city, signage, political stability of the region, maps, parking, geographical elements and catering location. The final decision of the place or location is made with the sport tourism event audience and the sport tourism event profile in mind.
Promotion	Promotion (also referred to as the communication mix) is a critical element in the sport tourism event marketing mix and incorporates matters such as advertising, sales promotion, flyers, brochures and personal selling. Hoyle (2002:33–41) suggests that regardless of the nature of promotion being used, critical questions such as why, who, when, where and what should always be used to guide the path of promotion of the sport tourism event.
Positioning	The marketing plan is the instrument that determines the success or failure of the sport tourism event. Sport tourism event marketing is reliant on the right position of the product. The sport tourism event cannot be sold until the marketing plan has been established. Each sport tourism event is a special case and will require its own unique marketing plan that will include elements such as purpose, goals, objectives, marketing strategy and environmental and demographic factors. It is suggested that positioning should be kept simple and feasible.
Public relations	Skinner and Rukavina (2003:4) states that public relations of the sport tourism event include the management through communication of perceptions and strategic relationships between the sport tourism event organisation and its internal and external stakeholders. Public relations play an important role in establishing understanding and support for the sport tourism event.

The four sport tourism events used as case studies for this study all engaged in internet marketing. Goldblatt (2002:282) indicates that major marketing concepts include brand building, direct marketing, online sales, online commerce, customer support, market research and product testing. Sport tourism event managers can benefit from the internet's electronic commerce features, which can assist in running registrations and ticket sales and distributing promotional materials. The use of the internet can provide various other options to the sport tourism event manager, such as event customer support, personalised customer services, surveying visitors, chat rooms and live broadcasting. Visitors to the sites can share information and experiences. The use of the internet also allows the sport tourism event manager to change and update content regarding the sport tourism event at any time, ensuring that the most recent information is always readily available (Goldblatt, 2002:284).

In order to ensure sustainability, Saayman and Saayman (2006:220) posit that it is vital to maintain the normal target markets and to engage in developing new markets for sport tourism events. Various activities should be considered for interested parties who would want to remain longer and spend more money. The notion of ownership of sport tourism events becomes critical, as this sustains relevant sport activities. As a means to aid in sustaining sport activities, stakeholders such as local government, the private sector and the host community should be part of the sport tourism event planning process.

3.4.4.3 Sponsorship

Turco *et al.* (2002:163) indicate that there are several funding options available to sport tourism event managers. A successful event cannot occur if no provision is made for financial support (Watt, 1998:44). Sponsorship is part of the funding options that are available to sport tourism event managers. Turco *et al.* (2002:167) state that sport sponsorship is "big business". Schmader and Jackson (1997:61) posit that sponsorship plays a significant role in any type of event, particularly in sport events. It is therefore, contended that sponsorship is a commercial activity and essential to the success of any sport tourism event. The CM, the DCM, the OMTOM and the BR all depend heavily on sponsorship, which forms part of the foundational elements in the successful staging of these four events.

A telephonic interview was conducted with the event managers of these four sport tourism events, and each manager indicated the vital importance of sponsorship to the validity and survival of each of these events. Feedback from the sport tourism event managers of these events entailed the following:

- CM: "Sponsorship is extremely important. It is the livelihood of the event. As the Comrades is non-profit, all income derived from sponsors are used to fund the event. The Comrades is a prominent sports tourism event that has a large sponsorship base. There is a commitment to maintaining long-term contracts with sponsors and to build a positive relationship with them." (Jordaan, 2008)
- DCM: "Sponsorship to the event is vital; it is the livelihood of the event. The event is non-profit, hence sponsorship is the funding mechanism for the event." (Millward, 2008)
- OMTOM: "Sponsorship is very important. Entry fees provide minor funding, whereas sponsorship provides more than 50% of the collateral required to operate the event. Without sponsorship, the event would not be possible. Sponsorship is not only provided in cash, but also in services, for example, Netcare 911 provides medical services that are worth millions of rands." (Shultze, 2008)
- BR: "Sponsorship is crucial, as it funds the running of the event. The entry fees alone do not cover the operations, hence sponsorship is required to take care of other aspects such as the marketing of the event." (Landman, 2008)

Sponsorship plays such an important role in the sport tourism event process that special attention is given by the event manager to sponsorship in terms of its articulation and implementation. Bowdin, Allen, O'Toole, Harris and McDonnel (2006:228) assert that "sponsorship is a strategic marketing investment, not a donation (philanthropy) or a grant (a one-off type of assistance), which means events must view sponsorships as working business partnerships". SAT (2005) indicates that commercial activity in the sport industry, in the form of sponsorships, has demonstrated strong growth, driven by spectatorship and participation levels, which is commanded by individual sports.

Sponsorship differs from one sport tourism event to another. The nature of the sport tourism event will determine the type of sponsorship that is required. Turco *et al.* (2002:169–170) claim that the primary reasons for sponsorship include benefits of a corporate affiliation with sports, access to intercollegiate athletic events, media exposure through signage within the venue, ticket access to sport tourism events and product exclusivity within the sport venues.

They also identify supplementary reasons for sponsorship, which include a desire to increase the corporate consumer base, the ability to develop tie-in programmes, enhancement of the corporate image and tie-ins with the current advertising campaign. Polonsky and Speed (2001:364) also suggest that sponsorship can build goodwill among staff, increase brand awareness, counter adverse publicity and increase general product awareness. Getz (1997:218) further identifies numerous benefits that a sponsor may receive from sponsoring an event, which include generating revenue for administration and operations, increasing the marketing scope, professional and human resource gains and enhancement of the image of the event through association with a positive image. Lastly, Coughlan and Mules (2001) posit that sponsors seek image enhancement, market positioning and ROI.

Emirates Airlines, as an example, has an impressive global sport sponsorship portfolio and has gained benefits from sponsoring various sport tourism events. Emirates sponsors Sevens Rugby tournaments and is also a sponsor of the Arsenal Football Club in London. The home ground of Arsenal is known as the Emirates Stadium. Furthermore, Emirates is a sponsor of the Hamburg Football Club and is also an official partner of the FIFA Football World Cup.

Sport tourism event managers should evaluate sponsorships not only in terms of the awareness levels that are created, but also in terms of the impact of the sponsorship on consumers' attitudes towards the sponsor. The image of the sponsor among its target audience will also ensure that the sponsorship contributes significantly towards the long-term advancement of the company (BMI Sport Info, 2007). Changes in the economy, demographic shifts and the fragmentation of the media all contribute to sponsorship growth (Nuntsu & Shukla, 2005:175).

Sponsorship is a critical element of the sport tourism event management process. In view of the importance of sponsorship to the sport tourism event, the sport tourism event manager should implement sponsorship strategies to ensure effective sponsorship practice. A clear understanding of what type of sponsors are required should be established in the planning phases of the sport tourism event. It is also necessary to decide on a sponsorship strategy. Table 3.13 illustrates a sponsorship strategy that could be considered to gain sponsorship.

Table 3.13: Sport tourism event sponsorship strategy (adapted from BMI Sport Info, 2007)

Phase	Description
Setting the objective	During this phase, a clear understanding of the need for sponsorship is established. The concept of sponsorship of the sport tourism event is debated and accepted after which specific objectives for sponsorship are identified and parameters of operation are established.
Defining the target market	This phase identifies the type of sponsorship categories that will be allocated. This can include an exclusive or title sponsor, a presenting sponsor, a co-sponsor, a media sponsor and an in-kind sponsor.
Selecting sponsors	During the selection phase, sponsors are selected and approached for sponsorship. Research should also be conducted to learn about the business of potential sponsors.
Drafting the action plan	Issues to consider in presenting the notion would involve a sponsorship presentation, a summary of benefits, identification of possible risks and barriers to obtain sponsorships and the creation of a sponsorship platform and a complete sponsorship proposal. As part of this process, a sponsorship agreement is necessary, as it is the visible, outward statement of parties involved with the agreement.
Staging the event	During this stage, the sport tourism event is held at a specific venue with involvement of sponsors. The name and branding of the sponsors should be visible throughout the phases leading up to the event and during the event. Sponsors should be seen visually and marketing plays an essential role in presenting the sponsors to the audiences.
Evaluating the sponsorship	Evaluation is critical, as it can assist in measuring the impacts of sponsorship in terms of investment. Sponsorship evaluation also improves performance for future events. It makes the sport tourism event manager aware of the need to set and meet objectives. It is also a method to impress sponsors and to encourage them to return and to re-invest in the future. Sponsorship evaluation is also an effective manner of selling when approaching future sponsors for another event.
Redesigning/Improving for future events	Through evaluation, measures for improvement can be set in place for the staging of future events. It can point out what was positive and what was negative and how to improve for future events. This will be documented and used as a guideline for staging future events.

Turco (1999) posits that it is important for sport tourism event managers who seek sponsors to learn as much as possible about what companies are looking for when they make sponsorship decisions. By gaining an understanding of each individual company and its markets, a sponsorship package can be developed to meet specific corporate needs. Sport tourism event managers should also place greater emphasis on sponsorship retention, as it is five times more expensive to attract a new sponsor than to retain an existing sponsor. It is evident that obtaining sponsorship is hard work. However, if the sport tourism event manager spends effective time to reflect on the sponsorship process and prepares a strategy, this will aid to secure sponsorships. Professionalism and determination in terms of ensuring that there is a stable sponsorship relationship are also essential in the sponsorship process.

3.4.4.4   Operational and logistical elements

It is no easy task to ensure a successful sport tourism event. Besides key focus areas of sport tourism event management, as discussed in this chapter, there are key operational and logistical elements that shape the sport tourism event. These elements are known as the fundamentals of the sport tourism event and ensure that the event is staged and involves all necessary practicalities. The following critical elements are discussed: staffing, budgeting, legalities, safety and security, total quality management (TQM), signage, ambience, location/venue, catering, technical services, clean amenities, facilities for the physically challenged and close-down and evaluation.

Staffing

Getz (1997:185) states that several sport tourism event managers will be forced by circumstances to take whatever human resources they can obtain. Staff working at a sport tourism event can include paid staff and volunteers. They can also be regarded as internal clients of the event and, therefore, it will be important to fulfil their needs to ensure quality of service. Recruiting, training and maintaining volunteers are essential and their duties are to be clarified.. Paid staff should also receive training in terms of the purpose of the event and the procedures that will be conducted during the event (Turco *et al.*, 2002:112). According to Getz (1997), the aim of training is to ensure that all recruits and existing personnel can fulfil their responsibilities, grow within the organisation and develop their potential.

Budgeting

Sport tourism event managers at all levels should be able to work with a budget and ensure effective control over costs, expenditures and revenues. Senior managers in the sport tourism event team have an additional responsibility of accounting for finances, reporting on the financial health of the sport tourism event organisation and implementing sound financial plans (Getz, 1997:229). Shone and Parry (2004:96) suggest that the setting of financial objectives is important for the entire sport tourism event, as well as what should be accomplished financially. The sport tourism event budget should be based on factors such as marketing projections and estimates, the general history of previous identical or similar events, the general economy and forecasts for the future and income expenses that are reasonably expected with available resources (ROI and type of financing that is chosen to use to finance the event, such as borrowed funds, prepayments and existing funds). Shone and Parry (2004:97) further identify common budgeting mistakes that are often made by event managers and they caution event managers to consider the following:

- Ignoring the objectives of the event when the budget is determined
- Deciding on a figure for ticket sales before determining actual costs

- Not involving all relevant participants in the budget-preparation process
- Being over-optimistic about demand for the event
- Failing to find a venue with sufficient capacity
- Overlooking subsidiary issues such as the costs of ensuring safety and security
- Not adding proper tax
- Not having sufficient capital or start-up funds to establish the event
- Event management staff spending money but not obtaining relevant receipts and invoices

Sport tourism event managers should be professional about their accounting procedures, in particular, when large budgets are involved. It is essential that sport tourism event managers ensure that an audit trail is maintained to trace all transactions and relevant source documentation. Sport tourism event managers should understand the financial aspects of the sport tourism events. This will ensure that they have a more positive chance of succeeding in their event from a business point of view than those who have no financial knowledge (Van Oudtshoorn, 2005:147–148).

Legalities

The sport tourism event manager may be held responsible for, among other legal matters, the behaviour of sport spectators and participants, possible damage caused by spectators, violation of certain laws, cancellations and damage to property. South African law is complex and every sport tourism event manager should consult with a legal advisor. The law is there to regulate relations between individuals in a community. Martin (1992:4) identifies the following areas where legal agreements become essential in the event management process:

- Sponsorship
- Local authority permits
- Venue/land leases
- Television broadcast rights and fees
- Equipment leases for sound, lighting, communications and signage
- Service industry support such as waste collection, sanitation, construction and security
- Volunteer workers
- Recording and performing music in terms of licensing and copyright

The sport tourism event manager should appraise whether or not to enter into legal agreements. If there is a remote possibility that a sport tourism event could result in a liability and an award of costs, an agreement should be reached. A key focus for the sport tourism event manager is the reduction of risk. Emphasis of sport tourism events should be on professionalism, safety, risk management, transfer of liability and indemnification (Martin, 1992:20). It is also advisable to consider indemnities, waivers of liability and consent agreements, should there be a possibility of anything going wrong in the sport tourism event management process.

Safety and security

Price (1997:31) defines safety as follows:

> [Safety is] concerned with protecting people from injury resulting from accidents caused by their carelessness or the negligence of others. This includes helping delegates take precautions when necessary, inspecting the meeting facility to ensure that basic safety programmes are in place, and identifying sources of medical assistance that can be called in the event of an accident.

Sport tourism event managers should survey the entire event location and venue to determine likely challenges that could create injury. Other issues that should be considered include having paramedical support services available, being aware regarding alcohol abuse and the use of drugs, as well as complying with food health regulations and standards (Berlonghi, 1990:127). Berlonghi (1990:109) suggests simple safety strategies, governed by common sense, that should be conducted at events. These safety strategies are represented in Figure 3.5.

Figure 3.5: Health and safety strategies for sport tourism events (adapted from Berlonghi, 1990:111)

Total quality management

The events industry has been confronted with changes in consumer behaviour and in modern information and communication technologies (Zehrer & Pechlaner, 2006:54). Consumer behaviour has changed and is focussed on up-to-date product information, while developments in information technology innovations have posed the challenge to the events industry to deal with competitiveness. Quality has therefore become a key element in sport tourism events. Zehrer and Pechlaner (2006:55) further state that integrated quality management should be recognised as an essential component in an action strategy to ensure customer satisfaction and that customer satisfaction can be evaluated by conducting research. A customer attending a sport tourism event should be regarded as a lifetime value to the event and can add value on the ROI for any sport tourism event. Therefore, it is essential that sport tourism event managers include customer satisfaction research as part of their management strategies. These actions should be focussed on the competitiveness of the sport tourism event organisation.

Signage

The appearance of a sport tourism event will assist in attracting spectators, participants and sponsors to the venue (Turco *et al.*, 2002:142). Signage for a sport tourism event should be eye-catching. It should also be easily and inexpensively manufactured, assembled and dismantled. Signage consists of the provision of signs at a sport tourism event that assist to provide directions, give sponsors exposure and display information. The signage programme should also accomplish smooth and free movement of pedestrians, spectators, participants, staff and all vehicles into, around and out of the site of the sport tourism event.

Ambience

Ambience influences the success of an event. According to Shone and Parry (2004:139), an event with the right ambience can be a success, while the opposite is true for an event with the wrong ambience. Hence, it is important to create the right ambience for the right sport tourism event. Getz (1997) identifies six event settings such as assemblies, processions, linear-nodal, open space, exhibition/sales and activities. The nature of the sport tourism event will determine the most suitable setting.

Location/venue

In order to determine the location of a sport tourism event, aspects such as visibility, accessibility, centrality and clustering should be considered. Furthermore, accessibility to the event will assist in ascertaining a suitable location. Sport tourism event managers should ensure accessibility of a sport tourism event for potential customers, visitors or participants. The means of transport (public and private) and the event location should be taken into account (Getz, 1997), while the location should have adequate space for parking. Getz (1997) further posits that easy connections to airports, freeways and public transport terminals are essential when targeting tourists and shuttle services from parking areas or public transport stations, which are recommended if accessibility is a problem. Venue-find is one of the important aspects of the development phase of a sport tourism event (Shone & Parry, 2004:121).

Catering

The organisational planning of a sport tourism event involves fundamental planning principles, but each event remains a special case and should be treated as such. Part of this function is food and beverage requirements. Food and beverage catering for an event requires special attention, while the type of sport tourism event will determine the type of catering that will take place. Food choices that are made will be influenced by several interacting factors. Food should be palatable and have appetite appeal. A challenge for the sport tourism event manager is to satisfy several tastes. Goldblatt (1997:153) states that

food, beverage and celebration are inextricably connected and that from social lifecycle events to a mega event such as the Olympic Games, the relationship between food and frivolity has been a close one. Other issues such as health and cultural aspects should be taken into consideration. Food and beverage sales are an essential service at most sport tourism events, potentially a targeted benefit to attract specific market segments and a major source of revenue (Getz, 1997:209).

Technical services

It is noted that technical services have become sophisticated to an extent that sport tourism event managers may decide to outsource the needs of the client to a production company. Shone and Parry (2004:134) assert that multimedia can include video, computer-generated text and graphics, transfer of pictures from digital sources and the insertion of sound or video in presentations or broadcasting. Other issues include sound and the need for sound reinforcement at most events (Shone & Parry, 2004:134). High standards should be adhered to and a positive relationship should be built with a production house that can supply these resources to the sport tourism event manager.

Clean amenities

Cleaning and clearing are aspects that are often neglected in the servicing of venues, sites and events (Shone & Parry, 2004:138). Clean amenities add to the ambience of the event and it is the sport tourism event manager's task to ensure that regular cleaning checks are facilitated and that the site is clean. Proper systems for servicing and supervision should be introduced and maintained during the course of the sport tourism event.

Universal access

McClain (2002:1) posits that the overarching policy in South Africa regarding disability issues is the Integrated National Disability Strategy, which provides a blueprint for the integration and inclusion of disability into every aspect of governance. This strategy does not only deal with disability issues from a health and welfare focus, but also has a rights-based integrated approach to issues such as having access to the use of places and facilities (McClain, 2002:1). The sport tourism event manager should be mindful of universal access to any type of sport tourism event that they may organise and should take into consideration that people who have disabilities could participate and could attend the event as spectators. The sport tourism event manager could also organise an event that incorporates sportspeople who have disabilities. Sport tourism event managers should regard people who have disabilities as capable individuals who are and can contribute to society and who can form part of an event that they are organising. It is also suggested that sport tourism event managers develop a special checklist for creating an accessible sport tourism event. People who have

disabilities require a continuous, accessible path of travel, and the sport tourism event manager should therefore create an event environment in which there are no obstacles, internally or externally. Vollmer and Wilsnagh (2008) state that sport tourism event managers should cover all bases and consider all possibilities regarding disability, and "should find an adequate partner to become part of the management team as an advisor on disability issues and legislation".

Close-down and evaluation

Shone and Parry (2004:215) indicate that the closing down of an event directly affects its success. Close-down involves three aspects, namely administrative completions, physical close-down and evaluation and recording. This will involve a range of administrative tasks and accounts to complete, paying all accounts as well as final marketing activities. There will also be personnel completions such as final payments of staff. Sport tourism events close-down and evaluation should receive equal attention as they are part of the sport tourism event management process. The evaluation process provides valuable information that can be added to the event history file and generally provides direction for the next event in terms of improvement and new strategies. Documenting every aspect of the sport tourism event in the close-down and evaluation phase is important and reports should be completed and archived.

3.4.5   Service quality for sport tourism events

The sport tourism industry is a service industry and, as such, is largely influenced by the quality of services that are provided. Service quality has been suggested as a key concept for organisations, as research has indicated that it is directly related to customer retention rates and higher profits for organisations (Backman & Veldkamp, 1995; Baker & Crompton, 2000; Bloemer, Ko de Ruyter & Wetzels, 1999; Zeithaml & Bitner, 2003). There is evidence that when customers' perceptions of service quality is positive, behavioural intentions are favourable, which strengthens their relationship with the organisation (Zeithaml & Bitner, 2003). Conversely, when service-quality assessments are negative, customers' behavioural intentions are unfavourable. The increasing interest of researchers in the issue of service quality is justified by the influence of service quality on customer satisfaction. It is widely accepted presently that service quality has a direct effect on customer satisfaction. A customer that has positive perceptions about service quality is likely to report high levels of satisfaction (Cronin & Taylor, 1992; Spreng & Chiou, 2002; Woodside, Frey & Daly, 1989).

Event managers are often preoccupied with delivering a high-quality programme, which is basically what visitors want to experience, without realising that equal attention to service quality is essential to ensure visitor satisfaction (O'Neil, Getz & Carlsen, 1999:1). They state that in some cases the performance or competition may be excellent, but if customers experience low-quality service such as poor food, dirty or poor facilities and incompetent service delivery from staff, their future attendance will be in doubt. This point is supported by Tassiopoulos (2005:270), who indicates that customer care at events involves the basics of staff appearing clean, tidy and presentable while wearing the uniform or badge of the event. Sport tourism event managers should focus on being service-oriented and should not take for granted that their event will be successful. Ensuring the success of an event is hard work, and a key focus is professional event management, which is built on the concept of TQM. O'Neil *et al.* (1999:1) posit that it is the responsibility of the sport tourism event manager to deliver an attractive event programme. In order to achieve this, sport tourism event managers should ensure that the level of competition is intense and that performance is optimal. In addition, they should also ensure that high-quality tangible and intangible elements are provided and managed.

Quality management can lead to growth as well as create employment and sustainable and responsible development of the sport tourism event. Quests require a top-quality product and value-for-money service at all times. Guests view the sport tourism event as a whole package of individual services, in which all services are linked. The quality of services also leaves an impression on guests and influences their total experience. It is therefore clear that customer satisfaction plays a vital role in the sport tourism event. Anderson and Sullivan (1993:140) state that "investing in customer satisfaction is like taking out an insurance policy, if some hardship temporarily befalls the provider, customers will be more likely to remain loyal".

Quality in terms of sport tourism events can be based on the following aspects: quality is a company-wide process; quality is what the consumer says it is; quality and cost are a sum, not a difference; quality requires both individual and teamwork efforts; quality is a way of managing; quality and innovation are mutually dependent; quality is an ethic; quality requires continuous improvement; quality is the most cost-effective route to productivity; and quality is implemented with a total system connected with customers and suppliers. It becomes essential that the quality of the sport tourism event becomes controlled, particularly in the process of service delivery, as this has implications for the market share and profitability of the sport tourism event.

Cooper, Fletcher, Fyall, Gilbert and Wanhill (2005:579) posit that a well-positioned service enables the sport tourism event organisation and the sport tourism event to achieve two important objectives, namely to differentiate its position in order to distinguish itself from the competitor and to deliver superior service. It is further suggested that objective designs and notions are introduced to ensure that no confusion will arise as to what should be achieved and that effective organisational relationships should be the order of the day, leading to successful quality programmes (Cooper *et al.*, 2005:580). It is therefore an important factor that the sport tourism event manager strives to create a quality management culture and does not focus on cloning systems that are used by competitors.

Cooper *et al.* (2005:582) state that "quality has emerged as a major competitive component of a service organisation's strategy and there is a crusade for quality management and improvement within the event industry". They further note that several individuals within the event industry are still unaware of the theoretical grounding of quality management. It becomes the responsibility of the sport tourism event manager to ensure that a quality culture is developed at all levels of development of the sport tourism event, meeting the needs of changing markets and exceeding expectations for the long-term sustainability of the sport tourism event.

A TQM system is a tool to guarantee quality. Saayman (2002:54) states that "TQM focuses on three principles; achievement of standards, customer satisfaction and to seek continuous improvement from the entire workforce". Management staff play a key role in the implementation of a TQM system and they should be trained on how to lead the building of a TQM system. Tenner and De Torro (1992:225) state that managers should understand the approach of TQM, how the system will assist them in achieving goals and that the concept of TQM is based on a process of constant advancement, improvement, lasting quality and teamwork. TQM becomes a management philosophy for the sport tourism event manager and should be incorporated as a strategy to ensure customer satisfaction.

Oakland (1993) states that a system of quality management brings together all forms of business techniques to improve overall performance. It also includes all professional knowledge and material means that are directed towards permanently improving all processes by using all available human and material resources. Saayman (2002:60) identifies three specific dimensions that play an important role in the leadership of the management staff involved with the TQM, namely alignment, capability and mutual trust. Employees should be aligned to the mission, vision, values, policies, objectives and methodologies of the event organisation and the sport tourism event. This leads to empowerment and support for the process. Employees should also be able and capable to

conduct their tasks, hence skills and knowledge are requirements. Added to this are vital resources that should be provided by the event organisation, namely materials, methods and equipment. Saayman (2002:60) highlights that 'mutual trust' is also a key issue, as this unleashes the power, creativity and resourcefulness of the workforce. The sport tourism event manager should focus on encouraging perseverance, adherence, discipline and continuous employee efforts to ensure the ultimate success of the TQM process. The TQM process is customer-driven and completes a cycle of planning quality, quality realisation, control and evaluation of quality and quality improvement (Saayman, 2002:61).

TQM is an ongoing process that involves the overall organisation, such as management, staff, systems, structures, skills strategies, training innovations and management styles. Shahin (2004:1) states that managers in the service sector are under increasing pressure to demonstrate that their services are customer-focussed and that continuous performance improvement is delivered. Parasuraman, Zeithaml and Berry (1985) developed a model of service quality, which identified that the consumer evaluates the quality of a service experience as the outcome of the difference between expected and perceived service. Cooper *et al.* (2005:591) posit that understanding the flow of the Parasuraman *et al.* model can lead to improved management control over the sport event tourist service relationship.

Shahin (2004:2) mentions that the measurement of service quality allows for comparison before and after changes, for the location of quality-related problems and for the establishment of clear standards for actual service delivery. Shahin (2004:2) also states that there are seven differences or shortcomings in the service quality concept, which are identified in Figure 3.6, an extension of Parasuraman *et al.*'s model (1985). A sport tourism event manager can apply this model to the management of any type of sport tourism event to assist with customer satisfaction. It can also be used to design event service-quality surveys. Shahin's (2004:2–3) interpretation of the service-quality model is presented in Table 3.14.
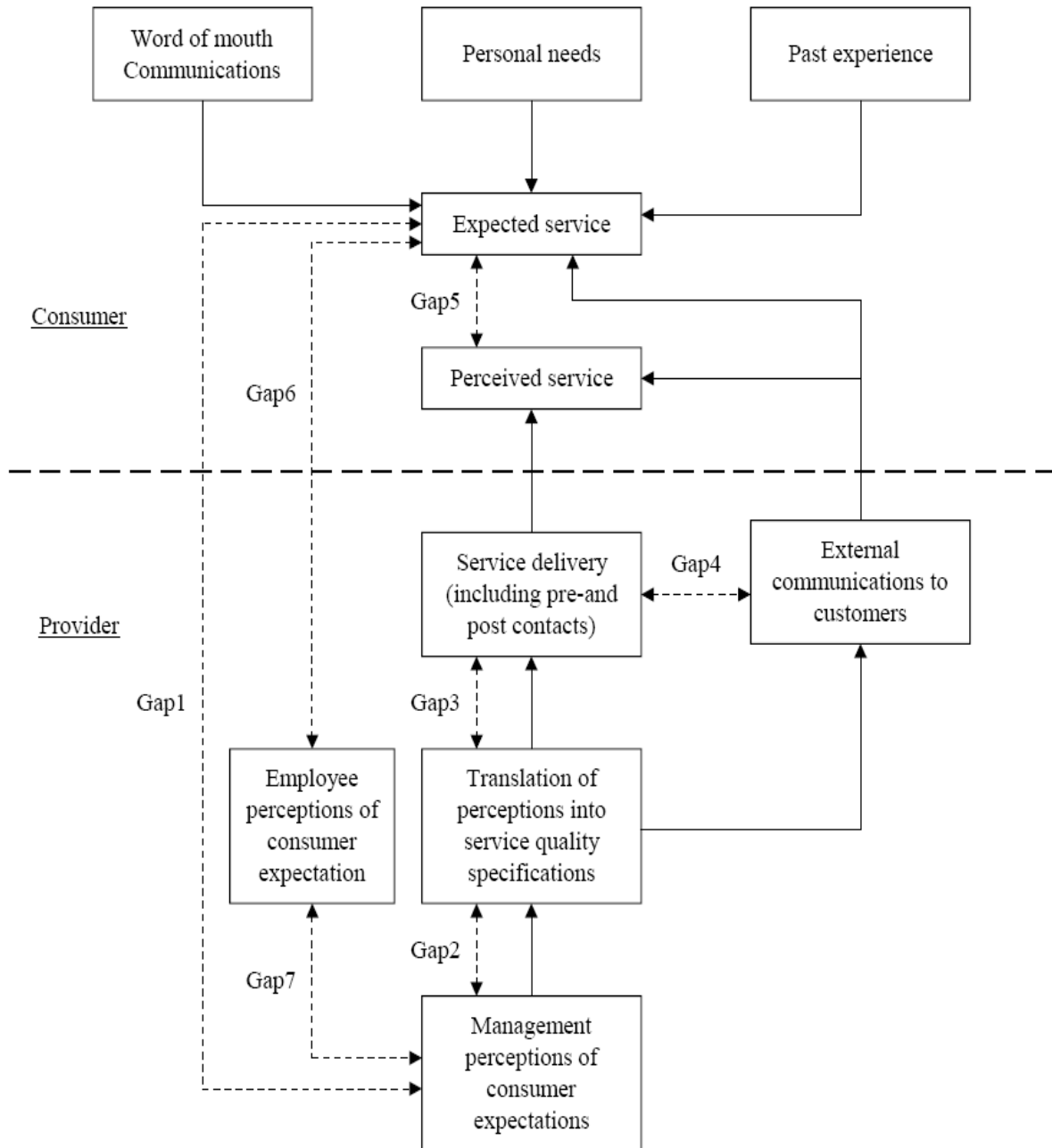
Figure 3.6: Extension of Parasuraman *et al.*'s model (Shahin, 2004:2)

Table 3.14: Interpretation of the service quality model (adapted from Shahin, 2004:2–3)

Difference or gap	Clarification of the difference or gap
Gap 1: Customer expectations versus management perceptions	Lack of marketing research orientation. This leads to inadequate upward communication and many layers of management.
Gap 2: Management perceptions versus service specifications	No commitment to service quality. No task standardisation and an absence of goal setting.
Gap 3: Service specifications versus service delivery	Role ambiguity and conflict. Poor employee–job fit, poor technology–job fit, inappropriate supervisory control systems. Lack of perceived control and of teamwork.
Gap 4: Service delivery versus external communication	No horizontal communication leads to over-promising, which cannot be delivered on.
Gap 5: Discrepancy between customer expectations and their perceptions of the service delivered	Influences from the customer and the shortfall from the part of the service provider
Gap 6: Discrepancy between customer expectations and employee perceptions	As a result of differences in the understanding of the customer expectations by front-line service provider
Gap 7: Discrepancy between employee perceptions and management perceptions	As a result of differences in the understanding of customer expectations between managers and service providers

Cooper *et al*. (2005:592) further state that the focus on perception and expectations provide a guideline for quality management intervention strategies. They suggest that the model provides two strengths, namely that it presents a dyadic view to the marketing task of delivering service quality and that addressing particular gaps can serve as a basis for the development of TQM strategies and tactics to ensure consistent experiences and expectations for the sport tourism event.

Crosby's (1979:131) five absolutes of quality management become applicable for the sport tourism event manager:

> Quality means conformance, not elegance; there is no such thing as a quality problem; there is no such thing as the economics of quality – it is always cheaper to do the job right the first time; the only performance measurement is the cost of quality; and the only performance standard is zero defects.

Considering the magnitude of a sport tourism event, the parameters of operation of the sport tourism event manager has grown. These parameters should be aligned to the objectives of the sport tourism event and to the staff and providers, as well as what takes place externally, namely the environment and the political climate. In terms of these parameters of operation, service quality remains essential. Therefore, the development and improvement of service quality in sport tourism events are crucial for the success and growth of South African tourism on a national, provincial, regional and local level.

3.5 Summary

Chapter Three provided insight into the impacts and management of sport tourism events. It is evident from the literature that events, particularly sport tourism events, can play a leading role to assist a destination with marketing and tourism development.

In view of the importance of sport tourism events, it is therefore imperative that individuals who are assigned with the responsibility of organising and staging such events should be adequately equipped to do so. It is no simple task and requires special skills and training. A key focus is professionalism of the industry and creating reputations for individuals as well as for the destination. Understanding the impacts of sport tourism events, in particular economic, social and environmental impacts, are important considerations for sport tourism event managers. The planning, organisation and staging of sport tourism events are complex and lengthy and therefore require careful attention to various critical elements in order to ensure successful implementation. Parameters of organising any type of sport tourism event were identified and established in this chapter. The literature review indicates that sport tourism events are a global phenomenon and it is further evident that sport tourism events can assist in growing destinations economically; however, the review does point out that if these events are not adequately planned, managed and staged, it can lead to negative consequences for the host destination. Although the importance of sport tourism events is acknowledged, performance problems such as still engaging sport and tourism as separate entities and unprofessionalism remain prominent. In order to be successful, alliances between sport and tourism are vital, while integrated policies and strategies are required.

The management of sport tourism events was also identified as critical to ensure professionalism, quality and the maintenance of adequate standards within the sport tourism event industry. The role of a sport tourism event manager is currently not elevated to the level that it should be. Sport tourism event managers are catalysts for developing, conceptualising and articulating events for stakeholders that are involved in the holistic management process of sport tourism events.

Sport tourism event managers are faced with challenges regarding their performance as well as critical and creative thinking. Their management capabilities are put to the test. Inadequate management of the sport tourism event can lead to disaster for the tourism industry, hence education and training is an imperative for successful sport tourism event development.

CHAPTER FOUR
CONCEPTUAL FRAMEWORK

4.1 Introduction

It is necessary to identify and develop conceptual frameworks that reveal aspects that were discussed in the literature review of this study. It is important to draw on theories and frameworks that explicate different scales and contexts, and permit an examination of differing perspectives and views. In terms of scales and contexts, it is necessary to understand that sport tourism events have global, national, provincial, regional and local dimensions. Two conceptual frameworks form the basis of this study, namely a sport tourism framework and a stakeholder framework. The sport tourism framework informs sport and tourism and event management, while the stakeholder framework informs the segmentation of stakeholders within the sport tourism event process.

Each framework is examined in detail in the sections that follow. The chapter summarises key contributions of each of the frameworks of this study. Lester (2005:460) describes a conceptual framework as "a skeletal structure of justification, rather than a skeletal structure of explanation", and states that these frameworks are not "constructed of steel girders made of theoretical propositions of practical experiences; instead, they are like scaffoldings of wooden planks that take the form of arguments about what is relevant to the study and why at a particular point in time". Theories reflect different ideological and philosophical positions that are socially produced within historical, political and socio-economic contexts, which influence and direct policies and behavioural patterns. They provide plausible explanations for why things are the way they are and provide signposts for how they should to be. Lester (2005) and Noguera (2001) assert that proper theoretical considerations encourage a dynamic relationship between abstract and concrete concepts. Abstract research provides an underpinning for conducting relevant empirical and locality-based research. Concrete research informs the abstract arena by helping to formulate theories and conceptual frameworks, and also assists in confirming existing explanations and theories.

Lester (2005:458) indicates that a perspective is the researcher's viewpoint, which he or she chooses to use to conceptualise and conduct research. He further states that a framework that is used to conceptualise and guide research provides the following four particular advantages:

- Aids in conceptualising and designing research studies
- Helps to make sense of a set of data
- Permits a deeper understanding of complex challenges

- Assists in development of a deep understanding by providing a structure for designing research studies, interpreting data that result from the studies and establishing conclusions

This conceptual framework is a basic structure of ideas that serves as a basis for a sport tourism event, which is referred to as the 'phenomenon' that was investigated. The abstractions and assumed relationships among them represent relevant features of the phenomenon, which are determined by the research perspective that has been adopted.

4.2   Sport tourism framework

It was noted in Chapter Two that a clear and distinctive theme is evident in the existing sport and tourism literature and that it also involves a variety of diverse focus areas of research and interest. It was further noted that sport and tourism are treated as two separate disciplines, which should become a single discipline, and such development requires encouragement to introduce new foci of interest. Gammon and Robinson (2003:22) assert that it is not a question of combining statistics from sport and tourism, which result in logical conclusions, but that it is one entity and "clearly more than the sum of its parts". There is also evidence that sport has linkages with related industries such as science, medicine and goods manufacturing, but has a weak link with tourism (SAT, 2005). Kurtzman and Zauhar (1995) also warn against dangers of subject separation, which leads to a silo approach in all aspects of the development of these disciplines, whereas they should be developed as one entity. From an evaluation of the literature review it is evident that there have been two distinct starting points in terms of addressing sport and tourism, namely a sport perspective and a tourism perspective.

For instance, if the prime motivation is sport, the secondary reinforcement would be tourism, or vice versa. Therefore, it is possible that two individuals travelling to South Africa could qualify from both perspectives. One individual, though travelling to specifically attend the OMTOM, can also have an opportunity to enjoy sightseeing areas in Cape Town. In contrast, the other individual could be travelling to Cape Town to enjoy the beauty of the area, but could also view and attend the OMTOM.

The implication of such a scenario is that each individual will generate distinct areas of investigation inclusive of a marketing and economic viewpoint, but also a psychological and sociological viewpoint. Therefore, a broad theoretical framework that illustrates customer motivations should be established, but which, in particular, highlights sport and tourism categories as an integrated approach. This will develop an ability to adequately consider the sport tourism nexus.

Within the tourism system, the phenomenon of sport tourism is evident. Tourists could participate in a particular sport, competitively or recreationally, and will need to travel to the destination where the particular sport is occurring. Their main motivation for visiting the destination could be to participate in the sport or to view the sport as a spectator. Hence, it is necessary to evaluate models of sport tourism to demonstrate the important role of sport within the tourism industry.

Turco *et al*. (2002:4) state that models can be criticised for not being complete; however, the inclusion of models in this study allows for understanding the concept of sport tourism from different perspectives. For the purpose of establishing a conceptual framework, four models of sport tourism are discussed, namely those of Kurtzman and Zauhar (1997), Gammon and Robinson (1997), Getz (1998) and Turco *et al*. (2002). Sport tourism and related contextual domains as well as sustainable sport tourism events are also discussed.

4.2.1   The sport tourism phenomenon model (Kurtzman & Zauhar, 1997)

The model of Kurtzman and Zauhar (1997), illustrated in Figure 4.1, was developed to demonstrate the integration and link of sport tourism motivation with the destination and the environment that will play a key role in serving sport tourists. The model illustrates parameters within which sport tourists operate. The core of the model, referred to as "Focus sports", concentrates on the key activity, namely actual sport activities that are sought after and that are taking place at the destination.
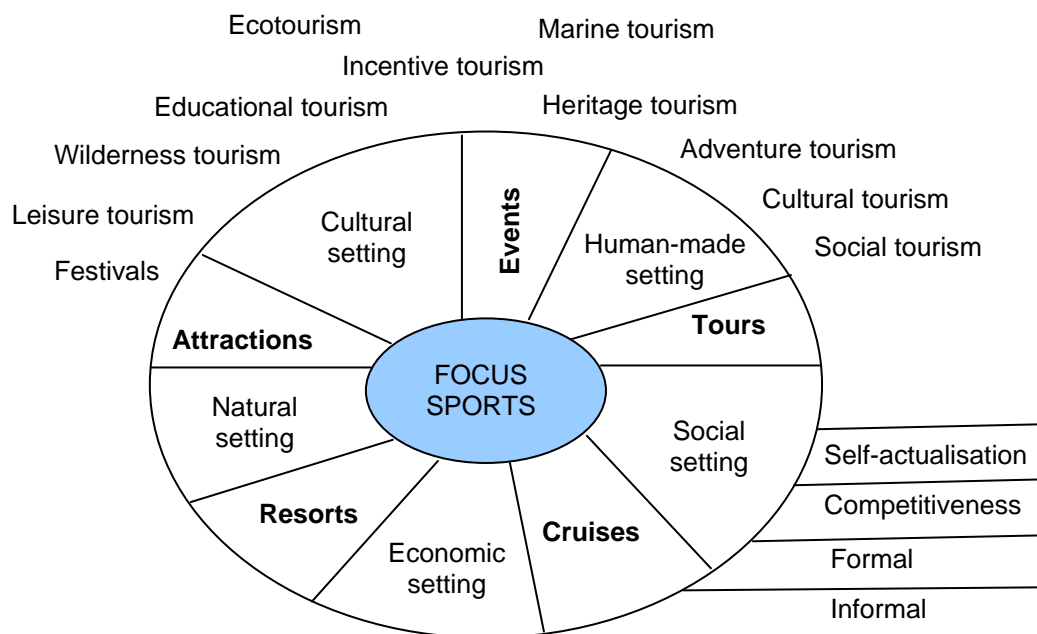
Figure 4.1: Sport tourism phenomenon model (Kurtzman & Zauhar, 1997)

The sport activities can be participatory, competitively based or recreationally based. The model also illustrates settings in which sport tourism can occur. Kurtzman and Zauhar's model depicts particular types of tourism modalities that can involve sport tourism. According to their model, sport tourism can occur on cruise ships, special sport tours can be developed, it can be offered at resorts, it can be used as other attractions and it can be organised as a special event.

According to Kurtzman and Zauhar (1997), cruise lines on occasion organise speciality cruises, where sport celebrities are invited to join passengers for a sport theme. It could also include a sport that is offered onboard, such as golf with golf games at every port of call. Furthermore, it could involve a sport cruise that offers the client an opportunity to learn about a sport or to compete in it. Special tours involve trips that will take sport tourists to games to participate competitively or it could involve package tours that are designed for clients who wish to attend an event such as the Rugby World Cup games, inclusive of accommodation, transportation, food and other types of entertainment (Kurtzman & Zauhar, 1997). A sport resort is a resort where tourists can learn about a sport and participate in the sport. Services such as accommodation will be provided onsite, but the primary focus will be on the sport. According to Kurtzman and Zauhar (1997), resorts can also offer fantasy camps where sport enthusiasts can experience various sport activities. In terms of sport attractions, this can involve any type of attraction that will lure a tourist as a result of sport being the primary focus. Sport events are activities that sport tourists can engage with for the sake of participation in specific sports or as spectators. The case studies that form the base of this study are examples of sport events that have spectators and participants, which means that

there are people who attend because it is an attraction to them and they want to view the proceedings, while on the other hand, tourists will take part competitively in terms of the actual sport, such as running or canoeing. Kurtzman and Zauhar (1997) assert that this type of sport tourism can occur in the following environments, shown in Table 4.1 below, which is represented as spoke interspaces in their model.

Table 4.1: Types of environments where sport tourism can occur (adapted from Turco et al., 2002:7)

Type of environment	Description
Human-made settings	Stadiums, museums and cruise boats
Social settings	Hospitality services such as restaurants and bars and the location of these services such as cities
Economic settings	Trade shows and conventions
Natural settings	Mountains, lakes, beaches, rivers, the ocean and the air
Cultural settings	Locations such as the Calvinia Meat Festival (an annual event that includes a marathon in the Hantam Region of the Northern Cape) and bullfights in Spain

Kurtzman and Zauhar (1997) also maintain that sport tourists are driven to make certain choices regarding their particular engagement in sport tourism. These choices are made according to specific motivations that become motivations for their choices. Kurtzman and Zauhar (1997) state that a sport tourist can move from one specific motivation to another, which is dependent on their needs, wants and desires. These are depicted in the right-hand side of their model and are illustrated in Table 4.2 below.

Table 4.2: Types of motivations in decision-making by sport tourists (adapted from Turco et al., 2002:7)

Motivation	Description
Informal sport	The sport tourist will participate or be a spectator for the purpose of recreation, such as taking part in the fun run category of the OMTOM.
Formalised sport	The sport tourist will participate or be a spectator at an organised sport event, such as the OMTOM.
Competitive sport	The sport tourist will participate or be a spectator at competitions, for example a Super 14 rugby match of Cheetahs against the Sharks.
Self-actualisation	The sport tourist will participate or be a spectator for personal reasons, such as achievement.

Based on an evaluation of the model of Kurtzman and Zauhar, it is evident that a key focus is on the actual sport activities taking place at the destination and that the sport tourist visiting the destination is motivated to travel for sport reasons. The primary attraction in this instance therefore is the sport activity at the destination.

4.2.2 The sport tourism definition model (Gammon & Robinson, 1997)

Gammon and Robinson (1997) assert that sport tourists travel as a result of a primary or secondary motivation. This primary or secondary motivation will determine their choice of sport activities while they are travelling. The model is illustrated in Figure 4.2 below.
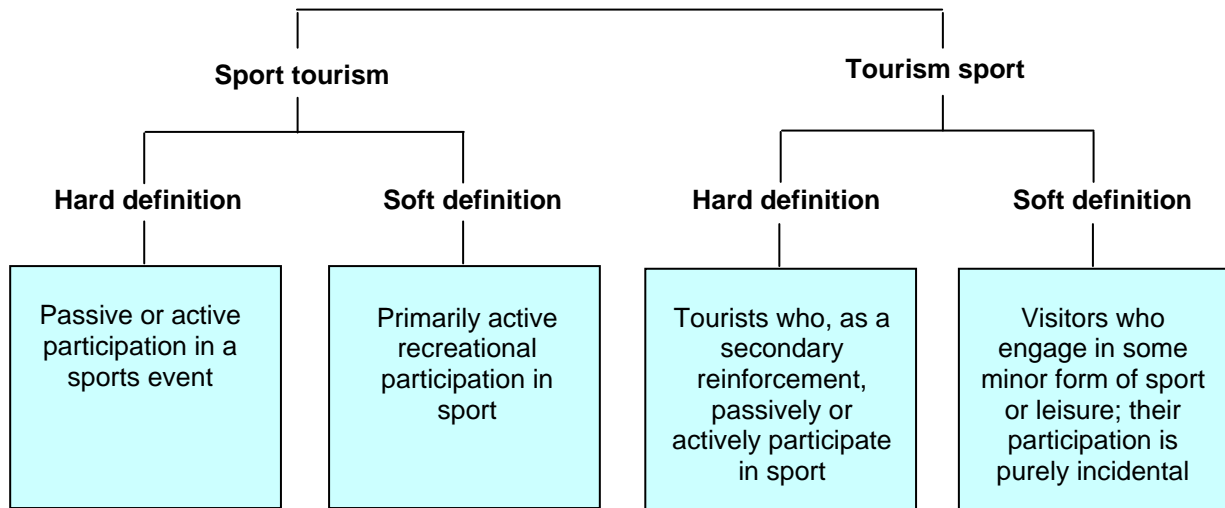
Figure 4.2: Sport tourism definition model (Gammon & Robinson, 1997)

This model focuses on types of sport tourist activities and has a two-pronged approach. On the left side of the model they refer to "Sport tourism", which implies that the primary reason to travel is for sport reasons. They further assert that while sport tourists are engaging in the sport activity, they may also engage in secondary activities, which are travel- and tourism-related. On the right side of their model they refer to "Tourism sport", which implies that the primary reason for travel is not to take part in sport, but rather to travel; however, while travelling, the travellers could engage in some form of sport activity. Gammon and Robinson's model focuses on types of sport tourist activities. The model illustrates that the sport tourist who visits a destination does so because of various motivations linked to sport, such as being a competitor or participant in an event, being a spectator or attending for recreational reasons. The actual sport activity, in this instance, can be considered as a primary and a tertiary attraction.

4.2.3 The sport tourism event model of supply and demand (Getz, 1998)

Getz (1998) presents a sport tourism event-based model that illustrates a connection of the supply side of sport tourism with the demand side of sport tourism.

| Supply side | Intermediaries | Demand side | Events |

Figure 4.3: Sport tourist event model of supply and demand (Getz, 1998)

Intermediaries, placed in the middle of the model, play the important role of connecting various elements of the supply and demand sides. These intermediaries provide a necessary link for the sport tourist to the specific event and destination. These intermediaries, in most instances, are particular organisations that can provide specific services related to the sport tourism event. Intermediaries are also organisations with the sole mandate of creating sport events to attract tourists to a destination. They can also assist destinations in attracting events that will be hosted at the destination (Turco *et al.*, 2002:9). These intermediaries are explained in the table below.

Table 4.3: Intermediary linkages for the sport tourist between event and destination (adapted from Turco et al., 2002:9–10)

Type	Description
Various organisations	Create sport events to attract tourists
Convention bureaus	Can provide assistance to lure events to the destination
Visitor bureaus	Can assist in attracting sport events
Tour operators, travel agents, tour wholesalers and travel companies	Supply travel and hospitality services to the sport tourist and package activities, attractions and services required to create the full value chain
Communication organisations	Communicate opportunities to sport tourists by means of advertising and promotions
Event managers	Stage and organise particular events.

Getz (1998) further asserts that the demand side comprises all people that are likely to travel to a specific destination, driven by a motivation to participate in sport activities. They are lured to the destination and the challenge is for the destination and its suppliers and intermediaries to supply the necessary goods and activities that are sought after by the sport tourist. Suppliers in this instance refer to organisations and industries that supply travel-related services, for example tour operators, tourist guiding, travel reservations, tour wholesalers, travel companies and hospitality-related services such as accommodation and restaurants (Turco *et al.*, 2002:9). It becomes a challenge for destination authorities such as public sector agents of tourism development to identify suitable development options, to package these development options accordingly and to have suitable strategies to implement these development options to the advantage of the destination as a whole. Another challenge is to identify the correct target segments and to market and promote them

accordingly. This challenge can also be categorised with the afore-mentioned, becoming a series of challenges to destination authorities for new tourism development initiatives (Turco *et al.*, 2002:10). Getz's model illustrates that the sport tourist will travel to the destination, driven by a motivation to participate in a sport event. The focus is therefore event-based and the sport event is the primary attraction for the visitor to visit the destination.

4.2.4   The intensity of involvement in sport tourism model (Turco *et al.*, 2002)

The fourth model of sport tourism was developed by Turco *et al.* (2002) and focuses on the level of intensity with which people become involved in sport tourism. Their model provides a clear distinction between people who are heavily involved in sport tourism and those who have an interest in sport tourism. Figure 4.4 below provides a description of the demand and supply side in relation to the sport tourist.
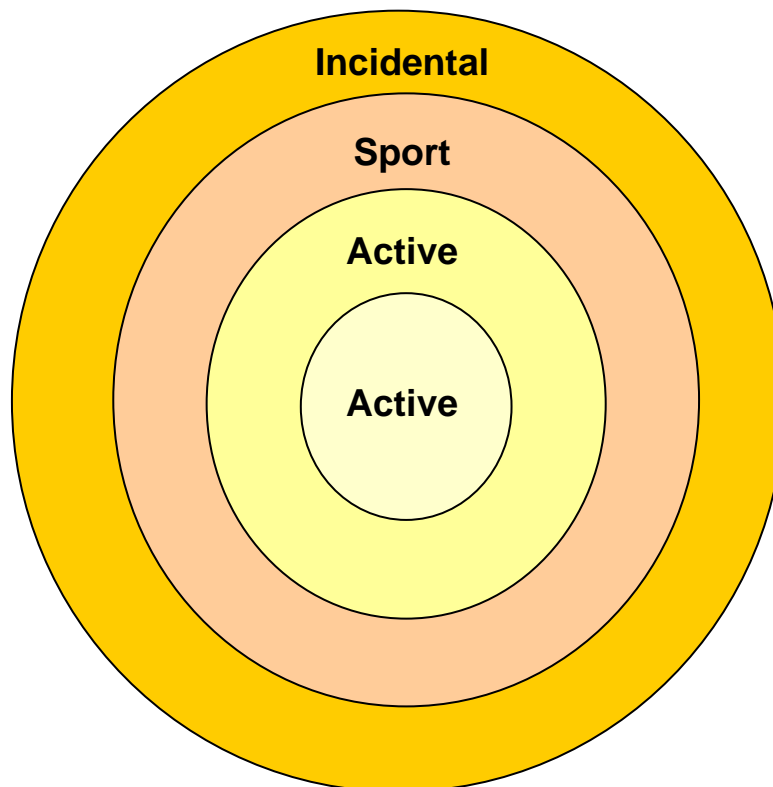
Figure 4.4: Demand side sport behaviour (Turco *et al.*, 2002)

The demand side of the sport tourist is focussed on the level of involvement of the sport tourist in the sport tourism event. The level of involvement can be categorised into three further levels, namely primary, secondary and spectator involvement. When the sport tourist is involved on a primary level, the focus is on travelling for the purpose of participating in the event competitively. According to Turco *et al.* (2002:10), this particular category will create the greatest intensity for the demand of sport tourism services from the destination where

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the event takes place. It can therefore be concluded that this segment is vital for the event to occur. Furthermore, any person who engages in travel for sport involvement is regarded as a sport tourist.

Turco *et al*. (2002:11) state that the second level of involvement can be regarded as secondary involvement, which implies that there are people who are involved with the sport and event although they do not participate competitively. Their level of involvement includes holding positions such as officials, coaches, trainers, researchers and event managers. The third level of involvement is aimed at spectators and supporters who require the services of sport tourism suppliers. They would normally have the demand to travel to a specific sport event in order to be a spectator, as they have an interest in the sport and want to support someone who is participating in the sport. However, they can also participate in other activities, which can compete for the time that they would spend at the sport event. Within this level of involvement, another type of sport tourist is found, namely a tourist who travels to a destination for other reasons, such as leisure or business, but may attend the sport event as an incidental activity.

In the supply side of the model, depicted in Figure 4.5, Turco *et al* (2002:12) indicate that the involvement in supplying sport tourism services becomes a key element.
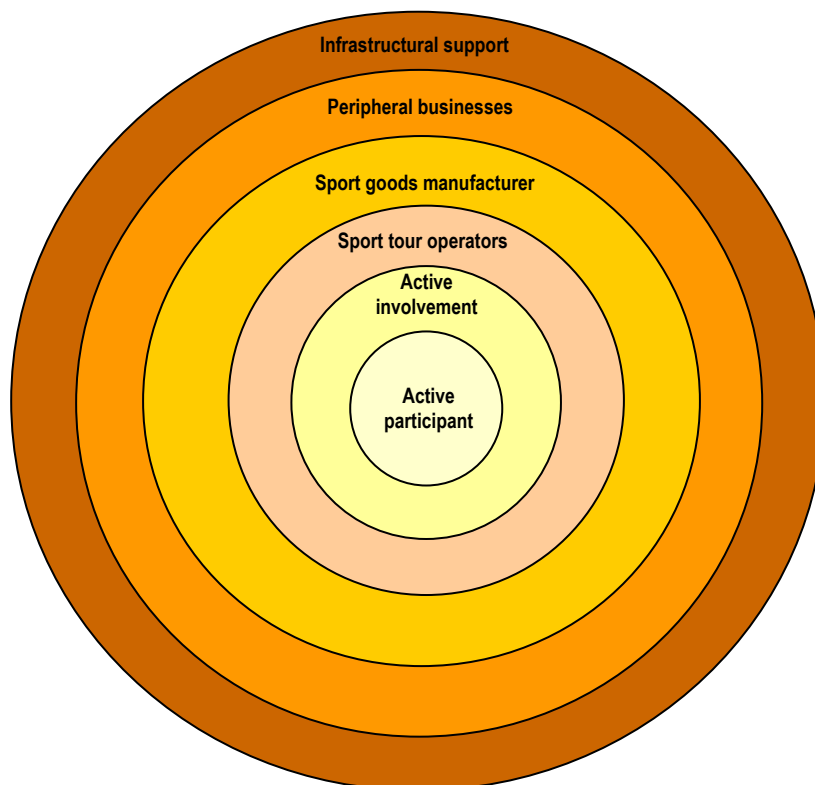
Figure 4.5: Supply side sport behaviour (Turco *et al*., 2002)

The types of services that are supplied are categorised in Table 4.4 below.

Table 4.4: Sport tourism supplier (adapted from Turco et al., 2006:13–14)

Type	Description
Active participation	Take part in the event; without active participants, the event will not exist; they require specific services from managers and officials as well as specific support
Active involvement	Go beyond the actual sport participant and tourist and will include services such as stadiums, instructors, sport museums, halls of fame and other human-made attractions; can also include managers, promoters and marketers for sport opportunities
Sport tour operators	Supply particular packages aimed at the sport tourist, which can include accommodation, transport and attractions aimed at and tailored to the needs of the sport tourist
Sport goods manufacturer	Provide services such as sport goods, equipment and memorabilia
Peripheral businesses	Have a sport theme and sport relationship and can include restaurants, hotel catering establishments, vendors and security firms; can leverage economically from sport events
Infrastructural support	Involves important players in sport tourism, such as local, regional and national governmental stakeholders in terms of infrastructural development (roads, airports and health and safety services), policy development and planning/financial support

Turco *et al.*'s supply side of the model explains the motivation to travel; however, the motivation is divided into two categories, namely those who are heavily involved with sport tourism and those who are affiliated to sport tourism. In the latter instance, the sport tourism event can be a primary and a secondary attraction.

An analysis of the model provides insight into the relationship between sport and tourism. There are similarities between the two sides of the model, namely that the motivation to travel is evident and that the motivation to travel is focussed mainly on reasons for sport as a primary and a secondary attraction. Events as a sub-sector of sport tourism were also evident in both sides of the model. Sport tourism is multi-sectoral and complex, as it represents a combination of various elements such as the destination, facilities, attractions, accessibility, transportation, policy, legislation, changing needs of consumers, changing environments, seasonality, marketing and development.

Zauhar (2004:9–10) asserts that universal needs of sport will be interpreted differently. Sport provides people with a deep satisfaction, particularly for the participants in a competitive sport who master body and skill for performance and achievement. Recreational sport provides unique opportunities for participation by groups or individuals, which can lead to factors such as stimulation and self-fulfilment. Turco *et al.* (2002:4) refer to sport tourism as a phenomenon and it has been evident in discussions that sport tourism, particularly sport

tourism events, comprises primary and secondary tourist attractions. Based on the outcomes of the evaluation of the models, it appears that various models have laid a foundation for sport and tourism with regard to

- discussion points for future development of sport and tourism as an entity in terms of academia and industry;
- stimulation in terms of the educational development of sport and tourism, particularly the development of qualifications as a new discipline;
- further stimulation in the sport and tourism debate, which can lead to a better understanding of issues and viewpoints;
- providing an understanding of who consumers are; and
- establishing a basis for further research to be conducted on sport tourism.

Sport tourism is focussed on the professional management and effective operations of sport tourism events. Sport tourism is further focussed on the offering of specific sport tourism services and experiences for consumers, while bringing benefits to the local host community, such as economic benefits. It becomes important to encourage a reciprocative relationship between sport, tourism, industry and educators to build on a clearer understanding and further development of sport tourism. The encouragement of such relationships and development will assist in more effective coordination, marketing, planning, activity development and package development of sport tourism events, which will herald in the 'professionalisation of sport tourism events' and establish best practice.

4.2.5   Sport tourism and related contextual domains

For the purpose of this study, sport tourism is conceptualised by considering sport as a tourist attraction. Sport tourism is further seen as playing a part in economic and social regeneration for urban and rural communities. Sport tourism is regarded as a means to improve residents' quality of life by attracting visitors and contributing to the economic wellbeing of local communities. Weed and Bull (2004) state that sport provides a sense of purpose and can generate community pride, as well as celebrate cultures of all who are involved with it. Turco *et al.* (2002) also assert that sport competitions have contributed to an expanding world tourism market. Gibson (2002) argues that there are three overlapping categories of sport tourism, which involve active, event and nostalgia sport tourism. Weed and Bull (2004) conceptualise sport tourism as a social, economic and cultural phenomenon arising from unique interaction of activity, people and place. Although there may be several ways to describe sport tourism and to analyse sport tourism, Swart and Bob (2007:375) assert that there are two distinct features, namely participating in or watching sport.

In addition to participation in and watching sports, vacations and active holidays are also taken by such tourists. It is therefore justifiable that the holiday sector should be monitored and developed on a regular basis to ensure an effective choice of holiday activities, packages, options, services and products for visitors of a sport tourism event. Weed and Bull (2004) assert that there are mutual advantages for such development for the sport participant and tourist, and that several developments benefit local sports and recreation participants as well as tourists and day trippers.

The growth of sport tourism justifies critical consideration of relevant tourism development issues and it is a task that requires sport tourism to be defined and conceptualised in ways that highlight, rather than obscure, diversity of interests in sport and tourism (Hinch & Higham, 2004:5). Tourism and sport industries cater for travellers who seek a sport experience. Hall (1992a; 1992b) identifies sport as a major special interest of tourism. He further articulates three related tourism domains, which are as presented in Figure 4.6 below.
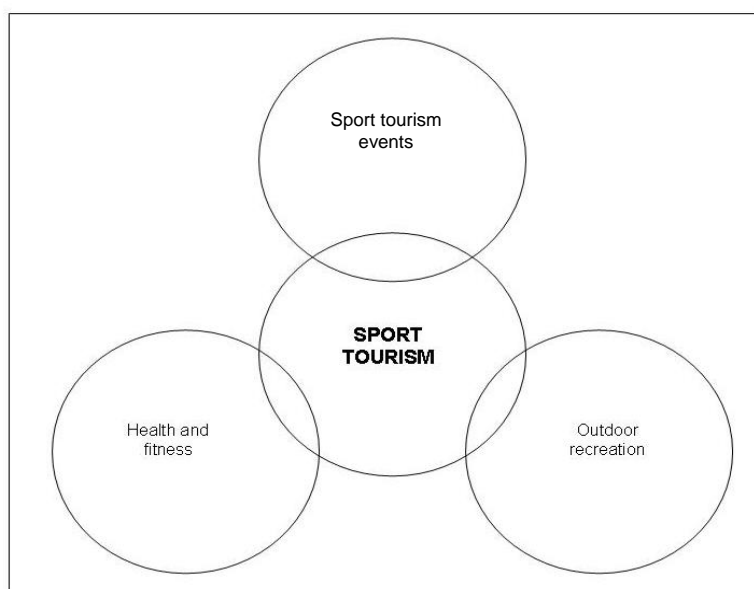
Figure 4.6: Sport tourism and related contextual domains (adapted from Hinch & Higham, 2004:23)

Hallmark events are directly linked to sport, as demonstrated by sport tourism events such as the Olympic Games. The profile and scale of these types of sport tourism events attract tourists who participate competitively and commercially and draw tourists as spectators. Outdoor recreation represents the second related area that is linked to sport tourism and the essence of this domain is linked to recreational activities that occur within natural settings,

several of which are categorised as sport, such as canoeing, skiing and surfing (Hinch & Higham, 2004:23). Health and fitness activities provide a third domain of relevance to sport tourism and entail travelling to therapeutic spas and resorts that feature activities such as tennis and golf (Hinch & Higham, 2004:23).

Green and Chalip (1998:276) state that "from the standpoint of theory, it is necessary to understand what sport shares with, and what distinguishes it from other touristic activities". Hinch and Higham (2004:24) note that tourist attraction theory provides a useful framework for gaining insight into these aspects of sport tourism. The theoretical basis of sport as a tourist attraction has only recently been considered in detail and, as such, has not yet been fully explored (Hinch & Higham, 2001; Hinch & Higham, 2004). Leiper's (1990:371) systems approach to tourist attractions provides a useful means for exploring tourism theoretically, as he refers to a tourist attraction as a system comprising three elements, namely the tourist, a central and an informative element. The tourist element consists of people who are travelling, the central element refers to the site where the tourist experience is produced and consumed and the informative element comprises items of information regarding the tourist attraction (Hinch & Higham, 2004:24). Green and Chalip (1998) agree that sport attractions have the same basic framework as other types of tourist attractions.

4.2.6   Sustainable sport tourism events

Sport tourism event managers should also plan their sport tourism events so that they achieve a balance between social, economic and environmental goals. Figure 4.7, adapted from Hinch and Higham (2004), explains sustainable sport tourism events. Sustainable sport tourism events is a key focus of the figure and the broader concept of tourism, which is placed in the context of sustainable tourism development as embodied in the spheres that join in the centre.

Hinch and Higham (2004:58) state that a healthy sport tourism event economy should support and enhance the social and environmental dimensions of a community, as well as produce progress in the economic dimension. A challenge for sport tourism event managers is to ensure that their proposed events will be aligned with these dimensions and produce effective evidence in order to achieve the goals of these dimensions. Therefore, the focus is on how sport tourism events are developed and staged within this framework.
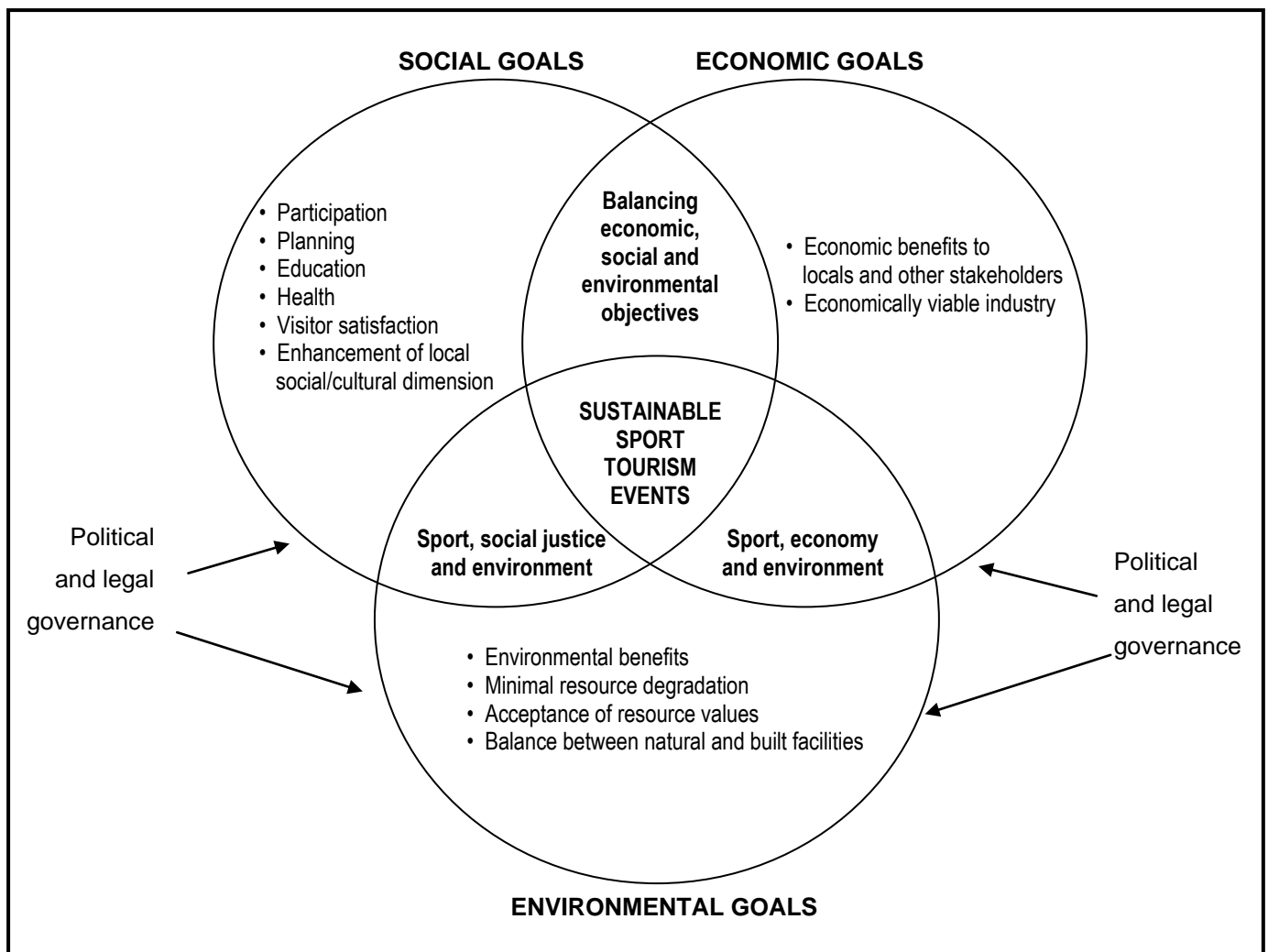
Figure 4.7: Sustainable sport tourism events (adapted from Hinch & Higham, 2004:59)

The social dimension refers to issues at hand within the host community. The sport tourism event manager should involve the local community in the planning of and decision making regarding the sport tourism event, hence providing opportunities for empowerment and ownership (DEAT, 2003:4). The sport tourism event manager should also critically assess what the social impacts of the sport tourism event would be for the host community and the impacts on the participant and spectator of the sport tourism event. Sensitivity should be applied constantly towards the host culture (DEAT, 2003:4). The economic dimension refers to issues that relate to how the sport tourism event can be beneficial to the host community from an economic point of view. It is therefore important for the sport tourism event manager to assess possible economic impacts of the sport tourism event. These economic impacts, if positive, can be maximised by increasing linkages and reducing leakages (DEAT, 2003:4). The environmental dimension refers to issues relating to how the sport tourism event manager should plan to reduce environmental impacts when conceptualising and planning the sport tourism event. A key focus for the sport tourism event manager is to use the natural

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resources of the sport tourism event environment sustainably and to maintain biodiversity at all times (DEAT, 2003:5).

Sustainable sport tourism events will be influenced by political and legal governance of the given destination. Although it is suggested that the planning sport tourism events be executed in a sustainable manner, sport tourism depends on three providers, which will impact the manner in which the sport tourism event manager will approach the development of their events (Standeven & De Knop, 1999:294). They assert that these providers include the public, private and voluntary sectors. Within each of these sectors there could be political and legal governance matters that will influence sport tourism events. For example, the public sector consists of government agencies and authorities for both sport and tourism, which, in most instances, already have responsibilities allocated for the planning, provision and delivery of sport and tourism services and facilities. Public provision has been traditionally focussed in the rationale of social and welfare services to communities, but has experienced a shift towards also becoming part of the supply chain of services and facilities for a destination in terms of sport and tourism, for example, the provision of stadiums for the 2010 FIFA World Cup. Conversely, the private sector plays an important role in the supply of sport and tourism goods and experiences, while the voluntary sector serves the interests of sport and tourism (Standeven & De Knop, 1999:294).

The governance concept has a broad appeal and is a focus point of discussion in political science, public policy and international relationships. At its simplest, governance, in terms of sport tourism events, refers to ways of governing, involving a range of organisations such as local authorities, public departments and agencies, quasi-public bodies and private and voluntary organisations. The sport tourism event manager should be mindful of all of these organisations in terms of their rules and regulations and commitment to sport tourism events, as they will influence the process of developing and staging sport tourism events. Cornelissen (2007) states that there is an emergence of a political economy underpinning the growth and increased sophistication of the staging of sport tourism events on a large scale. She also acknowledges that through this, sport tourism events involve a range of different actors, such as international sport federations, media corporations, multinational sport firms and event hosts who are involved in the development and staging of the event, which bring political and legal issues to the fore. In an insightful analysis of the emergent politics of territorial branding, Van Ham (2002) notes that the marketing of places, cities and regions has become an important component of the governance goals of political authorities, which make sport tourism events a prime catalyst for marketing destinations. Swart and Bob (2007) argue for the importance of developing a National Sport Tourism Strategy in South

Africa, which can set the stage for governance in terms of sport tourism event development and ensure the identification of major stakeholders, a clear delineation of roles and responsibilities and mechanisms for articulation and synergy. The articulation of such a strategy will lay a foundation for a sustainable sport tourism event industry in South Africa.

4.2.7   Socio-economic impacts of sport tourism events

Theoretical frameworks that examine the social impacts of sport tourism events have received increasing attention. In terms of theorising the impacts of sport tourism events at a level of individual and collective effect, various schools of thought have theorised the subject in terms of frameworks prioritising self-identity (Wearing & Wearing, 1996), social representations (Pearce, Moscardo & Ross, 1996) and political economy (Cox & Mair, 1998). Social exchange theory accounts for divergent resident evaluations of sport tourism event impacts in terms of experiential outcomes and feelings, which result from experiences conveyed through objects that are exchanged and functions that are performed by the exchange (Bagozzi, 1975). This theory suggests that residents will evaluate sport tourism event benefits as either positive or negative in relation to expected benefits or costs that are associated with the sport tourism event (Bagozzi, 1975).

Several studies have attempted to find a relationship between socio-economic and other demographic characteristics and perceptions of tourism, largely on the basis of assumed linkages between these characteristics and values, and most have been unable to find support for such a relationship (Belisle & Hoy, 1980; Ryan & Montgomery, 1994). It has been debated that in the development of an events-based tourism marketing strategy and development strategy, the compatibility of events with cultural milieu and values of a host community is important (Cohen, 1988; Getz, 1991; Williams, Hainsworth & Dossa, 1995). Fredline and Faulkner (2002b) posit that host populations are seldom homogeneous and, depending on the theme of the event, can have more appeal for some residents within a community than others.

Fredline and Faulkner (2002b) further indicate that when residents identify with and enjoy the theme of the event, they are likely to derive more social benefits such as opportunities to meet other people, and the wider the appeal of an event, the less likely demographic differences will affect residents' perceptions of the impacts, which create a positive social exchange and presumably a positive perception of the impacts. Another focus, according to Hall (1989), is associated with the proposition that negative impacts of events are related to failure of planning and management processes to meet community expectations and that, as a consequence, community-level participation should result in more successful management of impacts to the greater satisfaction of residents. Fredline and Faulkner (2002b) suggest

that, similarly, variations in perceptions of social distributive justice with regard to costs and benefits of the event are likely to explain some variations in perceptions of event impacts. Values can also be a predictor of residents' perceptions, linking them to the manner in which individual values and beliefs are formed, shared and transmitted within a community. Moscovici (1982:122) defines social representations as a "system of preconceptions, images and values, which have their own cultural meaning and persist independently of individual experience". These are mechanisms that people use to evaluate and understand the world around them (Fredline & Faulkner, 2002b). The theory identifies three main sources of information on which these representations can be based, such as direct experience with a sport tourism event, regarded as the source of information that is under the control of the individual; social interaction at the sport tourism event; and the media. Figure 4.8 below indicates the relationships between individual perceptions and group social representations. These relationships can be applied to how residents perceive sport tourism events.
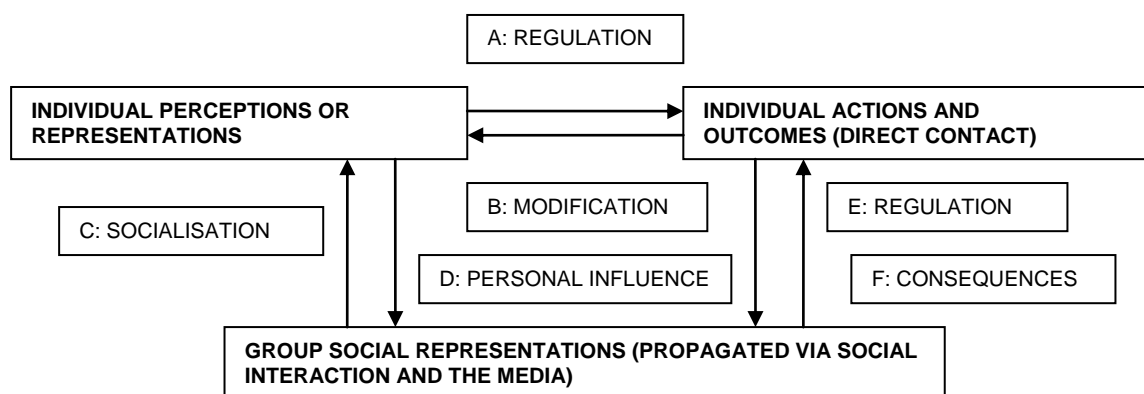
Figure 4.8: Relationships between individual and social representations (adapted from Dann, 1992; Fredline & Faulkner, 2002:118; Pearce *et al.*, 1996)

Residents will have representations about a sport tourism event and these representations regulate (A) their actions and interpretations of any interaction towards the sport tourism event. Residents' actions and their outcome can modify (B) the residents' representation, particularly where there is direct contact and such contact reveals inconsistencies in the representation. Individual residents' representations are heavily influenced by social representations that are held by groups of which they are members through a socialisation process (C), and it is possible that individuals may influence the group's representation (D), which is dependent on the power of the individual. Furthermore, the group can exercise direct control over individual actions through rules and regulations (E) and, less directly, the consequences (F) of individual actions may impact upon the group's social representation (Dann, 1992; Pearce *et al.*, 1996).

Delamere (2001) asserts that awareness of event impacts and residents' attitudes towards event impacts can enable action that can reduce unwanted disruption of local community life, which encourages a balance between social and economic development. This would further imply that hosting the event is not appropriate until recognition is given to the resources used and, simultaneously, the host community should be involved in the participatory process of developing and staging the sport tourism event. Involvement of the host community as part of sport and tourism is necessary, as it provides ownership and empowerment of the host community, which benefit the continuing existence of the sport tourism event and also minimises negative event impacts.

Conducting research on resident perceptions assists in producing a more in-depth understanding of community reactions to sport tourism events. It can assist in identifying and clarifying a range of responses within a community and also assists in identifying actual factors that result in responses. Such an understanding can assist sport tourism event managers and relevant stakeholders in being more sensitive towards impacts (real and perceived) that are experienced within the host community. It will further provide them with insight to develop appropriate remedial action to deal with negative impacts and enhance the value of the event for the local host community.

4.3   Event management

O'Neil *et al.,*(1999) state that there are two connotations of service at events, namely tangible and experiential elements, though guests are likely to think of service as the tangible reception that they receive from staff and volunteers, because these exchanges are personal, immediate and important to the entire experience. In addition, most of the research (Conway, 2004; Getz, 1997; Shone & Parry, 2001; Surbeck, 1998; Tassiopoulos, 2005; Tum, Norton & Wright, 2006; Watt, 1998) conducted on event management indicates that the tangible element is the most important from a customer's perspective. Organising a sport tourism event is ultimately about providing the best to the customer and the skills, expertise and academic acquired knowledge of the sport tourism event manager are determining factors for ensuring a positive experience for the customer.

Getz (1997:13) argues that events do not take place in isolation and that the event manager should think and act in a systematic manner. In order to organise an event effectively, particularly a sport tourism event, the process should be considered as a system with interacting elements, while environmental factors should be taken into account that could impact on the organisation of the event. Figure 4.9 provides insight into an event management system adapted to be utilised for the organisation of sport tourism events.

GENERAL ENVIRONMENT

Global forces impacting on sport tourism events, sport tourism event organisations and sport event tourism

HOST COMMUNITY CONTEXT

Local forces and conditions
(Other events; competition; stakeholders; resource availability.)

INTERNAL ENVIRONMENT

The organisation and its management system.
Planning / Leading / Organising / Coordinating /
Staffing / Financing / Marketing / Programming

SPORT TOURISM EVENT

Theme / Programme / Setting / Venue /
Consumer Benefits / Participant

INPUTS

OUTPUTS

INTERNAL EVALUATION

EXTERNAL EVALUATION

Figure 4.9: Sport tourism event management system (adapted from Getz, 1997:13)

The sport tourism event organisation and the sport tourism event manager are tasked with predicting economic, social and profitable outcomes, while the outcomes should be viewed as impacts created by the sport tourism event (Getz, 1997:14). These impacts can be identified by conducting research, which forms part of the sport tourism event organising process.

Input within the system includes elements that ensure the effective operation of the actual 'organisation' of the sport tourism event, which leads to the staging of the event. These elements include funding, equipment, facilities, human resources, political and moral support, information, market research and feedback obtained from evaluation processes (Getz, 1997:14). The obtainment of resources is a management function, and these are acquired from the community and general environment within which the sport tourism event organisation operates. Formal mechanisms should be established to deal with the acquisition of resources and are normally referred to as 'information resources', 'development', 'grant acquisition', 'sponsorship', 'fundraising' and 'merchandising'. Getz (1997) further advances that as the event reaches a maturity stage, and for a major one-time event such as the 2010 FIFA World Cup, an information system should be developed that focuses on determining demand, customer satisfaction and competitor factors. It is important to include public relations and image building of the event as part of these functions, which

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are key elements for the success of any sport tourism event and should be executed skilfully.

Management functions and sport tourism event production activities will transform inputs to outputs, which include staff actions that use funding to purchase goods for the event, land and facilities for use as the event setting and information that is used in such a manner that it will increase the marketing efforts (Getz, 1997). The management model indicates that evaluation takes place both internally and externally, which remains the responsibility of the event manager. The aim of evaluation is to assist the event manager with keeping on track with meeting the set goals of the organisation. Evaluation has advantages, such as assisting with improvement of the marketing of the event, increasing benefits of the event and avoiding future negative situations that are associated with the event.

Getz (1997:15) mentions that in the management model there are continuous interactions between the sport tourism event organisation and the environment and that in the broader framework, it is a system that incorporates several types of events that are interdependent and influence each other. Getz (1997:15) states that "making sense of the big picture is difficult and the basic strategy for coping with all this uncertainty and complexity is to develop networks and alliances with government agencies, professional associations, tourist industry groups and other special interests". The researcher concurs with Getz and argues that specific strategies or policies to leverage events, and in particular sport tourism events, can assist with creating an understanding of the function of the niche area within the broader framework and how it links to the broader framework, while minimising uncertainties and complexities.

The abovementioned section places the management of an event, particularly a sport tourism event, in context and outlines tasks associated with the management of such events. The management of these events is a complex and challenging task that requires extraordinary leadership and management skills. The researcher concurs with the discussion of Emery (2002:316), who states that the environment of managing major sport tourism events is more complex and typically involves organisational, resource and technical complexity. It is therefore necessary to consider the breadth and depth of stakeholders that are involved in most major sport tourism events. An important factor is to review elements that may influence sport tourism event management in order to provide education and training for sport tourism event managers with the aim of ensuring successfully staged sport tourism events.

4.4 Stakeholder framework

Donaldson and Preston (1995) suggest that stakeholder theory defines an organisation or an individual as a stakeholder interest, a coordinating and optimising entity. They assert that this requires the acceptance of two basic concepts, which can be summarised as follows:

- Stakeholders are people or institutions that have legitimate interests in substantive or procedural components of corporate activity, such as policies, programmes, projects or, in the case of this study, events.
- Interests of stakeholders are of intrinsic value, as each group of stakeholders merits consideration for its own value and not simply owing to its ability to further the interests of another group.

Stakeholder theory reasons that each group warrants consideration in its own right without simply being treated as a means to a further end (Sautter & Leisen, 1999). Therefore, it follows that each group that has a legitimate interest in the organisation's activities can be considered a stakeholder. The application of stakeholder theory in the field of sport tourism events has resulted in a broadening of the ambit of the theory, so that not only is it functional as an ethical business management tool, but also as a planning and management tool, as described by authors such as Getz and Jamal (1994), Ritchie (1993) and Yuksel, Bramwell and Yuksel (1999). This is particularly significant for the management of sport tourism events.

Robson and Robson (1996) state that stakeholder theory points to the involvement of stakeholders in the decision-making process, with the inclusion of stakeholder values, goals and issues regarding the strategic framework of business. Stakeholder theory, as a planning and management tool, has been discussed extensively and recognised as critical in achieving partnerships and collaboration in tourism (Baum, 1994; Bramwell & Lane, 1999, Getz & Jamal, 1994; Ritchie, 1993; Selin, 1999; Simmons, 1994; Yuksel *et al*., 1999). On this basis, it is evident that stakeholder involvement is a logical and a clear method for integrating multiple and subjective opinions and interests of stakeholders that are relevant to sport tourism events. It further provides insight into issues that enable sound planning and management in sport tourism events, while avoiding conflicts that arise from poor planning and management (Okech, 2004).

Yuksel *et al.* (1999) and Hardy and Beeton (2001) suggest a typology of multiple participatory techniques to achieve different objectives. Such techniques include surveys of citizens, focus group methods, nominal group techniques, drop-in centres, consensus focussed meetings as well as task groups. A useful first step in the application of stakeholder

theory for a project, programme or activity is to identify relevant stakeholders (Yuksel *et al.*, 1999). Stakeholders are people, groups or institutions that have interests in a policy, programme or project (Hardy & Beeton, 2001). This is commonly undertaken through a stakeholder analysis, which Allen and Kilvington (2001) describe as the identification of stakeholders, their interests as well as ways in which these interests impact on project risk and viability. Allen and Kilvington (2001) suggest that analysis of stakeholders should further identify relationships between stakeholders in order to better understand stakeholder dynamics. In addition, understanding the history of stakeholder engagement also points to the culture of stakeholder involvement and has bearing on the forms of engagement that will be undertaken with these groups (Allen & Kilvington, 2001). Primary stakeholders are described as immediate communities of interest, while secondary stakeholders are intermediaries in the process and could include government structures or agencies as well as other institutional organisations (Allen & Kilvington, 2001).

This method is particularly relevant in the case of this study, where a number of stakeholder groups have direct interest in the development, planning and management of the events. Through a stakeholder analysis, groups are established to work with and an approach is further set up so that goals can be achieved. Therefore, it assists sport tourism event managers with assessing the social environment in which the events will be staged.

Allen and Kilvington (2001) suggest the following three steps to conduct a stakeholder analysis:

- Identification of major stakeholder groups. Stakeholder groups may be broken down into smaller units (such as spectators, residents, sponsors, sport tourism event managers and local government officials), which ensure input from important groups. The identification of stakeholders may, however, have a subjective bias, as the project initiator may only identify groups that he or she has knowledge of. Hence, there should be opportunity during the later stages of the project or programme for the inclusion of more stakeholders as their interests emerge.
- Determination of interests, as well as importance and influence of such interests. This step entails extracting information that relates to each stakeholder group. During this step, the expectations of stakeholders, their likely benefits, resources that they are likely to commit (or not commit), stakeholder relationship to other stakeholders as well as any conflicting interests should be assessed.

- Establishment of strategies for involvement. This step entails compiling strategies that involve each stakeholder. Levels of involvement will depend on the appropriate type and level of participation. These processes should, however, be flexible to allow for stakeholders' level of involvement to be altered as the process unfolds.

According to Sautter and Leisen (1999), it is the manager's responsibility to select activities that offer optimal benefits for all stakeholders and to ensure that priority is not given to one over another. Okech (2004) argues that because the theory presumes that managers act as if all interests have intrinsic value, recognition of this value and resulting obligations for stakeholders grants the theory its normative core. Okech (2004) does, however, point out that the overall managerial worth of the theory stems from the fact that normative, descriptive and instrumental aspects are mutually reinforcing.

Jones (1995) argues that stakeholders should have direct influence on managerial decision making; however, according to Donaldson and Preston (1995), effective management requires equitable attention to all genuine interests. Sautter and Leisen (1999) point out that an organisation with stakeholder-management capabilities has an understanding of three concepts, which are outlined below:

- Identification of stakeholders and their interests
- Process required for the organisation to manage its relationship with stakeholders
- Management of a set of relations and interactions between the organisation and its stakeholders

An organisation that has these capabilities should routinely take account of stakeholders as part of standard operating procedures and should be able to institute transactions or bargains to balance stakeholders' interests with that of the organisation (Sautter & Leisen, 1999). Okech (2004) further discusses community involvement as a tool to achieve sustainable tourism. The application of stakeholder theory to sport tourism events is a fundamental part of planning and developing these events. Gee and Fayos-Sola (1997) state that the impact of sport tourism events on host areas can be perceived differently. By understanding stakeholder perceptions, it is argued that the problem of management based on presumption rather than information could be negated (Gee & Fayos-Sola, 1997). Hardy and Beeton (2001) state that the concept of host community involvement minimises opposition to development and social impacts, as stakeholder fears and expectations are taken into account and managed.

Stakeholder analysis also plays an important role in the marketing and management of destinations. Donald and Preston (1995) highlight the importance of stakeholder analysis and participation in management. Stakeholder theory has particular relevance to the management of sport tourism events. Bramwell and Lane (1999) assert that those who attempt to manage sport tourism events should recognise the several different interest groups or stakeholders that are involved and appreciate their differing perspectives. Without a thorough understanding of stakeholders' views, it will be difficult to consult successfully and to develop effective partnerships among stakeholders for the improvement of sport and tourism (Bramwell & Lane, 1999). In practice, stakeholders also vary in their ability to influence decision makers and are unlikely to gain or lose out equally from particular courses of action (Bramwell & Lane, 1999).

The relevance of stakeholders to each locality and event depends on the nature of that locality and event. While Jones (1995) argues that stakeholders should have direct influence on managerial decision making, Donaldson and Preston (1995) state that effective management requires equitable attention to all genuine interests. Adopting the Donaldson and Preston (1995) approach would mean that after identification of all relevant stakeholders within the locality that are linked to the event and of their interests and relationships, equitable attention should be given to the views of all such stakeholders. However, as Gratton and Taylor (1988) point out, political factors play a role in the relative power of different groups and their ability to influence decisions.

Case studies underpinned the gathering of relevant research data for this study. The case studies, namely the CM, the DCM, the OMTOM and the BR, provided a platform for a comparative event impact analysis of the four events. The case studies reflected a cross-section of experiences from a variety of stakeholders.

Stakeholders for this study were individuals and organisations that were actively involved with the sport tourism events and whose interests may have been positively or negatively affected by the sport tourism events. They may also have exerted influence over the research project and its results. Figure 4.10 below illustrates the positioning of stakeholders within a sport tourism event.

SPORT TOURISM EVENT STAKEHOLDERS
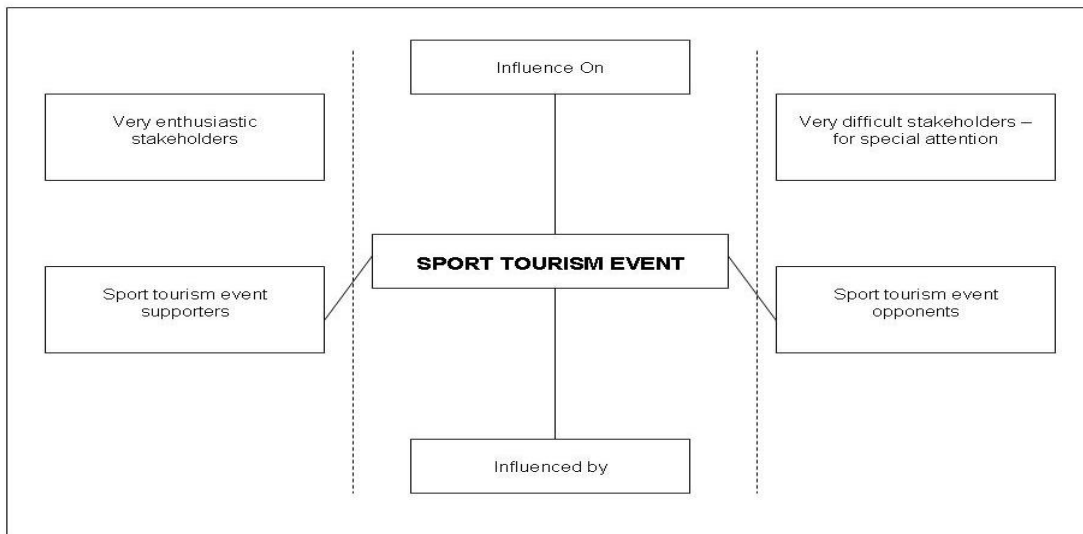
Figure 4.10: Positioning of sport tourism event stakeholders (Johnson, 2008:9)

Sport tourism events can be impacted by both internal and external influences. This incorporates influences on the sport tourism event, such as influences are asserted by the client, regulation and policy, inspectors and engineers, legal compliance of the event, risk and security assessors, political scenarios of the event environment and the marketing campaign of the event.

The sport tourism event can also be influenced by the media, residents, exhibitors, stallholders, sponsors, participants and spectators. This links to the management capability of sport tourism event managers and how they have conceptualised, planned and executed the event. Figure 4.10 also illustrates that there are stakeholders that are positive and in support of the sport tourism event, while there are difficult stakeholders and stakeholders who are opposed to the sport tourism event. When working with stakeholders and understanding their perceptions and interpretations regarding the sport tourism event, whether positive or negative, it will assist the sport tourism event managers to devise their strategy in such a manner that difficult and non-supportive stakeholders can be minimised and, in a sense, won over to be positive.

The sport tourism event manager is the driver of the entire event process and should have an appreciation and deep understanding of the sport tourism event environment and the stakeholders that populate this environment.

4.4.1   Segmentation of stakeholders

The immediate environment of a sport tourism event is known as its market and task environment. Within this environment, there are a variety of stakeholders that can present a threat to or an opportunity for the sport tourism event. These stakeholders can have an impact on decisions that the sport tourism event manager makes. Important tasks that a sport tourism event manager may face is to identify, evaluate and capitalise on the market and task environment of the event; to identify, evaluate and use opportunities that exist within this environment; and to develop the sport tourism event management strategy in such a manner that competitors and other variables within this environment do not represent a threat to the sport tourism event.

As this research study is a comparative study of the management and socio-economic impacts of sport tourism events in Durban and Cape Town, careful consideration was given to who would be identified as stakeholders for the case studies for primary research purposes. International scenarios such as the Australian Formula One Grand Prix, the Sydney Olympics, the 2006 Munich Football World Cup, the Australian Gold Coast Indy Car Race and the 2002 Winter Olympics were studied to evaluate stakeholder segmentation. Based on these scenarios and to determine stakeholder groupings linked to the management and socio-economic impacts of these four events, primary research was undertaken. The primary research took place in the form of semi-structured interviews using a questionnaire survey. The interviews were conducted by the researcher. The stakeholders were representative of a wide population on whom the four events impacted. The stakeholders included the following:

- Spectators: Spectators represent participants and spectators at the sport tourism events. These stakeholders play an important role at the sport tourism event, as they comprise the core of the sport tourism event. Without participants and spectators, no sport tourism event will take place. Due to challenges in terms of access for interviewing participants, only spectator data were collected. According to Turco *et al.* (2002:10), the spectators are involved with these events in a primary capacity and a secondary capacity. The primary capacity implies active participation in the sport tourism event as a sportsperson, while secondary capacity implies spectating and observing the sport tourism event.
- Residents: According to Fredline and Faulkner (2002b:103) an understanding of residents' reactions to the impacts of sport tourism events is essential. This is motivated in the cases of recurring sport tourism events, such as the events presented in this study, where a lack of support by a majority of the resident population, or significant minority groups, could threaten the existence of the sport tourism event in future. It is

further stated (Fredline & Faulkner, 2002b:103) that by understanding factors that are related to residents' reactions to the sport tourism events effort could be made to minimise any negative impact, ensuring that residents' quality of life are not undermined and that any negative perceptions towards the sport tourism event are minimised. Hence, sport tourism event managers should know and appreciate that different members of the resident community will have different value systems, which will underpin the ways in which they interpret phenomena in the world around them. Sport tourism event managers should also accept that within a resident community, several different attitudes will exist regarding the relative merits of hosting sport tourism events. An understanding of ways in which sport tourism events impact on the quality of life of local residents is essential for the success of the event (Fredline & Faulkner, 2002b:113).

- Sponsors: Turco *et al.* (2002:163) indicate that there are several funding options available to sport tourism event managers. Howard and Crompton (1995) point out that revenue sources for sport tourism events can stem from operations of the sport tourism event enterprise, namely internal and external entities. Internal sport tourism event revenues include charged admissions, sale of licensed products and sale of foods and souvenir concessions. Revenues from external sources include sponsorships and fundraising. Turco *et al.* (2002:167) state that "sport sponsorship is big business" and that the popularity of sport tourism event sponsorship has increased. The organisation that provides the sponsorship can use this as a platform to achieve its corporate, marketing and media objectives (Sandler & Shani, 1989). It is noted that sport is the most popular option for sponsors, and most corporations that pay for sponsorships consider it part of their promotional mix within the broader marketing mix, which is derived from their advertising budgets. Understanding the perceptions of the sponsor of the sport tourism event can provide valuable information for the sport tourism event manager for the effective management of future events. Sponsorship is a business transaction that can be mutually beneficial for both the sport tourism event manager and the sponsor. The sport tourism event manager should be mindful of what the sponsor perceives regarding the event and what needs the sponsor has regarding involvement with the event.

- Sport tourism event managers: Sport tourism event managers play a key role in the sport tourism event process, as they are the architects of these events. Their management capability and interpretation of the process as well as the event environment are important for the success of the event. They can share negative and positive experiences from each event, which can serve as a platform for continuous improvement with the goal of staging successful sport tourism events; hence, they become an important stakeholder in the entire process. Chalip and Leyns (2002:154) assert that the

sport tourism event manager is the stakeholder with the most to gain if leveraging in the sport tourism event context is dealt with effectively, and the one with the most to lose if leveraging remains a haphazard affair. Sheehan and Ritchie (1997) state that if event leveraging builds the economic impact of the sport tourism event, the sport tourism event manager's claim to public subsidy remains credible.

- Local government officials: Government's use of sport tourism events for economic development can embroil sport tourism event managers in debate over urban policy, while it is recommended that sport tourism event managers learn to work more closely with local government stakeholders in order to function effectively in the context of sport tourism event development policy. By working with local government in planning and implementing coordinated development and leveraging of a sport tourism event, sport tourism event managers could design and produce sport tourism events that are consistent with legislation (Chalip & Leyns, 2002:154).

4.5 Summary

Waitt (2003:1) asserts that at the turn of century, cities, as sites of tourism spectacle, have given hallmark events a new economic role and have heightened significance, while global sport events are perhaps the ultimate example of the city as a tourist spectacle. Sport tourism events are not merely about the management and operations of mega events, but also about offering consumer services and experiences. Sport tourism events are large enough to demand serious attention from the industry and specific enough to sustain academic interest and development.

It is important to encourage a reciprocative relationship between government, the private sector and educators to enable them to build sport tourism events and provide opportunity for development of qualified personnel together. Sport tourism event development requires a solid foundation that includes an underlying conceptual framework to highlight the relationship between sport and tourism, an appreciation of particular markets and an appreciation and understanding of essential development concepts and issues, as outlined in this chapter. The conceptual focus of this study is that sport tourism events is a tourist attraction. By treating sport tourism events as a tourist attraction, a better understanding of sport tourism event development may be fostered. The conceptual framework also creates an appreciation for stakeholders within the sport tourism event environment, whereas sport tourism events is a niche market.

The conceptual framework is also highlights that motivations, needs and general socio-demographic characteristics are different from the stakeholder pool per sport tourism event, which implies that sport tourism event managers should identify sport tourism event

development strategies at a strategic level, but that operational plans should be designed to influence tourism for a city or region in a positive manner. Sport tourism events provide a unique focus for the study and development of tourism. The manner in which the sport tourism event is harnessed can foster positive tourism development interests. Hinch and Higham (2004:214) assert that sport tourism events influence travel patterns, sport and tourism locations, the nature of travel experiences and seasonal visitation patterns. An appreciation of these particular dynamics implies that sport tourism event managers should not be passive observers or reactive players in the sport tourism development process.

By understanding processes that are inherent in sport tourism and that link particularly with sport tourism events, the sport tourism event manager can influence the nature and pace of development. Having an awareness and understanding of these processes can assist in proactively striving for sustainable development within the field of sport and tourism, by creating significant strategies and policies for the further development of sustainable sport tourism events.

CHAPTER FIVE
RESEARCH METHODOLOGY

5.1 Introduction

The case studies that were researched for the purpose of this study include the CM, the DCM, the OMTOM and the BR. The CM and the DCM take place in the Durban environment in the KZN province and the OMTOM and the BR take place in the Cape Town environment in the Western Cape province.

According to Moodley (2002), research methods are techniques that are used when studying a given phenomenon. These methods are planned, scientific, aim to be value-neutral and imply that effective research methods should be carefully constructed and deliberately employed in a way that maximises the accuracy of the results.

This methodology chapter describes the procedures and processes that were used to conduct research on the four sport tourism events. The research was conducted over a two-year period from 2005 to 2006. This chapter further presents particular research questions, the background to the case studies, the methodology that was used and details on the data analysis and the research experiences.

Fieldwork on the management and socio-economic impacts of the events were conducted prior to, during and after the main events. The approaches to the project were both qualitative and quantitative in nature. Finn, Elliot-White and Walton (2000:8) assert that it is "very easy to distinguish between quantitative and qualitative research". Punch (1998:4) states that quantitative research can be regarded as empirical research, where data are in the form of numbers, while qualitative research is where data are not in the form of numbers. Walle (1997:527) posits the quantitative approach is a rigorous scientific method while the qualitative approach is a less rigorous scientific method that employs more flexible tools of investigation. Babbie and Mouton (2001:49) assert that the quantitative researcher believes that the only way of measuring attributes of phenomena is "through quantitative measurement, assigning numbers to the perceived qualities of things". Babbie and Mouton (2001:53) further state that qualitative researchers attempt to study human actions from the insider's perspective, while emphasis is on "grounded theory". Grounded theory is a systematic generation of theory from data by means of both inductive and deductive thinking. It is focussed on generating concepts that explain the actions of people regardless of time and place (Babbie & Mouton, 2001). According to Mugenda and Mugenda (1999), theorists view the debate between quantitative and qualitative techniques not only as a disagreement over advantages and disadvantages, but also as a clash between methodological approaches. This viewpoint implies that each method is associated with a

separate and unique approach, which is in conflict with the other and should not be used together. However, Moodley (2002) identifies that these assumptions appear to be incorrect, as the two paradigms can be used simultaneously if their purposes do not clash and methods are complementary.

A humanist approach, namely understanding human behaviour, is the key that underpins this study. It recognises that sport tourism events is centred on perceptions and experiences of people who attended the sport tourism events and people who live in close proximity to where the sport tourism events are staged. It was therefore necessary to use a combination of qualitative and quantitative, approaches. This stance is supported by Dyck (1999), who indicates that the value of these strategies lies in their capability for enabling understanding of experiences, perceptions, attitudes and meanings in space that go beyond pure description.

5.2 Research questions

According to Smith (1995:42), surveys are the most important source of information for tourism analysis, planning and decision making. This is supported by Babbie (1992,) who states that a primary tool utilised for data collection is the survey or questionnaire. Gray (2004: 99) states that a survey is a "detailed and quantified description of a population – a precise map, involving a systematic collecting of data". Babbie and Mouton (2001:230–231) indicate that survey research is the most frequently used research design within the social sciences.

For the purpose of this study, two types of questions were used in the survey, namely open-ended and closed-ended questions. The open-ended questions required the respondents to provide their own answers to the questions, while the closed-ended questions required the respondents to select an answer from a list that was provided by the researcher. The questionnaire-utilisation process was conducted by the researcher asking the questions. The questionnaire was the primary means through which data were collected, and it was designed to match the objectives of the study and the research questions that had to be answered. The questionnaire consisted of two broad categories, namely the management and socio-economic impacts of sport tourism events based on the CM, the DCM, the OMTOM and the BR. Finn *et al.* (2000:94) states that there is only one opportunity to ask questions and that the survey instrument should therefore be well constructed.

Questions that were asked were specifically constructed with the identified objectives in mind. Flower and Martin (1997) concur that there are three broad types of data categories that inform questionnaire design, namely data that classify people, their circumstances and

their environment; data that relate to their behaviour; and data that relate to their attitudes, opinions and beliefs. The content of these types of data categories were incorporated into the research questions under investigation. The research questions enabled a clearer understanding of the problems and challenges and also assisted this study in the construction of recommendations to address the identified problems. This study was guided by the research questions, which were outlined in Chapter One and are listed below:

- What is the demographic profile of spectators at the various sport tourism events?
- What are the spectators' spending patterns at the various sport tourism events?
- What costs are incurred and what revenue is generated for local and regional economies from various sport tourism events?
- In what ways do local businesses benefit from sport tourism events?
- What are spectators' perceptions, needs and levels of awareness regarding sport tourism event imperatives?
- What are current patterns and trends in terms of sponsorship and sponsor perceptions?
- How does the sport tourism event calendar impact on socio-economic and tourism benefits in relation to branding and positioning of a particular location?
- How do residents in a particular location respond to and perceive sport tourism events?
- Do existing management practices impact on sport tourism event initiatives and their quality?

5.3 Background to case study areas

Four events were chosen as case studies for this study, of which the aim was to conduct a comparative analysis of the management and socio-economic impacts of sport tourism events in the Durban environment, KZN province, and the Cape Town environment, Western Cape province. The events include the CM and the DCM in Durban and the OMTOM and the BR in Cape Town.

The events were conceptualised within a specific defined region, namely the Durban environment of KZN and the Cape Town environment of the Western Cape, which implies that the staging took place within a specific geographic boundary but broader than merely the immediate city borders, as the events covered surrounding areas in proximity to the city borders of Durban and Cape Town. These events can therefore be referred to as intra-regional events (Keyser, 2002:45). In terms of tourism development in South Africa, both the Durban and the Cape Town environment are located in top tourism provinces, and are well known for their scenic beauty and the capacity to host a variety of events, particularly sport tourism events.

Figure 5.1 below indicates the position of the City of Durban in the KZN province and the City of Cape Town in the Western Cape province. It illustrates the locality of the Durban and the Cape Town environments, in other words, where these areas are based within South Africa. Figure 5.2 illustrates the event sites of the OMTOM and the BR, whereas Figure 5.3 illustrates the event site of the CM and the DCM.

Figure 5.1: Map of South Africa (Lonely Planet, 2010)

Figure 5.2: Map of the Western Cape (SA-Venues, 2010c)

Figure 5.3: Map of KwaZulu-Natal (SA-Venues, 2010a)

5.3.1   Events – Cape Town

5.3.1.1   BR

The BR event takes place in the region of Cape Town, Western Cape province, along the Berg River. The event has its starting base in Paarl and ends in Velddrif. The event covers a challenging terrain and takes place over four days, covering approximately 208 kilometres, which makes it the longest race in South Africa (South Africa.info, 2008c:1). It is regarded as a highlight on the calendar of events for the Cape Town environment in the heart of winter.

The BR was established in 1962 as the first project produced by the Western Province Canoe Union (WPCU) (Mbaze-Ebock, 2006). According to the WPCU, Willem van Riet established the BR as part of an adventure and discovery programme. Collins, chairperson of WPCU, (2005) posits that during the 1960s, the BR was operated differently, as the focus of the marathon was on adventure. Participants camped on farms and collected fresh produce from the farmers as means to sustain them. The original race began from Bridge Town to Velddrif, covering an area of 16 km. During the first few races, there were merely 20 participants, who came from all over South Africa. There were no specific criteria to participate and no safety precautions and risk management were used for the event.

Two years after Collins joined the club during the 1970s, changes began to occur, with participants competing for money and prizes (Collins, 2005). Participants who took part in the event did so as a result of passion for the sport and to have fun. From the mid 1980s, the number of entries increased from 20 to 350 (Collins, 2005). There was an increase in the number of African, coloured and Indian participants (referring to historical racial classification) and approximately 1 000 spectators were recorded at the 2005 event (Mbaze-Ebock, 2006:20).

There has been substantial growth in canoe sport in the Western Cape in terms of skills development, where interested individuals are given an opportunity to develop their skills in the sport (Mbaze-Ebock, 2006:20). The BR applies the concept of 'Green Events' by ensuring that there is a campaign to monitor that the quality of services that are provided to spectators and participants are improved continuously and that the environment is left untouched and clean (Mbaze-Ebock, 2006:21). The event does not use fossil fuels and has special cleaning teams to remove litter and clean the environment. The BR has become recognised as an international canoe marathon, growing in credibility. By establishing their international reputation and credibility, the managers of the BR have included changes in the event by including meals with the entrance fee for the participants, allowing teams to race with their sponsors' branding, introducing a relay competition for teams of three, offering wine courses on wine farms in the surrounding area and introducing a category for surf skis. Table 5.1 indicates the route of the 2005 BR. Figure 5.4 further provides an indication of the route section, which is covered from Day 2 through to Day 5 of the event, illustrating the distances travelled by the participants on a daily basis.

Table 5.1: Route of the 2005 BR (adapted from Berg River Canoe Marathon Managers, 2005:1–5)

BR	Areas covered en route
Day 1	Time Trial at Paarl Canoe Club. The seeded top 70 participants race a time trial to determine the starting positions for Day 2. The route covers the clubhouse in Paarl down to Dal Josafat Bridge
Day 2	Official start at Market Street Bridge, Dal Josafat Bridge, Wellington Bridge, Katryntjiesdrif, Lady Loch, Below Lady Loch, Skooltjie at Jan Malan's farm, Seekoeigat/Grensplaas, Roostuin, Majuba at Klei Rapid, Olymboom at Middle Rapid; Walters se Plaas, Piet Abrahamse farm, Hermon bridge and Zonquasdrift
Day 3	Starts at Zonquasdrift, Gouda bridge, Railway bridge, Drie Heuwels and Bridgetown
Day 4	Starts at the Misverstand Dam, Die Brug, The National Road bridge, Moravia, Low Level bridge, Klipheuwel, Tuindrif and Zoutkloof
Day 5	Starts at Zoutkloof, Kersefontein, Kleigat, Drie Busse, Kliphoek and Velddrif bridge

DAY 2
PAARL – ZONQUASDRIFT
59,1km

GOUDA

15. ZONQUASDRIFT 13:50

RIEBEEK-WES
RIEBEEK-KASTEEL

Rooihoogte

◄ MALMESBURY

14. Hermonbrug 12:45
13. Piet Abrahamse Plaas 12:40
HERMON

9. Roostuin 12:10
Botmasdrif
12. Walters se Plaas 12:00

8. Seekseigat (Grensplaas) 11:35

11. Olyfboom/Middle Rapid 11:25
10. Klei Rapid (Majuba) 11:15
7. Skooltjie 11:00

5/6. Lady Lochbrug 10:30
4. Katryntjiesdrif 10:25
3. Wellingtonbrug 10:15
WELLINGTON

2. Oai Josafatbrug 9:45
PAARL
1. MARKSTRAATBRUG 9:30

DAY 3
ZONQUASDRIFT – BRIDGETOWN
43,2km

Misverstand Dam

PORTERVILLE

5. BRIDGETOWN 12:12

4. Drie Heuwels 12:00
Weir
Heuningberg
Ysterpan Rapid

3. Railway Bridge 11:00

Black Rock Rapid
2. Gouda Bridge 10:07
Farm on rt bank before Gouda Bridge 9:55
GOUDA

RIEBEEK-WES

1. Zonquasdrift 9:00
RIEBEEK-KASTEEL

HERMON

DAY 4
MISVERSTAND DAM – ZOUTKLOOF
59km

TO VELDDRIF

Bergrivierstasie
Klipheuwelpad
Skool
Sanddrif 11:20
PIKETBERG
6. Klipheuwel 11:45
5. Low Level Bridge 10:50
Uitsigpunt
4. Moravia keerwal 10:10
"old" time trial route
7. Tuindrif 12:10
8. ZOUTKLOOF 13:20
3. Nasionale Padbrug 9:25
2. Die Brug 9:15
1. Misverstand Dam Start 9:00
HOPEFIELD
Koringberg
BRIDGETOWN

DAY 5
ZOUTKLOOF – VELDDRIF
58km

VELDDRIF
5. Velddrif Bridge (Finish)
4. Kliphoek
"Oordraplek" Begin Tydtoets
Rietdakhuis
3. Drie Busse
Kleigat
Kersefontein Bridge
Berg River Station
Zoutkloof
Pumphouse
LANGEBAAN ROAD
HOPEFIELD

Figure 5.4: Map of the BR (Day 2 – Day 5) (Berg River Canoe Marathon Managers, 2005)

5.3.1.2 OMTOM

The OMTOM is known as the world's most beautiful marathon and is renowned for its spectacular views of crystal-clear oceans and majestic mountains. The route falls within the Cape Peninsula in the Western Cape province, and is plotted along the Indian and Atlantic oceans, over the world-famous Chapman's Peak Drive into the seaside town of Hout Bay, up over Constantia Nek and through forests to the finish at the University of Cape Town, which is situated in Rondebosch (South Africa.info, 2008a:1).

The event was never intended to be anything more than a training run, providing an opportunity for Cape Town runners to prepare for the CM (South Africa.info, 2008a:2). The first event took place on Saturday 2 May 1970 and was pioneered by Dave Venter. Of the 26 participants, 15 managed to complete the event. From 1971, the event grew and officially became known as the Two Oceans in 1972 (South Africa.info, 2008a: 2). Today the event is known as one of the world's top running marathons and has built on a positive international reputation. The OMTOM is also known as a non-profit-making event and all the proceeds of the event is donated to a charity, namely Nurturing Orphans of Aids for Humanity (NOAH), who specifically care for children with Aids.

In 1973, the event was held over the Easter weekend for the first time. The first woman took part in 1974 and the first black winner was Gabashane Rakabaele in 1976. By 1977, it became evident that the event had the potential of becoming a major event, which led to more stringent rules that were introduced for registration to participate in the event. By 1984, the number of participants exceeded 3 000 and by 1991, it exceeded 9 227. By 2003, the number of participants exceeded 14 000 for the first time and by 2006, over 15 000 participants and approximately 31 000 spectators were recorded. (South Africa.info, 2008a:3)

The 2006 event recorded approximately 18 000 participants, which included 7 875 participants in the 56-km ultra-marathon and 9 669 runners in the 21-km half-marathon (OMTOM, 2006a). It is noted that there were over 1 200 international runners from 60 countries and it was the largest foreign contingent in the history of the event, which included 638 in the half-marathon and 642 in the ultra-marathon (OMTOM, 2006a). Figure 5.5 below indicates the full route that participants have to complete.

Figure 5.5: Map of the OMTOM (SA-Venues, 2010c:3)

In addition to the ultra- and half-marathons, other events are organised, such as fun runs, including a nappy dash, and 2.5-km, 5-km and 8-km runs. A media conference, comedy festival, concert and family picnic at Spier and an expo at the Good Hope Centre are also held. It is an event that offers a variety of options for individuals and families seeking entertainment and excitement. Table 5.2 indicates the route of the 2006 OMTOM (ultra-marathon).

Table 5.2: Route of the 2006 OMTOM (adapted from OMTOM, 2006b:42)

OMTOM 56 km	Areas covered en route
Start: Newlands	Newlands, Wynberg, Retreat, Lakeside, St James, Fish Hoek, Sun Valley, Noordhoek, Chapman's Peak, Hout Bay, Constantia, Kirstenbosch, University of Cape Town
Finish: University of Cape Town	

5.3.2 Events – Durban

5.3.2.1 DCM

The DCM is a canoe or kayak race between Pietermaritzburg and Durban in the KZN province. The event occurs along the Msunduzi River, which is referred to as the Dusi River (South Africa.info, 2008c:2). The DCM has earned international status and international participants take part in this race.

World-renowned conservationist Ian Player, brother to golfing legend Gary Player, is credited with conceptualising the DCM (South Africa.info, 2008c:2). The first trip down the Dusi River took seven days and was completed by two men from Pietermaritzburg, namely William Foley and Paul Marianny, in 1893. The first event was staged on 22 December 1951 and had eight participants. The event was held on a non-stop basis and from 1956 it was decided to run the event over three days (South Africa.info, 2008c:2). The event is presently held over a period of three days, with each day having a defined beginning and end (South Africa.info, 2008c:1–2). The first day comprises 45 km, which includes approximately 15 km of portaging with canoes, with shorter portaging sections on Day 2 and Day 3. Day 2 is 45 km long and ends with a 10-km stretch on flat water on the Inanda Dam. Day 3 is 35 km of clean cold water, which emerges from the dam. There are also several sections with large rapids (South Africa.info, 2008c:2). The DCM is an outdoor event and is organised in the framework of sustainable events. No fossil fuels are used. The DCM is also a non-profit event and all proceeds earned through the DCM are donated to charities. The charity fundraising is uniquely different to that of any other sport tourism event. The DCM has a charity batch where 60 places are auctioned online. The places are for the participants, which can enable them to have an early start to their race each morning. The batches all

leave early in the morning. The participants can bid online for their place and thus purchase their place in the batch. The proceeds raised are equally split between the charities Starfish, Society for the Prevention of Cruelty to Animals (SPCA) and the Duzi-Umngeni Conservation Trust (DUCT). Figure 5.6 below indicates the event route that is covered from Day 1 through to Day 3.

PIETERMARITZBURG

HOSPITAL

DANIEL LINDLEY BRIDGE

WIER
YMCA

ALEXANDRA PARK

ERNIE PEARCE WIER

RICHMOND

RACE COURSE

UNIVERSITY

N3

SOBANTU

SEWERAGE

COMPULSORY CANOEING FROM START TO LOW LEVEL BRIDGE

CAUSEWAY

SON

N3 DURBAN

START

179

COMPULSORY CANOEING FROM GEOFFS ROAD CAUSEWAY TO FINGER NECK

TABLE MOUNTAIN

F A GUN RAPID

HOLE IN THE WALL

EGWAAN RAPID

THE MAZE

Geoffs Road

Guinea Fowl Road

MISSION

CHECK POINT CAMPBELLS FARM

THE CASCADES DANGEROUS

ETHELVALE

MISSION RAPID

ETHELVALE RETURN PMBURG

LION PARK

N3 LION PARK TURN OFF

UMSUNDUSI RIVER

FINGER NECK

STORE

NAGLE DAM

FIRST NIGHT STOP

CABBAGE TREE WALK

DUSI

COMPULSORY CANOEING TO NIGHT STOP

CATO RIDGE

180

NAGLE DAM

PIPELINE WALK

UMGENI RIVER

THE SLIDE

IBIS POINT
WILLIAMS SHUTE

COMPULSORY CANOEING
TO NGUMENI

SADDLES

GAUGING WIER

UMFULA STORE

EICUPHUMELENI STORE

2ND NIGHT STOP

BIG BEND RAPID

RAPID

BOTHAS HILL OLD MAIN ROAD

STORE AND POST OFFICE

FOLEY
MARIANNY
BRIDGE

STORE

SCHOOL

Pipeline Road

NGUMENI
HILL

1st NIGHT STOP

COMPULSORY CANOEING
TO SADDLES TAKE OUT

OLD
BALDY

MAMBA
GORGE

DANGEROUS
NOT CANOEABLE

IRA

POST OFFICE

OLD MAIN ROAD

HILLCREST SHOPS

N3 SHONGWEN
TURN OFF

N3 GILLETS / PIETO

181

Figure 5.6: Map of the DCM, Day 1 – Day 3 (courtesy of the Hansa Powerade Dusi Managers)

The DCM presents a stiff challenge, as stated by Player (2008:2):

> No man who has done the 100 gruelling miles can ever be the same again. The
> memory of the rapids, the steep hills and torturous paths, the aching backs and dry
> mouths, the burning sun and cold mist and rain, will forever remain in the mind.

Approximately 10 000 spectators were recorded at this event in 2006.

Table 5.3 indicates the route of the 2006 DCM.

Table 5.3: Route of the 2006 DCM (adapted from maps courtesy of the Hansa Powerade Dusi Managers)

DCM	Areas covered enroute
Day 1	Starts in Pietermaritzburg, Daniel Lindey Bridge, Causeway, Hole in the Wall, Geoffs Road Causeway, The Maize, Finger Neck, Nagle Dam
Day 2	Nagle Dam, Ngumen, Umfula Stone, Eicuphumeleni Store
Day 3	Inanda Dam, Barma Road, finish in Durban

5.3.2.2   CM

The CM is staged between the capital of the KZN province, Pietermaritzburg, and the coastal City of Durban, and alternates annually between the 'up-run' from Durban and the 'down-run' from Pietermartizburg. The 2006 CM was an 'up-run' event. This event is known as the world's greatest ultra-marathon, it is 90 km long and is internationally recognised for the physical challenge that is poses and the camaraderie that it fosters among thousands of participants and spectators (South Africa.info, 2008b:1). It is also the world's largest and oldest ultra-marathon race. The race is a one-day event and uses no fossil fuels, subscribing to the principles of sustainable event management. The CM is a non-profit event and proceeds generated are donated to charity organisations such as the Community Chest, the Sport Trust, Starfish, Wildlands Conservation Trust and the Pink Drive Breast Cancer Association. Figure 5.7 below illustrates the CM route of 2006.
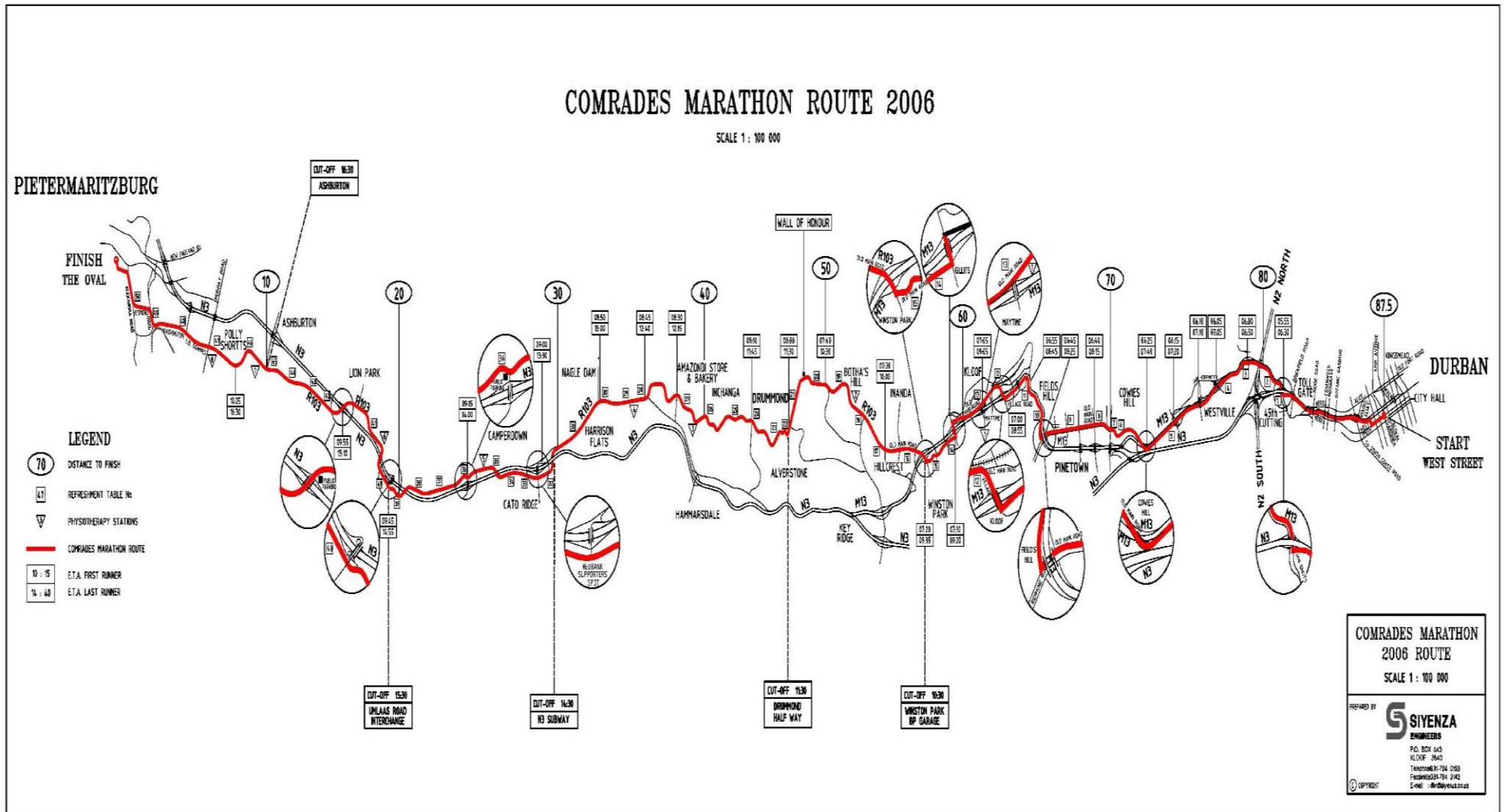
Figure 5.7: Map of the CM route 2006 (courtesy of the CMA, 2008)

The event owes its establishment to the vision of World War I veteran, Vic Clapham. Vic Clapham was born in London on 16 November 1886 and emigrated as a youth to the Cape Colony in South Africa. He enrolled to work as an ambulance man and later worked as an engine driver for the South African Railways. Vic Clapham signed up with the 8th South African Infantry at the outbreak of the Great War 1914–1918. He was a witness to much pain, agony, death and hardship of his comrades during his time in the war. As a result, he wanted to remember and honour those who had died during the war in a unique way. (CMA, 2007)

His idea was to have an event where human frailty could be put to the test and overcome, and settled on the idea of a marathon. Clapham asked for permission to stage a 56-mile race between Pietermaritzburg and Durban under the name of the Comrades Marathon and for it to become a living memorial in the spirit of the soldiers of the Great War. His applications in 1919 and 1920 were refused, but in 1921 he received permission to stage his event. The first CM took place on 24 May 1921, on Empire Day, starting outside the City Hall in Pietermaritzburg with 34 runners. (CMA, 2007)

Presently, the CM is regarded as a national treasure and attracts several thousands of participants and spectators. Table 5.4 indicates the route of the 2006 CM.

Table 5.4: Route of the 2006 CM (adapted from CM route map, courtesy of the CMA, 2008)

CM 90 km	Areas covered enroute
Start: Durban	Durban, Westville, Pinetown, Kloof, Hillcrest, Botha's Hill, Drummond, Inchanga, Harrison flats, Cato Ridge, Camperdown, Umlaas Road Interchange, Lion Park, Ashburton, Polly Shorts, Pietermaritzburg
Finish: Pietermaritzburg	

5.4 Methodology

Finn *et al.* (2000:14) state that "emphasis needs to be given to the link between theory and research; research needs theory as a framework for analysis and interpretation, and theory needs research to constantly challenge theoretical details". They further advance that careful planning is required for the research process and methodology to ensure that a logical, yet objective, pattern is followed (Finn *et al.*, 2000:14). Sekaran (1992:4) posits that "research is a systematic and organised effort to investigate a specific problem that needs a solution". The research process should be carried out diligently, critically, objectively and logically with the desired outcome to "discover new facts that will help us to deal with the problem situation" (Sekaran, 1992:4).

Finn *et al.* (2000:2) argue that research is conducted within a system of knowledge and that research should probe or test that system with the objective of adding to and increasing knowledge. Preece (1994:18) explains as follows:

> The increase in knowledge may be something entirely new and original or, more commonly, it may consist of checking, testing, expanding and refining ideas, which are themselves still provisional. Research should continually question the nature of knowledge itself, what it is and how it is known.

A key aim of the study was to conduct a comparative analysis of the management and socio-economic impacts of sport tourism events in Durban and Cape Town. The main methodology used in this study was the case study method. According to Stake (2000), case studies can prove invaluable in adding to understanding, extending experience and increasing conviction about a subject. The case study method used in this context assessed themes and subjects that are associated with the management and socio-economic impacts of the four sport tourism events. The research comprised a detailed investigation of each sport tourism event, with data collected from 2005 to 2006. As a result of the richness of the context of this study and based on Yin's (1993) recommendation for use in case study methods, a combination of quantitative and qualitative data was used. The approach to theory and research in this project was therefore two-phased, namely, deductive and inductive. The deductive approach was applied to quantitative data and entailed theory testing, where specific research objectives were identified and theorising concepts were engaged. The inductive approach was applied to qualitative data and entailed theory construction.

Surveys were employed to generate data relating to the research objectives. Secondary data concerning the sport tourism event industry globally, and in South Africa, were sourced from books, journals, published articles, newspaper articles, governmental and technical reports and the internet. Secondary data collection served to inform as well as contextualise the present study. Primary data sources used in this study included questionnaire surveys, structured and semi-structured interviews. In this study, the formats of the questionnaire surveys and the key informant interviews were adopted from previous sport tourism events studies in South Africa and Australia.

Finn *et al.* (2000:93) state that a survey should have focus that relates to items in the survey. The focus, however, is dependent on the research taking place. Finn *et al.* (2000:94) further argue that survey questions are a means of measuring and obtaining information regarding

key concepts within the research framework. With regard to compiling questions, De Vos, Fouché and Delport (2002) posit that

- sentences must be brief and clear and the vocabulary and style of the questions must be understandable for respondents;
- each question must contain only one thought;
- each question must be relevant to the purpose of the questionnaire;
- abstract questions not applicable to the milieu of respondents should rather be avoided and researchers should not take for granted that respondents will always have knowledge about the subject; and
- the sequence in which questions are presented must be aimed at general, non-threatening questions first, and more sensitive, personal questions at a later stage.

In this study, both open- and closed-ended questions were part of the surveys. Relevant questions were compiled according to the guidelines of De Vos *et al.* (2003), as mentioned above. The surveys were conducted on the following topics:

- Spectators (Appendix 1)
- Organisers (event managers) (Appendix 2)
- Sponsors (Appendix 3)
- Local government officials (Appendix 4)
- Residents (Appendix 5)
- Service quality (Appendix 6)

Four case studies, namely four sport tourism events, were selected that matched the research objectives and concepts that were theorised. These provided excellent case studies for comparative impact analysis of the events, as they are all well-known sport tourism events that are held at popular tourist destinations. These case studies reflected a cross-section of experiences contrasting institutional dynamics, management issues, resident perceptions, sport event types, as well as socio-economic and spatial contexts.

The surveys were administered at four sport tourism events over a period of two years from 2005 to 2006. The results of the empirical surveys were used to further construct theory and to support the development of appropriate and sustainable sport tourism event strategies for the cities of Durban and Cape Town.

5.4.1   Secondary data

Gray (2004:52) states that "the critical review of the literature provides the foundation of your research and it informs and refines your research objectives, it also provides a benchmark against which you can compare and contrast your results". A literature search entails a focus on published information in a particular subject area and sometimes information concerning a particular subject area within a certain time period (The Writing Centre, 2008:1). Taylor (2007:1) regards the literature review as "a piece of discursive prose".

The literature search was guided by the research objectives of the study. It entailed primarily a desktop search of books, journals, articles, as well as reports on sport tourism events and the case studies that formed the focus of the primary research. Content analysis of existing management strategies of sport tourism events was undertaken and the internet was also used to obtain data. Collection and analysis of secondary data was necessary to establish trends and current practice to fulfil the requirements of the research objectives and to inform the research questions. It was also necessary to review tourism marketing strategies and reports as well as tourism development strategies and reports compiled by local government to establish the position towards sport tourism events.

5.4.2   Primary data

The primary research undertaken within this project comprised semi-structured interviews using a questionnaire survey. Interviews were necessary to gain an in-depth understanding of the social and management issues of concern and to ensure that information could be elucidated through interaction and genuine conversation. The stakeholders were representative of a wide population on whom the four events impacted, and included the following:

- Spectators (Appendix 1)
- Organisers (event managers) (Appendix 2)
- Sponsors (Appendix 3)
- Local government officials (Appendix 4)
- Residents (Appendix 5)
- Spectator service quality survey (Appendix 6).

Finn *et al.* (2002:73) state that "semi-structured interviews will have specified questions but will allow for more probing to seek clarification and elaboration and have more latitude than the structured interview". Arksey and Knight (1999:32) posit that "interviewing is a powerful way of helping people to make explicit things that have hitherto been implicit – to articulate their tacit perceptions, feelings and understandings".

The aim of the primary research was to gain a greater perspective of sport tourism event initiatives, including planning, management and the implementation of events. The questions were broad to encourage the respondents to describe their perceptions of and concerns about sport tourism events in the particular regions.

The questionnaire was designed to obtain necessary data to enable the research to address the research questions and to allow easy data capturing and analysis. The questionnaire included closed-ended questions where a set of variables was provided from which the respondents had to choose. This enabled the collection of quantitative data that facilitated the use of statistical techniques to generate descriptive statistics. Descriptive statistics are techniques that are used for summarising, displaying and interpreting sets of data (Roberts, 1996). The questionnaire also included open-ended questions to allow flexibility by providing the respondents with an opportunity to express their views and to provide suggestions on particular categories of information. The researcher aimed at ensuring that all questions were clear and also clarified questions during the interviews, which assisted the respondents in providing relevant responses.

5.4.3   Sampling approach

According to Bailey (1994), considerable time and funding are needed to survey an entire population, and therefore sampling provides an opportunity to ensure that the data collected is reflective of the population that is being surveyed. Sampling further allows for heterogeneous populations to be surveyed. Gray (2004:82) states that a human trait is to make a generalisation from limited experience, for example, requesting an opinion from an individual based within an organisation could be inferred that the opinion given by the individual is the opinion of the entire organisation, or 'population'. Gray (2004:82) states that "a population can be defined as the total number of possible units or elements that are included in a study and if it is not possible to evaluate the entire population, then a 'sample' may be selected". Finn *et al.* (2000) explain that a good sample is a miniature of the population – just like it, only smaller. Finn *et al.* (2000:108) mention that the principle objective in sampling is to obtain a representative selection of sampling units within the population. Gray (2004:82–89) further adds that sampling refers to the set of procedures by which individuals, communities or households are selected from a total population group and that the basic rationale behind sampling is that it is often not possible as a result of constraints to cover all units within a population. Gray (2004:82–89) identifies some of these constraints, such as the size of the population, time, financial costs, lack of adequate person power and potential respondents possibly choosing not to participate in the actual research process.

Webster (1985) defines a sample as a finite part of a statistical population whose properties are studied to gain information about the whole and further notes that when dealing with people, the sample can be defined as a set of respondents (people) that are selected from a larger population for the purpose of a survey. He points out that sampling recognises the limitations of selecting the entire population in the collection (Webster, 1985). According to Moodley (2002), there are a number of reasons why sampling is used, including that is saves time, money and energy, as only a small number of well-trained survey administrators are required, while the results that are obtained are more accurate owing to greater attention paid to detail. A sample also comprises elements of the population considered for actual inclusion in the study and a major reason for the utilisation of a sample is its feasibility. Further purposive sampling is not as much concerned with random sampling as it is with providing information-rich participants – participants that show certain characteristics that interest the researcher.

Various stakeholders such as event managers and sponsors in this study can be considered as the known population. However, owing to influences of the research budget and time constraints, the research population of certain stakeholders such as residents and spectators was difficult to determine, which also influenced the type of sampling procedure and the sample size of the research. In order to prescribe to the research budget for this study and to complete the research efficiently, multistage, stratified, spatially-based purposive sampling was used for spectators and residents were implemented, while purposive sampling was adopted for sponsors. The sample chosen in relation to spectators and residents for all four events was 200. As it was a comparative study, the same sample size was used for all four events. The sampling selection for the service quality survey was also dependent upon budget and therefore the sample chosen was 100 surveys per event.

5.4.3.1 Spectators

The spectator survey was developed with a two-focussed approach, namely to conduct interviews with spectators at the events and with participants who took part. A special section on the survey form was allocated for completion in terms of participants. As the questions in terms of the residence of respondents, economic aspects, knowledge and perceptions of the event, secondary activities, attendance and demographics posed to the spectators and participants were the same, it was decided to use the same survey with a section added that focussed on specific questions for the participants. However, the researchers were denied access to interview the participants, and therefore only spectator data could be collected. Spectator selection took place at the major location points and they were interviewed during the staging of the events, as further discussed below.

A multistage, stratified, spatially-based purposive sampling method was used for the spectators. Specifically, the first stage entailed ensuring that the sample was geographically spread in relation to the specific locations where the events were held and that the sample could be structured and divided along major areas where spectators at the four sport tourism events would congregate. The second stage entailed ensuring that there was a spread in terms of socio-economic groups so that the sample was demographically representative. The major areas of congregation were at the start and finish points of each sport tourism event, along the major routes, at hospitality points and at the major exhibition points where participants registered for the events and researchers were disbursed across these congregation areas to prevent bias from profiling only one type of spectator.

Spectators visited the exhibition points as a form of interest and to support friends, colleagues, business partners and family who were completing their registration process as participants. As part of the broader spectator approach, a special service quality survey was also conducted using the sampling approach presented above. As the population, namely the spectators of each event, varied in size (CM at 80 000, DCM at 10 000, OMTOM at 31 000 and BR at 1 000), it was not possible to obtain lists indicating specifically who the target populations were, hence multistage sampling was the most appropriate manner to obtain data. Due to the outdoor nature of the events, the movement of several people at the designated survey areas, the surveys being conducted face-to-face and the fact that this was a comparative study, a sample of 200 (n = 200) spectator service quality questionnaires per event was used.

Permission for conducting the surveys at the event sites was obtained from the sport tourism event managers prior to the sport tourism events. The research team participated in a special training programme organised by the researcher, during which the team was trained in asking questions, capturing answers and general professional conduct. English was used as the medium of communication. The team comprised the researcher and master's, BTech and third-year students.

The spectators were approached while within the various spectator congregation points of each of the sport tourism events. The questionnaire administrator gave a formal introduction as well as an explanation of the research purpose, after which the spectators were asked whether they were interested in participating in the survey. In instances where the administrator was presented with a group of people, such as the family, friends or colleagues of a participant, the administrator only interviewed one person from the group. This increased the representativeness of the sample. The administrator then asked the

respondents questions that were listed on the questionnaires and noted the answers in the questionnaire form. This process ensured that all respondents understood what was being asked and that ambiguity and vagueness were avoided. The spectator questionnaire used is attached as Appendix 1 and the service quality questionnaire is attached as Appendix 6.

5.4.3.2 Residents

A similar multistage, stratified, spatially-based purposive sampling method discussed in the above section was used for the residents to ensure that the sample could be structured and divided according to the different historical racial classification areas along the major routes of the four sport tourism events. The residents' survey for this project was based on Fredline's questionnaire (Fredline, 2000; Fredline & Faulkner, 2002b). Some questions were changed to suit the South African context. The survey focussed on residents' event attendance, the distance of their residence in relation to the event site, their perceptions and attitudes, whether they approved of the event location, their identification with the theme of the event, any direct benefits experienced, problems experienced, suggestions for improvement and their demographic profile. According to Patton (1990), stratified sampling illustrates characteristics of particular subgroups of interest and facilitates comparisons. This method was therefore used to ascertain whether subgroup residents, in specific areas, perceived the event differently owing to the proximity of their residences to the sport tourism event. Households that were located within a 10-km radius along the route were targeted, as suggested by Bob *et al.* (2006:198).

Samples were selected in a 10-km radius of the sport tourism event route, focusing on the living standards measure as a guide for selecting specific resident groups. The resident groups were therefore placed into categories of earning capacity and different socio-economic backgrounds, which ranged from near the poverty line to above the poverty line, middle-class and upper-class. In view of the classifications, a decision was made to use a sample of 200 (n = 200) questionnaires. Door-to-door surveys were conducted and every fifth home was visited. The same research administrator team who conducted the spectator surveys participated in the collection of resident data. The questionnaire administrator gave a formal introduction as well as an explanation of the research purpose upon arrival at the residences, after which the residents were asked whether they would like to participate in the survey. In instances where the administrator was presented with a group of people, such as a family, the administrator only interviewed one person from the group. This increased the representativeness of the sample. The administrator then asked the respondents questions that were listed on the questionnaire and noted the answers in the questionnaire form. This

process ensured that all respondents understood what was asked and that ambiguity and vagueness were avoided. The questionnaire that was used is attached as Appendix 5.

5.4.3.3 Key informant interviews

According to Gray (2004:213), an interview is regarded as a conversation between people in which one person has the role of researcher. Gray further states (2004:214) that the interview is the most logical research technique. Arksey and Knight (1999:32) comment that "interviewing is a powerful way of helping people to make explicit things that have hitherto been implicit – to articulate their tacit perceptions, feelings and understanding". Blaxter, Hughes and Tight (2001:172) state that this technique is useful for collecting data that would probably not be accessible by using techniques such as observation or questionnaires. This requires strong communication skills and much interaction between interviewers and interviewees.

The interview may be tightly structured, with a set of questions that require specific answers, or it may be open-ended in the form of a discussion (Blaxter *et al.*, 2001:172). They further add that semi-structured interviews lie between these two positions and that unstructured interviews and semi-structured interviews allow the interviewer to use probes with a view to clarify vague responses or to ask for elaboration on incomplete answers. For the purpose of this study, structured key informant interview questions, including both open-ended and closed-ended questions, were designed to collect data from managers, sponsors and local government officials.

Interviews with sport tourism event managers were conducted telephonically, those with sponsors were conducted by e-mail and those with local government officials were conducted face to face, telephonically and by e-mail.

- Manager survey: Important issues that were highlighted in the questionnaire included the event manager's involvement and expenditure patterns associated with the event; outsourcing services, particularly to Affirmable Business Enterprises (ABEs); media-associated costs and sponsor involvement; opportunities created by the event on the side of the managers; and whether event objectives were met. The managers were contacted telephonically prior to each event and based on these discussions, the managers committed to completing the surveys electronically. The surveys were e-mailed to the managers prior to each event. The questionnaire that was used is attached as Appendix 2.

- Sponsor survey: The sponsor survey comprised eight sections. The name of the sponsor and the type and value of the sponsorship were also required. The main objectives for sponsoring this event and whether the objectives were met,were investigated. Questions that included the sponsors' attitudes and perceptions of the sport tourism event, challenges experienced during the event and suggestions to improve the event were also posed. Sponsors were also asked whether they would participate again in the future. The sponsor surveys were distributed to relevant sponsors of the four sport tourism events by the relevant sport tourism event manager. The anticipated surveys numbered 10 (n = 10) in each sport tourism event. The questionnaire that was used is attached as Appendix 3.

- Local government official survey: Regarding the roles of local government at these sport tourism events, information was obtained on support of these events, achievements for supporting these events, marketing of these events and attitudes and perceptions regarding these events. Face-to-face interviews and telephonic interviews were also conducted at specific times to clarify the key focus of relevant event policies of the cities of Durban and Cape Town. The questionnaire used is presented in Appendix 4.

5.5 Data analysis

Data collected as part of the research study included qualitative and quantitative data. Quantitative analysis examines the numeric information and provides output describing the data. Moodley (2002) posits that the output of data can be used to determine linear regression, non-linear regression, correlation, logistics and descriptive analysis. Qualitative analysis reviews the non-numeric information that is collected in research (Moodley, 2002). Qualitative information can consist of focus group discussions, success stories and open-ended questions.

Data analysis, particularly the quantitative paradigm, entails the division of the data into specific parts to obtain answers to research questions. The analysis of research data does not in itself provide the answers to the research questions, but interpretation of the data becomes necessary. To interpret is to explain and give meaning to the data. (De Vos, 2003)

Gray (2004:293) states that the key aims of descriptive statistics are to describe the basic features of a study and to reveal the data. It is further explained that the quantitative style of data research measures objective facts, focuses on variables and reliability and is value-free and independent of the context, while the researcher is detached. In this study, the capturing and analysis of quantitative data were undertaken through the use of the Statistical Package for the Social Sciences (SPSS), which included the use of descriptive statistics. Descriptive statistics are theoretical postulates that are used to draw inferences about populations and

to estimate the parameters of those populations (Okech, 2004). The data were described and summarised through the use of descriptive statistics, frequency tables and graphic representations.

The process used to analyse the interview schedules entailed data organisation, and the creation of categories, themes and patterns. This also entailed the grouping and ranking of problems and issues in terms of the frequency of the recurrence of such issues across the sample. The researcher then evaluated and analysed the data to determine the adequacy of information and the credibility, usefulness, consistency and validation or non-validation of answers to the research questions. The researcher made comparisons and searched for similarities and differences between and among concepts and statements, in an effort to truly reflect the respondents' perceptions.

According to Moodley (2002), reliability is the consistency of measurement, or the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Moodley (2002) further posits that qualitative research exists as an alternative research approach, side by side with the quantitative approach. It is complementary to conventional quantitative inquiry with the use of a number of methods. Moodley (2002) states that in-depth interviews are the most common method used. Dyck (1991) concurs by stating that the value of these strategies lies in the fact that they enable understanding of the experiences, perceptions, attitudes and meanings, which go beyond pure description. An important facet of this research study is its humanist approach, according to which understanding of the respondents and the meaning they attached to sport tourism events were sought. The organisation of qualitative data and analysis was cautiously done to ensure that the essence of responses was reflected in an accurate and comprehensive manner.

5.6   Research experiences

The scope of this study provided a broad field in terms of collecting data and conducting research. Four sport tourism events in two specific high-profile tourism areas were covered, namely the Durban environment in the KZN province and the Cape Town environment in the Western Cape province. The sport tourism events covered included the CM and the DCM in Durban and the OMTOM and the BR in Cape Town.

Specific challenges encountered included the following:

- Most of the sport tourism event managers were helpful and supportive of the research process; however, upon completion of their events, some of them did not provide data as agreed.
- Access was not granted to interview the participants in all the events, hence participants were not included in the study.
- In some instances, the research administrators encountered found a lack of willingness from potential respondents to participate, as they enjoyed watching the event. The research administrators then apologised for the intrusion and proceeded to select other potential respondents.
- High levels of risk were encountered. In certain areas where resident surveys took place, there was a lack of personal safety and often research administrators had to take precautions against roaming dogs.
- Difficulty was experienced in obtaining relevant information from sport tourism event managers, certain sponsors and local government, as some individuals were not prepared to disclose information or share their views of the sport tourism events.

No difficulty was experienced with the fieldwork in terms of the spectator surveys and resident surveys; however, not all were willing to disclose information regarding incomes earned. In general, it was found that all the respondents were supportive of the type of research that was conducted. The residents, in particular, welcomed the research and indicated that it was the first time that their opinions were sought on these types of events.

5.7   Limitations of the study

The original aim of this research study was to conduct a comparative analysis of the management and socio-economic impacts of sport tourism events in the Western Cape and KZN. The envisaged sport tourism events included the J&B Met, the Cape Argus Pick n Pay Cycle Tour, the OMTOM, Big Wave Africa and the BR in the Western Cape, as well as the DCM, the Energade Tour Durban, the CM, the Durban July and the Mr Price Pro in KZN.

Funding was awarded for this study through the National Research Foundation. When this study was proposed to the research committee of the University, it was recommended by the committee that the scope of the study be narrowed, as the scope was too vast and could impact a doctoral study negatively by focussing on too much data. The scope and specific events were discussed with academics who endorsed and supported the scope and selection of the CM, the DCM, the OMTOM and the BR. The event managers of these

events were also the most willing to participate in the study and to assist with providing information.

It was accepted that the investigation in terms of spatial regions and the amount of events was too wide and too broad. Researching such a wide spatial area was also costly, and a limited budget posed a challenge in terms of travelling to the events for observation purposes and fieldwork. Although the scope was narrowed down, the investigation was still too broad by covering four events. For a study of this nature, two events of a similar nature would provide a suitable research base, for example a comparative study of the CM and the OMTOM or the DCM and BR, focussing on similar sports.

The management and socio-economic impacts of these events should have been conducted as two separate studies. A major limitation of the study was the exclusion of participants from the study. Interaction with the participants was not allowed by the event managers so as not to interfere with the event experience. Event managers were strict in terms of allowing face-to-face interviews on-site with spectators, which was an obstruction to the research process rather than facilitating the research process. It was assumed that respondents of the spectator and resident surveys answered the questions truthfully and accurately to the best of their knowledge. Some spectators and companies did not want to disclose information on their income and earning capacity, which created challenges for estimating the ability of spectators to spend at these events and determining true business leveraging of local companies. Sponsors of these events were also reluctant to share information, which provided challenges for determining the depth and extent of sponsorship for these events and the benefits accrued to the sponsor. Obtaining information from government officials in Durban and Cape Town was problematic, as information on event policies and strategies for the cities was regarded as confidential and could not be disclosed. Despite the limitations of the research study, it is believed that this research complements sport tourism event research in South Africa and creates a platform for many future studies on sport tourism events.

5.8 Summary

This chapter discussed the research methodology, tools and techniques that were utilised in the project. The research methodology, tools and techniques were utilised with the intention of addressing the objectives and the research questions of the study. Techniques that were selected provided an opportunity to probe and explore the topics under investigation in a flexible manner. The variety of topics associated with this research project created an opportunity to establish socio-economic data and perceptions of the management of these events. It further provided insight into what residents view as important regarding these

types of events that are held in their environments. This study offers useful information for stakeholders in terms of future development of sport tourism events. Methods that were used by the researcher were aimed at collecting the most reliable data, while at the same time allowing for respondents' participation in the process.

CHAPTER SIX
DATA PRESENTATION AND ANALYSIS

6.1 Introduction

The key aim of this study was to conduct a comparative analysis of the management and socio-economic impacts of sport tourism events in Durban and Cape Town, and to make recommendations on possible alternative strategies aimed at enhancing existing conditions by sharing economic and social benefits in relation to sustainability imperatives for sport tourism events.

The study was specifically guided by the objectives as identified in Chapter One. The objectives provided guidelines on how to address key challenges regarding the effective incorporation of alternative strategies for development of a sustainable sport tourism event industry for Durban and Cape Town. The results or findings on each case study are essential, as they form the backbone of the entire research project. In order to articulate these objectives, nine research questions, presented in Chapter Five, were further employed, which guided the relevant research on the CM, the DCM, the OMTOM and the BR.

According to Bailey (1994) and Leedy (1993), raw data from the field are difficult to interpret and should to be cleaned, coded, captured and analysed. It is only when data are processed that researchers and analysts can use it, as only then can the data be understood. Hence, the researcher should present data fully and adequately and include an accurate interpretation of the analyses of such data.

This chapter statistically analyses the data by applying SPSS through the use of frequency tables. An additional analysis was also conducted using t-tests. This approach was adopted because the researcher wanted to analyse information in a systematic way in order to reach useful conclusions and recommendations.

6.2 Demographic profiles of spectators at the various sport tourism events

The following section is guided by the first research question, namely "What is the demographic profile of spectators at the various sport tourism events?" The data are applicable to the demographics of the spectators who attended the events and cover the following variables:

- The classification of spectators
- The permanent place of residency of international spectators
- The permanent place of residency of domestic spectators

- The composition of the group

- The age of the spectators

- The occupation of the spectators

- The gender of the spectators

- The educational level of the spectators

- The historical race category of the spectators

- The income of the spectators in South African rands

The data were quantitative in nature and descriptive statistics was used to summarise, display and interpret the sets of data in a comparative table format. A discussion following each table analysis compares the results of the four sport tourism events.

Sport tourism events are regarded as an important factor in several decisions to travel, and often feature prominently in the travel experience, while it is also an important consideration for spectator assessment of the travel experience (Hinch & Higham, 2001:48). A central focus of the research was to determine the spectator target market that these events attract. Knowing the type of spectator who attends these events can assist with developing and planning future events, as tourism products serve spectator needs and requirements. Turco *et al.* (2002) point out that there are three main types of sport tourism event market segments, namely spectators, participants and managers. For the purpose of this question, the spectator market segment as identified by Turco *et al.* (2002) was applied.

According to Page and Connell (2006) and Bennet (1995), overnight visitors are travellers who spend at least one night in an area that they visit. Overnight visitors can be classified as international visitors as well as domestic visitors. International visitors are travellers who cross international borders, while domestic visitors travel within the same borders of a country, but to various regions within the country (Page & Connell, 2006). As contextualised in Table 6.1, three types of customer profiles for these sport tourism events were classified, namely overnight visitors (stay at the event destination for 24 hours or more), day trippers (stay at the event destination for less than 24 hours) and locals (local residents) (Bennet, 1995; Page & Connell, 2006).

6.2.1 Classification of spectators

The following table represents a classification of the spectators attending the events.

Table 6.1: Classification of spectators (n = 200, in % for each event)

	Durban		Cape Town	
Classification of spectators	**CM**	**DCM**	**OMTOM**	**BR**
Local resident	21.0	59.0	69.5	40.5
Day tripper	1.0	30.5	0.5	23.5
Overnight visitor	78.0	10.5	30.0	36.0

Market segments noticeable in Table 6.1 illustrate that the majority of the spectators were overnight visitors (78.0%) at the CM, followed by local residents (69.5% at the OMTOM, 59.0% at the DCM and 40.5% at the BR). It also reflects a significant proportion of day trippers at the DCM (30.5%) and at the BR (23.5%). This information is valuable for the sport tourism event manager from a marketing perspective, and can play a role in future profiling of sport tourism event market segments for these events. Table 6.2 and Table 6.3 provide an indication of the international and domestic places of permanent residency that were associated with spectators who attended these events.

6.2.2 Permanent place of residency of international spectators

The following table provides an indication of the place of residency of international spectators.

Table 6.2: Permanent place of residency of international spectators (n = 200, in % for each event)

	Durban		Cape Town	
Permanent place of residency of international visitors	**CM**	**DCM**	**OMTOM**	**BR**
Africa	4.0	-	0.5	-
America, Australia & New Zealand	3.5	-	-	-
Asia	0.5	-	1.0	-
Europe	2.0	-	2.0	1.5
Middle East	0.5	-	-	-
Not applicable	89.5	100	96.0	98.5

Despite the relatively high percentages of overnight visitors at the CM, the OMTOM and the BR, as indicated in Table 6.1, there were few overseas spectator respondents. As indicated in Table 6.2, 4.0% of the CM spectators were from African countries, while 0.5% visited the OMTOM. America, Australia and New Zealand represented a total of 3.5% of international spectators to the CM, and none at any of the other events. No significant numbers were indicated for Asia (1.5%) or for Europe (5.5%). These figures reflect that Durban and Cape

Town have an opportunity to increase their international profile in respect of these events (refer to Table 2, Appendix 7).

6.2.3   Permanent place of residency of international spectators

Table 6.3 indicates the permanent place of residency of domestic spectators.

Table 6.3: Permanent place of residency of domestic spectators (n = 200, in % for each event)

	Durban		Cape Town	
Permanent place of residency	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable	32.0	59.0	73.5	26.0
Gauteng	37.0	10.0	14.5	8.0
KZN	5.5	27.5	4.5	4.5
Eastern Cape	3.0	1.5	3.5	0.5
Western Cape	11.5	1.0	2.5	57.5
North West	3.0	-	0.5	-
Mpumalanga	3.5	-	0.5	1.0
Limpopo	1.5	-	0.5	-
Northern Province	2.0	-	-	-
Northern Cape	-	-	-	2.5
Free State	1.0	1.0	-	-

In Table 6.3 it is evident that a large proportion of the spectators attended events within their own region, such as the Western Cape (BR at 57.5%) and KZN (DCM at 27.5%). It is also noted that the CM attracted 37.0% spectators from Gauteng, while the OMTOM attracted 14.5% spectators from Gauteng and the CM 11.5% spectators from the Western Cape. It appears that major domestic source markets for these events are the Western Cape, Gauteng and KZN. Cape Town, Durban and Gauteng have established source markets in their respective regions and these events should be continuously profiled within these markets.

However, target marketing can be considered for the regions that did not feature prominently, namely the Eastern Cape (8.5%), Mpumalanga (5.0%), North West (3.5%), the Northern Cape (2.5%), the Free State (2.0%), Limpopo (2.0%) and Northern Province (2.0%). Durban and Cape Town can further consider developing specific sport tourism event packages that focus on these markets while making it attractive, affordable and accessible for domestic visitors from anywhere in South Africa to attend these events (refer to Table 3, Appendix 7).

6.2.4   Composition of group

The table below provides an indication of the composition of the spectator groups attending the events.

Table 6.4: Composition of group (n = 200, in % for each event)

	Durban		Cape Town	
Composition of group	**CM**	**DCM**	**OMTOM**	**BR**
Family	30.0	28.5	41.0	43.0
Friends	37.5	40.5	25.0	16.5
Friends and family	11.5	8.5	16.5	27.0
Sport club	9.5	15.0	-	1.5
Alone	5.0	7.5	11.5	9.5
Business associates	4.0	-	2.0	1.0
Tour group	2.5	-	1.5	-
School	-	-	0.5	1.0

In a study conducted by Turco *et al.* (2003), it was revealed that a significant proportion of visitors at sport tourism events was families, which was also noticed at the researched events. As presented in Table 6.4, the composition of spectator groups predominantly comprised families and friends. The Durban events reflected 30.0% for the CM and 28.5% for the DCM for the family group. Furthermore, statistics for the family group for the Cape Town events revealed 41.0% for the OMTOM and 43.0% for the BR. Results for friends groups for the Durban events indicated 37.5% for the CM and 40.5% for the DCM, while results for the friends groups for the Cape Town events reflected 25.0% for the OMTOM and 16.5% for the BR. Table 6.4 indicates that friends and family groups for the Durban and Cape Town events reflected 11.5% for the CM, 8.5% for the DCM, 16.5% for the OMTOM and 27.0% for the BR. Collins (2005) asserts that the BR is mostly supported by families and friends, which is also supported by the results from this study.

It appears that in terms of spectators, the highest recorded numbers comprised groups of family, friends and friends and family, which is regarded by Scott and Turco (2007) as sport tourists watching their friends and relatives (WFRs). They also posit that this is a significant segment to target for sport tourism events and destination marketers by virtue of their spending behaviours and as units of consumption, as they represent more people and spend money on more people (Scott & Turco, 2007). Durban and Cape Town should hence continue to attract family, friends and friends and family target groups, while seeking more ways to add activities to the main events so that these groups may participate.

In terms of spectators being members of sport clubs, 9.5% attended the CM and 15.0% the DCM. No spectator results from sport clubs were recorded for the OMTOM, and this could seemingly be because participants at the OMTOM represented the category from sport clubs, and participants did not form part of the final data analysis for reasons mentioned earlier. The BR also had only 1.5% spectators attending from sport clubs. Even though the spectator numbers for sport clubs were not that high, they provide another target market, namely spectators who can participate non-competitively for fun and experience. Spectators that attend the events alone formed 5.0% for the CM, 7.5% for the DCM, 11.5% for the OMTOM and 9.5% for the BR. In terms of spectators attending these events alone, it appeared that the Cape Town events attracted a higher number of 'alone' spectators, which could possibly be linked to the scenic attributes of these events, Cape Town's popularity and the environment as a tourist destination, their personal interest in the OMTOM and BR events or them incidentally attending the events. These events are opportunities for the development of the 'alone' market segment as a place of social interaction, as social gatherings provide opportunities to meet other people.

Business associates who attended the events comprised 4.0% for the CM, 2.0% for the OMTOM and 1.0% for the BR. No business associates were recorded for the DCM. Business associates who attended as spectators were few, which could seemingly be that these spectators were there to support participants at the events as friends or colleagues. Tour groups formed 2.5% of the CM and 1.5% of the OMTOM. No spectators as part of tour groups were recorded for the DCM and BR. This could possibly be ascribed to tours being arranged as part of a broader tourist package that covers the area where the events are staged and to observe the world's two most scenic running marathons as part of the tourist experience, albeit minimal, owing to the few responses.

These events, however, have the potential of forming part of a tourist package or tour. This viewpoint is supported by Glyptis (1991), who posits that various sport tourism packages can be developed for sport tourists. Tourism destination marketing organisations should consider the development of these options for the industry and should provide guidance to private sector stakeholders on how to develop sport tourism event tour packages. School groups were only noted for the OMTOM (0.5%) and the BR (1.0%). The school group market segment provides an opportunity for sport tourism event managers to expand on community involvement and they can extend invitations to schools to bring groups of learners to spectate and enjoy the ambience of these events. This would be apt, as these events fall within vacation periods, which provide schools with opportunities to undertake sport tourism event educationals.

6.2.5   Age of spectators

Table 6.5 provides a breakdown of the age-classification categories of spectators attending the events.

Table 6.5: Age of spectators (n = 200, in % for each event)

	Durban		Cape Town	
Age (years)	**CM**	**DCM**	**OMTOM**	**BR**
< 20	4.5	6.5	6.0	25.5
21–30	23.5	31.0	34.0	24.5
31–40	39.0	33.5	31.0	22.5
41–50	23.5	18.0	17.0	12.5
51–60	7.0	5.0	10.0	9.5
61–70	2.5	6.0	2.0	5.5
Average age of spectators	**36.72**	**35.66**	**35.17**	**32.26**

The study suggests that most respondents were in the age category 31 to 40 years (39.0% for the CM, 33.5% for the DCM, 31.5% for the OMTOM and 22.5% for the BR). Table 6.5 above further contextualises that the events appear to attract the same age group of people, while the average age of people who attend these events is 32.26 to 36.72 years. Table 6.5 further reflects that in the 21- to 30-year category, 23.5% was recorded for the CM, 31.0% for the DCM, 34.0% for the OMTOM and 22.5% for the BR. The 41- to 50-year category was also well represented, with 23.5% for the CM, 18.0% for the DCM, 10.0% for the OMTOM and 12.5% for the BR.

The age category of 20 years and under, 51 to 60 years and 61 to 70 years had few respondents, as illustrated in Table 6.5. This could possibly be because these events did not have as much of an attraction value for these groups. Although the age category 31 to 40 years appeared to be the representative age of spectators, the age group of 20 years and under and the age groups of 51 to 60 years and 61 to 70 years should not be disregarded by sport tourism events managers. These categories could form potential spectator market groups that have a disposable income; however, specific non-competitive and fun activities could also be considered for future events as part of the broader and formal event offering, which could provide a unique experience for these spectators, as these events are social places for young and older adults (Turco *et al.*, 2003).

6.2.6   Occupations of spectators

The following table provides an indication of the occupation of the spectators attending these events.

Table 6.6: Occupation of spectators (n = 200, in % for each event)

	Durban		Cape Town	
Occupation	**CM**	**DCM**	**OMTOM**	**BR**
Student	11.5	25.0	14.5	29.0
Unemployed	8.5	2.5	6.0	15.0
Home executive	2.5	4.5	3.0	2.0
Retired	2.0	5.0	3.0	5.5
Labourer/unskilled	8.0	5.5	4.5	10.5
Artisan/technician	9.0	11.0	5.5	4.0
Sales-/marketing person	9.5	4.5	7.0	8.0
Administrator/manager	7.5	9.0	13.5	5.0
Businessperson	9.0	6.0	7.5	5.0
Professional	24.0	20.0	21.5	11.0
Self-employed	8.5	7.0	14.0	4.5

Table 6.6 outlines the occupation of spectators who were surveyed at the events. As indicated in Table 6.6, dominant occupational categories comprise professionals (24.0% for the CM, 20.0% for the DCM, 21.5% for the OMTOM and 11.0% for the BR), as well as students (11.5% for the CM, 25.0% for the DCM, 14.5% for the OMTOM and 29.0% for the BR). It is further noted that in some instances, specific occupational categories were significant to certain events, such as the unemployed at the CM (8.5%) and the BR (15.0%), labourer and unskilled at the CM (8.0%) and the BR (10.5%), artisan and technician at the CM (9.0%) and the DCM (11.0%), sales- and marketing person at the CM (9.5%) and the BR (8.0%), administrator and manager at the CM (9.0%) and the OMTOM (13.5%), businessperson at the CM (9.0%) and self-employed at the OMTOM (14.0%).

These occupational categories can be used by the cities of Durban and Cape Town for future profiling of the events as means to attract spectators to increase event spectator numbers. The high frequency of students can be ascribed to the adventurous and sports nature of these events, whereas professionals seek entertainment and the health and wellness aspect of these events. Professional people also work in environments where stress levels are high, while events such as these provide escape from routine and the opportunity to spend time with friends and family, and are healthy options to pursue.

6.2.7 Gender of spectators

Table 6.7 indicates the gender of the spectators at these events.

Table 6.7: Gender of spectators (n = 200, in % for each event)

	Durban		Cape Town	
Gender	**CM**	**DCM**	**OMTOM**	**BR**
Male	71.0	55.5	57.5	52.0
Female	29.0	44.5	42.5	48.0

Cooper *et al.* (2005) posit that most tourism surveys on participation at attractions such as sport events report that the majority of spectators are male. Table 6.7 indicates that of the respondents for each event, the majority were male, namely 71.0% at the CM, 55.5% at the DCM, 57.5% at the OMTOM and 52.0% at the BR. Turco *et al.* (2003) point out that it is important to remember that, typically, an adult male will assume the role of respondent when a couple, family or a group is approached to respond to a questionnaire. However, female responses were relatively high, namely 29.0% at the CM, 44.5% at the DCM, 42.5% at the OMTOM and 48.0% at the BR – possibly owing to women's' increased activity and interest in sport. It is noted that for the CM, the spectator male grouping of 71.0% was much higher than the spectator female grouping of 29.0% compared to the other events, where the spectator male and female groupings were almost similar. Cooper *et al.* (2005) posit that gender is a critical element to determine tourism demand but that the relationship between tourism and gender is not clearly understood. Turco *et al.* (2003) point out that the support for sport tourism events is normally highly gendered and the high percentage of male spectator responses for these events can be ascribed to the nature of the event, which is an endurance ultra-marathon race, which probably makes it more interesting for male spectators than female spectators.

6.2.8 Educational level of the spectators

Table 6.8 provides a breakdown of the educational levels of the spectators attending these events.

Table 6.8: Educational level of spectators (n = 200, in % for each event)

	Durban		Cape Town	
Educational level	**CM**	**DCM**	**OMTOM**	**BR**
No formal education	2.5	-	2.5	2.0
Partial primary	0.5	-	0.5	3.0
Primary completed	5.5	-	3.0	20.0
Secondary completed	45.0	55.5	32.0	33.0
Certificate/diploma	18.0	14.0	27.0	17.0
Undergraduate degree	13.0	20.0	15.5	6.5
Postgraduate degree	15.5	10.5	19.5	18.5

Cooper *et al.* (2005) assert that educational level is an important determinant of travel propensity, as education broadens horizons and stimulates the desire to travel. Also, the better educated an individual, the higher the awareness of travel opportunities and susceptibility to information, the media, advertising and sales promotions. It is traditionally accepted that with better education, income and employment, important influences are exerted both on the level and nature of tourism that are demanded by an individual, as tourism is an expensive activity that demands a certain threshold income before participation is possible (Cooper *et al.*, 2005). Table 6.8 indicates that 45.0% of the respondents at the CM, 55.5% at the DCM, 32.0% at the OMTOM and 33.0% at the BR completed secondary schooling. Table 6.8 further reveals that of the respondents, 18.0% at the CM, 14.0% at the DCM, 27.0% at the OMTOM and 17.0% at the BR hold a certificate/diploma. Of the respondents, 13.0% at the CM, 20.0% at the DCM, 15.5% at the OMTOM and 6.5% at the BR have an undergraduate degree, while 15.5% at the CM, 10.5% at the DCM, 19.5% at the OMTOM and 18.5% at the BR have postgraduate qualifications.

The observations by Cooper *et al.* (2005) are valid and applicable to these specific sport tourism events, as the results indicate that most spectators who attend are educated individuals. Cooper *et al.* (2005) assert that a better education can lead to a better income and disposable income, which can possibly result in travelling; however, there are new challenges that arise, such as high unemployment rates owing to the global economic crisis, which can impact negatively on people's disposable income, jobs or careers, despite them having suitable educational qualifications. These are external factors that the sport tourism event manager should be aware of and it cannot be assumed that someone who is educated today will have a job, a career or sufficient disposable income to travel to sport tourism events. The development of the event should hence take place with these external factors in mind in order to provide an attraction for a broad spectrum of spectators.

6.2.9 Historical race category of spectators

The following table provides an indication of the historical race categories of the spectators.

Table 6.9: Historical race category of spectators (n = 200, in % for each event)

	Durban		Cape Town	
Race	**CM**	**DCM**	**OMTOM**	**BR**
African	36.5	10.5	23.0	13.0
Indian	27.0	21.0	4.5	0.5
White	17.0	65.0	45.5	54.0
Coloured	19.5	3.5	27.0	32.5

According to Bob, Swart and Moodley (2005), historical racial categories remain important components in terms of understanding tourism patterns as well as monitoring transformation in South Africa. Africans comprised a total of 36.5% at the CM, 10.5% at the DCM, 23.0% at the OMTOM and 13.0% at the BR, as shown in Table 6.9. The high percentage of African spectators at the CM could be attributed to more African participants taking part from other parts of the country, which is why friends and family were there to support them. Potter (2008) asserts that the number of black participants in the DCM has increased over the last few years, leading to more spectators of the event. Similar observations are noted for the BR, as Mbaze-Ebock (2006:20) points out that there has been an increase in the number of coloured participants in the race, which possibly attracts more spectators from the area. Bilyeu and Wann (2002) as well as Wann, Bilyeu, Holliosborn and Gambouras (1999) observe that racial differences at sport tourism events, such as these four events, can be associated with racial groups having different reasons for attending the events. Armstrong (2002) also concludes that the motivation for attending sport tourism events as spectators differ among racial groups.

Indian spectators also represented a large proportion at the CM (27.0%), which could be attributed to the event being staged in an area with a predominant Indian community. Table 6.9 reflects that white spectators were largely represented at the DCM (65.0%) and at the BR (54.0%). This type of sport, namely canoeing, requires of participants to be able to swim, which may possibly mean that previously historically classified black racial groups (which include historically African, coloured and Indian people) choose not to participate in these types of events. These participants choose to rather partake in running marathons, which are easier to undertake, because previously they were not exposed to canoeing sport or training facilities. This motivation could possibly have influenced the spectator numbers and could possibly explain the higher percentages for the running marathons in terms of historically classified racial groups. Table 6.9 points out that the figures for coloured spectators were 19.5% at the CM, 3.5% at the DCM, 27.0% at the OMTOM and 32.5% at the BR. It is possible that these spectators, particular for the CM and the DCM, attended to support friends and family that participated in the event. The OMTOM and BR events were staged in areas predominantly populated by coloured people, which could have attracted local residents as spectators at these events, besides supporting friends and family who participated in the event.

Turco *et al.* (2003) assert that race remains an important component in terms of understanding sport tourism event patterns in Durban and Cape Town. Table 6.9 indicates that white people still had a tendency to dominate the events; however, a shift in racial composition is discernable, with more black people supporting these events as spectators. Turco *et al.* (2003) agree that there is still a perception that the sport needs of black people are inadequately addressed. This provides a platform for sport tourism event managers to assess events from conception and to introduce transformation in the hardcore event management aspects, such as staff racial equity. Another important transformation aspect relates to how the event is positioned to relevant target markets to allow for access and integration so that the event is not perceived as a 'whites only' event, but as a platform for all South Africans and people to gather and enjoy the event experience. Ntloko (2006) also argues that more black people should attend these events as spectators and that more is required to increase access for spectators to these events. Cultural transformation should be evident in the practices of sport tourism event managers for future events through the use of creative event strategies. When creative event strategies are developed, sport tourism event managers should take heed and be aware of the different motivations that are associated with racial classifications in terms of sport tourism event attendance (Amstrong, 2002).

6.2.10   Income of spectators

Table 6.10 provides a breakdown of the categories of income levels of the spectators attending these events.

Table 6.10: Income of spectators in South African rands (n = 200, in % for each event)

Income	Durban		Cape Town	
	CM	DCM	OMTOM	BR
None	-	-	18.5	40.5
Confidential	8.0	5.0	11.0	3.5
0–2 000	33.0	38.5	8.0	12.5
2 001–4 999	17.5	8.0	10.5	11.5
5 000–9 999	22.5	23.5	30.5	17.0
10 000–14 999	19.0	17.5	19.5	15.0
15 000 or more	0.0	7.5	2.0	0.0
Average income of spectators	**5 244.60**	**6 452.60**	**7 932.60**	**6 383.90**

Bob *et al.* (2005) assert that it is important to understand income differentiation owing to its reflection of the needs for different types of accommodation options and activities available at sport tourism events. It is important to take income and age differentiation into account in sport tourism planning, as they are key factors that determine general tastes and preferences for environmental attributes, amenities and activities, rather than race or gender (Turco *et al.*, 2003: 231). As shown in Table 6.10, a large proportion of the respondents at

the Durban events (the CM at 33.0% and the DCM at 38.5%) indicated that their income is less than R2 000 per month, while a large proportion of the spectators at the Cape Town events (the OMTOM at 18.5% and the BR at 40.5%) indicated that they have no income.

Table 6.10 also reflects that a few respondents at all the events (8.0% at the CM, 5.0% at the DCM, 11.0% at the OMTOM and 3.5% at the BR) regarded this information as confidential. The respondents who earned less than R2 000 per month could be associated with occupations such as labourers/unskilled workers, hence they did not earn top salaries. Spectators that indicated that they have no income, namely 18.5% at the OMTOM and 40.5% at the BR, may be attributed to the large segment of students that attended the events as spectators. This group can be regarded as an upcoming market and key to attending future events. It is noted that a proportion of the respondents fell in the R5 000 to R9 999 bracket, namely 22.5% at the CM, 23.5% at the DCM, 30.5% at the OMTOM and 17.0% at the BR, with only a few spectators that were in the top earning brackets. The average income per spectator was between R5 000 and R8 000. Most respondents did not always feel comfortable disclosing their income and indicated that it is a personal matter, which provides a challenge when determining the true reflection of spectator income capacity (refer to Table 56, Appendix 7).

Data from the tables show that the demographic profiles of the spectators who attend these sport tourism events comprise the following:

- The majority are domestic visitors
- They are local residents either from Durban or Cape Town or they are overnight visitors
- They travel in groups with family, friends, or family and friends
- They are between the ages of 30 and 40 years
- They are mostly students and professionals
- They are predominantly male
- They are educated
- The majority are white, although more black spectators have begun to attend these events

Sport tourism events can influence vacation choice, hence sport tourism event managers should creatively develop and structure sport tourism events in order to address traditional and new market segments and to offer new tourism experiences.

6.3   Spending patterns of spectators at the various sport tourism events

The following analysis was guided by the second research question, namely "What are the spectators' spending patterns at the various sport tourism events?" This research question can be linked to the broader research objective, namely to determine the extent to which these events stimulate local economic development and raise the profile of the destination in order to ascertain the value of these events to localities and to determine the extent of local business leveraging. As pointed out in Chapter 3, Turco *et al.* (2003: 223) mention that it is important to understand consumption patterns, socio-economic characteristics and activities that relate to the sport tourist to have a greater understanding of the impact of these events on the host community.

The sport tourism event spectator is a consumer who, through a process of decision making, obtains certain goods and services from the sport tourism event for personal consumption (Page & Connell, 2006). Sport tourism event leverage begins by encouraging visitor spending and by retaining visitor expenditure within the host community, which can be achieved by fostering spending during the sport tourism event and by increasing visitor stays (Chalip, 2004:229–230). The amount of spending by sport tourism event visitors can influence the immediate economic impact of the event and, in addition to event tickets or entrance fees, spending on aspects such as souvenirs/gifts, food, entertainment, sport equipment and transport can also generate immediate economic impacts for events (Chalip, 2004:230). A case study undertaken during 2003 by the DEC to assess sport tourism initiatives revealed that purchases that were made concentrated on food, refreshments, clothing, arts and crafts (Turco *et* al., 2003:226–228). In order to investigate visitors' general spending patterns during the events, spending categories in terms of money spent on food, entertainment, souvenirs/gifts, sport equipment or other items were included in the study, which can be regarded as direct on-site spending.

The following analysis provides insight into spending patterns at the Durban and Cape Town events. Samples will vary somewhat from its population, but the researcher should be able to judge whether differences are statistically significant or not. For the purpose of this study, t-tests were conducted to determine whether there is a difference in average spending on accommodation, food, entertainment, souvenirs/gifts, sport equipment and transport. These discussions are further explained in the relevant sections.

6.3.1 Money spent at the event

The following table indicates whether money was spent by the spectators at the respective events.

Table 6.11: Money spent at the event (n = 200, in % for each event)

	Durban		Cape Town	
Money spent	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	3.0
Yes	90.0	95.0	76.0	57.0
No	10.0	5.0	24.0	40.0

Table 6.11 provides an indication that spectators spent money at the respective events. It is further evident from the spectators' responses at the Durban events that they indeed spent money at these events, as almost 90.0% of the spectators at the CM and 95.0% of the spectators at the DCM responded positively. The high proportion of spectators that spent money at the Durban events can possibly be associated with the educated professionals who attended the event, which may have increased their spending capacity, as disclosed in the findings on the previous research question. It could also possibly be attributed to individuals as well as friends and family groups with disposable incomes, as Turco *et al.* (2005) assert that a significant proportion of people who are attracted to sport tourism events are part of the 'free-spending' (individuals and families with disposable incomes) prime target market. The results on the Cape Town events also indicated that spending took place; however, not as much as at the Durban events, as only 76.0% of the spectators who attended the OMTOM and 57.0% of the spectators who attended the BR responded positively. It is noted, as per Table 6.11, that more spectators at the Cape Town events did not spend any money at the events, namely 24.0% at the OMTOM and 40.0% at the BR. A lack of spending at the Cape Town events compared to the Durban events may be ascribed, in part, to the high number of local spectators that attended the events.

6.3.2 Daily cost of accommodation

Table 6.12 indicates the daily cost of accommodation during these events.

Table 6.12: Daily cost of accommodation (n = 200, in % for each event)

	Durban		Cape Town	
Daily cost of accommodation	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable	40.0	-	71.0	75.0
Did not know	1.0	-	5.5	0.5
Sponsored	1.5	-	-	1.5
None	-	-	7.5	-
30–99	6.5	0.5	0.5	3.0
100–199	14.5	-	1.0	8.0
200–499	22.0	1.0	7.5	6.0
500–899	12.0	1.5	4.5	1.5
900–2 000	2.5	3.0	2.5	1.0
Average spend in South African rands	**351.87**	**75.43**	**482.81**	**250.00**
Standard deviation	**236.42**	**142.77**	**206.96**	**158.72**

Table 6.12 reflects that, notably, a large number of spectators at the Durban and Cape Town events stated that disclosing the daily cost of accommodation was not applicable. This may be ascribed to the fact that these spectators comprised local residents and day trippers, as shown in Table 6.1. Occasionally, spectators did not want to disclose information regarding what money was spent on and how much money was spent. Not having this information available impacted on the results of the average spend on accommodation. Table 6.12 reveals that the highest average spend on accommodation was R428.81 at the OMTOM. Table 6.12 further reflects that the average spend at the CM was R351.87, at the DCM R75.43 and at the BR R250.00.

The lower spending on accommodation per day at the CM compared to the OMTOM may be associated with cheaper accommodation packages that were made available for the duration of the CM event. The low spend of the DCM may possibly be associated with the large numbers of local spectators from within the region that attended the event, as revealed in Table 6.3. The CM, the DCM and the BR should use creative ways to attract visitors by considering relationships with accommodation stakeholders to offer best-value accommodation that suits the spending capacity of the different spectator categories. Preuss, Sequin and O'Reilly (2007) refer to this type of spending by tourists as bringing 'fresh' money into the regions. Local marketing authorities and sport tourism event managers can work together to ensure best packaged options at value for spectators, thereby aiding in bringing 'fresh' money or new spend into the regions. Such creative ways to attract visitors provide options for spectators, but also encourage leveraging within the hospitality sector.

Tables 6.13 and 6.14 provide insight into the type of accommodation that spectators selected to stay at as well as the number of nights that they stayed at the accommodation establishment, which influenced the average spend on accommodation. Spectator spending on accommodation is regarded as off-site expenditures in relation to the events.

6.3.3 Accommodation choice of spectators

The following table indicates the accommodation choice of the spectators attending the events.

Table 6.13: Accommodation choice of spectators (n = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	22.5	87.0	70.0	48.5
Luxury hotel (4–5*)	15.5	-	2.0	-
Family hotel (1–3*)	10.0	-	9.0	3.5
Bed and breakfast	3.0	-	4.5	7.0
Holiday flat	11.5	2.0	1.0	-
Self-catering unit	8.0	0.5	1.5	11.5
Holiday home	7.5	-	2.0	2.5
Backpacker hotel	4.0	-	1.0	-
Friends/relatives	14.5	2.5	8.5	14.5
Camping	-	7.0	-	11.0
Special CM accommodation	3.5	-	-	-
Air Force base	-	-	0.5	-
Farm	-	-	-	1.5

Table 6.13 shows that the majority of the respondents indicated that choice of accommodation was not applicable to them. Table 6.13 reflects that choice of accommodation for spectators at the CM was more varied compared to the other events, namely luxury hotel (15.5%), friends/relatives (14.5%), holiday flat (11.5%), family hotel (10.0%) self-catering unit (8.0%) and holiday home (7.5%). The choice of these accommodation types can possibly be attributed to the spectator profile, which was largely from Gauteng and can be regarded as affluent, as they were professionals and business people with higher disposable incomes, as reflected in tables 6.3 and 6.6. Table 6.13 indicates that camping (7.0%) and staying with friends/relatives (2.5%) appeared to be the choice of spectators at the DCM. This can possibly be a result of more spectators being from the local area, as revealed in Table 6.3, and who therefore did not require accommodation. In terms of camping, it may be linked to the type of event, namely an outdoor canoe marathon that was staged over a number of days along a specific route, making camping a more ideal type of accommodation, which will enable staying abreast of the progress of participants. Table 6.13 points out that the family hotel (10.0%) and friends/relatives (8.5%)

appeared to be the choice of some of the spectators who attended the OMTOM. This could possibly be that most spectators were locals from the area who did not require accommodation, while those who did attend, were primarily spectators from Gauteng, who could be regarded as affluent, as they were professionals and business people with higher disposable incomes, as reflected in tables 6.3, 6.4, 6.6 and 6.10. Table 6.13 also indicates that friends/relatives (14.5%), self-catering unit (11.5%), camping (11.0%) and farm accommodation (1.5%) seemed to be the choice of some of the spectators who attended the BR. This may be attributed to the large percentage of spectators that were local, as revealed in Table 6.3, and also to this event being similar to the DCM in terms of it being an outdoor canoe marathon staged over a few days, with the choice of accommodation, namely outdoor, enabling easier access to and tracking of participants on their routes.

6.3.4   Number of nights in paid accommodation

Table 6.14 indicates the number of nights spent in paid accommodation by the spectators attending the events.

Table 6.14: Number of nights stayed in paid accommodation by spectators (n = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	22.5	87.0	70.0	60.0
1	5.5	3.0	-	5.0
2	14.0	2.0	7.0	5.5
3	24.5	3.5	6.5	8.0
4	22.0	4.0	3.0	14.5
5	5.5	0.5	4.5	2.5
6	4.0	-	3.5	1.0
7	2.0	-	2.5	1.5
8	-	-	0.5	-
9	-	-	-	1.5
10	-	-	0.5	-
14	-	-	1.5	-
15	-	-	-	0.5
21	-	-	0.5	-
Average nights spent in paid accommodation	**3.36**	**2.77**	**4.90**	**3.70**
Standard deviation	**0.95**	**0.88**	**2.51**	**1.55**

Table 6.14 reflects that the number of nights stayed over in paid accommodation was most prominent for the OMTOM and the BR. This can seemingly be attributed to the profile of spectators attending the OMTOM and the BR, as reflected in tables 6.3, 6.6 and 6.10. These spectators were from Gauteng, classified as professional and business people with higher disposable incomes who were therefore able to stay longer at their accommodation. It could

also possibly be attributed to the events being staged over a weekend period, which increased the length of stay of spectators in particular at the OMTOM, which is staged over the Easter weekend. According to a study conducted by Scott and Turco (2007), domestic overnight spectators at sport tourism events tend to stay an average of three nights and international spectators an average of eleven nights.

The data indicate that the spectators were domestic overnight visitors, as previously reflected in tables 6.1, 6.2 and 6.3, and that the average number of nights spent in paid accommodation was between two and five nights. Scott and Turco (2007) assert that spectator visitors who are associated to participants have different accommodation requirements, and this could impact their decision regarding how long they would stay at the events.

Most of the spectators were in friends and family groups. The size and nature of the groups also determined the length of stay. Table 6.14 points out that spectators at the OMTOM stayed between two and twenty-one days and at the BR between one and fifteen days, which could possibly be attributed to spectators using this time as a longer vacation break in the region, rather than merely attending the events.

T-tests were conducted to determine whether there is a difference in the average spending on accommodation at these events, as presented in Figure 6.1. The t-distribution is used to determine whether significant differences exist between pairs of averages, as conducted in this comparative study. A t-score is calculated by using the difference between the two means and standard deviations. The corresponding probability value is given for each t-score, as shown in Figure 6.1. If the probability value is less than 0.05, the difference between the two averages is significant, which means that the result of the sample data can be applied to the full population of the events.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	12.9417	-2.8431	2.5312
P-value	0.0000	0.0051	0.0124
		DCM vs OMTOM	**DCM vs BR**
T-value		-13.9851	-6.9271
P-value		0.0000	0.0000
			OMTOM vs BR
T-value			5.4032
P-value			0.0000

Figure 6.1: Spending patterns on accommodation

According to Figure 6.1, the following is revealed:

- The t-value between the CM and the DCM is 12.9417 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on accommodation at these events.
- The t-value between the CM and the OMTOM is -2.8431 and the p-value is 0.0051. These values indicate that there is a significant difference between the spending on accommodation at these events.
- The t-value between the CM and the BR is 2.5312 and the p-value is 0.0124. These values indicate that there is a significant difference between the spending on accommodation at these events.
- The t-value between the DCM and the OMTOM is -13.9851 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on accommodation at these events.
- The t-value between the DCM and the BR is -6.9271 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on accommodation at these events.
- The t-value between the OMTOM and the BR is 5.4032 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on accommodation at these events.

The average spending on accommodation at the OMTOM is R482.81. This average is significantly higher than the average accommodation spending at any of the other events. The lowest average spending occurred at the DCM, namely R75.43, and this figure is also significantly lower than the average spending at the other three events. Figure 6.1 thus reveals that the average spending on accommodation at the OMTOM is significantly higher than at the other three events, and that the average spending on accommodation at the DCM is significantly lower than at the other three events.

6.3.5 Money spent on food

Table 6.15 indicates the amount of money spent on food by the spectators during the events.

Table 6.15: Amount spent or intended to be spent during the event on food (*n* = 200, in % for each event)

Amount spend/intended to be spent	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No spend	-	-	-	3.0
1–50	33.5	11.0	74.0	58.5
51–100	18.5	42.5	11.0	14.5
101–150	10.0	4.0	5.0	7.0
151–200	7.5	14.0	5.0	5.5
201–250	6.5	2.0	1.0	1.0
251–300	4.5	9.0	1.5	0.5
301–350	16.5	3.0	-	10.0
351–400	-	-	1.0	-
401–450	-	-	0.5	-
501–550	2.0	1.5	0.5	-
551–600	-	4.0	-	-
701–750	-	0.5	0.5	-
751–800	1.0	1.0	-	-
801–850	-	-	-	-
851–900	-	3.0	-	-
951–1 000	-	0.5	-	-
Average spend in South African rands	**146.75**	**183.85**	**60.25**	**82.47**
Standard deviation	**98.01**	**143.66**	**62.12**	**67.37**

Table 6.15 reflects that the average amounts spent during the events on food was R146.75 (CM), R183.85 (DCM), R60.25 (OMTOM) and R82.47 (BR). As contextualised by Table 6.15, 52.0% spectators at the CM, 54.0% at the DCM, 85.0% at the OMTOM and 73.0% at the BR spent money on food between the ranges of R1 and R100. This might be owing to food prepared or organised by families or friends or spectators purchasing cheaper snack foods such as fast-food provided by food stalls at the events. Table 6.15 also points out that in the relevant spending categories provided for spectators to indicate the amounts spent on food, the concentration for all the events falls between the categories of R50 and R350. Table 6.15 reveals that in terms of average spend at the events, spectators spent more on food at the Durban events than at the Cape Town events.

Preuss *et al.* (2007) indicate that tourists eat more fast-food at sport tourism events, which may be applicable to the Durban events, where spectators possibly consumed higher volumes of food than the Cape Town spectators, and also possibly had a wider variety of foods to select from than at the Cape Town events. It is also possible that the Cape Town spectators spent less money on food at the events and perhaps spent more money on other aspects such as accommodation. Getz (1997) asserts that food and beverage sales are an essential service for events, a targeted benefit to attract spectator market segments and a

major source of revenue. Furthermore, sport tourism events should have a variety of foods available to satisfy spectator preferences and food should be palatable and have appetite appeal (Tassiopoulos, 2005). Future events managers should factor in interesting food options for spectators, which could increase consumption and sales. T-tests were conducted to determine whether there is a difference in the average spending on food at these events, as shown in Figure 6.2 below.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	-2.9976	10.5228	7.5504
P-value	0.0029	0.0000	0.0000
		DCM vs OMTOM	**DCM vs BR**
T-value		11.1326	8.8911
P-value		0.0000	0.0000
			OMTOM vs BR
T-value			-3.4055
P-value			0.0007

Figure 6.2: Spending patterns on food

Figure 6.2 shows the following:

- The t-value between the CM and the DCM is -2.9976 and the p-value is 0.0029. These values indicate that there is a significant difference in the spending on food at these events.
- The t-value between the CM and the OMTOM is 10.5228 and the p-value as 0.0000. These values indicate that there is a significant difference between the spending on food at these events.
- The t-value between the CM and the BR is 7.5504 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on food at these events.
- The t-value between the DCM and the OMTOM is 11.1326 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on food at these events.
- The t-value between the DCM and the BR is 8.8911 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on food at these events.
- The t-value between the OMTOM and the BR is -3.4055 and the p-value is 0.0007. These values indicate that there is a significant difference between the spending on food at these events.

The highest average spending on food occurred at the DCM, namely R183.85, and this value is significantly higher than the average spending on food at any of the three other events. The lowest average spending on food occurred at the OMTOM, namely R60.25, and it is also significantly lower than the average spending on food at the other three events. Figure 6.2 indicates that the average spending on food at the DCM is significantly higher than at the other three events, and that the average spending on food at the OMTOM is significantly lower than at the other three events.

6.3.6   Money spent on entertainment

The table below indicates the amount of money spent on entertainment by the spectators attending the events.

Table 6.16: Amount spent or intended to be spent during the event on entertainment (n = 200, in % for each event)

	Durban		Cape Town	
Amount spent/intended to be spent	CM	DCM	OMTOM	BR
Did not know	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	73.0	93.5	88.0	85.5
51–100	9.5	2.5	6.5	3.0
101–150	2.5	0.5	2.0	2.5
151–200	3.5	2.5	3.0	-
201–250	4.5	-	-	0.5
251–300	1.5	0.5	-	2.0
301–350	5.5	0.5	-	3.5
500+	-	-	0.5	-
Average spend in South African rands	**66.88**	**33.28**	**36.81**	**46.19**
Standard deviation	**60.07**	**26.15**	**27.53**	**48.11**

Most respondents indicated a spend capacity of R1 to R50 (73.0% at the CM, 93.5% at the DCM, 88.0% at the OMTOM and 85.5% at the BR). Table 6.16 further shows that 9.5% of the spectators at the CM, 2.5% at the DCM, 6.5% at the OMTOM and 3.0% at the BR indicated a direct spend on entertainment of between R51 and R100. In terms of spending in the range of R101 to R150, Table 6.16 points out that of the respondents, 2.5% at the CM, 0.5% at the DCM, 2.0% at the OMTOM and 2.5% at the BR spent money. Table 6.16 reflects that 3.5% of the spectators at the CM, 2.5% at the DCM and 3.0% at the OMTOM spent money in the R151 to R200 category, while no spectator expenditure was noted in this category for the BR.

The CM (4.5%) and BR (0.5%) spectators indicated that they spent money in the R201 to R250 category, with no expenditures noted for the DCM and OMTOM in this range, as

shown in Table 6.16. It is also noted that 1.5% of the spectators at the CM, 0.5% at the DCM and 2.0% at the BR spent money in the R251 to R300 category, while no expenditure took place at the OTMOM in this category. Furthermore, it is also noted that a few spectators spent money in the R301 to R350 category, namely 5.5% at the CM, 0.5% at the DCM and 3.5% at the BR, with no spectators at the OMTOM spending in this category. Table 6.16 contextualises that the average spend of the respondents on entertainment was R66.88 at the CM, R33.28 at the DCM, R36.81 at the OMTOM and R46.19 at the BR. The lower spending at these events could possibly be attributed to spectators using the actual event as a base for entertainment, but not spending too much money directly on entertainment aspects at the event site and possibly using their money on other elements associated with their trip. Scott and Turco (2007) assert that sport tourism event spectators tend to spend more money on variables that are associated with their trip that are away from the event site, such as accommodation, which could be associated with lower spending on aspects such as entertainment at the event site, as was the case with these events.

It is challenging to organise an event to suit the tastes of everyone, but sport tourism event managers should focus on their core event programmes to ensure that activities and other programme elements such as entertainment are balanced and offer choices to suit the spectators who attend the events (Getz, 1997). The encouragement of increased participation in entertainment activities at the event site by spectators also becomes more lucrative for the event in terms of direct spend at the event and creates emotional stimulation for spectators (Getz, 1997). T-tests were conducted to determine whether there is a difference in the average spending on entertainment at these events, as presented in Figure 6.3.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	7.2312	6.4739	3.7531
P-value	0.0000	0.0000	0.0002
		DCM vs OMTOM	**DCM vs BR**
T-value		-1.2105	-3.3161
P-value		0.2268	0.0010
			OMTOM vs BR
T-value			-2.4488
P-value			0.0148

Figure 6.3: Spending on entertainment at the events

Figure 6.3 reflects the following:

- The t-value between the CM and the DCM is 7.2312 and the p-value is 0.0000. These values indicate that there is a significant difference in the spending on entertainment at these events.
- The t-value between the CM and the OMTOM is 6.4739 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on entertainment at these events.
- The t-value between the CM and the BR is 3.7531 and the p-value is 0.0002. These values indicate that there is a significant difference between the spending on entertainment at these events.
- The t-value between the DCM and the OMTOM is -1.2105 and the p-value is 0.2268. These values indicate that there is a significant difference between the spending on entertainment at these events.
- The t-value between the DCM and the BR is -3.3161 and the p-value is 0.0010. These values indicate that there is a significant difference between the spending on entertainment at these events.
- The t-value between the OMTOM and the BR is -2.4488 and the p-value is 0.0148. These values indicate that there is a significant difference between the spending on entertainment at these events.

Figure 6.3 reveals that the average spending on entertainment at the CM is R66.88. This average is significantly higher than the average entertainment spending at any of the other events. The lowest average spending occurred at the DCM, namely R33.28, and it is lower than the average spending on entertainment compared to the other three events. Figure 6.3 thus indicates that the average spending on entertainment at the CM is significantly higher than at the other three events, and that the average spending on entertainment at the DCM is lower than at the other three events.

6.3.7 Money spent on souvenirs/gifts

The following table indicates the amount of money spent on souvenirs/gifts by spectators attending these events.

Table 6.17: Amount spent or intended to be spent during the event on souvenirs/gifts (n = 200, in % for each event)

Amount spent/intended to be spent	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Did not know	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	70.5	76.0	93.0	86.5
51–100	8.5	6.0	3.0	4.0
101–150	9.0	5.5	1.0	2.5
151–200	2.5	6.0	1.0	2.0
201–250	2.0	-	-	-
251–300	2.5	1.5	1.5	1.0
301–350	5.0	-	-	-
351–450	-	5.0	-	1.0
500+	-	-	0.5	-
Average spend in South African rands	**67.39**	**65.12**	**35.03**	**39.22**
Standard deviation	**58.10**	**61.68**	**34.36**	**35.43**

Table 6.17 indicates that most of the spectators spent money in the R0 to R50 category (70.5% at the CM, 76.0% at the DCM, 93.0% at the OMTOM and 86.5% at the BR). The average spend on souvenirs/gifts was R67.39 at the CM, R65.12 at the DCM, R35.03 at the OMTOM and R39.22 at the BR. These figures are not high; however, it is noted that the average spend at the Durban events was higher than at the Cape Town events. This could be owing to spectators at the Durban events being distributed across categories spending amounts higher than R50, where the Cape Town events seem to be concentrated in the R50 category with little prominence in any other category. It could also possibly be associated with local residents attending the events and not wanting to purchase any items. It can also possibly be attributed to spectators' spending money on other planned activities that are not directly related to the event. T-tests were conducted to determine whether there is a difference in the average spend on souvenirs/gifts at these events, as presented in Figure 6.4.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	0.5842	6.7310	5.8229
P-value	0.5594	0.0000	0.0000
		DCM vs OMTOM	**DCM vs BR**
T-value		5.7336	4.8806
P-value		0.0000	0.0000
			OMTOM vs BR
T-value			-1.0787
P-value			0.2814

Figure 6.4: Amount spent on souvenirs/gifts at the events

Figure 6.4 reflects the following:

- The t-value between the CM and the DCM is 0.5842 and the p-value is 0.5594. These values indicate that there is no difference in the spending on souvenirs/gifts at these events.
- The t-value between the CM and the OMTOM is 6.7310 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on souvenirs/gifts at these events.
- The t-value between the CM and the BR is 5.8229 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on souvenirs/gifts at these events.
- The t-value between the DCM and the OMTOM is 5.7336 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on souvenirs/gifts at these events.
- The t-value between the DCM and the BR is 4.8806 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on souvenirs/gifts at these events.
- The t-value between the OMTOM and the BR is -1.0787 and the p-value is 0.2814. These values indicate that there is a significant difference between the spending on souvenirs/gifts at these events.

The average spending on souvenirs/gifts at the CM is R67.39. This average is notably higher than the average spending at the DCM, namely R65.12, but is significantly higher than at the OMTOM (R35.03) and the BR (R39.22). The lowest average spending occurred at the OMTOM, namely R35.03 and is notably lower than the BR (R39.22) but is significantly lower than the CM (R67.39) and the DCM (R65.12). Figure 6.4 thus indicates that the average spending on souvenirs/gifts at the CM is notably higher than at the DCM, but significantly higher than at OMTOM and the BR and that the average spending on souvenirs/gifts at the OMTOM is notably lower than at the BR, but significantly lower than at the CM and the DCM.

6.3.8   Money spent on sport equipment

Table 6.18 indicates the amount of money spent on sport equipment by the spectators attending the events.

Table 6.18: Amount spent or intended to be spent during the event on sport equipment (n = 200, in % for each event)

Amount spent/intended to be spent	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Did not know	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	79.0	68.5	92.5	88.5
51–100	0.5	-	1.5	3.0
101–150	2.5	-	1.0	1.0
151–200	3.5	-	1.5	-
201–250	1.5	-	0.5	0.5
251–300	-	-	1.0	-
301–350	13.0	18.0	-	4.0
351–400	-	-	-	-
401–450	-	8.5	-	-
451–500	-	-	-	-
501–550	-	-	0.5	-
551–600	-	5.0	1.5	-
Average spend in South African rands	**75.10**	**148.06**	**44.17**	**41.02**
Standard deviation	**73.65**	**128.23**	**58.13**	**43.82**

As indicated in Table 6.18, the majority of the spectators spent money on sport equipment within the R0 to R50 category: the CM at 79.0%, the DCM at 68.5%, the OMTOM at 92.5% and the BR at 88.5%. In terms of the categories from R51 to R300, Table 6.18 indicates that 8.0% of the spectators at the CM, 5.5% at the OMTOM and 4.5% at the BR spent money in these categories on sport equipment, with no spending at the DCM. Of the respondents 13.0% at the CM, 18.0% at the DCM and 4.0% at the BR spent money on sport equipment in the R301 to R350 category, with no spending at the OMTOM. At the DCM, 8.5% of the respondents spent money on sport equipment in the R401 to R450 category, while only 0.5% who attended the OMTOM spent money in the R501 to R550 category.

A few spectators spent money in the category R551 to R600, namely 5.0% at the DCM and 1.5% at the OMTOM. The average spend on sport equipment was R75.10 at the CM, R148.06 at the DCM, R44.17 at the OMTOM and R41.02 at the BR. It is evident that the Durban spectators spent more money on purchasing sport equipment than the spectators attending the Cape Town events. Scott and Turco (2007) assert that sport visitors who have an association with participants in the sport are more than likely to purchase items at the events, which is possibly the case with these events. T-tests were conducted to determine whether there is a difference in the average spend on sport equipment at these events, as presented in Figure 6.5.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	-2.8092	5.1811	5.5510
P-value	0.0052	0.0000	0.0000
		DCM vs OMTOM	**DCM vs BR**
T-value		6.4033	6.5259
P-value		0.0000	0.0000
			OMTOM vs BR
T-value			-0.0682
P-value			0.9457

Figure 6.5: Amount spent on sport equipment at the events

Figure 6.5 reflects the following:

- The t-value between the CM and the DCM is -2.8092 and the p-value is 0.0052. These values indicate that there is a significant difference between the spending on sport equipment at these events.

- The t-value between the CM and the OMTOM is 5.1811 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on sport equipment at these events.

- The t-value between the CM and the BR is 5.5510 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on sport equipment at these events.

- The t-value between the DCM and the OMTOM is 6.4033 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on sport equipment at these events.

- The t-value between the DCM and the BR is 6.5259 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on sport equipment at these events.

- The t-value between the OMTOM and the BR is -0.0682 and the p-value is 0.9457. These values indicate that there is no significant difference between the spending on sport equipment at these events.

Figure 6.5 reflects that the average spending on sport equipment at the DCM is R148.06. This average is significantly higher than the average spending at any of the other events. The lowest average spending occurred at the BR, namely R41.02, and is notably lower than at the OMTOM at R44.17, but is significantly lower than at the DCM at R148.06 and the CM

at R75.10. Figure 6.5 thus shows that the average spending on sport equipment at the DCM is significantly higher than at the other three events, and that the average spending on sport equipment at the BR is notably lower than at the OMTOM and significantly lower than at the DCM and the CM.

6.3.9 Money spent on transport

The following table indicates the amount of money spent on transport by the spectators attending the events.

Table 6.19: Amount spent or intended to be spent during the event on transport (n = 200, in % for each event)

	Durban		Cape Town	
Amount spent/intended to be spent	CM	DCM	OMTOM	BR
Sponsored	-	-	1.5	1.0
Nothing	35.5	22.5	66.5	90.5
1–50	10.5	25.5	-	3.0
51–100	1.5	13.5	8.0	3.5
101–150	2.0	5.0	5.0	-
151–200	-	10.5	6.5	-
201–250	1.0	1.0	0.5	-
251–300	2.5	0.5	1.5	-
301–350	0.5	1.0	2.5	1.5
351–400	6.5	-	-	-
401–450	13.5	-	7.5	-
451–500	8.0	8.0	-	-
501–550	1.0	-	0.5	-
551–600	-	0.5	-	-
601–650	10.5	-	-	0.5
651–700	-	2.0	-	-
1 001–1 050	-	1.5	-	-
1 051–1 100	1.5	0.5	-	-
1 101–1 150	-	-	-	-
1 151–1 200	4.5	2.5	-	-
1 201–1 250	-	1.5	-	-
1 251–1 300	1.0	3.0	-	-
Average spend in South African rands	**140.38**	**112.75**	**61.68**	**8.33**
Standard deviation	**276.37**	**178.29**	**164.63**	**165.74**

Table 6.19 reveals that the average spend on transport was R140.38 at the CM, R112.75 at the DCM, R61.68 at the OMTOM and R8.33 at the BR. The average spend on transport was higher at the Durban events than at the Cape Town events. Table 6.19 further shows that most spectators did not spend any money on transport (35.5% at the CM, 22.5% at the DCM, 66.5% at the OMTOM and 90.5% at the BR). This could be associated with local

residents who attended the events as spectators in relation to spectators from other regions of South Africa and from abroad, as revealed in Table 6.1 and Table 6.2. Sport tourism event managers should also work with relevant stakeholders and local marketing authorities to ensure reasonable transportation options for spectators. T-tests were conducted to determine whether there is a difference in the average spend on transport at these events, as presented in Figure 6.6.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	-1.1835	-3.4405	-5.7731
P-value	0.2373	0.0006	0.0000
		DCM vs OMTOM	**DCM vs BR**
T-value		-2.9576	6.0359
P-value		0.0033	0.0000
			OMTOM vs BR
T-value			3.2090
P-value			0.0014

Figure 6.6: Spending patterns on transport at the events

Figure 6.6 reflects the following:

- The t-value between the CM and the DCM is -1.1835 and the p-value is 0.2373. These values indicate that there is a significant difference between the spending on transport at these events.
- The t-value between the CM and the OMTOM is -3.4405 and the p-value is 0.0006. These values indicate that there is a significant difference between the spending on transport at these events.
- The t-value between the CM and the BR is -5.7731 and the p-value is 0.0000. These values indicate that there is a significant difference between the spending on transport at these events.
- The t-value between the DCM and the OMTOM is -2.9576 and the p-value is 0.0033. These values indicate that there is a significant difference between the spending on transport at these events.
- The t-value between the DCM and the BR is 6.0359 and the p-value is 0.0000. These values indicate that there is no significant difference between the spending on transport at these events.
- The t-value between the OMTOM and the BR is 3.2090 and the p-value is 0.0014. These values indicate that there is no significant difference between the spending on transport at these events.

The average spending on transport at the CM is R140.38. This average is significantly higher than the average transport spending at any of the other events. The lowest average spending occurred at BR, namely R8.33, and it is also significantly lower than the average spending at the other three events. Figure 6.6 thus reflects that the average spending on transport at the CM is significantly higher than at the other three events, and that the average spending on transport at the BR is significantly lower than at the other three events.

6.3.10 Comparison of amounts spent at the events

The following table presents a comparison of the amounts spent on the different categories, namely accommodation, food, entertainment, souvenirs/gifts, sport equipment and transport, by the spectators at the four events.

Table 6.20: Amount spent on various categories: A comparison (n = 200, in % for each event)

Categories	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Accommodation	351.87	75.43	482.81	250.00
Food	147.08	184.29	60.38	82.67
Entertainment	66.88	33.28	36.81	46.19
Souvenirs/gifts	67.39	65.12	35.03	39.22
Sport equipment	75.10	148.06	44.17	41.02
Transport	140.32	112.75	61.68	8.33

Table 6.20 contextualises a comparison of the average spend per category per event. Table 6.20 indicates that the highest amounts that were spent were on accommodation at the OMTOM and the CM. It is further evident that the capacity to spend on items at the events on-site was higher for the Durban events than the Cape Town events. It is reflected in Table 6.14 that spectators at the Cape Town events tended to stay longer in the region than spectators who attended the Durban events. Spectators at the Durban events did not stay longer than five to seven days, while the Cape Town spectators tended to stay for up to fifteen to twenty-one days in the region.

Preuss *et al*. (2007) assert that spectator motivations could influence their decisions in terms of spending at the events. Spectators who intend to stay longer than four days curb spending at the event site and tend to spend more money away from the event site on other activities. Spending at the events could seemingly also be influenced by the amount of money that spectators are required to spend to get to the event, should they be travelling from other regions and from abroad, which could result in less spending at the event.

6.3.11 Overall spending at the event

Table 6.21 indicates the amount of money spent or intended to be spent overall by the spectators attending the events.

Table 6.21: Amount spent or intended to be spent overall during the event (*n* = 200, in % for each event)

Amount spent	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Did not know	-	-	-	3.0
0–100	28.5	29.5	68.8	56.5
101–200	17.0	17.0	14.0	6.0
201–300	10.5	10.0	3.5	5.5
301–400	7.5	13.0	3.5	5.5
401–500	8.0	8.0	1.5	2.5
501–1000	14.5	9.5	3.5	8.0
1 001–2 000	14.0	6.0	2.0	13.0
2 001–3 000	0.0	4.5	0.0	0.0
3 001 or above	0.0	3.5	0.0	0.0
Average overall amount spent during event in South African rands	**379.50**	**290.10**	**137.29**	**280.93**
Standard deviation	**249.18**	**252.84**	**157.08**	**252.18**

In terms of overall spending during the events, Table 6.21 shows that 28.5% of the spectators at the CM, 29.5% at the DCM, 68.8% at the OMTOM and 56.5% at the BR spent or intended to spend between R1 and R100 at these events (refer to Table 50, Appendix 7). Of the spectators, 17.0% at the CM, 17.0% at the DCM, 14.0% at the OMTOM and 6.0% at the BR indicated that they spent or intended to spend between R101 and R200 at the events. Table 6.21 further indicates that 10.5% of the spectators at the CM, 10.0% at the DCM, 3.5% at the OMTOM and 5.5% at the BR spent money ranging in the R201 to R300 category at the events.

It is noted that of the spectators, 7.5% at the CM, 13.0% at the DCM, 3.5% at the OMTOM and 5.5% at the BR spent money in the R301 to R400 category at the events. Table 6.21 reveals that 8.0% of the spectators at the CM, 8.0% at the DCM, 1.5% at the OMTOM and 2.5% at BR spent money in the category R401 to R500 at the events,. As shown in Table 6.21, some of the spectators, namely 14.5% at the CM, 9.5% at the DCM, 3.5% at the OMTOM and 8.0% at the BR, also spent between R501 and R1 000 at the events, while 4.5% of the spectators attending the DCM spent between R2 001 and R3000 and 3.5% of the spectators attending the DCM spent in the R3001 and above category. Table 6.21 contextualises that the average overall amount spent during the events by the spectators was R379.50 at the CM, R290.10 at the DCM, R137.29 at the OMTOM and R280.93 at the BR.

There are several possible factors owing to the lower average spend rates at the Cape Town events, such as the number of spectators that comprised students, who may not have a large income to spend;, family groups, who will possibly be mindful of spending owing to the number of people per family, as it is costly; while several of the respondents were local residents who live in the area where the events took place. As mentioned earlier, other reasons could be owing to the shorter length of stay by the CM and DCM spectators, as reflected in Table 6.14, compared to the OMTOM and BR spectators, who possibly spent more money on items at the events.

Table 6.21 reveals a difference between the overall spend at the two running marathons, namely the CM at R379.50 and the OMTOM at R137.29. This may be because the CM had a higher percentage of spectators from other regions in South Africa than the OMTOM, which had more local spectators. Local spectators would possibly spend less than spectators who visit from other regions. The Durban events had a higher spectator presence from other regions such as Gauteng (47.0%) (refer to Table 3, Appendix 7). Cape Town seemed to attract more local spectators than Durban (refer to Table 3, Appendix 7). It is also noted that a large number of Western Cape spectators (57.5%) visited the BR.

T-tests were conducted to determine whether there is a difference in the average overall spend at these events, as presented in Figure 6.7.

	CM vs DCM	CM vs OMTOM	CM vs BR
T-value	3.5703	11.4933	3.9025
P-value	0.0004	0.0000	0.0001
		DCM vs OMTOM	**DCM vs BR**
T-value		7.1844	0.3613
P-value		0.0000	0.7181
			OMTOM vs BR
T-value			-6.7287
P-value			0.0000

Figure 6.7: Spending patterns on overall spend at the events

Figure 6.7 reflects the following:

- The t-value between the CM and the DCM is 3.5703 and the p-value is 0.0004. These values indicate that there is a significant difference between the overall spend at these events.

- The t-value between the CM and the OMTOM is 11.4933 and the p-value is 0.0000. These values indicate that there is a significant difference between the overall spend at these events.
- The t-value between the CM and the BR is 3.9025 and the p-value is 0.0001. These values indicate that there is a significant difference between the overall spend at these events.
- The t-value between the DCM and the OMTOM is 7.1844 and the p-value is 0.0000. These values indicate that there is a significant difference between the overall spend at these events.
- The t-value between the DCM and the BR is 0.3613 and the p-value is 0.7181. These values indicate that there is no significant difference between the overall spend at these events.
- The t-value between the OMTOM and the BR is -6.72287 and the p-value is 0.0000. These values indicate that there is a significant difference between the overall spend at these events.

Figure 6.7 reflects that the overall average spending at the CM was R379.50. This average is significantly higher than the average overall spending at any of the other three events. The lowest overall average spending occurred at the OMTOM, namely R137.29, and it is also significantly lower than the average spending at the other three events. Figure 6.7 thus shows that the average overall spending at the CM is significantly higher than at the other three events, and that the average overall spending at the OMTOM is significantly lower than at the other three events. Figure 6.7 also reveals that there is no significant difference in the overall spending between the DCM and the BR.

According to Lamont (2005), communities in regional areas are turning to sport tourism events to bring new money into their local economy. He further states that these events can increase spend by spectators, resulting in an increase in business (Lamont, 2005). The results of this study indicate that spectators spent money at the events. The following section evaluates the costs incurred and the revenue generated for the regions where these events are held.

6.4 Costs incurred and revenue generated for the local and regional economies from the various sport tourism events

The third research question, namely "'What costs are incurred and what revenue is generated for local and regional economies from the various sport tourism events?" guided the following section. The data reflect the type of financial costs associated with staging the sport tourism events as well as the revenue generated from the sport tourism events. To

determine the economic impact on the regions, the model of Turco *et al.* (2002), measuring the direct impact of the total number of spectators, was used. The analysis is represented in tables providing the direct impact calculation of the total number of spectators for the CM, the DCM, the OMTOM and the BR. Another table is included that compares the revenues generated per sport tourism event. The financial costs associated with the sport tourism events are analysed in further tables, focussing on the expenses, outsourcing and employment per sport tourism event.

Recognition of the socio-economic potential of sport tourism events has resulted in heightened interest in demonstrating the economic impacts of sport tourism events. According to Gratton, Shibli and Coleman (2006), it is not a straightforward task to establish a profit and loss account for a specific sport tourism event, as sport tourism events are part of broader strategies aimed at raising the profile of a city and success can therefore not be judged simply on a profit and loss basis. Mules and Faulkner (1996) assert that the hosting of sport tourism events is justified by the host city in terms of long-term economic and social consequences, which directly or indirectly result from staging the event and estimating additional expenditure generated in the local economy as a result of the event.

Turco *et al.* (2002:53) assert that economic impact is defined as the "net change in a host economy directly attributed to a sporting event or operation". They list the following four primary considerations when assessing the economic impact of sport tourism events (Turco *et al.*, 2002:53):

- The extent to which the sport stimulates new spending within the economy
- The extent to which the sport retains local income
- The costs to produce the sport
- The extent to which the economy internalises spending attributed to the sport

According to Turco *et al.*'s model (2002:64), the number of non-resident spectators include day trippers and overnight guests; however, in the context of South Africa, there are relatively large numbers of non-resident spectators who visit friends and relatives (VFR). Therefore, overnight guests are divided into two categories, namely overnight guests in paid accommodation and overnight guests (VFRs). The average direct spending figures and information on spectators' length of stay are derived from a spectator survey (Turco *et al.*, 2002:64). In the context of South Africa, Turco *et al.*'s model of per person per day spending estimates of spectators is developed and illustrated per sport tourism event, as demonstrated in Figure 6.8 below:

Number of non-resident spectators		
Day trippers	Number x R __ average direct spending =	R _____
Overnight guests in paid accommodation	Number x __ nights x R ___ direct spending (average direct spend plus accommodation) =	R _____
Overnight guests (VFRs)	Number x R ___ direct spending (average direct spend) =	R _____
Direct impact of total number of spectators		R _____

Figure 6.8: Economic impact calculation: Direct impact of total number of spectators (Turco *et al.*, 2002:64)

Prior to calculating the economic impact of a sport tourism event, particular information is required with regard to the event spectator totals, the number of other non-resident visitors (day trippers), an estimation of the total number of overnight visitors, an estimation of the number of repeat spectators (if the event is more than one day in duration) and the average direct spending of spectators in selected expenditure categories (Turco *et al.*, 2002:63). It should be borne in mind that local spend by local spectators cannot form part of the economic impact assessment, as local spend will represent substitution, while new actual spend in the local economy is sought (Lamont, 2005).

The economic calculation to determine an estimation of revenue generated per sport tourism event is based on the methodology used by Turco *et al.* (2002:64). The following provides a description of the calculations used in this study:

- The designated economy regions, i.e. the Durban and Cape Town environments
- The total number of spectators (provided by the managers)
- Local residents, i.e. spectators from the Durban and Cape Town areas (excluded from the economic impact calculation)
- Non-residents, i.e. spectators from outside the Durban and Cape Town areas (their expenditure is used to calculate the economic impact), including residents from KZN (outside the Durban area), residents from the Western Cape (outside the Cape Town area), other regions in South Africa (outside the KZN and Western Cape regions) and foreign tourists (outside of South Africa)
- Only direct sport tourism event expenditure is taken into account and is based on the expenditure of non-resident spectators, which include both on-site and off-site expenditures
- Expenditure includes those of day trippers (average direct expenditure), overnight guests (average direct expenditure including accommodation) and overnight guests who stayed

over but did not pay for accommodation, as they visited friends and relatives (VFR) (average direct expenditure) as per tables 6.1, 6.12, 6.13, 6.14 and 6.21

- Local managers' expenditure was not taken into account, as multiplier coefficients take into account the interrelationships of businesses within a designated economy. Spectators' direct spending does not stop as soon as the money has been spent, as a portion of the spending will recirculate through the local economy before leaking out to pay for basic purchases elsewhere. The portion of respending that remains within the designated economy is the multiplier effect, and that portion is lost to economies where goods and services were purchased and is known as a leakage, as only non-resident visitors create a net stimulus for the designated economy (Turco *et al.*, 2002:67)

- Information for the calculation was obtained from field surveys

The economic impact calculation per sport tourism event is presented in the tables below.

Table 6.22: Economic impact calculation of the impact of the total number of spectators: The CM

Number of non-resident spectators		
Day trippers (1.0%)	80 000 x 1.0% x R379.50 (average direct spending R379.50 x 1 day)	R303 600.00
Overnight guests in paid accommodation (63.5%)	80 000 x 63.5% x 4 nights x R731.37 (average direct spending plus accommodation R379.50 + R351.87 per night)	R148 614 384.00
Overnight guests (VFRs) (14.5%)	80 000 x 14.5% X R1 518.00 (average direct spending R379.50 x 4 days)	R17 608 800.00
Direct impact of total number of spectators		**R166 526 784.00**

Table 6.23: Economic impact calculation of the impact of the total number of spectators: The DCM

Number of non-resident spectators		
Day trippers (30.5%)	10 000 x 30.5% x R290.10 (average direct spending R290.10 x 1 day)	R884 805.00
Overnight guests in paid accommodation (8.0%)	10 000 x 8.0% x 3 nights x R365.53 (average direct spending plus accommodation R290.10 + R75.43 per night)	R877 272.00
Overnight guests (VFRs) (2.5%)	10 000 x 2.5% x R870.30 (average direct spending R290.10 x 3 days)	R217 575.00
Direct impact of total number of spectators		**R1 979 652.00**

Table 6.24: Economic impact calculation of the impact of the total number of spectators: The OMTOM

Number of non-resident spectators		
Day trippers (0.5%)	31 000 x 0.5% x R137.29 (average direct spending R137.29 x 1 day)	R 21 279.95
Overnight guests in paid accommodation (21.5%)	31 000 x 21.5% x 5 nights x R620.10 (average direct spending plus accommodation R137.29 + R482.81 per night)	R20 664 832.50
Overnight guests (VFRs) (8.5%)	31 000 x 8.5% x R686.45 (average direct spending R137.29 x 5 days)	R1 808 795.75
Direct impact of total number of spectators		**R22 494 908.20**

Table 6.25: Economic impact calculation of the impact of the total number of spectators: BR

Number of non-resident spectators		
Day trippers (23.5%)	1000 x 23.5% x R250 (average direct spending R250 x 1 day)	R58 750.00
Overnight guests in paid accommodation (21.5%)	1000 x 21.5% x 4 nights x R530.93 (average direct spending plus accommodation R250.00 + R280.93 per night)	R456 599.80
Overnight guests (VFRs) (14.5%)	1000 x 14.5% x R1000 (average direct spending R250 x 4 nights)	R145 000.00
Direct impact of total number of spectators		**R660 349.80**

CM	DCM	OMTOM	BR
R166 526 784.00	R1 979 652.00	R22 494 908.20	R660 349.80

Figure 6.9: A comparative analysis of estimated revenue generated per sport tourism event

Figure 6.9 indicates that these events generated revenue for their local and regional economies. Similar to previous studies by Turco *et al.* (2003) and Kotzé (2006) on assessment of the economic impacts of sport tourism events, the findings of the current study indicate that tourist spending at these events were significant. As seen in Figure 6.9, the CM generated the highest spending at R166 526 784.00, followed by the OMTOM at R22 494 908.20, the DCM at R1 979 652.00 and the BR at R660 349.80. It is noted that the spectator numbers were varied across the events and the highest spectator numbers were at the CM, followed by the OMTOM, the DCM and the BR. The two running marathons therefore had a higher percentage spectator audience who spent more money compared to the two canoe marathons. It is not surprising that the two running marathons generated more revenue than the canoe marathons, as they are both higher in profile and had more spectators present. If participant surveys were part of the study, the figures on revenues that were generated could possibly have been higher.

Spending at these events can be improved by attracting more international sport tourists, especially tourists who come to watch friends and relatives participate in the events. The event managers for the two canoe marathons can use marketing more effectively to attract a higher percentage of spectators to attend future events.

Turco *et al.* (2002:58) state that financial costs to produce a sport event often include payment to local government units for services such as traffic control, emergency medical rescue and refuse collection. They further state that these types of costs can amount up to 40% of the operating budget. Other economic costs to consider are income leakages from an economy through non-resident-allied event businesses and increased prices for local residents in retail and restaurant establishments (Turco *et al.*, 2002:58). Other costs could also include people who stay away from the event as a result of perceptions that the sport tourism event will influence prices to escalate, attract large crowds and present challenges to find accommodation. There are negative social-cost impacts linked to sport tourism events, which mostly include traffic congestion, vandalism, perceptions that crime will increase, the need for additional police and fire protection, environmental degradation and disruption of residents' lifestyles and patterns (Turco *et al.*, 2002:59).

In terms of the scope of this study, the above section used spectator data to determine the revenue generated for the regions and costs gleaned from manager data. The following section contextualises some of the financial costs that are associated with producing the CM, the DCM, the OMTOM and the BR. Financial costs to produce these events included expenses, outsourcing of services and employment.

Expenses	Outsourcing of services	Employment
The event managers stated that money was spent of the following: • Administration – R3.5 million • Race expenses, including prizes – R2 million • Announcers – R50 000 • Printing – R80 000 (Refer to Question 2.1, Appendix 11)	The managers stated that services were outsourced in terms of printing, information technology, traffic and agencies for media (Refer to questions 3 and 3.1, Appendix 11)	The managers stated that people were employed on a voluntary basis, approximately 30 000 locals from the host community were used (Refer to questions 6, 6.1, 6.1.1, 6.1.2 and 6.1.3, Appendix 11)

Figure 6.10: Financial costs of the CM

Figure 6.10 reveals that the expenses incurred by the managers of the CM. It is also noted that the managers spent money on outsourcing services; however, they did not disclose all the amounts that were spent. Figure 6.10 shows that additional workers were employed; however, the costs associated with their employment were not disclosed. Due to some of the information not being available, no quantitative assessment could be conducted.

Expenses	Outsourcing of services	Employment
The event managers stated that the information cannot be disclosed (Refer to Question 2.1, Appendix 10)	The managers stated that services were outsourced in terms of sponsorship for various items such as drinks and catering. The managers further specified that they are non-profit making, hence Black Economic Empowerment (BEE) is not required; however, they do consider it and use locals from the host community. In terms of the percentage of overall outsourcing, they were not able to specify (Refer to questions 3 and 3.1, Appendix 10)	The managers stated that people were employed on a voluntary basis, as approximately 600 locals from the host community were used (Refer to questions 6, 6.1, 6.1.1, 6.1.2 and 6.1.3, Appendix 10)

Figure 6.11: Financial costs of the DCM

The managers of the DCM could not disclose any information regarding the expenses of the event. They did, however, indicate that services were outsourced, but could not specify the amounts that were spent on outsourcing the services, as indicated in Figure 6.11. In terms of employment, the managers indicated that approximately 600 locals from the host community were used, but they did not give an indication of whether there were any costs associated with the event in terms of employing them. Because certain data were not available, a quantitative assessment could not be conducted.

Expenses	Outsourcing of services	Employment
The event managers responded that money was spent on the following: • Prizes – R1 000 000 • Computer support – R360 000 • Ground expenses – R400 000 • Office salaries – R450 000 • Race medals & badges – R200 000 • Traffic services – R250 000 • T-shirts – R250 000 (Refer to Question 2.1, Appendix 9)	The managers responded that services were outsourced and specified the following: management of the expo, management of registration, fun run organisation and Nike runners' village. The managers further specified that services were also outsourced to ABEs, namely, the registration process (Top Forms A club, R6 000), the distribution of printing material, R30 000) and office stationery (Key Stationers, R10 000) (Refer to questions 3 and 3.1, Appendix 9)	The managers responded that eight local additional workers were employed to deal with administering postal entries, walk-in queries, telephone calls, data capturing and proof reading (Refer to questions 6, 6.1, 6.1.1, 6.1.2 and 6.1.3, Appendix 9)

Figure 6.12: Financial costs of the OMTOM

Figure 6.12 shows the specific amounts disclosed by the managers of the OMTOM. It is also noted that the managers spent money on outsourcing services; however, they did not disclose all the amounts that were spent. Figure 6.12 reflects that additional workers were employed; however, the costs associated with their employment, were not disclosed. Due to some of the information not being available, no quantitative assessment could be conducted.

Expenses	Outsourcing of services	Employment
The event managers stated that money was spent on the following: • Venue • Security • Marketing • Traffic • Printing The managers further responded that the amounts cannot be disclosed (Refer to Question 2.1, Appendix 8)	The managers stated that the majority services were outsourced, but they were unable to specify any details, as information could not be disclosed (Refer to questions 3, 3.1 and 3.2, Appendix 8)	The managers stated that additional workers were employed to assist with event preparation. In particular, the areas of employment included food preparation, driving and the setting up of the event. Eight local people were employed (Refer to questions 6, 6.1, 6.1.1, 6.1.2 and 6.1.3, Appendix 8)

Figure 6.13: Financial costs of the BR

The Managers of the BR were not willing to disclose amounts of money that was spent. Figure 6.13 indicates that the managers outsourced services, but could not specify details. They employed additional workers, but the remuneration for these workers was also not disclosed. Due to some of the information not being available, no quantitative assessment could be conducted.

Figure 6.14 provides a comparative analysis of the four sport tourism events in respect of the financial costs of these events.

Financial costs	CM	DCM	OMTOM	BR
Expenses	Indicated their expenses. The amount specified was R5 630 000 million, which was spent on administration, race expenses, announcers and printing.	Could not disclose information.	Indicated their expenses. The amount specified was R2 010 000 million. This was spent on prizes, computer support, ground expenses, office salaries, race medals and badges, traffic services and T-shirts.	Indicated that they spent money on the venue, security, marketing, traffic and printing. However, they did not disclose amounts.
Outsourcing of services	Specified outsourcing in terms of printing, information technology, traffic and media agencies. Amounts were however not specified.	Services were outsourced in terms of sponsorship such as drinks and catering. No other information was disclosed.	Specified outsourcing in terms of management of the expo, management of registration, fun run organisation and Nike runners' village. Expenses on outsourced services amounted to R46 000. This included registration, distribution of printed material and office stationary.	Majority of services were outsourced; however, amounts were not specified.
Employment	Approximately 30 000 people from the host community were employed.	Approximately 600 people from the host community were employed.	Eight additional workers were employed to deal with administering postal entries, walk-in queries, telephone calls, data capturing and proof reading.	Eight additional workers were employed for food preparation, driving and setting up the event.

Figure 6.14: Financial costs of the four sport tourism events

Based on the information analysed from the manager surveys, it is evident that there were financial costs associated with each event, albeit varying across events. As a result of some of the events not specifying amounts, a financial cost calculation could not be made to determine the approximate costs associated with these events. Differences noted in financial costs, such as expenses, the outsourcing of services, the use of the local community and local employment indicate that each sport tourism event is a special case with special requirements that are unique to the event and should be treated as such. Preuss (2005) asserts that spending by visitors at sport tourism events increases the economic benefit for

the city and region that are staging the event and that a model to determine the regional primary economic impact is necessary, as many models and studies do not calculate the primary impact correctly.

Revenue generated by the four sport tourism events was determined The economic value accruing to the host that is commonly used as a basis for gathering public backing for sport tourism events and to justify the initial expenditure of public funds and operational costs of sport tourism events (Chalip, Green & Hill, 2003). Questions have however been raised about the validity of several economic impact studies on event planning (Crompton, 1995;) and the comprehensiveness of the methodologies (Black & Pape, 1995). Crompton (1995) points out that accurate estimates of economic impact are greatly dependent on reasonable accurate counts of visitors at the events.

Local residents should be excluded from measures of economic impact, as their spending is not attributed to the events. This viewpoint was applied in this study, as local residents formed part of spectator crowds at the events but their numbers were not included in the economic impact calculations, thereby producing lower estimates of revenue. The economic impacts of these events were not overestimated and produced evidence that these events do generate economic benefit for the regions. The analysis of the responses by the sport tourism event managers of these events provided evidence that there were costs associated with each of the events, although no financial calculations in terms of cost could be undertaken because some of these events did not disclose all the figures.

6.5 Local business support and benefits from sport tourism events

This fourth research question, namely "In what ways do local businesses benefit from sport tourism events?", was guided by the broader research objective to examine the perceptions of the event managers with respect to local business event leveraging potential regarding sport tourism events. The data to this question are more of a qualitative nature. The data were derived from the manager surveys and the sponsor surveys. The analysis is presented in a discussion format.

O'Brien (2006) suggests that business leveraging of sport tourism events is an emerging phenomenon. He further explains business leveraging as activities such as interorganisatonal linkages and relationship development, which should be undertaken concerning the event itself seeking to maximise the long-term benefits from the events. Turco *et al.* (2003) assert that sport tourism events can generate a platform for economic opportunities, particularly for the small business sector.

'Leveraging' can be defined as processes through which benefits of investments are maximised (Boulton, Libert & Samek, 2000). In the context of events, Chalip (2001) divides leveraging into activities that should be undertaken concerning the event itself and those that seek to maximise the long-term benefits from the events. Chalip (2004:228–237) explains that immediate event leveraging includes activities that are designed to maximise visitor spending through efforts such as lengthening visitors' stay (adding activities beyond the events); regaining event expenditures by using resources, including human resources, from local communities; using local supply chains; and building new markets. Conversely, long-term leveraging seeks to use events to build the host destination's image in terms of enhancing the quality of its brand or market position.

Chalip (2001) argues that the traditional short-term focus of sport tourism event impacts does not go far enough to deal with creating leveraging opportunities for local businesses. Chalip (2001) suggests relationships among event stakeholders (those who are involved in staging the event and have services that can be beneficial for the event and also benefit from the event) to cultivate long-term economic outcomes from leveraging sport tourism events. As such, event managers were surveyed to ascertain their perceptions regarding local business event leveraging potential in terms of hosting sport tourism events. The survey is attached as Appendix 5. The event manager can be regarded as a key sport tourism event stakeholder and as part of the event business leverage approach.

Sport tourism event managers are likely to organise a sport tourism event for profit or for non-profit purposes. Hence, it is important to evaluate whether the goals, mission and objectives of the respective event were achieved and whether the event could sustainably bring positive impacts to local communities, such as job creation and improvement of quality of life, among other impacts. The responses of the sport tourism event managers in relation to revenue generated for the local and regional economies of the regions were addressed in the previous research question. Local businesses in general benefitted, as opportunities were created to participate in the two running marathons as exhibitors and stallholders. Products and services were on display, allowing for marketing opportunities and sales of goods. Benefits in general created by these events included bringing visitors to the areas, which generated spending on aspects such as accommodation, transportation, meals and tourist attractions. Table 6.50 further on in the study reveals that the majority of the resident respondents were in agreement that the respective events attract future business to the locations.

This section focuses on support of the managers in relation to the respective events and the benefits that they gained from each of the events. It is important to note that in the resident survey, aspects regarding the economic benefits of the events were covered (refer to Appendix 5); however, these results are discussed in the section that deals with resident perceptions of these events. The full responses of the respondents are attached as Appendix 8 (BR), Appendix 9 (OMTOM), Appendix 10 (DCM) and Appendix 11 (CM). The results are presented in Figure 6.15 below.

Sport tourism event	Support	Benefits
CM	The event is in its 85th year of running. The event assisted local communities by providing employment for locals and creating opportunities for local businesses to benefit from leveraging through quotation and tender procedures. Local employment was created by employing over 30 000 workers during the course of the event.	Media exposure of the event. Money spent was injected into the economy. Sponsorship opportunities provided a marketing platform for businesses.
DCM	The event is in its 58th year of running. Various services were outsourced to local service providers. Employment opportunities were created for 600 locals from the community. They were employed to assist with various tasks associated with the event.	Media exposure of the event. Money spent by the managers was injected into the economy. Sponsorship opportunities provided a marketing platform for businesses.
OMTOM	The event is in its 26th year of running. Services were outsourced to local providers. Specific services were further outsourced to ABEs. Eight temporary workers from the community were employed to assist with tasks associated with the event.	Media exposure of the event. Money spent by the managers was injected into the economy. Sponsorship opportunities provided a marketing platform for businesses.
BR	The event is in its 47th year of running. Most of the services were outsourced to local providers. Eight temporary workers from the local community were employed to assist with tasks associated with the event.	Media exposure of the event. Money spent by the managers was injected into the economy. Sponsorship opportunities provided a marketing platform for businesses.

Figure 6.15: Sport tourism event managers support and benefits in relation to the CM, the DCM, the OMTOM and the BR

As revealed in Figure 6.15, based on the responses from event managers, it is evident that these sport tourism events have been operating for a number of years, with lifespans varying from 26 to 85 years. In order to determine whether the events assisted local communities or previously disadvantaged service providers, certain questions were asked. All the event managers specified that they provided employment to locals and opportunities for previously disadvantaged service providers. Only the OMTOM could specify services that were outsourced to previously disadvantaged service providers, while the CM, the DCM and the BR did not disclose information or were not able to specify service providers (refer to appendices 8, 9, 10 and 11).

Questions regarding business leveraging per event were asked (as per appendices 8, 9, 10 and 11). Each manager responded that additional workers were employed from the local communities to assist with tasks associated with the respective events. The CM employed approximately 30 000 workers, the DCM employed approximately 600 workers, the OMTOM eight workers and the BR eight workers.

As per appendices 8, 9, 10 and 11, the events made use of sponsorships, and only the CM and the OMTOM disclosed actual amounts that were received in terms of sponsorships. These sponsorship opportunities provide a platform for sponsors to market themselves. These sponsors can use this direct association to achieve their corporate, marketing and media objectives. Ideally, this platform creates a revenue producer for sponsors in terms of their business, creating interest from those attending the events and gaining return on their investment in terms of supporting and sponsoring the events. Through increased visibility or product sampling, these sponsors can create increased product and service consumption.

There are two forms of media exposure usually generated by a sport tourism event, namely advertising that seeks to build consumer interest in the event and reporting about the event (Chalip, 2004:239). In terms of the responses received from the managers of the events, all key media forms, such as television, radio, print, poster/banners/flyers and the internet were used. Only the OMTOM disclosed actual amounts leveraged in terms of media exposure, namely R25 750 000.00 (refer to appendices 8, 9, 10 and 11). The significance of this type of leveraging links to perceptions and actual experiencing of consumer interest. Prior to the event, interest can be created by the media to attract spectators to attend the event as well as the event destination. During the event, the media provide a form of reporting on the experiences of the event, which creates interest and keeps parties informed of what is transpired during event staging. Kaplanidou (2006) argues that understanding of how to use image and exposure can assist sport tourism event managers with their media strategies to build additional consumer interest and to maintain a positive image throughout the event.

In order to maximise the economic benefits for the local communities in terms of job creation and business networking, local businesses/stakeholders were involved in the organisation of the events. Service organisations such as marshals and several companies that provided refreshment station staff were involved. Furthermore, several local businesses were also involved in providing services and equipment, catering and printing. Event leveraging was implemented through the organisation of the events in terms of media exposure, while the roles of sponsors were also recognised. The local business owners could all benefit from the sport tourism events in terms of employment to provide certain required services for the events. There is an opportunity for event business leveraging to be further developed in relation to these sport tourism events, in particular in terms of fostering relationships between stakeholders, as suggested by Brown (2002) and tightening relationships among sport tourism event managers, sponsors and host communities. Chalip (2004) also points out that partner engagement in the sport tourism event context is best facilitated by strategically programming opportunities for networking, such as those among hosts and the visiting media, sponsors, businesses and government stakeholders.

Olkonnen (2001) refers to relationship building as connections among stakeholders that are facilitated through actor bonds, which can include economic, social, legal, technical, informational and procedural features. These bonds influence how businesses behave and how they establish their identities and perceive each other and, if following this logic, each business establishes a conduit to additional networks within which lie further conduits to still gain more contacts (Olkonnen, 2001).

6.6 Spectators' perceptions, needs and levels of awareness regarding sport tourism event imperatives

This fifth research question, namely "What are spectator' perceptions, needs and levels of awareness regarding sport tourism event imperatives?", was guided by the broader research objective, which determined spectator knowledge, attitudes and behaviours relating to sport tourism event experiences. The data are more of a quantitative nature and are represented in tables, providing a comparison of the result across the sport tourism events. The tables are followed by a discussion of the results. Information examined includes the following:

- The most influential medium in the spectators' decision to attend the sport tourism events
- The rating of their experiences at the sport tourism events
- Their perception of how well the events were organised
- Their perception in terms of whether parking facilities were adequate
- The level of agreement in terms of sufficient facilities at the events

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- Their perception in terms of whether the events provided good refreshment areas

- Their perception in terms of whether people enjoyed themselves at the events

- Their perception in terms of whether the infrastructure of the events was good

- Their perception in terms of whether the event areas were polluted

- The level of agreement in terms of crime at the events

- Their perception in terms of how safe spectators felt at the events

- Their perception in terms of the quality of service at the events

- Their perception in terms of whether locals supported the events in the areas

- Their perception in terms of whether they would attend the events if they were held in other locations

- Their perception of any problems experienced at the events

Shone and Parry (2004:163) state that sport tourism event marketing requires high levels of skills to undertake it properly and effectively, while an understanding of how to market an event would assist sport tourism event marketers to conceptualise how to raise awareness, advertise, promote, improve an image or maintain the event's impact in the media. Knowledge that is gained from evaluation should enable improvements or changes to be made in future. As referred to in Chapter 3, Pope and Turco (2001) suggest that marketing for sport tourism events has limitations, such as the blurring of boundaries, which makes it difficult to limit the events to sport, and therefore the sport tourism event marketer should be fully aware of who the customer is, what the product is and how to provide it.

A series of questions were asked to ascertain the spectators' knowledge, needs and levels of awareness at the four sport tourism events (refer to Appendix 1). The analysis below provides insight into these knowledge levels and perceptions. The profiles of these spectators were discussed under the first research question, which focussed on the demographic aspect of the spectators and were illustrated in tables 6.1, 6.2 and 6.3. Influences to attend the events, the levels of satisfaction regarding experiences, the perceptions of the spectators regarding event organisational aspects and challenges that were faced were investigated. The data are presented below.

6.6.1   Influence to attend these events

The following table indicates the most influential medium that attracted the spectators to attend the events.

Table 6.26: Most influential medium in spectators' decision to attend the sport tourism events: Multiple responses (*n* = 200, in % for each event)

Influencing factors	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Not applicable	-	-	-	2.0
Word of mouth/know someone/watch family or friend	39.5	65	49.5	38.0
Know about it	-	11.0	5.0	8.0
Newspaper	23.5	9.5	27.5	11.0
Television advertisements	28.5	4.5	20.5	8.5
Posters/banners/flyers	2.0	6.5	5.0	2.0
Radio	9.5	21.0	8.5	6.0
Internet	3.5	1.5	5.0	-
Sport association/club	43.0	-	10.0	18.5
Business	0.5	-	-	2.5
Tourism brochure	1.5	-	0.5	0.5
Involved in event	-	-	-	0.5
Saw it	-	1.0	-	3.5
Church	-	-	-	0.5

Information sources have a strong influence on the decision to travel to a destination. Hinch and Higham (2004:12) argue that "information may be obtained through word-of-mouth, via advertisement and promotion and through professional outlets such as travel agencies and information centres". In Table 6.26 it is notable that the most influential factor from spectator responses in terms of the decision to attend the respective sport tourism events was word of mouth (39.5% at the CM, 65.0% at the DCM, 49.5% at the OMTOM and 38.0% at the BR). Getz (1997:319) states that "it is essential to make the experience so attractive and complete that repeat visits are assured and word-of-mouth promotions will be strong". Table 6.26 reveals that other influential factors include sport associations/clubs (43.0% at the CM and 18.5% at the BR); however, sport associations/clubs did not feature prominently with the OMTOM, as only 10.0% of the respondents gave this as their influential medium for attendance. No responses were received for the CM on this influencing factor.

Table 6.26 also shows that traditional mediums, such as newspapers (23.5% at the CM, 9.5% at the DCM, 27.5% at the OMTOM and 11.0% at the BR), television advertisements (28.5% at the CM, 4.5% at the DCM, 20.5% at the OMTOM and 8.5% at the BR) and radio (9.5% at the CM, 21.0% at the DCM, 8.5% at the OMTOM and 6.0% at the BR) played an influential role to a degree. Traditional mediums, namely newspapers and television advertisements, were ranked higher for the two running marathons, the CM and the OMTOM, than for the two canoe marathons, the DCM and the BR. This could possibly be attributed to the profile of the running marathons, which have a higher event status than the two canoe marathons, and to relationships negotiated with relevant media partners. It is

further contended that the low responses regarding newspapers and television advertisements for the DCM and the BR could be because these events were not of the same size and scale as the CM and the OMTOM, and therefore did not warrant the same coverage as the latter two events, while the DCM and BR budgets for marketing and advertising was also smaller.

As seen in Table 6.26, even though radio was used as a marketing medium by the respective sport tourism events (as indicated per manager, see appendices 13, 14, 15, and 16), it was not highly rated by spectators (9.5% at the CM, 8.5% at the DCM and 6.0% at the BR). Table 6.26, however, reveals that 21.0% of the spectators indicated that radio exposure was an influential medium for the DCM, which could possibly be associated with the choice of their media partner for the event. In terms of responses, other traditional promotional techniques, such as posters/banners/flyers, the internet and tourism brochures, were not named as influential mediums for any of the sport tourism events.

Leveraging sport tourism event visitors to any size of sport tourism event is important and it becomes a critical factor to budget accordingly and to make sure that traditional promotional techniques (word of mouth, sport associations/clubs, newspapers, television advertisements, radio) are engaged. Furthermore, other well-known techniques should also be engaged more actively, such as tourism posters, brochures, banners, flyers and the internet. This will assist in reaching foreign markets and increasing event attendance. Sport tourism events can have an awareness that is formed through media exposure, word of mouth, advertisements and personal experiences (Kaplanidou, 2006).

6.6.2 Levels of satisfaction regarding experience

The following table indicates the level of satisfaction regarding the spectators' experience of these events.

Table 6.27: Rating of experience at the event (n = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	-	-	-	6.0
Excellent	43.0	45.0	33.5	12.0
Good	45.5	46.0	57.5	75.0
Satisfactory	10.5	8.0	8.0	4.5
Poor	1.0	1.0	1.0	2.5

Sport tourism events have certain attributes, benefits or costs for spectators and can be the object of attitudes, particularly associated with those who have attended the event. Keller (2002) posits that benefits are related to personal value that spectators assign to the sport tourism event and can consist of functional, experiential and symbolic dimensions. Functional dimensions relate to intrinsic advantages of the event, while experiential benefits relate to what it feels like to be at the event and symbolic benefits are the extrinsic advantages of the event consumption (Keller, 2002), which could all impact on the rating of spectators' experiences. Table 6.27 points out that of the spectator respondents, 88.5% at the CM, 91.0% at the DCM, 91.0% at the OMTOM and 87.0% at the BR had a positive experience at the event, which was rated as either excellent or good. Few responses were received for a satisfactory experience (10.5% at the CM, 8.0% at the DCM, 8.0% at the OMTOM and 4.5% at the BR). Table 6.27 reveals that of the spectators, 1.0% at the CM, 1.0% at the DCM, 8.0% at the OMTOM and 2.5% at the BR had poor experiences at the event. It can hence be concluded that in general, the spectators at each sport tourism event were satisfied with their experience.

6.6.3   Perceptions of the spectators regarding event organisational aspects

Tables 6.28 to 6.40 evaluate the spectators' perceptions in terms of event organisational aspects.

Table 6.28: Extent to which agree or disagree with the statement "The event is well organised" (n = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	1.5
Strongly disagree	4.5	-	1.0	0.5
Disagree	1.0	-	2.5	2.0
Neutral	3.5	5.5	3.5	13.5
Agree	33.0	45.5	56.5	63.0
Strongly agree	58.0	49.0	36.5	19.5

The results illustrated in Table 6.28 indicate the respondents' level of agreement with the statement on the organisation of the respective sport tourism event. The majority of the spectators acknowledged that the respective events were well organised (91.0% at the CM, 94.5% at the DCM, 93.0% at the OMTOM and 82.5% at the BR). Few disagreed or strongly disagreed that the sport tourism events were not well organised.

Table 6.29: Extent to which agree or disagree with the statement "Parking is adequate" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	10.0	-	-	4.0
Strongly disagree	9.0	-	8.5	5.5
Disagree	21.5	-	23.5	40.0
Neutral	19.5	35.0	22.5	24.0
Agree	23.5	43.5	32.0	24.5
Strongly agree	16.5	21.5	13.5	2.0

Table 6.29 shows that the respondents strongly agreed or agreed (40.0% at the CM, 65.0% at the DCM, 45.5% at the OMTOM and 26.5% at the BR) with the statement that parking is adequate. Table 6.29 reveals that some spectators were neutral (19.5% at the CM, 35.0% at the DCM, 22.5% at the OMTOM and 24.0% at the BR) and that some disagreed or strongly disagreed with the statement (30.5% at the CM, 32.0% at the OMTOM and 45.5% at the BR, with no responses for the DCM). It is suggested that parking is a challenge at large sport tourism events and should receive appropriate attention when sport tourism events are planned. The parking should provide easy access and provide a safe environment.

Table 6.30: Extent to which agree or disagree with the statement "Sufficient facilities at the event" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	-	-	2.0
Strongly disagree	5.0	-	7.0	5.5
Disagree	7.5	-	10.0	15.5
Neutral	12.5	15.5	10.0	18.5
Agree	45.5	65.5	62.0	50.5
Strongly agree	29.0	19.0	11.0	8.0

The results shown in Table 6.30 indicate that the respondents were in agreement that the respective sport tourism events provided sufficient facilities (74.5% at the CM, 84.5% at the DCM, 73.0% at the OMTOM and 58.5% at the BR). Table 6.30 reveals that a number of spectators indicated neutral, while low responses were noted in terms of disagreeing with the statement across all events. These facilities are further evaluated in the tables below.

Table 6.31: Extent to which agree or disagree with the statement "Good refreshment areas" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	3.0
Strongly disagree	2.5	-	1.5	7.0
Disagree	3.0	-	12.0	14.0
Neutral	7.5	10.5	9.0	17.5
Agree	48.0	64.5	56.5	48.5
Strongly agree	39.0	25.0	21.0	10.0

Table 6.31 reveals that the majority of the respondents were in agreement that the events provided good refreshment areas (87.0% at the CM, 89.5% at the DCM, 77.5% at the OMTOM and 58.5% at the BR). Of the spectators, 10.5% at the CM, 10.5% at the DCM, 21.0% at the OMTOM and 31.5% at the BR were either neutral or disagreed with the statement in terms of good refreshment areas. It is suggested that the managers of these four events consider evaluating the refreshment areas for future events to ensure that they are accessible, safe and professionally presented.

Table 6.32: Extent to which agree or disagree with the statement "People enjoyed themselves at the event" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	1.5
Strongly disagree	1.5	-	-	1.0
Disagree	0.5	-	1.0	0.5
Neutral	4.0	2.0	4.5	4.0
Agree	41.5	21.5	59.0	65.0
Strongly agree	52.5	76.5	35.5	28.0

Table 6.32 indicates that the majority of the respondents agreed that they enjoyed themselves at the respective sport tourism events (94.0% at the CM, 98.0% at the DCM, 94.5% at the OMTOM and 93.0% at the BR). This can be attributed to the nature of the type of sport tourism event, which provided entertainment, and the manner in which the events were organised, which provided a unique experience for spectators.

Table 6.33: Extent to which agree or disagree with the statement "The infrastructure is good" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	4.5
Strongly disagree	2.5	1.0	3.0	1.0
Disagree	2.0	2.5	10.5	5.5
Neutral	5.5	12.5	8.0	16.0
Agree	48.5	53.0	51.5	59.0
Strongly agree	40.0	31.0	27.0	14.0

Table 6.33 shows that all respondents were in agreement that the infrastructure of the respective sport tourism events was good. The results in Table 6.33 indicate the importance of infrastructure at such events, which also determines the state of satisfaction that spectators experience when attending such events. Hence, infrastructural requirements should form part of the planning for such events. Conway (2004) asserts that sport tourism can generate user conflict by means of the infrastructure it creates or because spaces are occupied for different reasons, which should be taken into consideration when sport tourism event managers plan events.

Table 6.34: Extent to which agree or disagree with the statement "The area is polluted / there is lots of litter" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	1.5
Strongly disagree	19.5	10.5	18.5	15.5
Disagree	26.5	19.0	46.0	49.0
Neutral	22.5	25.5	19.5	15.5
Agree	20.5	35.5	10.5	12.5
Strongly agree	11.0	9.5	5.5	6.0

Table 6.34 reveals that the respondents disagreed and strongly disagreed (46.0% at the CM, 29.5% at the DCM, 64.5% at the OMTOM and 64.5% at the BR) that the event areas were polluted. These results reflect that the spectators who attended the DCM and the OMTOM indicated that the events areas were not so severely polluted compared to the spectators who attended the CM and the BR. Table 6.34 further shows that the following percentages of respondents strongly agreed and agreed that event areas were polluted: 31.5% at the CM, 45.0% at the DCM, 16.0% at the OMTOM and 18.5% at the BR. It is noted that some spectators at the DCM and the BR indicated that the rivers were dirty and needed to be cleaned. Hinch and Higham (2004) note that outdoor sport tourism events should be concerned with the environment as they are built around specific features of the environment, hence it is important for sport tourism event managers to take cognisance of

those that agreed that the area was polluted. It is important to ensure that the event environment offers a pleasant experience for the event visitor. Cleanliness and appearance is therefore vital. Sport tourism event managers should thus include event site appearance as an important part of planning such events.

Table 6.35: Extent to which agree or disagree with the statement "Crime is a problem in the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	1.0	-	-	0.5
Strongly disagree	9.5	4.5	16.0	16.0
Disagree	21.5	10.0	42.5	46.5
Neutral	26.5	48.5	21.0	17.0
Agree	23.0	20.5	15.5	18.0
Strongly agree	18.5	16.5	5.0	2.0

Table 6.35 reveals that of the respondents, 31.0% at the CM, 14.5% at the DCM, 58.5% at the OMTOM and 62.5% at the BR disagreed and strongly disagreed that crime was a problem in the event areas. Table 6.35 also reveals that 41.0% spectators at the CM, 37.0% at the DCM, 20.5% at the OMTOM and 20.0% at the BR strongly agreed and agreed that crime was a problem in the event areas. A comparison of the results shown in Table 6.35 shows that 41.5% of the spectators who attended the CM and 37.0% who attended the DCM perceived crime as a problem in the area, whereas 58.5% of the spectators who attended the OMTOM and 62.5% who attended the BR did not perceive crime to be a problem in the area, which seemingly reflect that spectators regarded the Cape Town events as less crime-prone than the Durban events. Table 6.35 indicates that there were neutral responses to the statement of crime being a problem in the area (26.5% at the CM, 48.5% at the DCM, 21.0% at the OMTOM and 17.0% at the BR), which could possibly mean that these spectators were not sure whether crime was a problem or not or that they reacted to the statement based on their own perceptions of crime.

Each manager of the respective events were also interviewed (refer to appendices 8, 9, 10 and 11) regarding the safety of the events and each responded that they were generally satisfied with the security that was provided. However, the researcher noted that the event managers of the DCM indicated that locals stole items, which were not disclosed by the event managers (refer to Question 16 of Appendix 10). Even though the sport tourism event managers responded positively, the spectator responses were divided between agreeing and disagreeing, while a number of them were neutral in this regard. Where the spectator responses indicated that that they agree that crime is a problem in the event area, event managers should observe these responses in a serious light and should focus on

establishing more safety and security measures for future events. The safety and security of spectators at these events are vital and a negative experience of a spectator in terms of safety and security can impact the event in a negative manner. Bob *et al.* (2006) also assert that fear of crime is complex and may include perceptions of risk, fear of being a victim of crime, concern about crime as a public policy issue and perhaps even anxiety about life in general.

Table 6.36: Extent to which agree or disagree with the statement "I feel safe in the area" (*n =* 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	-	-	-	0.5
Strongly disagree	9.5	0.5	2.0	1.5
Disagree	7.5	12.5	6.5	2.5
Neutral	9.0	58.5	7.5	8.5
Agree	50.5	20.5	54.0	58.0
Strongly agree	23.5	8.5	30.0	29.0

Bob *et al.* (2006) assert that fear of crime has become an important issue of public concern and a problem that can detract from the quality of life and adversely affects social and economic wellbeing. Table 6.36 reveals that of the respondents, 74.0% at the CM, 29.0% at the DCM, 84.0% at the OMTOM and 87.0% at the BR strongly agreed and agreed that they felt safe in the event areas. Table 6.36 shows that there was a high percentage of neutral responses for the DCM, namely 58.5%, which may possibly mean that spectators were not sure whether they felt safe or not. Table 6.36 also reveals that 17.0% of the spectators at the CM, 13.0% at the DCM, 8.5% at the OMTOM and 4.0% at the BR indicated that they disagreed and strongly disagreed with the statement of feeling safe, which means that they did not feel safe at the events.

The spectators' responses to this question are in contrast to the number of respondents who perceived crime as a problem, as they now indicated that they feel safe in the area. This can be because crime was perceived to be linked to the broader event site, including a larger area, and that feeling safe refers to the immediate event environment or is merely based on the perceptions of individuals. In view of Bob *et al.*'s statement, the event managers should regard safety and security of the immediate event environment and the broader event environment as important. These aspects should form part of the fundamental elements and priority aspects of planning the event, as they can assist in creating a positive perception among potential spectators that the event and event area are safe places.

Table 6.37: Extent to which agree or disagree with the statement "The quality of service is good" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	1.0	-	-	2.0
Strongly disagree	1.5	-	3.5	-
Disagree	2.5	4.5	3.5	1.5
Neutral	5.5	9.5	11.0	12.0
Agree	54.5	41.0	60.0	69.5
Strongly agree	35.0	45.0	22.0	15.0

Table 6.37 shows that overwhelmingly positive responses were received regarding each event in terms of the quality of the service, with 89.5% for the CM, 86.0% for the DCM, 82.0% for the OMTOM and 84.5% for the BR. This indicates that overall, the Durban and the Cape Town event experiences were positive.

Table 6.38: Extent to which agree or disagree with the statement "The locals support events in the area" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	2.0
Strongly disagree	2.5	-	5.5	0.5
Disagree	3.0	0.5	8.5	6.5
Neutral	8.0	21.5	11.0	17.0
Agree	43.0	55.5	53.0	55.0
Strongly agree	43.5	22.5	22.0	19.0

Table 6.38 shows that the majority of the respondents were positive that locals supported the respective events, which was indicated as 86.5% for the CM, 78.0% for the DCM, 75.0% for the OMTOM and 74.0% for the BR. This could be attributed to spectators meeting local people and receiving their impressions of the respective events.

Table 6.39: Extent to which agree or disagree with the statement "Would not attend event if it was held in another location" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	1.0	-	-	2.5
Strongly disagree	27.0	25.5	18.0	8.5
Disagree	26.0	19.5	25.0	22.5
Neutral	5.0	35.5	15.5	21.5
Agree	21.5	-	29.5	31.0
Strongly agree	19.5	19.5	12.0	14.0

Table 6.39 indicates that of the respondents, 53.0% at the CM, 45.0% at the DCM, 43.0% at the OMTOM and 31.0% at the BR disagreed and strongly disagreed with the statement that they would not attend the event if it was held in another location, which means that they were satisfied with the current event locations. Table 6.39 shows that 41.0% spectators at the CM, 19.5% at the DCM, 41.5% at the OMTOM and 45.0% at the BR strongly agreed and agreed with this statement, which means that they would have attended the events if the events were held in other locations rather than the present locations. Event site and location are very important in terms of planning and staging a sport tourism event, as accessibility and safety of the area are important. Based on the responses, it is evident that visitors will attend these types of sport tourism events because the events are of interest to them. The location and the environment where the event is staged are also determining factors for event attendance.

6.6.4   Challenges experienced by spectators at these events

Table 6.40 indicates challenges experienced by the spectators attending the events.

Table 6.40: Whether respondent experienced any problems at the event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	6.0	16.0	8.0	9.0
No	94.0	84.0	92.0	91.0

Table 6.40 reflects that the majority of the respondents did not experience any problems at the events (94.0% at the CM, 84.0% at the DCM, 92.0% at the OMTOM and 91.0% at the BR). Table 6.40 further reveals that problems were experienced by only a few of the spectators, namely 6.0% at the CM, 16.0% at the DCM, 8.0% at the OMTOM and 9.0% at the BR. It is possible that problems that were experienced by some spectators may be linked to aspects previously discussed regarding crime (Table 6.35), not feeling safe (Table 6.36), pollution challenges (Table 6.34) and parking challenges (Table 6.29). Elements of dissatisfaction of spectators regarding any problems or challenges that they experienced at the events are an indication of a need to understand and respond to spectators' perspectives of these events in order to improve future events. Gammon and Robinson (2003) point to a need for consumers to be targeted and their needs satisfied through recognition of clear sport tourism segmentation for a better understanding of the sport tourism market and environment.

The results indicate that the spectators had different perceptions; however, they all seemed to bear a positive attitude towards the events. Kurtzman and Zauhar (2005) highlight the

importance of a better spectator environment in sport tourism and the satisfaction of needs. Sport tourism event managers should give more attention to the importance of the sport tourism consumer experience. Bouchet, Lebrun and Auvergne (2004) emphasise the importance of customer expectations by arguing that customers compare the offered quality with their expectations. Quality is a focus area of the study that is addressed in further detail in Section 6.10.

6.7   Current patterns and trends in terms of sponsorships and sponsor perceptions

The sixth research question, "What are current patterns and trends in terms of sponsorship and sponsor perceptions?", is guided by the broader research objective, which determined the perceptions of sponsorship of these events. The data represented in this section are of a quantitative and qualitative nature. The analysis provides insight into the sponsors that were most noticed by the spectators and is represented in a table format, indicating the most noticed to the least noticed sponsor of the four sport tourism events. A discussion follows based upon the responses from the sponsors.

As discussed in Chapter Three, Turco *et al.* (2002:167) posit that sport sponsorship is "big business". Schmader and Jackson (1997:61) assert that sponsorship plays an important role in sport events. Lamont (2005) states that communities in regional areas are turning to sport events of a small scale to bring new money into their local economy, to provide employment and to provide tangible benefits such as increased community pride. Sponsorship will differ from one sport tourism event to another, while the nature of a sport tourism event will determine the type of sponsorship that is required. Bowdin *et al.* (2006) suggest that sponsorship is a strategic marketing investment and that sponsorships should be regarded as working business partnerships. Therefore, it is necessary to determine the current patterns and trends in terms of sponsorships and sponsor perceptions.

The sponsor survey for this study comprised eight questions (refer to Appendix 3) and was distributed to the sponsors of the four sport tourism events by the relevant sport tourism event manager. A total of 10 surveys were distributed per sport tourism event. However, the response rate was poor, as only six surveys were received from the OMTOM event managers. No comparisons could therefore be made between sponsor perceptions of the Durban and Cape Town events.

In terms of sponsor identification and perception, the respondents could name some of the sponsors of the respective sport tourism events, as presented in Figure 6.16 below.

Event	(n = 200, in % for each event)	Name of sponsor	Level of sponsorship (as indicated by the researcher)
BR	84.5	Isuzu	Title sponsor
OMTOM	83.0	Old Mutual	Title sponsor
OMTOM	57.5	Nike	Presenting
CM	57.0	Flora	Title sponsor
BR	48.0	Coca-Cola	Co-sponsor
CM	44.5	Mr Price	Co-sponsor
DCM	32.0	Powerade	Principal sponsor
CM	26.5	Nike	Co-sponsor
BR	24.5	Powerade	Co-sponsor
CM	22.0	Energade	Co-sponsor
DCM	18.0	Hansa	Principal sponsor
CM	16.5	Pick n Pay	Co-sponsor
OMTOM	16.0	Coca-Cola	Co-sponsor
OMTOM	12.0	Powerade	Co-sponsor
CM	8.5	MTN	Co-sponsor
CM	8.5	Nedbank	Title sponsor

Figure 6.16: Sponsors most noticed by spectators

Bowdin *et al*. (2006:228) state that "most sponsors are investors who expect to see a direct impact on their brand equity (enhanced awareness and imagery), as well as increased sales and profits". It is important to note that spectators were not asked to identify the level of sponsorship, as this was included by the researcher. Figure 6.16 shows that the highest percentage of spectator knowledge and awareness of sponsors at these events were 84.5% for the BR (Isuzu, title sponsor), 83.0% for the OMTOM (Old Mutual, title sponsor), 57.5% for the OMTOM (Nike, presenting sponsor) and 57.0% for the CM (Flora, title sponsor). The reason why spectators' awareness levels and knowledge levels fluctuated from low to high can possibly be associated with the level of sponsorship provided by sponsors and, as such, their branding and imaging are determined accordingly in terms of how much exposure they are granted.

Identified sponsors of the CM were Flora (title sponsor), Bonitas (co-sponsor) and Nedbank (title sponsor) (refer to Appendix 11). According to the respondents, 57.0% were aware of Flora (title sponsor), 8.5% were aware of Nedbank (title sponsor), while 0.5% were aware of Bonitas (co-sponsor). Response rates were low, which may be attributed to a lack of branding prior to and during the events, and possibly to the fact that there were too many sponsors, which lead to cluttering of the event environment in terms of sponsor materials. Two of the main sponsors of the DCM are Hansa (principal sponsor) and Powerade (co-sponsor) (refer to Appendix 10). It is noted that the response rates for Hansa as principal

sponsor (18.0%) and Powerade as co-sponsor (32.0%) were low, which could possibly be attributed to less branding being visible.

The main sponsors for the OMTOM event were Old Mutual (title sponsor), Nike (presenting sponsor) and Powerade (co-sponsor) (refer to Appendix 9). According to the respondents, 83.0% knew about Old Mutual (title sponsor), 57.5% knew about Nike (presenting sponsor) and only 12.0% knew about Powerade (co-sponsor). The high response rate regarding Old Mutual can be attributed to the fact that they are the title sponsor and that the marketing provided sufficient exposure. The lower response rates can be attributed to lesser branding at the event and possibly to the fact that these sponsors were not on the same level as the title sponsors.

The main sponsors for the BR were Isuzu (title sponsor), Powerade (co-sponsor) and CTRU (co-sponsor) (refer to Appendix 8). According to the respondents, 84.0% knew who the title sponsor was, 24.5% were aware of Powerade (co-sponsor) and 2.0% indicated that they knew about CTRU (co-sponsor). Other spectator response rates regarding sponsors were low. The high response rate regarding Isuzu can be attributed to the fact that they are the title sponsor and that the marketing provided sufficient exposure. The low response rate regarding Powerade could also be attributed to inadequate branding at the event and possibly to the fact that Powerade was not a title sponsor but a co-sponsor, and therefore did not have the same exposure as the title and presenting sponsors. A reason why CTRU was poorly recognised as a sponsor could possibly be because they chose to rather provide greater platforms for corporate sponsors to ensure long-term sustainability of the event (Bob *et al.*, 2005).

Table 6.41: Knowledge of event sponsors: Multiple responses ($n = 200$, in % for each event)

Sponsors	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No response	-	26.0	-	8.5
Vodacom	-	-	-	0.5
CTRU	-	-	-	2.0
Isuzu	-	-	-	84.5
Oxygen	-	-	2.5	-
KWV	-	-		4.0
Heart 104.9	-	-	2.5	-
Men's Health	-	-	-	26.0
Wine Cellar	-	-	-	4.5
Cape Town Tourism	-	-	-	2.0
Cadic	-	-	-	0.5
Thorp	-	-	-	0.5
Mr Price	44.5	-	1.5	-
Puma	0.5	-	-	-
Nike	26.5	0.5	57.5	-
Liberty Life	1.0	-	2.5	-
Adidas	-	-	0.5	-
Reebok	10.0	-	-	-
MTN	8.5	0.5	1.5	-
Nedbank	8.5		2.5	-
Hansa Beer	-	18.0	-	-
Imperial Car Rental	4.5	-	-	-
Sterling	0.5	-	-	-
Flora	57.0	-	-	-
Harmony Gold	19.5	-	3.0	-
Coca-Cola	1.5	7.0	16.0	48.0
Energade	22.0	10.0	0.5	0.5
Powerade	1.5	32.0	12.0	24.5
Pick n Pay	16.5	-	-	-
Runner's World	2.0	-	0.5	-
Sportmans Warehouse	6.0	2.0		2.0
Total Sport	-	-	1.0	-
Netcare 911	1.0	-	1.5	-
Caltex	1.0	-	-	-
Essex	1.0	-	-	-
Deep Heat	1.0	1.0	-	-
Avis Car Rental	1.5	-	-	-
Old Mutual	0.5	1.0	83.0	-
Bonitas	0.5	-	-	-
eThekwini	-	1.0	-	-
SA Airways	-	-	1.0	-
Eskom	-	-	0.5	-
Outsurance	-	-	0.5	-
The Friendly Store	-	-	2.0	-

Table 6.41 shows that the spectators were somewhat aware of the event sponsors. The most noticed sponsors by spectators are reflected in Figure 6.16. Table 6.41 indicates that there were a variety of perceived sponsors of these events.

Sponsor perceptions of the OMTOM are presented below (as mentioned earlier, a total of six surveys were received from the OMTOM event managers). The survey responses are shown in Figure 6.17 below.

Name of sponsor	Type of business	Type of sponsorship provided
Adcock Ingram Critical Care	Medical supplier	Cash and in-kind
Nike SA	Sport clothing company	Cash and in-kind
Oxygen	Medical scheme	Cash and in-kind
Starlite Aviation	Aviation service provider	Cash and in-kind
CHEP South Africa (Pty) Ltd	Transport provider	In-kind
Powerade (The Coca-Cola Company) (Pty) Ltd	Sport beverages	Cash

Figure 6.17: Categories of sponsorship: The OMTOM

Adcock Ingram Critical Care: Adcock indicated that it provided cash sponsorship and in-kind sponsorship to the OMTOM. The value of the cash sponsorship was R10 000 and the in-kind sponsorship comprised T-shirts and golf shirts. The main objectives for sponsoring the event were to increase market exposure / create awareness, to promote products and to enhance networking. Authors such as Stotlar (2001) and Crompton (1994) view sponsorship as an exchange relationship or networking, as was the case with Adcock. Adcock agreed that their objectives were achieved (refer to Appendix 12.1) and that the company will certainly sponsor future events.

Nike SA: Nike SA did not disclose any information regarding the type and value of their sponsorship, as it was regarded as confidential. The main objectives for Nike SA to sponsor the OMTOM were to increase sales, to promote products and to connect with their customers. Stotlar (2001) suggests that sponsorship can be viewed as a symbiotic relationship that creates opportunities to connect with customers, as indicated by Nike SA, and to receive benefits from each other. Nike SA indicated that their objectives were somewhat achieved (refer to Appendix 12.2) and that the company will certainly sponsor future events.

Oxygen: In terms of the type and value of sponsorship, Oxygen indicated that it provided R50 000 in cash and in-kind sponsorship to the value of R150 000, although the respondent did not specify how this was used. The main objectives for sponsorship were to increase sales, to increase business opportunities, to gain market exposure and to create awareness. In this case, sponsorship was a vehicle for Oxygen to communicate with their public and to achieve their objectives, as discussed by Lamont (2005). Oxygen agreed that the objectives were somewhat achieved (refer to Appendix 12.3) and that the company will certainly sponsor future events.

Starlite Aviation: Starlite Aviation provided no indication of the type and value of sponsorship that was provided. Their main objectives for sponsoring the event were to increase sales, to obtain market exposure, to promote products, to network and to provide a service. Decker (1991:45) states that special events can provide a venue for sponsors to sell large quantities of products or services in a short period of time. Starlite indicated that their objectives were somewhat achieved (refer to Appendix 12.4) and that the company will certainly sponsor future events.

CHEP South Africa (Pty) Ltd: CHEP provided in-kind sponsorship in terms of loaning distribution equipment to the value of R10 000. The reason for sponsorship was to assist the event in solving a logistical problem. CHEP was satisfied that its objectives were met (refer to Appendix 12.5) and indicated that the company will certainly sponsor future events.

Powerade (The Coca-Cola Company) (Pty) Ltd: In terms of type and value of sponsorship, Powerade sponsored cash to the value of R110 000. Their main objectives were to increase sales, to establish business opportunities, to gain market exposure, to create awareness and to promote products. Powerade was satisfied that it achieved its objectives (refer to Appendix 12.6) and indicated that the company will certainly sponsor future events.

Government stakeholders: From a government stakeholder perspective, an authority in Durban was approached regarding its focus and viewpoint on sport tourism events, particularly with regard to the CM and the DCM (refer to Appendix 4). However, the authority did not provide a response to the survey. For reasons of confidentiality, the specific authority cannot be named. For the Cape Town events, CTRU was approached; however, only one survey was returned, namely the survey for OMTOM (refer to Appendix 13). A marketing officer, on behalf of the organisation, completed the survey. The role that CTRU played was indicated as supporting the event with marketing. However, CTRU did not recognise itself as

an event sponsor specifically. This could be a result of inadequate sponsorship at the event and CTRU should reconsider its role in future events.

Objective	
Increasing sales / business opportunities	-
Market exposure / creating awareness	Destination brand awareness
Product promotion	-
Networking/hospitality	-
Providing a service/information to the public	-
Other (specify)	Destination marketing (driving volume and increasing length of stay) and profiling the destination as a major event destination

Figure 6.18: Main objectives for local government supporting the OMTOM

As shown in Figure 6.18, destination brand awareness and destination marketing as well as profiling the destination as a major event destination were indicated as their main objectives, which can also be linked to the discussion of branding and positioning. Moreover, CTRU believed that its objectives had been met. Regarding satisfaction with the material provided (marketing) at the event, CTRU considered that it was satisfactory although owing to a lack of the organisation's visibility. This corresponds to the results from spectators that CTRU was not well recognised as an event sponsor, which is shown in Table 6.41. However, if CTRU increased or leveraged its sponsorship, it could obtain more branding opportunities. Regarding suggestions to implement event leverage, brainstorming in order to work together for the good of the event and the destination was indicated. CTRU has formed a strong working relationship with the City of Cape Town's Tourism Development Directorate and Cape Town Tourism (CTRU, 2007). Its tourism objectives are also aligned with the strategies of DEAT in order to develop tourism and to ensure that it benefits all South Africans. Besides building partnerships with the public sector, in order to fulfil its tourism objectives for Cape Town and the Western Cape, CTRU has also formed a relationship with a number of private sector bodies, such as SATSA and the Cape Town Press Club (CTRU, 2007). CTRU funded the OMTOM in 2006, while the number of international participants had increased following the international marketing initiatives of CTRU. Therefore, CTRU believed that it received a return on its investment. According to CTRU, the event is considered as a top, high-value event for the city and region. It is regarded as a platform to market Cape Town and the Western Cape and a premier event destination, which can also be associated with the discussion of branding and positioning.

It is evident from the data that sponsors made a contribution to the OMTOM and that the event provided an opportunity for them to leverage their business. Their perceptions of the event were overall positive, with minor suggestions provided by some of the respondents. However, as mentioned earlier, no comparison could be made with the the CM, the DCM and the BR. The fact that only OMTOM responded to the surveys is a challenge for gathering event data for future events.

The question to consider at this stage is an exchange relationship that takes place between the sport tourism event manager and the sponsors, or with only some of the sponsors, such as the title sponsors, in terms of whether both parties equally benefitted from the agreement. The sponsors demonstrated a perception of sponsorship that involved a contribution that yields some form of benefit in return. Authors such as Mack (1999), Mount and Niro (1995) and Slack and Bentz (1996) assert that businesses sponsor sport tourism events to give back to the community, for company image and goodwill purposes, to build their name, to reinforce recognition and to demonstrate good corporate citizenship. Lamont (2005) argues that the sponsorship agreements between businesses and the sport tourism event manager remain somewhat of a misunderstood phenomenon. It is suggested that future research distinguish between small, medium and large businesses that sponsor sport tourism events. It is further suggested that research go beyond mere awareness in order to establish means of achieving bottom-line objectives and ROI by sponsors. Lastly, research should also be conducted to measure compatibility between the sport tourism event image and the sponsor image.

6.8 Impact of the sport tourism event calendar on socio-economic and tourism benefits in relation to the branding and positioning of a particular location

The following section is guided by the seventh research question, "How does the sport tourism event calendar impact on socio-economic and tourism benefits in relation to branding and positioning of a particular location?" The data are of a quantitative and qualitative nature. The data comprise an analysis derived from surveys conducted with government officials, spectators and residents of the sport tourism events. The data cover aspects related to event marketing, the rating of the level of satisfaction with marketing and materials, suggestions to improve marketing of the sport tourism events for the future, the image of the areas where the events were staged, how friendly the locals were, whether the events have a positive impact on profiling and the intention to attend future similar events. The data also reflect whether the events showcased the areas in a positive light, whether the events attracted tourists, whether the events attracted future business to the area and whether the events increased media coverage of the areas. The analysis provides a discussion of the government officials' responses to the marketing of the events. The

analysis of the spectators and residents are represented in a table format, comparing results across the events, followed by a discussion of the results.

Goldblatt (2002) asserts that major marketing concepts include brand building. The tourism industry is in the business of selling places through several means, particularly through sport tourism events. Tassiopoulos (2005) asserts that events, in general, are part of tourism development and marketing strategies and are used as tourist attractions. He further mentions that the key output of events as tourist attractions is that of creating a favourable image for a destination and expanding the traditional tourist season. As part of the broader tourism strategies of the cities of Durban and Cape Town, a special events calendar is in existence.

This calendar provides information on the type of events that take place annually in the city and the region and include sport tourism events. Such a calendar for events can assist sport tourists in planning their vacation and deciding which event to visit or to participate in. The calendar forms part of the branding and marketing campaigns of the cities and focus on positioning the cities as attractive tourist destinations all year round, offering a multitude of options to enjoy, which is an attempt from the tourism authorities to even out seasonality. Butler and Mao (1997) identify three types of seasonality in destinations, namely one-peak seasonality with a summer season, two-peak seasonality with a summer and a winter season and non-peak seasonality, where the destination is used all-year-round.

Page and Connell (2006) point out that factors that influence seasonality include temperature, rainfall, daylight at the destination areas, pricing policies of service providers, holiday habits of travellers and the provision of events and attractions at the destination. They also assert that several destinations seek to reduce patterns of seasonality that show marked peaks by creating interest and promoting off-peak short breaks based on event strategies. Furthermore, seasons are extended through events, including sport tourism events (Page & Connell, 2006). South Africa faces a challenge of seasonality in domestic and foreign arrivals. It is noted that domestic travel patterns follow patterns that relate to school, religious and traditional holidays, with strong peaks at year-end and Easter (SAT, 2007a:30). The seasonality of foreign arrivals varies by region, which is driven by market-specific and traditional holiday patterns. Overseas arrivals result in a strong peak starting in October and normally ending in February, while June is traditionally South Africa's lowest month (SAT, 2007a:30). Against this background, SAT seeks opportunities to address the seasonality challenge, specifically by finding new market segments such as sport tourism events to extend the season and to reduce the gap level between high and low months.

Hinch and Higham (2004:109) assert that the logic underlying place marketing in relation to sport tourism events is twofold, namely it is based on an understanding of the way that sport tourists make decisions about locations that they visit on the one hand and on competition from other sport tourism event locations on the other hand. These decisions made by sport tourists can be associated with the aspect of destination seasonality and the way in which destinations use branding and imaging to attract sport tourists to even out seasonality. Understanding the viewpoint of stakeholders regarding the impact of these events in terms of benefits and marketing (branding and positioning of the location) is important, and the following discussion provides an analysis of the viewpoints of spectators, local residents and managers in relation to this question. The events used as case studies in this study are regarded as key international and domestic events that are staged during the year during the following timeframes:

- CM   -   July, winter period
- DCM   -   January, summer period
- OMTOM   -   April, autumn period (Easter)
- BR   -   July, winter period

Government officials, spectators and residents were questioned on aspects related to the branding and positioning of these events. The following tables provide an overview of their responses.

6.8.1   Government officials

An authority in Durban was approached regarding its focus and viewpoint on sport tourism events, particularly with regard to the CM and the DCM (refer to Appendix 4). However, the authority did not provide a response to the survey, as mentioned previously. For the Cape Town events, CTRU was approached; however, only one survey was returned, namely the survey for the OMTOM (refer to Appendix 13). A marketing officer, on behalf of the organisation, completed the survey. The role played by CTRU was indicated as one that supports the event in terms of marketing. As indicated in Figure 6.18 in the previous discussion on sponsorship patterns and trends, CTRU participated in the event from a marketing perspective for the following reasons: exposure/creating awareness, specifically destination brand awareness and destination marketing, as well as profiling the destination as a major event destination. Joint initiatives to develop a branding and global marketing strategy and a cooperative marketing framework for the City of Cape Town and the Western Cape, as well as brainstorming ways to work together for the good of the event and the destination, were indicated. Its marketing efforts are also aligned with DEAT's strategies. It is

regarded as a platform to market Cape Town and the Western Cape as premier events destinations.

6.8.2   Spectator responses

Table 6.42: Rating of level of satisfaction with marketing material ($n = 200$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	0.5
Excellent	47.0	45.0	41.0	12.5
Good	44.0	46.0	52.0	63.5
Satisfactory	7.0	8.0	5.0	14.5
Poor	2.0	1.0	2.0	6.0
Neutral	-	-	-	3.0

Table 6.42 shows that of the respondents, 91.0% at the CM, 91.0% at the DCM, 93.0% at the OMTOM and 76.0% at the BR indicated that the marketing material was excellent and good. Overall, the respondents perceived the event marketing for each event as successful, with slightly lower levels of satisfaction experienced for the BR (76.0%). Although the results indicate that the spectators were satisfied, Miranda and Anduenza (2005:145) argue that sport tourism events are an essential ingredient of tourism generally and hence the dire need for a marketing approach for the event that will complement the destination should be borne in mind by sport tourism event managers when planning the event.

Pennington-Gray and Holdnak (2002) state that local tourism providers have suggested that the attendance of several events can be insular, which means that the spectator merely attends the event and then leaves, which results in little net gain for the event region. They suggest that to overcome this tendency, sport tourism managers should create a distinctive place for the event through place marketing, which links the sport tourism events and the locations to spectators' minds as part of the product.

Table 6.43: Suggestions to improve marketing of the sport tourism events in the future (*n* = 200, in % for each event)

Response	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	85.5	-	91.0	28.5
Did not know	-	-	-	22.0
None	-	63.5	-	6.5
More television coverage	4.5	4.0	2.5	21.5
More information on the internet	3.0	7.5	-	1.0
Send more letters to regular participants	1.0	-	-	1.0
More advertisements	6.0	15.0	2.5	10.5
Make people more aware of event	-	6.0	-	5.0
More posters along roads	-	4.0	-	4.0
More banners	-	-	1.0	-
More major sponsors	-	-	1.0	-
Advertise nationally	-	-	2.0	-

Table 6.43 shows that of the respondents, 85.5% at the CM, 63.5% at the DCM, 91.0% at the OMTOM and 57.0% at the BR found this question not applicable, or did not know of or did not have any suggestions for further improvement of the marketing of the events in the future. Table 6.43 reflects that across the events, the spectators indicated that there should be more television coverage (4.5% for the CM, 4.0% for the DCM, 2.5% for the OMTOM and a notably higher percentage, 21.5%, for the BR). Letters as a marketing option was not highly rated, as reflected in Table 6.43, as only 1.0% of the spectators at the CM and 1.0% at the BR indicated that this should be used as a marketing option. In terms of the DCM, 7.5% of the respondents indicated that the internet should be used as an option for marketing improvement, while only 3.0% for the CM and 1.0% for the BR indicated that the internet should be used. The respondents also indicated that more advertisements should be used to improve marketing, with 15.0% at the DCM and 10.5% at the BR supporting this method.

Table 6.43 shows that 6.0% of the spectators at the DCM and 5.0% at the BR indicated that people should be made more aware of the events. The two canoe marathons should thus reflect more on their marketing approach for future events. Some of the spectators who attended the OMTOM indicated that the event should use more banners (1.0%) and more major sponsors (1.0%) and should advertise more nationally (2.0%) to improve the marketing of the event. Shone and Parry (2001) posit that it is important to determine marketing effectiveness, as it can assist in improving marketing strategies for future events. The following tables evaluate the spectators' perceptions in terms of event branding and positioning aspects.

Table 6.44: Extent to which agree or disagree with the statement "It is a beautiful area" ($n =$ 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	2.0	-	1.0	1.0
Disagree	2.5	-	1.0	1.0
Neutral	8.0	6.5	3.0	1.0
Agree	35.0	48.5	46.5	49.0
Strongly agree	52.5	45.0	48.5	48.0

Place is commodified through the process of marketing. The primary goal of a place marketer is to construct a new image of the place and to replace vague or negative images that were previously held by residents, investors and visitors (Page & Hall, 2003). According to Hinch and Higham (2004:109), in pursuing this goal, the tourism industry and the destination are actively trying to influence the meaning that is attached to a particular area. Gwinner (1997) proposes that the image of an event is a function of the type of event, such as a sport tourism event. Table 6.44 reflects that an overwhelming majority of the spectators indicated that they strongly agree and agree with the statement that areas in which the respective sport tourism events took place were beautiful. A comparison of the results of the four sport tourism events showed that the responses were similar for each sport tourism event (87.5% at the CM, 93.5% at the DCM, 95.0% at the OMTOM and 97.0% at the BR). Responses to this particular question indicated the importance of where such events are located and that the location does have an impact on the sport tourism event, whether positive or negative. All the responses to this question were positive. Site and place selection hence becomes part of the essential planning of such events.

Table 6.45: Extent to which agree or disagree with the statement "The locals are friendly" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	0.5
Strongly disagree	1.5	-	2.0	-
Disagree	4.0	3.5	2.0	1.5
Neutral	7.5	22.5	7.5	2.5
Agree	41.0	53.0	48.5	56.0
Strongly agree	46.0	21.0	40.0	39.5

Table 6.45 indicates that the majority of the respondents were in agreement that the local host community was friendly. Table 6.45 further reveals that the four sport tourism events produced similar results in terms of responses (87.0% at the CM, 74.0% at the DCM, 88.5% at the OMTOM and 95.5% at the BR). The knowledge that the local host community has of such events is important, as the community members should be sensitised to the importance of these types of events for the local economy and the benefits that accrue directly to them. It becomes the role of the sport tourism event manager and local tourism authorities to ensure that the local host community becomes involved and is aware and informed of such events prior to the actual staging. This stimulates their support and positive relationships towards spectators, which, in turn, stimulates a positive experience for sport tourism event spectators. In avoiding negative social-cultural impacts and, at the same time, providing a better visitors' experience, several authors (Buckley, 2002; Fredline & Faulkner, 1998; Fredline & Faulkner, 2002a; Getz, 1997) underscore the importance of sport tourism event managers maintaining good host and guest relations in the hosting of sport tourism events**.**

Table 6.46: Whether the respondent thought that these types of events have a positive impact on profiling the city (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	99.0	89.0	98.0	87.0
No	1.0	11.0	2.0	13.0

Destination marketers have focussed on hosting sport tourism events as a strategy to enhance a destination image for profiling and to differentiate its tourism products (Chalip *et al.,* 2003; Chalip & Green, 2001; Chalip & McGuirty, 2004; Dimanche, 2003; Jago, Chalip, Brown, Mules & Ali, 2002). Table 6.46 shows that the majority of the spectators (99.0% at the CM, 89.0% at the DCM, 98.0% at the OMTOM and 87.0% at the BR) indicated that they believe that such events can have a positive impact on profiling the city. They further indicated (refer to Table 38, Appendix 7) that these events bring more tourists to the region, boost the economy and provide money for local people. An evaluation of the spectators'

responses shows that their perceptions and level of awareness of the events are positive. They also indicated their needs, which include improving parking and making the areas safer. Chalip (2004:239) argues that "the destination's brand image becomes linked to the event's brand image, and the event's brand image becomes linked to that of the destination".

Table 6.47: Intention to attend event if held next year (*n* = 200, in % for each event)

	CM	DCM	OMTOM	BR
Yes	87.5	81.0	88.5	75.5
No	2.5	1.0	2.0	1.5
Don't know	10.0	18.0	9.5	23.0

Table 6.47 reflects that the majority of the spectators indicated that they would indeed attend the events if they were held again the following year. The spectators' responses indicate that they have a positive image of the events and the regions.

6.8.3 Resident responses

The following tables evaluate the residents' perceptions in terms of event branding and positioning aspects.

Table 6.48: Extent of agreement with the statement "The event showcased the area in a positive light" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
	-	-	-	1.5
Strongly disagree	-	1.0	1.0	2.5
Disagree	5.0	3.0	4.0	3.0
Neutral	8.5	17.0	9.0	10.0
Agree	53.5	56.5	57.5	49.0
Strongly agree	33.0	22.5	28.5	34.0

Table 6.48 shows that an overwhelming positive response was received from the residents, who agreed that the events showcased areas in a positive light (86.5% at the CM, 79.0% at the DCM, 86.0% at the OMTOM and 83.0% at the BR). This is an indication that branding and the positioning of the events that are associated with the regions have been successful.

Table 6.49: Extent of agreement with the statement "The event attracts tourists to the area" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	**-**	**-**	**-**	0.5
Strongly disagree	**-**	**-**	**-**	3.0
Disagree	2.5	1.0	2.0	5.5
Neutral	4.5	8.5	9.0	12.0
Agree	44.0	71.5	52.0	42.0
Strongly agree	49.0	19.0	37.0	37.0

Table 6.49 shows that the majority of residents agreed that the respective events attract tourists to the area (93.0% at the CM, 90.5% at the DCM, 89.0% at the OMTOM and 79.0% at the BR). The spectators at these events were a unique blend of local residents and visitors/tourists from outside the regions, as mentioned earlier in tables 6.1, 6.2 and 6.3 relating to the demographic profiles of spectators. These results are indicative of effective marketing and branding of these events and their locations. Events such as these are branded products through marketing communications (brochures, websites, magazines, word of mouth) and should communicate the proper brand image for their target markets and the entities that are part of their image (Kaplanidou, 2006).

Table 6.50: Extent of agreement with the statement "The event attracts future business to the area" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	0.5
Strongly disagree	1.0	-	0.5	9.5
Disagree	5.0	2.5	5.0	7.5
Neutral	21.0	24.0	14.0	20.5
Agree	46.5	62.5	56.5	36.5
Strongly agree	26.5	11.0	24.0	25.5

Table 6.50 reveals that the majority of the residents strongly agreed and agreed that the respective events attract future business to the locations (73.0% at the CM, 73.5% at the DCM, 80.5% at the OMTOM and 62.0% at the BR). Table 6.50 further reveals that there were neutral responses as well, namely 21.0% at the CM, 24.0% at the DCM, 14.0% at the OMTOM and 20.5% at the BR, which could be attributed to residents not knowing whether these events attracted future business to the area. Very few respondents strongly disagreed and agreed that these events can attract future business to the area (6.0% at the CM, 2.5% at the DCM, 5.5% at the OMTOM, with the exception of the BR, where 17.0% strongly disagreed and disagreed that these events can attract future business). The analysis indicates that the majority were positive that the events attract future business. Jago *et al.*

(2003) suggest that sport event marketers and destination marketers should work together to capitalise on sport tourism events as poles of tourism and investment attractions.

Table 6.51: Extent of agreement with the statement "The event gives increased media coverage for the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	3.0
Strongly disagree	1.0	-	2.0	11.5
Disagree	6.5	8.0	5.0	6.5
Neutral	16.5	18.5	13.5	17.0
Agree	48.0	61.5	57.5	38.5
Strongly agree	28.0	12.0	22.0	23.5

Table 6.51 points out that the majority of the respondents strongly agreed and agreed that the events increased media coverage of the locations (76.0% at the CM, 73.5% at the DCM, 79.5% at the OMTOM and 62.0% at the BR). Table 6.51, however, also points out neutral responses (16.5% at the CM, 18.5% at the DCM, 13.5% at the OMTOM and 17.0% at the BR), which may possibly be attributed to residents not knowing whether the events increased media coverage of the locations. Some of the residents strongly disagreed and disagreed that the events increased media coverage of the locations; however, they were in the minority (7.5% at the CM, 8.0% at the DCM, 7.0% at the OMTOM, with the exception of 18.0% at the BR). It is possible that the higher percentage indicated for the BR can be linked to results in Table 6.43, where 21.5% of the spectators indicated that the BR should have more television coverage. The analysis indicates that the responses were generally positive. Kaplanidou (2006) asserts that destination and event marketers can utilise promotional images through the media to achieve brand leveraging.

The analysis revealed that residents were mostly positive about branding of these events. It was identified that certain elements such as television coverage, information on the internet and more advertisements can be used to increase awareness and marketing of these events. Based on analysis of the data, it is evident that the sport tourism event calendar can have a positive impact on socio-economic and tourism benefits for locations. The branding and positioning of these events also support destinations in reducing seasonality. January is normally a peak vacation time in South Africa in terms of both foreign visitors and domestic visitors. The January timeframe coincides with winter in the Northern hemisphere, which makes South Africa attractive as a destination in terms of its weather, and it is also vacation time for domestic visitors. The June–July period is winter vacation time in South Africa and is the time for domestic travellers to take vacation. April, which has a short week- to two-week

break and Easter weekend for schools and tertiary educational institutions, provides another opportunity for domestic travellers to take a vacation.

The CM and the BR take place during the off-season period (June–July) and the DCM and the OMTOM during the in-season period (January–April). As the CM and the BR take place during the off-season period, these events can generate additional tourists to visit and spectate. It becomes the responsibility of the sport tourism event manager to understand seasonality and how to use it effectively in order to position and brand the events. The sport tourism event manager, together with relevant marketing authorities of an area, can plan specific events according to their nature and link them to a variety of aspects such as the right weather (in the case of outdoor sport tourism events). The destination can also be linked to seasons and the type of target market required for the event. The actual nature of the sport tourism event and the time of year that it will be staged determine branding and positioning of the event and the location where it will be staged, which further link to the type of socio-economic and tourism benefits that will eventually be earned for the area. According to Hinch and Higham (2004:109), sport tourism events is one of the most powerful ways of establishing place identity, as culture is one of the key factors to distinguish places. By harnessing the cultural dimensions of sport, the sport tourism event manager can commodify 'the ways of living' in a place. Chalip (2004) contends that sport tourism events can be useful beyond the period of the event itself if they are built into a destination's marketing communication mix. Jago *et al.* (2002) note that the importance of sport tourism events in a destination will only be achieved if marketers and event managers have a good understanding of brand theory and how it can be used to achieve maximum visitation to the destination. Sport tourism events are attractive in terms of media attention to use as strategies for branding and imaging locations, and they can also be effectively used to assist in reducing seasonality.

6.9 How residents in a particular location respond to and perceive sport tourism events

This section focuses on residents' perceptions and is guided by the eighth research question, "How do residents in a particular location respond to and perceive sport tourism events?" The data are quantitative by nature and comprise information that reflects the following aspects of the residents living in the proximity of these sport tourism events:

- Demographic overview of the resident respondents
- Evaluation of the event attendance by the residents and their awareness of the events
- The residents' perceptions of and attitudes towards the entertainment value of these events

- The residents' perceptions of and attitudes towards spending public money at these events

- The residents' perceptions of and attitudes towards the economic benefits of these events

- The residents' perceptions of and attitudes towards disruption to local residents at these events

- The residents' perceptions of and attitudes towards public facilities associated with these events

- The residents' perceptions of and attitudes towards community pride linked to these events

- The residents' perceptions of and attitudes towards the environmental impact of these events

- The residents' perceptions of and attitudes towards the events portraying the areas as regional showcases

- The residents' perceptions of and attitudes towards the impact of these events on prices

- The residents' perceptions of and attitudes towards community benefits associated with these events

- The residents' point of view in relation to the event location

- The residents' point of view on identification of the theme

- Indication whether residents received any direct benefits from these events

The analysis provides a quantitative comparative overview of these variables across the events, followed by a discussion after each table. The analysis also includes a qualitative discussion of the social costs of these events relating to parking, congestion, crime, safety and a clean environment. The research question specifically incorporates residents' perceptions; however, the residents' perceptions were compared to the perceptions of the spectators and the managers to obtain a holistic view of the social cost impacts of these sport tourism events.

Fredline *et al.* (2003) suggest that social impacts are frequently examined through investigating residents' perceptions of a sport tourism event. Tiyce and Dimmock (2000) further assert that it is critical that impacts of sport tourism events be managed effectively to ensure that benefits accrue to the residents of the city or region. An understanding of the host community's perceptions of sport tourism events is important for public and private sector organisations in the support and promotion of these events. This is because a lack of support by the majority of the resident community, or even significant minority groups, could threaten their existence in the future. In order to ascertain residents' perceptions of the CM,

the DCM, the OMTOM and the BR, the survey was conducted as close as possible to the race routes of these events (refer to Appendix 6).

6.9.1 Demographic overview of the resident respondents

Table 6.52: Gender of residents ($n = 200$, in % for each event)

	Durban		Cape Town	
Gender	**CM**	**DCM**	**OMTOM**	**BR**
Male	53.0	45.0	56.5	49.5
Female	47.0	55.0	43.5	50.5

Table 6.52 shows the number of male resident respondents, namely 53.0% at the CM, 45.0% at the DCM, 56.5% at the OMTOM and 49.5% at the BR. Table 6.52 also shows the number of female resident respondents, namely 47.0% at the CM, 55.0% at the DCM, 43.5% at the OMTOM and 50.5% at the BR. This may be associated with data gathering at resident households in the event environment, which means that at certain times when these interviews took place, there were either more men or women present.

Table 6.53: Historical race category of residents ($n = 200$, in % for each event)

	Durban		Cape Town	
Race	**CM**	**DCM**	**OMTOM**	**BR**
African	12.0	40.0	22.0	8.0
White	48.0	35.5	37.5	40.5
Coloured	5.0	4.5	38.5	51.5
Indian	35.0	20.0	2.0	0

Table 6.53 reflects the following figures in terms of the historical race category of the resident respondents: African: 12.0% at the CM, 40.0% at the DCM, 22.0% at the OMTOM and 8.0% at the BR; white: 48.0% at the CM, 35.5% at the DCM, 37.5% at the OMTOM and 40.5% at the BR; coloured: 5.0% at the CM, 4.5% at the DCM, 38.5% at the OMTOM and 51.5% at the BR: Indian: 35.0% at the CM, 20.0% at the DCM, 2.0% at the OMTOM. Table 6.53 indicates that the majority of the resident respondents at the CM were white (48.0%), followed by Indian (35.0%), African (12.0%) and coloured (5.0%). Table 6.53 further reveals that the majority of the resident respondents at the DCM were African (40.0%), followed by white (35.5%), Indian (20.0%) and coloured (4.5%). The majority of the resident respondents at the OMTOM were coloured (38.5%), followed by white (37.5%), African (22.0%) and Indian (2.0%). Table 6.53 shows that the majority of the resident respondents at the BR were coloured (51.5%), followed by white (40.5%) and African (8.0%). The number of Indian respondents at the CM and the DCM was higher than at the OMTOM and the BR, as Durban is traditionally known as an area in South Africa where Indian communities reside,

compared to Cape Town, which is traditionally known for its coloured communities. The spread of races across the events could possibly be associated with the demographic profiles of the areas that were used for survey purposes along the route in terms of low-, medium- and high-income areas. It could also possibly be associated with certain areas being created for communities to live in by the past South African dispensation.

Table 6.54: Age of residents (*n* = 200, in % for each event)

	Durban		Cape Town	
Age group classification	**CM**	**DCM**	**OMTOM**	**BR**
< 20	4.0	8.0	6.5	11.5
21–30	26.5	35.5	35.0	17.5
31–40	26.5	24.5	33.5	24.5
41–50	23.5	21.0	13.0	23.0
51–60	12.0	7.0	9.5	10.5
61–70	6.5	2.5	1.5	7.5
> 70	1.0	1.5	1.0	5.5
Average age of residents	**39.03**	**28.12**	**35.00**	**39.37**

Table 6.54 reveals that the average age of the resident respondents was between 28 and 40 years. It is noted that the age categories 21 to 30 years, 31 to 40 years and 41 to 50 years reflected high percentages, which ranked these categories the most prominent age groups of the resident respondents. Table 6.54 indicates that of the resident respondents, 4.0% at the CM, 8.0% at the DCM, 6.5% at the OMTOM and 11.5% at the BR were under the age of 20 years. This could be attributed to young people being part of a resident household that was interviewed. Of the resident respondents, 26.5% at the CM, 35.5% at the DCM, 35.0% at the OMTOM and 17.5% at the BR were in the age category of 21 to 30 years.

As indicated in Table 6.54, 26.5% of the residents at the CM, 24.5% at the DCM, 33.5% at the OMTOM and 24.5% at the BR were in the age category of 31 to 40 years. Table 6.54 further reveals that 23.5% of the respondents at the CM, 21.0% at the DCM, 13.0% at the OMTOM and 23.0% at the BR were in the age category 41 to 50 years, while some of the residents were also in the category 51 to 60 years (12.0% at the CM, 7.0% at the DCM, 9.5% at the OMTOM and 10.5% at the BR). According to the results, 6.5% of the residents at the CM, 2.5% at the DCM, 1.5% at the OMTOM and 7.5% at the BR were in the category 61 to 70 years. Lastly, 1.0% of the respondents at the CM, 1.5% at the DCM, 1.0% at the OMTOM and 5.5% at the BR were older than 70. These categories can be associated with families who live in the households that were interviewed. Furthermore, the categories of 51 to 60 years, 61 to 70 years and 70 years and older can be attributed to older people who live in households who are part of the household nucleus.

Table 6.55: Occupations of residents (*n* = 200, in % for each event)

	Durban		Cape Town	
Occupations	**CM**	**DCM**	**OMTOM**	**BR**
Unemployed	5.0	15.5	5.5	14.5
Self-employed, businessperson, professional (administrator, manager, sales-/marketing person, secretary)	47.5	35	55.5	30.5
Home executive	11.5	1.5	3.0	7.5
Retired	11.0	10.0	4.5	11.5
Labourer/Unskilled	5.5	15.5	10.5	20.5
Artisan/Technician	10.5	2.0	7.0	6.0
Voluntary health worker	-	-	-	0.5
Student/Learner	9.0	20.0	14.0	9.0

Table 6.55 indicates that the following respondents were unemployed: 5.0% at the CM, 15.5% at the DCM, 5.5% at the OMTOM and 14.5% at the BR. The majority of the resident respondents were either self-employed or employed in capacities such as a businessperson, administrator, manager, sales/marketing person or secretary (47.5% at the CM, 35.0% at the DCM, 55.5% at the OMTOM and 30.5% at the BR). The following were home executives: 11.5% at the CM, 1.5% at the DCM, 3.0% at the OMTOM and 7.5% at the BR; the following respondents were retired: 11.5% at the CM, 10.0% at the DCM, 4.5% at the OMTOM and 7.5% at the BR; and the following were labourers and unskilled: 5.5% at the CM, 15.5% at the DCM, 10.5% at the OMTOM and 20.5% at the BR. Artisans/technicians represented 10.5% at the CM, 2.0% at the DCM, 7.0% at the OMTOM and 6.0% at the BR. It is also noted that 0.5% of the BR respondents were voluntary health workers, while students and learners were also included (9.0% at the CM, 20.0% at the DCM, 14.0% at the OMTOM and 9.0% at the BR).

Table 6.55 reveals that the majority of the residents were employed, and that there was a spread of different occupations across the events. Table 6.55 also reveals that some resident respondents were unemployed, labourers and unskilled. It is noted that the unemployment rates were higher at the two canoe marathons than at the two running marathons, which could be associated with the low income areas in which the events were staged. Some residents were retired and some were home executives and students or learners. There is scope for resident communities to become involved with sport tourism events in their regions, as there are residents that are unemployed, at home, retired or may not have particular skills. Opportunities for such residents, as well as employed residents, can be created by the sport tourism event manager in association with the type of event and profile of the resident community.

Table 6.56: Educational level of residents (*n* = 200, in % for each event)

	Durban		Cape Town	
Level of education	CM	DCM	OMTOM	BR
No formal education	0.5	27.0	1.0	1.0
Partial primary	3.0	15.0	2.0	6.0
Primary completed	8.5	3.5	13.5	29.5
Secondary completed	36.5	20.0	37.5	38.0
Certificate/diploma	34.0	15.0	28.0	15.5
Undergraduate degree	9.0	11.5	11.5	4.0
Postgraduate degree	8.5	8.0	6.5	6.0

Table 6.56 reflects that with the exception of the DCM (27.0%), very few of the resident respondents had no formal education (0.5% at the CM, 1.0% at the OMTOM and 1.0% at the BR). The high percentage of respondents at the DCM indicating that they had no formal education can be linked to the previous section, Table 6.55, where 15.5% of the respondents at the DCM indicated that they were unskilled or labourers. Table 6.56 indicates that very few of the resident respondents had partial primary education, with the exception of the DCM, where 15.0% indicated that they had partial primary education. This result can also be linked to the previous section, Table 6.55, where 15.5% of the resident respondents indicated that they were labourers or unskilled. Table 6.55 shows that 8.5% of the residents at the CM, 3.5% at the DCM, 13.5% at the OMTOM and 29.5% at the BR completed primary education. It is noted that for the Cape Town events, a higher percentage of respondents completed primary education compared to the Durban events. These results can be associated with the previous findings in Table 6.55, where across the events, some respondents indicated that they were labourers or unskilled. A significant number of resident respondents also indicated that they completed secondary education (36.5% at the CM, 20.0% at the DCM, 37.5% at the OMTOM and 38.0% at the BR). Table 6.56 shows that 34.0% of the resident respondents at the CM, 15.0% at the DCM, 28.0% at the OMTOM and 15.5% at the BR had further qualifications such as certificates and diplomas, while some residents also obtained undergraduate degrees (9.0% at the CM, 11.5% at the DCM, 11.5% at the OMTOM and 4.0% at the BR). Others completed postgraduate degrees (8.5% at the CM, 8.0% at the DCM, 6.5% at the OMTOM and 6.0% at the BR). The majority of the resident respondents were therefore educated. Levels of education may possibly be associated with the income areas in which the residents reside, as the research was conducted along routes that included low-, medium- and high-income areas.

Table 6.57: Income of residents in South African rands (*n* = 200, in % for each event)

Income in rands	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Confidential	10.0	1.0	8.0	6.5
Not applicable	29.0	20.0	15.0	24.0
< 1 000	6.5	5.5	5.0	4.5
1 000–1 999	4.0	8.5	11.0	13.0
2 000–2 999	6.0	7.0	7.5	4.5
3 000–3 999	5.5	9.5	10.5	11.5
4 000–4 999	5.0	13.5	9.5	4.0
5 000–5 999	6.5	6.5	9.0	7.0
6 000–6 999	3.5	3.0	5.5	3.0
7 000–7 999	4.0	0.5	5.5	5.0
8 000–8 999	4.0	7.5	2.5	2.0
9 000–9 999	4.5	5.0	4.5	5.0
10 000–10 999	3.0	2.5	2.5	2.5
11 000–11 999	3.0	7.5	1.0	3.5
> 12 000	5.5	2.5	3.0	4.0
Average income of residents	**3 660.24**	**4 410.35**	**3 830.34**	**3 677.80**

Table 6.57 shows that the majority of resident respondents stated that this information was confidential (10.0% at the CM, 1.0% at the DCM, 8.0% at the OMTOM and 6.5% at the BR). Some residents did not find this question applicable (39.0% at the CM, 21.0% at the DCM, 23.0% at the OMTOM and 30.5% at the BR), which could possibly be attributed to unemployment levels within the communities and the number of students and learners that formed part of the resident population. Due to the unavailability of this data, a true reflection of the monthly income of the resident respondents cannot be provided. The analysis reflects that the average monthly income is between R3 500 and R4 500. The table further indicates that, across the events, salary categories ranged from < R1 000 to > R12 000 per month.

In terms of the demographic profiles of the resident respondents, the results indicated that they included men and women, represented all races and were between the ages of 28 and 40 years. In terms of occupation, variations across events were noted, which ranged from being unemployed, labourer, unskilled to self-employed and employed. Variations in education were also evident, as this ranged from no formal education to postgraduate qualifications. Monthly income could not be effectively established, as several residents indicated that their income is a confidential matter, or regarded the question as not applicable to them. These anomalies may possibly be the result of the survey being conducted in low-, medium- and high-income resident areas.

6.9.2 Evaluation of the event attendance by the resident respondents and their awareness of the events

Table 6.58: Whether respondent attended the event (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	47.0	51.0	30.0	37.0
No	53.0	49.0	70.0	63.0

Table 6.58 points out that some of the resident respondents (47.0% at the CM, 49.0% at the DCM, 70.0% at the OMTOM and 63.0% at the BR) did not attend the events, which could possibly be attributed to residents attending events in previous years or to them not being interested in attending. Of the resident respondents, 47.0% at the CM, 51.0% at the DCM, 30.0% at the OMTOM and 37.0% at the BR attended the events. The resident respondents that indicated that they attended the events can be linked to the classification of spectators table, namely Table 6.1, which dealt with the local resident category, as they would possibly form part of the local residents who went to spectate the events. Wann *et al.* (1999) suggest that there are psychological motives to attend events, which are also applicable to residents. The non-attendance percentages could also possibly be associated with perceptions that are linked to race and income, where residents did not perceive the events as inviting. In terms of the high attendance rate of residents at the DCM, Potter (2008) indicates that there is a good relationship between the residents who live in the area of the DCM and that there are black paddlers that also participate, which draws the attention of local residents to attend, as a section of the DCM is staged in an African resident community.

Table 6.59: Why respondents did not attend the event (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	92.5	76.0	90.5	76.5
Too expensive	2.0	23.5	0.5	-
Couldn't get tickets	-	-	0.5	-
Was working	1.5	0.5	3.0	14.0
Was sick	1.5	-	-	-
Too cold	0.5	-	-	-
Was on holiday	2.0	-	0.5	5.5
Not aware	-	-	1.5	2.5
Not interested	-	-	0.5	1.5
No comment	-	-	3.0	-

Table 6.59 shows that the majority of the resident respondents did not find this question applicable (92.5% at the CM, 76.0% at the DCM, 90.5% at the OMTOM and 76.5% at the

BR), which could possibly be attributed to residents having attended events in previous years or to them not having the time or interest to attend. Table 6.59 also points out that for the DCM, 23.5% of the resident respondents found the event too expensive to attend, which could possibly be attributed to the demographic profile of the respondents from the area, as some residents did not have formal education, were labourers, unskilled or unemployed, and hence did not have enough money to spend on event items. Table 6.59 also reveals that for the BR, 14.0% of the respondents indicated that they were at work while the event was staged and even though the event was held during the traditional winter school vacation period for Cape Town, people still had to go to work and could not take leave from work to attend the event.

Table 6.60: Whether respondent attended the event previously (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	65.0	57.0	41.0	64.0
No	35.0	43.0	59.0	36.0

Table 6.60 shows that several resident respondents attended the events previously (65.0% at the CM, 57.0% at the DCM, 41.0% at the OMTOM and 64.0% at the BR), which could be associated with the high response rates of non-attendance, as referred to in tables 6.58 and 6.59. Table 6.60 further reveals that of the resident respondents, 35.0% at the CM, 43.0% at the DCM, 59.0% at the OMTOM and 36.0% at the BR indicated that they did not attend previous events.

Table 6.61: Distance of residence from the location of the event (*n* = 200, in % for each event)

	Durban		Cape Town	
Distance in kilometres	**CM**	**DCM**	**OMTOM**	**BR**
1–6	91.0	79.5	83.5	96.5
7–8	6.0	13.0	10.0	-
9–10	2.0	7.5	5.0	1.0
> 10	1.0	-	1.5	2.5

The majority of the resident respondents were located in the 1- to 6-km distance from the events (91.0% at the CM, 79.5% at the DCM, 83.5% at the OMTOM and 96.5% at the BR). These residents were therefore located in close proximity, and were more likely to be exposed to the impacts of these events (Fredline & Faulkner, 2002b).

6.9.3 The residents' perceptions of and attitudes towards the entertainment value of these events

The following tables present a detailed overview of the residents' responses in terms of the entertainment value of the events.

Table 6.62: Extent of agreement with the statement "The event provided an opportunity to attend an interesting event" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	1.5	0.5	-	0.5
Strongly disagree	-	18.0	-	4.0
Disagree	2.0	8.5	2.0	7.5
Neutral	15.0	6.0	15.0	10.5
Agree	48.0	54.0	54.0	42.5
Strongly agree	33.5	13.0	28.5	35.0

Emphasising the importance of resident perceptions and attitudes, Soutar and McLeod (1993:537) posit that events give rise to a variety of expectations in the local community. Getz (1997) notes that attention to community wishes and impact is essential. Table 6.62 shows that the majority of the resident respondents strongly agreed and agreed with the statement that these events were interesting (81.5% at the CM, 67.0% at the DCM, 82.5% at the OMTOM and 77.5% at the BR). It is noted that a larger percentage of residents regarded the two running marathons as interesting compared to the two canoe marathons. Table 6.62 further shows that of the respondents, 2.0% at the CM, 26.5% at the DCM, 2.0% at the OMTOM and 11.5% at the BR disagreed and strongly disagreed that the events provided an opportunity to attend interesting events, while it also reveals that there were neutral responses (15.0% at the CM, 6.0% at the DCM, 15.0% at the OMTOM and 10.5% at the BR). Table 6.62 indicates that a higher percentage of residents at the DCM and the BR compared to the CM and the OMTOM did not perceive these events as an opportunity to attend an interesting event. Although the evaluation of the responses shows that the events provided residents with an opportunity to access these types of events, there were respondents that did not perceive these events as an opportunity to engage in an interesting event. Event managers can use this information to further develop these events to provide access for local residents and to provide more aspects to captivate their interest and support, thereby acknowledging the importance of residents' perceptions and attitudes and satisfying community expectations.

Table 6.63: Extent of agreement with the statement "The event provided an opportunity to have fun with family and friends" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	1.5	2.0	-	0.5
Strongly disagree	-	-	-	4.5
Disagree	0.5	1.5	0.5	5.0
Neutral	12.0	9.0	11.0	8.5
Agree	55.5	63.0	56.5	44.5
Strongly agree	-	24.5	32.0	37.0

Table 6.63 indicates that the majority of the resident respondents strongly agreed and agreed that the events provided an opportunity to have fun with family and friends (67.5% at the CM, 87.5% at the DCM, 88.5% at the OMTOM and 81.5% at the BR). Table 6.63 shows that there were also neutral responses, namely 2.0% at the CM, 9.0% at the DCM, 11.0% at the OMTOM and 8.5% at the BR, which could possibly be related to residents not being sure whether the events could provide opportunities to have fun with family and friends. Furthermore, only a few residents disagreed and strongly disagreed that the events provide opportunities to have fun with friends and family (0.5% at the CM, 10.5% at the DCM, 11.5% at the OMTOM and 13.5% at the BR). This is a positive response to the Durban and Cape Town events and can provide a platform to engage future events to include associated activities aimed at residents as a family and friends market.

Table 6.64: Extent of agreement with the statement "The event provided an opportunity to meet new people" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	1.5	2.0	-	0.5
Strongly disagree	0.5	-	-	8.0
Disagree	2.0	1.5	2.0	7.0
Neutral	16.0	10.5	12.0	10.0
Agree	52.5	64.5	53.0	40.5
Strongly agree	27.5	21.5	33.0	34.0

Turco *et al*. (2003) suggest that sport tourism events are social places. As illustrated by Table 6.64, the majority of the resident respondents strongly agreed and agreed that the events provided an opportunity to meet new people (80.0% at the CM, 86.0% at the DCM, 86.0% at the OMTOM and 74.5% at the BR). There were also neutral responses, namely 16.0% at the CM, 10.5% at the DCM, 12.0% at the OMTOM and 10.0% at the BR. A few of the resident respondents disagreed and strongly disagreed that the event provided opportunities to meet new people (2.5% at the CM, 1.5% at the DCM, 2.0% at the OMTOM and 7.0% at the BR). It is evident that sport tourism events can provide an opportunity for the

local host community to engage with tourists. This provides a platform for cultural exchange and means to enhance the total experience of the visitors. However, support from local residents for such events prior to staging these events is imperative, as the opposite could also create extreme negativity for development of tourism if locals object to tourists entering their localities.

Table 6.65: Extent of agreement with the statement "The event increases entertainment opportunities for locals" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	1.5	2.0	-	0.5
Strongly disagree	0.5	0.5	2.0	7.5
Disagree	3.0	14.0	2.0	7.0
Neutral	24.5	12.0	11.0	11.0
Agree	46.0	59.0	55.5	42.5
Strongly agree	24.5	12.5	29.5	31.5

Fredline and Faulkner (2002b:103) include entertainment and social opportunities as part of a range of tangible benefits that sport tourism events create. The majority of the resident respondents strongly agreed and agreed that the respective events increased entertainment opportunities for locals (70.5% at the CM, 71.5% at the DCM, 85.0% at the OMTOM and 74.0% at the BR). There were also neutral responses from residents, namely 24.5% at the CM, 12.0% at the DCM, 11.0% at the OMTOM and 11.0% at the BR. As indicated in Table 6.65, there were a few residents that disagreed or strongly disagreed that these events can increase entertainment opportunities for locals (3.5% at the CM, 14.5% at the DCM, 4.0% at the OMTOM and 14.5% at the BR). The responses indicate that residents in Durban and Cape Town viewed the events in a positive light in terms of the value of entertainment and recreation brought to the local communities.

As in a similar study conducted by Ntloko and Swart (2008), residents in the current study also indicated that sport tourism events increase entertainment opportunities for locals. These types of events provide local people with 'something to do' and they do not have to travel far to experience and take the most enjoyment from them. Entertainment value is brought to them in their own locations, which creates access for all. The results indicate that these events provide residents with a chance to meet new people, increase entertainment opportunities for locals, provide an opportunity to have fun with family and friends and provide an opportunity to attend an interesting event, which indicate that these events have entertainment value.

6.9.4 The residents' perceptions of and attitudes towards spending public money at these events

Mismanagement of public funds by event managers can deepen the negative economic impacts of sport tourism events. The following tables present a detailed overview of the residents' responses in relation to spending public money at these events.

Table 6.66: Extent of agreement with the statement "The event was a waste of public money" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	-	-	-	0.5
Strongly disagree	23.5	12.0	36.5	36.5
Disagree	49.5	34.0	45.5	27.0
Neutral	17.5	23.0	8.0	16.5
Agree	6.5	26.5	6.5	12.0
Strongly agree	3.0	4.5	3.5	7.5

Table 6.66 shows that of the resident respondents, 9.5% at the CM, 31.0% at the DCM, 10.0% at the OMTOM and 19.5% at the BR strongly agreed and agreed that the events were a waste of public money. The results indicate that more respondents regarded the two canoe marathons as a waste of public money than they did the two running marathons. As shown in Table 6.66, the residents also disagreed and strongly disagreed that the events were a waste of public money (73.0% at the CM, 46.0% at the DCM, 82.0% at the OMTOM and 63.5% at the BR). There seems to be a variation in responses from the DCM and the BR residents concerning the use of public money, which could seemingly be associated with some residents being unemployed and labourers with no formal education and living in a low-income area, hence they would view these types of events as a waste of money. It is also noted that there were neutral resident responses (17.5% at the CM, 23.0% at the DCM, 8.0% at the OMTOM and 16.5% at the BR). The neutral responses could possibly be attributed to residents being unsure whether the events were a waste of public money or not and about who is involved, what the status of their involvement is, how much money is involved and how the source of money is involved in the events. These responses may have impacted results as well.

Table 6.67: Extent of agreement with the statement "Too much money was spent on the event that could be spent on other activities" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	-	-	0.5
Strongly disagree	14.5	6.0	25.5	28.0
Disagree	44.0	44.5	49.0	27.5
Neutral	33.5	33.5	13.0	22.0
Agree	5.0	15.0	9.5	12.5
Strongly agree	2.5	1.0	3.0	9.5

As indicated in Table 6.67, more than half of the resident respondents disagreed and strongly disagreed that too much money was spent on the events that could be used on other activities (58.5% at the CM, 50.5% at the DCM, 74.5% at the OMTOM and 55.5% at the BR). This indicates that some residents viewed the expenditure on these events as worthwhile. There were also some neutral responses, namely 33.5% at the CM, 33.5% at the DCM, 13.0% at the OMTOM and 22.0% at the BR. Table 6.67 further shows that a few resident respondents strongly agreed and agreed that money was spent on the events that could be used on other activities (7.5% at the CM, 16.0% at the DCM, 12.5% at the OMTOM and 22.0% at the BR). Table 6.66 in the previous section reveals that the responses regarding the events being a waste of public money were higher for the two canoe marathons than the two running marathons. Similarly, the responses to this question were higher regarding the two canoe marathons than the two running marathons in terms of spending money on the events. This finding could also seemingly be associated with some residents being unemployed and labourers with no formal education and living in a low-income area, hence they would not have insight into or understanding of how money has been spent on these events and the benefits for the community. It is suggested that for future events, the managers of the two canoe marathons consider creating awareness of the benefits and financial aspects of these events for the local communities to unlock understanding of and appreciation for these events. Once they understand the benefits and how these events are maintained financially, more support can be gained from local communities.

Table 6.68: Extent of agreement with the statement "The event assists in increasing public spending for sport" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	-	-	-	1.0
Strongly disagree	2.5	2.5	12.5	12.5
Disagree	12.0	20.0	32.5	15.0
Neutral	41.5	28.0	15.0	31.5
Agree	40.5	44.5	32.5	23.0
Strongly agree	3.5	5.0	7.5	17.0

Table 6.68 indicates that the majority of the residents, namely 44.0% at the CM, 49.5% at the DCM, 40.0% at the OMTOM and 40.0% at the BR, strongly agreed and agreed that the events assist in increasing public spending for sport. Table 6.68 further shows that some residents were neutral, namely 41.5% at the CM, 28.0% at the DCM, 15.0% at the OMTOM and 31.5% at the BR. Table 6.68 further indicates that 15.0% of the residents at the CM, 22.5% at the DCM, 45.0% at the OMTOM and 27.5% at the BR disagreed and strongly disagreed that these events can assist in increasing public spending for sport. It is noted that the responses regarding the Cape Town events were higher than the Durban events.

Results show that some of the residents indicated that these events were not a waste of public money and viewed expenditure on these events as worthwhile, while they agreed that these events can increase public spending on sport tourism events. Fredline and Faulkner (2002b) suggest that substantial investments are made in these types of events, but that sport tourism event managers should consider how information regarding the cost of these events is perceived by residents in order to communicate a message that these events are part of sustainable tourism development and that they, as the host community, can benefit financially. The event managers of these events should apply this suggestion to future events.

6.9.5 The residents' perceptions of and attitudes towards the economic benefits of these events

The following tables present a detailed overview of the residents' responses in relation to the economic benefits of these events.

Table 6.69: Extent of agreement with the statement "The event is good for the economy as it creates jobs" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	-	-	0.5
Strongly disagree	8.5	-	1.5	18.5
Disagree	12.5	4.5	5.0	14.0
Neutral	17.0	19.0	16.0	17.5
Agree	44.5	60.0	61.0	30.0
Strongly agree	17.0	16.5	16.5	19.5

Table 6.69 shows that, with the exception of the BR (49.5%), the majority of the resident respondents strongly agreed and agreed that these events were positive and that they created jobs (61.5% at the CM, 76.5% at the DCM and 77.5% at the OMTOM). Table 6.69 further indicates that some residents were neutral (17.0% at the CM, 19.0% at the DCM, 16.0% at the OMTOM and 17.5% at the BR). There were a few residents who strongly disagreed and disagreed that these events created jobs (9.0% at the CM, 6.5% at the OMTOM and 32.5% at the BR). However, 32.5% of the residents at the BR event did not perceive the event as being good for the economy or creating jobs, which could possibly be attributed to them having a wrong perception of the event, or to them not being sure how the event is managed and what type of revenue such an event can generate for the region. It could also possibly be attributed to levels of unemployment in the region and lower levels of education, as previously indicated for the BR region. According to Chalip (2004), economic benefits from hosting sport tourism events include expenditures by tourists, which create local employment, personal income and subsequent re-spending within an economy. These benefits and the potential these events can bring to create jobs at local level should be borne in mind during the organisation of future events. Event managers should also create awareness regarding the benefits of these events for the local communities.

Table 6.70: Extent of agreement with the statement "The event is good for local businesses – increases turnover" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	1.0	0.5	-	1.0
Strongly disagree	1.5	0.5	2.5	12.5
Disagree	6.0	8.5	5.5	13.5
Neutral	10.0	24.0	17.0	13.5
Agree	48.5	53.5	59.0	30.5
Strongly agree	33.0	13.0	16.0	29.0

As shown in Table 6.70, 81.5% of the resident respondents at the CM, 66.5% at the DCM, 75.0% at the OMTOM and 59.5% at the BR believed that these events played an important role in leveraging local businesses as well as increasing the turnover of local establishments, as they strongly agreed and agreed that the events were good for local businesses. Table 6.70 also reflects that there were neutral responses (10.0% at the CM, 24.0% at the DCM, 17.0% at the OMTOM and 13.5% at the BR). Table 6.70 also reveals that there were a few residents who strongly disagreed and disagreed that the event is good for local businesses (7.5% at the CM, 9.0% at the DCM, 8.0% at the OMTOM). However, more residents at the BR (26.0%) strongly disagreed and disagreed that these events can be good for local business and can lead to increased turnover. It is noted that there were fewer resident respondents at the DCM (66.5%) and the BR (59.5%) who agreed that these events can be good for local business in comparison to the CM and the OMTOM. These residents possibly did not have positive perceptions of these events bringing in benefits to the community financially, or possibly did not have knowledge of the financial gain that such events can have for a community, which can be addressed by creating adequate awareness to gain their support and trust that these events can be good for the local community.

Reflecting on the economic benefits of the events, most residents, albeit to differing extents, believed that these events were good for the economy, as they create jobs and are good for local businesses, leading to increased turnover. Chalip *et al.* (2003:230) emphasise the importance of events to the host community by arguing that the increasing demand for accountability requires sport tourism event managers to demonstrate that their events add value to the lives of people in the community in which they are held. They view of these authors should be applied during the organisation of future events, in particular the two canoe marathons.

6.9.6 The residents' perceptions of and attitudes towards disruption to local residents at these events

According to Millhalik and Cummings (1995), sport tourism events may create societal challenges such as traffic congestion, law enforcement strain and increased crime. In order to ascertain whether these particular events disrupted local residents, relevant questions were asked (refer to Appendix 3, the section on disruption to local residents). The following tables present a detailed overview of the residents' responses regarding disruption to local residents at these events.

Table 6.71: Extent of agreement with the statement "The event disrupted the lives of local residents and created inconvenience" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	1.0	-	0.5
Strongly disagree	12.5	6.5	8.5	43.0
Disagree	41.5	27.0	41.5	34.0
Neutral	25.5	21.5	23.5	9.0
Agree	12.5	35.0	23.0	7.0
Strongly agree	7.5	9.0	3.5	6.5

Table 6.71 indicates that there were residents who strongly agreed and agreed that these events disrupted the locals and created an inconvenience (20.0% at the CM, 44.0% at the DCM, 26.5% at the OMTOM and 13.5% at the BR). Williams *et al*. (1995:13) argue that "uncontrolled crowding of facilities, strains on community infrastructure and inappropriate guest behaviour are commonly reported as examples of negative effects associated with hosting of events". In most instances where the residents indicated levels of disruption, their responses could possibly be associated with road closures in communities in view of staging the events, as noted for the CM, the DCM and the OMTOM. As indicated in Table 6.71, there were also residents who were neutral on this issue (25.5% at the CM, 21.5% at the DCM, 23.5% at the OMTOM and 9.0% at the BR). These neutral responses impacted the results. Table 6.71 reveals that there were residents who did not perceive the events as being disruptive, namely 54.0% at the CM, 33.5% at the DCM, 50.0% at the OMTOM and 77.0% at the BR). It is noted that the majority of the BR residents did not view the event as being disruptive as compared to the residents of the CM, the DCM and the OMTOM.

Table 6.72: Extent of agreement with the statement "The event caused traffic congestion and parking difficulties" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	1.5
Strongly disagree	7.5	2.5	7.0	33.5
Disagree	20.0	27.5	36.0	33.0
Neutral	32.0	31.5	25.0	10.5
Agree	34.0	31.5	27.0	12.5
Strongly agree	6.5	7.0	5.0	9.0

Table 6.72 indicates that of the residents, 40.5% at the CM, 38.5% at the DCM, 32.0% at the OMTOM and 21.5% at the BR strongly agreed and agreed that these events caused traffic congestion and parking difficulties. As shown in Table 6.72, some of the residents were neutral, namely 32.0% at the CM, 31.5% at the DCM, 25.0% at the OMTOM and 10.5% at the BR. Table 6.72 reveals that 27.5% of the residents at the CM, 30.0% at the DCM, 43.0%

at the OMTOM and 21.5% at the BR disagreed and strongly disagreed that the events created any traffic and parking problems. In terms of not creating traffic and parking problems, the response from the OMTOM residents (43.0%) was slightly higher than that from the CM (7.5%), the DCM (30.0%) and the BR (35.0%) residents, which is an indication that effective traffic and parking procedures were in place at the OMTOM. The managers of the OMTOM also indicated that they had adequate steps in place to deal with traffic and parking procedures and that their approach was successful. By its nature, events such as these attract large crowds that can lead to overcrowding, congestion and parking challenges, as pointed out by Kim and Petrick (2005) in a similar study. This is an issue that should not be overlooked for future events and should form part of operational and logistical planning of these types of events, in terms of both spectators and residents. Van der Wagen (2001) suggests that mitigating measures against such challenges include special developed plans, which focus on managing crowds and parking and dealing with congestion.

Table 6.73: Extent of agreement with the statement "The event created excessive noise" ($n =$ 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	1.0
Strongly disagree	11.0	1.5	13.5	39.5
Disagree	38.5	34.0	47.5	40.5
Neutral	31.5	33.0	21.5	7.0
Agree	15.5	27.5	15.0	7.0
Strongly agree	3.5	4.0	2.5	5.0

Table 6.73 shows that 19.0% of the residents at the CM, 31.5% at the DCM, 17.5% at OMTOM and 12.0% at the BR strongly agreed and agreed that the events created excessive noise. A slightly higher percentage is noted for the DCM (31.5%) compared to the CM, the OMTOM and BR. Table 6.73 also indicates that 31.5% of the residents at the CM, 33.0% at the DCM, 21.5% at the OMTOM and 7.0% at the BR were neutral. Table 6.73 further indicates that of the residents, 49.5% at the CM, 35.5% at the DCM, 61.0% at the OMTOM and 80.0% at the BR disagreed and strongly disagreed that these events created excessive noise. Fredline and Faulkner (1998:185) posit that events such as these, particularly because they are so large, project high noise levels. Event managers of these events, in particular those of the DCM, should take the comment of Fredline and Faulkner into consideration for future events and should employ measures to ensure that noise levels are at a minimum

Table 6.74: Extent of agreement with the statement "The event increased crime" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	-	-	0.5
Strongly disagree	16.0	3.5	20.5	43.0
Disagree	48.5	34.5	54.0	38.5
Neutral	24.0	33.5	17.5	10.0
Agree	9.0	21.0	7.0	6.5
Strongly agree	2.0	7.5	1.0	1.5

As indicated in Table 6.74, very few of the resident respondents strongly agreed and agreed that these events increased crime (11.0% at the CM, 28.5% at the DCM, 8.0% at the OMTOM and 8.0% at the BR). Table 6.74 shows that the responses were higher for the DCM (28.5%) than for the CM, the OMTOM and the BR, which could be associated with the response of the managers that locals were caught stealing items at the event. Table 6.74 shows that some residents were neutral (24.0% at the CM, 33.5% at the DCM, 17.5% at the OMTOM and 10.0% at the BR). Table 6.74 also reveals that 64.5% of the residents at the CM, 38.0% at the DCM, 74.5% at the OMTOM and 81.5% at the BR disagreed and strongly disagreed that these events increased crime. It should also be borne in mind that the media is among several influences that contribute to perceptions of and attitudes towards violence and crime. As public perceptions of crime are greatly influenced by the media, managing and providing adequate information on these events on the part of sport tourism event managers can play a major role in minimising misconceptions regarding crime (Bob *et al.*, 2006). Although the majority of the resident respondents were positive, there was a minority that indicated that crime is a challenge when these events are staged. Crime is therefore still a factor that requires attention from sport tourism event managers and should be taken into consideration when planning future events. Mitigating measures against perceptions can include establishing a system of communication to the media regarding crime and safety aspects of these events, while establishing procedures and plans to deal with crime-related matters at these events.

Table 6.75: Extent of agreement with the statement "The event was associated with some people behaving inappropriately, such as excessive drinking or drug use" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	10.5	3.0	23.5	37.0
Disagree	34.5	28.5	45.5	28.5
Neutral	36.0	28.0	20.5	18.0
Agree	16.5	33.0	8.0	10.5
Strongly agree	2.0	7.0	2.5	5.5

Table 6.75 indicates that 18.5% of the resident respondents at the CM, 40.0% at the DCM, 10.5% at the OMTOM and 16.5% at the BR strongly agreed and agreed that these events caused some people to behave inappropriately. As per Table 6.75, there is a notably higher percentage of residents for the DCM (40.0%) who indicated that they strongly agreed and agreed that the event caused some people to behave inappropriately, which could seemingly be associated with the main sponsor, Hansa, being an alcohol-based company and ther respondents possibly associating the alcohol to people behaving inappropriately, as opposed to the CM, the OMTOM and the BR. Table 6.75 also points out that some residents were neutral, namely 36.5% at the CM, 28.0% at the DCM, 20.5% at the OMTOM and 18.0% at the BR. Table 6.75 also indicates that the resident respondents disagreed and strongly disagreed that these events caused people to behave inappropriately, with responses being higher for the Cape Town events compared to the Durban events at 45.0% for the CM, 31.5% for the DCM, 69.0% for the OMTOM and 65.5% for the BR.

Relating to disrupting the lives of residents, focussing on issues such as traffic congestion, excessive noise, crime and people behaving inappropriately, the residents mostly responded positively, as there were no major disruptions. Some residents did, however, point out certain aspects relating to traffic, parking, inappropriate behaviour and noise levels, which posed challenges to them. Delamere (2001:25) suggests that awareness of social impacts and of residents' attitudes towards such impacts "may enable action that could lead to a reduction in the unwanted disruption of local community life, thereby encouraging a balance between social and economic development forces within the community". Social effects of sport tourism events vary significantly between hosts and guests (Long, Perdue & Allen, 1990), and it is therefore necessary to recognise and address these differences in terms of perceptions and actual impact. According to Saayman (2001:81), social factors in terms of cost, time, health and safety, which can inhibit the attendance of sport tourism events, should be identified and dealt with in order to increase sport tourism events and its benefits to the community. These suggestions should be applied to these events in the future.

6.9.7 The residents' perceptions of and attitudes towards public facilities associated with these events

The following tables present a detailed overview of the residents' responses regarding public facilities associated with these events.

Table 6.76: Extent of agreement with the statement "The event promoted the development and better maintenance of public facilities, such as roads, parks, sport facilities and/or public transport" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	9.0	3.0	4.0	16.0
Disagree	17.5	33.0	19.0	20.5
Neutral	30.0	27.5	26.0	25.5
Agree	38.5	33.5	43.0	21.5
Strongly agree	4.5	2.5	8.0	16.0

Table 6.76 indicates that 43.0% of the resident respondents at the CM, 36.0% at the DCM, 51.0% at the OMTOM and 37.5% at the BR strongly agreed and agreed that these events can promote the development and better maintenance of public facilities. Table 6.76 further shows that responses regarding the OMTOM were higher (51.0%) compared to the CM, the DCM and the BR, which possibly could be attributed to the fact that the managers of the OMTOM created awareness of the event by using various forms of the media. Table 6.76 points out that some residents were neutral (30.0% at the CM, 27.5% at the DCM, 26.0% at the OMTOM and 25.5% at the BR). Table 6.76 also shows that of the respondents, 26.5% at the CM, 36.0% at the DCM, 42.0% at the OMTOM and 36.5% at the BR disagreed and strongly disagreed that these events can promote development and better maintenance of public facilities. It is suggested that event managers create adequate awareness of future events and the benefits associated with such events for the community.

Table 6.77: Extent of agreement with the statement "The event denied local residents access to public facilities, such as roads, parks, sport facilities and/or public transport because of closure or overcrowding" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	10.5	3.5	5.5	27.0
Disagree	30.0	28.5	35.5	33.0
Neutral	29.0	24.0	27.0	19.5
Agree	24.0	35.0	29.0	12.0
Strongly agree	6.0	8.5	3.0	8.0

As indicated in Table 6.77, 30.0% of the resident respondents at the CM, 43.5% at the DCM, 32.0% at the OMTOM and 20.0% at the BR strongly agreed and agreed that these events denied the locals access to public facilities. Some residents were neutral on this issue (20.0% at the CM, 24.0% at the DCM, 27.0% at the OMTOM and 19.5% at the BR). Table 6.77 also shows that some of the resident respondents also disagreed and strongly disagreed with the statement (40.5% at the CM, 32.0% at the DCM, 41.0% at the OMTOM and 60.0% at the BR). Table 6.77 indicates that the resident responses regarding the BR were higher (60.0%) compared to the CM, the DCM and the OMTOM, which indicates that residents at this event were more in support that the event provided residents with adequate access to public facilities. This could also be attributed to the event not drawing such large spectator crowds as the CM, the DCM and the OMTOM, as there were only approximately 1 000 spectators noted at the BR. The results reflect that the residents were overall more positive that these events provided access to local residents. Although most residents were positive, there were residents who disagreed and did not support the notion that these events can promote development and who further agreed that the events denied locals access because of road closures and overcrowding. There will always be some disruption and inconvenience when hosting events, but these should be planned and managed effectively.

6.9.8 The residents' perceptions of and attitudes towards community pride linked to these events

Hall (1989) asserts that community pride can be established through staging sport tourism events within a destination. The following tables present a detailed overview of the residents' responses in relation to community pride linked to these events.

Table 6.78: Extent of agreement with the statement "The event made locals feel more proud of the city/country" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	-	-	-	0.5
Strongly disagree	1.0	-	1.0	1.5
Disagree	3.0	3.0	-	5.0
Neutral	10.5	15.0	8.5	11.0
Agree	44.5	63.0	59.0	43.0
Strongly agree	41.0	19.0	31.5	39.0

Table 6.78 shows that the majority of the resident respondents strongly agreed and agreed that these events made locals proud of their city/country (85.5% at the CM, 82.0% at the DCM, 90.5% at the OMTOM and 82.0% at the BR). Table 6.78 points out that some residents were neutral on this issue (10.5% at the CM, 15.0% at the DCM, 8.5% at the OMTOM and 11.0% at the BR). Table 6.78 also shows that a few resident respondents also disagreed and strongly disagreed that these events could make locals feel proud of their city/country; however, they were in a minority (4.0% at the CM, 3.0% at the DCM, 1.0% at the OMTOM and 6.5% at the BR). The data clearly reflect an overwhelming positive response to these events being a catalyst to make locals feel proud of their city or country.

Table 6.79: Extent of agreement with the statement "The event made locals feel good about themselves and their community" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	1.0
Strongly disagree	1.0	3.0	1.0	2.5
Disagree	2.0	6.0	2.5	4.5
Neutral	15.0	21.5	8.0	11.5
Agree	48.5	53.0	58.5	44.0
Strongly agree	33.5	16.5	30.0	36.5

Table 6.79 shows that the majority of the resident respondents strongly agreed and agreed that these events can make locals feel good about themselves and their community (82.0% at the CM, 69.5% at the DCM, 88.5% at the OMTOM and 80.5% at the BR). Although the DCM reflects a lower response compared to the CM, the OMTOM and the BR, it is still a positive response to the event making locals feel good about themselves and their community. Table 6.79 points out that some of the residents were neutral (15.0% at the CM, 21.5% at the DCM, 8.0% at the OMTOM and 11.5% at the BR). Furthermore, Table 6.79 reflects that very few of the resident respondents disagreed and strongly disagreed with the statement (3.0% at the CM, 9.0% at the DCM, 3.5% at the OMTOM and 7.0% at the BR). The data reveal that there was a positive response to the events making locals feel good about themselves and their community, which is reaffirmed by Fredline and Faulkner's (1998) suggestion that sport tourism events such as these can create benefits by uplifting community self-esteem and pride. Event managers of future events should consider the suggestion of Fredline and Faulkner as part of their planning for future events.

Table 6.80: Extent of agreement with the statement "Ordinary residents contribute to the planning and management of the event" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	-	-	1.0
Strongly disagree	21.0	8.5	11.0	31.0
Disagree	28.0	41.0	16.5	19.5
Neutral	28.5	19.5	21.5	21.0
Agree	18.0	21.5	36.0	15.0
Strongly agree	4.0	9.5	15.0	12.5

Table 6.80 shows that 22.0% of the resident respondents at the CM, 31.5% at the DCM, 51.0% at the OMTOM and 27.5% at the BR strongly agreed and agreed that these events provided opportunities for residents to be involved in the planning and management aspects of the event. The results indicate that the OMTOM residents appeared to have a deeper involvement with the event compared to the CM, the DCM and the BR. This could be associated with the OMTOM event managers engaging with the community prior to staging the event via notifications such as house drops informing them of the event, which could have influenced the responses positively. Of the residents, 28.5% at the CM, 19.5% at the DCM, 21.5% at the OMTOM and 21.0% at the BR were neutral on this issue. Table 6.80 also reveals that some resident respondents disagreed and strongly disagreed that these events provide locals with an opportunity to be involved with planning and management of the events (49.0% at the CM, 49.5% at the DCM, 27.5% at the OMTOM and 50.5% at the BR). The majority of the respondents, with the exception of the OMTOM residents (where 51.0% indicated that these events do provide the residents with a say), were not in agreement that these events provide local residents with an opportunity to become involved with the planning and management of the event.

In a similar study by Fredline and Faulkner (2002a), residents indicated that a resident consultative process may be useful to ensure that locals have a voice in the planning and management of the events, as this will provide an opportunity for them to have their concerns addressed. The non-engagement of event managers could possibly also be attributed to the fact that event managers could resist the demand for professionalism, as they may fear that community involvement and control may diminish, as suggested by Gursoy (2004:172). If the sport tourism event managers' and the residents' views are similar, sport tourism events can be a huge success, whereas if their views are dissimilar, the sport tourism event manager will run the risk of not having the necessary community support. The relationship between the sport tourism event manager and the community is important for future consideration. Ntloko and Swart (2008) point out that community consultation,

participation and involvement in planning and management of sport tourism events are a basis for the sustainable future of these events. involving community leaders and key host community stakeholders in the planning process is also a way for the sport tourism event manager to ensure that the community participates in and has ownership of the particular event. It is suggested that the comments made by Fredline and Faulkner, Gursoy, Ntloko and Swart be reviewed and applied to the organising of these events in the future.

6.9.9 The residents' perceptions of and attitudes towards the environmental impact of these events

Hall (1989) asserts that negative environmental impacts can be caused by sport tourism events in terms of pollution, noise disturbance and environmental damage at an event destination. The following tables present a detailed overview of the residents' responses regarding the environmental impacts of these events.

Table 6.81: Extent of agreement with the statement "The event had a negative impact on the environment because of excessive litter" (n = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	9.0	6.0	12.5	38.5
Disagree	33.0	49.0	53.0	31.5
Neutral	25.5	24.5	17.0	14.0
Agree	22.0	17.0	15.0	12.5
Strongly agree	10.0	3.0	2.5	3.0

Table 6.81 shows that some resident respondents strongly agreed and agreed that these events had a negative impact on the environment because of litter (32.0% at the CM, 20.0% at the DCM, 17.5% at the OMTOM and 15.5% at the BR). Table 6.81 indicates that the responses were higher for the Durban events than the Cape Town events. Some residents were neutral, namely 25.5% at the CM, 24.5% at the DCM, 17.0% at the OMTOM and 14.0% at the BR. Table 6.81 also shows that of the resident respondents, 42.0% at the CM, 55.0% at the DCM, 65.5% at the OMTOM and 70.0% at the BR disagreed and strongly disagreed with the statement. It is suggested that for future events, in particular the Durban events, services are introduced to keep litter to a minimum.

Table 6.82: Extent of agreement with the statement "The event had a negative effect on the environment through pollution" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	0.5	-	1.0
Strongly disagree	11.0	4.0	15.5	39.5
Disagree	42.5	42.0	54.0	32.5
Neutral	24.0	25.0	16.5	15.0
Agree	16.5	18.5	11.5	9.5
Strongly agree	5.5	10.0	2.5	2.5

Table 6.82 indicates that 22.0% of the respondents at the CM, 28.5% at the DCM, 14.0% at the OMTOM and 12.0% at the BR strongly agreed and agreed that these events had a negative impact on the environment because of pollution. Table 6.82 reveals that the responses were higher for the Durban events than the Cape Town events. Spectators who attended the CM and the DCM also indicated that the areas were polluted, as reflected in Table 28, Appendix 7, which supports the residents' view of the area being polluted, as per Table 6.82. Table 6.82 points out that some residents were neutral (24.0% at the CM, 25.0% at the DCM, 16.5% at the OMTOM and 15.0% at the BR). Table 6.82 also shows that the majority of the resident respondents, with the exception of those at the DCM (46.0%), also disagreed and strongly disagreed with the statement (53.5% at the CM, 69.5% at the OMTOM and 72.0% at the BR). Standeven and De Knop (1999:236) assert that outdoor sport tourism events such as these depend on natural environments and natural resources such as mountains and rivers, which require protection, as they are frequented by sport tourists. Based upon their observation, it is suggested that the event managers of these events consider a green approach for future events.

Table 6.83: Extent of agreement with the statement "The event had a negative impact on the environment because of damage to natural areas" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	0.5	0.5	-	1.0
Strongly disagree	11.5	2.0	15.0	40.5
Disagree	36.5	40.5	54.5	33.5
Neutral	34.5	17.0	18.0	13.5
Agree	13.0	28.5	11.0	8.5
Strongly agree	4.0	11.5	1.5	3.0

As indicated in Table 6.83, some resident respondents strongly agreed and agreed that these events had a negative impact on the environment because of damage to natural areas (17.0% at the CM, 40.0% at the DCM, 12.5% at the OMTOM and 11.5% at the BR). Of the respondents, 34.5% at the CM, 17.0% at the DCM, 8.0% at the OMTOM and 13.5% at the BR were neutral. Table 6.83 also shows that many of the resident respondents disagreed and strongly disagreed with the statement, namely 48.0% at the CM, 42.5% at the DCM, 69.5% at the OMTOM and 74.0% at the BR. Most residents did not regard these events as damaging to the environment; however, there were a few who raised concerns regarding litter and rivers not being clean. No instances were reported of damage to the environment, only instances of pollution and litter, as identified in data on the spectators (refer to Table 28, Appendix 7) and the residents (tables 6.91 and 6.92). According to Standeven and De Knop (1999:236), sport tourism is "putting intense pressure on the natural environment, endangering it, and because of that sport tourism is also in danger". Mitigating measures against this situation would require sport tourism event managers to develop green event plans, which will take the carrying capacity of their events into consideration for future events. The event managers should consider the notion of Hinch and Higham (2004), who assert that the sport tourism event environment and resources form an important part of the foundation upon which sport tourism development takes place. They further posit that the relationship between the sport tourism event and the environment is dynamic and by understanding this relationship, the sport tourism event manager should have measures in place that deal with keeping the environment clean and attractive for spectators as well as residents.

6.9.10   The residents' perceptions of and attitudes towards the events portraying the areas as regional showcases

Data tables that deal with showcasing the event in a positive light, attracting tourists to the area, attracting future business and increased media coverage were discussed earlier in the section on dealing with branding and positioning. The resident respondents' perceptions were overwhelmingly positive, as reflected in Table 6.48, as 86.5% at the CM, 79.0% at the DCM, 86.0% at the OMTOM and 83.0% at the BR indicated that the events showcased the areas in a positive light. Across the event spectrum, the majority of the residents were in agreement that these events attract tourists to the area (93.0% at the CM, 90.5% at the DCM, 89.0% at the OMTOM and 79.0% at the BR). Most resident respondents were in agreement that the respective events attract future business to the locations, as noted in Table 6.50 (73.0% at the CM, 73.5% at the DCM, 80.5% at the OMTOM and 62.0% at the BR); however, there were also neutral responses noted, namely 21.0% at the CM, 24.0% at the DCM, 14.0% at the OMTOM and 20.5% at the BR. Very few respondents did not agree

that these events can attract future business to the areas (1.0% at the CM, 0.5% at the OMTOM and 10.0% at the BR). The resident respondents also strongly agreed and agreed with the statement that the events increased media coverage of the locations, at 76.0% for the CM, 73.5% for the DCM, 79.5% for the OMTOM and 62.0% for the BR, as shown in Table 6.51. Neutral responses on this issue were noted (16.5% at the CM, 18.5% at the DCM, 13.5% at the OMTOM and 17.0% at the BR). Very few residents strongly disagreed and disagreed that the events increased media coverage of the locations (7.5% at the CM, 2.0% at the OMTOM and 14.5% at the BR). Lee (2001) states that the increase of community visibility and positive income and the enhancement of community image are all common and acceptable postulations in sport tourism events that should be considered by event managers for future events. This is particularly true for the BR, as the results indicate that there is room for improvement of the BR event in terms of all aspects of community involvement.

6.9.11 The residents' perceptions of and attitudes towards the impact of these events on prices

The following tables present a detailed overview of the residents' responses regarding the impact of these events on prices.

Table 6.84: Extent of agreement with the statement "The event leads to an increase in the price of certain items, such as food, transport and property values" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	-	-	0.5
Strongly disagree	6.0	1.5	8.0	32.0
Disagree	43.5	31.5	34.0	29.5
Neutral	30.5	35.5	26.0	21.5
Agree	13.5	22.0	26.0	11.0
Strongly agree	6.0	9.5	6.0	5.5

Table 6.84 reveals that of the resident respondents, 19.5% at the CM, 31.5% at the DCM, 32.0% at the OMTOM and 16.5% at the BR strongly agreed and agreed that these events create price increases. Table 6.84 shows that responses from residents at the DCM and the OMTOM were higher than at the CM and the BR, which could be associated with a perception that these events can lead to an increase in prices. Table 6.84 also reveals that some respondents were neutral, namely 30.5% at the CM, 35.5% at the DCM, 26.0% at the OMTOM and 21.5% at the BR. Some of the residents disagreed and strongly disagreed (49.5% at the CM, 33.0% at the DCM, 42.0% at the OMTOM and 61.5% at the BR) that these events do not cause any price increases. The response for the BR (61.5%) is higher than the responses for the CM, the DCM and the OMTOM, which could be associated with a

study on the social impacts of events by Waitt (2003), in which it was found that some residents perceived that these types of events can increase prices, while some residents did not agree and indicated that these events can bring positive financial benefits to the host community.

Table 6.85: Extent of agreement with the statement "As a result of the event, more people are buying holiday homes in the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	13.5	1.0	12.5	22.0
Disagree	38.5	38.0	29.0	20.5
Neutral	33.0	40.5	32.5	30.0
Agree	9.5	14.5	20.5	14.5
Strongly agree	5.0	5.5	5.5	12.5

Table 6.85 reveals that of the resident respondents, 14.5% at the CM, 20.0% at the DCM, 26.0% at the OMTOM and 27.0% at the BR strongly agreed and agreed that as a result of the events, more people are buying holiday homes in the area. Table 6.85 also reveals that some resident respondents were neutral in terms of this statement, namely 33.0% at the CM, 40.5% at the DCM, 32.5% at the OMTOM and 30.0% at the BR. There were also residents who disagreed and strongly disagreed with the statement (52.0% at the CM, 39.0% at the DCM, 41.5% at the OMTOM and 42.5% at the BR), which could possibly be attributed to these residents not knowing or understanding the economic impacts that these events can have on their community.

Table 6.86: Extent of agreement with the statement "During the event period the overall cost of living has increased" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	17.0	1.5	15.5	36.5
Disagree	48.5	44.5	29.0	29.0
Neutral	22.5	32.0	32.0	15.5
Agree	9.0	19.5	19.5	12.5
Strongly agree	2.5	2.0	4.0	6.0

Of the resident respondents, 11.5% at the CM, 21.5% at the DCM, 23.5% at the OMTOM and 18.5% at the BR strongly agreed and agreed that these events have resulted in increases in overall living costs. Table 6.86 also reveals that some resident respondents were neutral on this statement (22.5% at the CM, 32.0% at the DCM, 32.0% at the OMTOM and 15.5% at the BR). Table 6.86 indicates that some residents disagreed and strongly

disagreed that living costs have been increased by these events (65.5% at the CM, 46.0% at the DCM, 44.5% at the OMTOM and 65.5% at the BR). Although there were residents, in particular at the DCM (21.5%) and the OMTOM (23.5%), who indicated that these events lead to increases in prices and living costs to people purchasing holiday homes, the perceptions were similar across the events that these events did not contribute to inflation within the local economy. Pricing will not be impacted that greatly as it would at mega events such as the Olympics.

6.9.12 The residents' perceptions of and attitudes towards community benefits associated with these events

The following tables present a detailed overview of the residents' responses in terms of perceptions of and attitudes towards community benefits associated with these events.

Table 6.87: Extent of agreement with the statement "The community benefited directly from the event" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	9.5	8.0	4.0	21.5
Disagree	15.5	39.0	27.0	19.5
Neutral	33.5	20.5	19.5	23.5
Agree	36.0	28.5	42.5	18.0
Strongly agree	5.0	3.5	7.0	17.0

Considering community benefits, Table 6.87 reveals that of the resident respondents, 41.0% at the CM, 32.0% at the DCM, 49.5% at the OMTOM and 35.0% at the BR strongly agreed and agreed that the community benefited directly from these events. Some residents were neutral (33.5% at the CM, 20.5% at the DCM, 19.5% at the OMTOM and 23.5% at the BR). There were residents who disagreed and strongly disagreed with the statement, namely 25.0% at the CM, 47.0% at the DCM, 31.0% at the OMTOM and 41.0% at the BR.

It is noted that there is a difference in the responses from the DCM (47.0%) and the BR (35.0%) residents regarding community benefits. As reflected in Table 6.53, the majority of the residents from the CM and the BR regions were African and coloured, whereas the majority of the residents from the regions of the other two events were white. Therefore, responses from the CM and BR residents could be associated with the notion of the apartheid regime of white people gaining more benefits and privileges than other groups, hence they may not have believed that the community could gain any benefits from these events. Attitudes towards events will be more positive if the residents can understand and perceive that these events can generate benefits for them.

Table 6.88: Extent of agreement with the statement "Only some members of the community benefited from the event / event increases social inequity" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	0.5	0.5	-	0.5
Strongly disagree	11.5	0.5	2.5	16.5
Disagree	22.0	21.5	20.5	11.0
Neutral	35.5	27.5	24.0	26.5
Agree	29.0	42.5	45.0	23.0
Strongly agree	1.5	7.5	8.0	22.5

As per Table 6.88, with the exception of CM (30.5%), some of the resident respondents (50.0% at the DCM, 53.0% at the OMTOM and 45.5% at the BR) strongly agreed and agreed that only some of the community members benefited from the event and that the event increases social inequity. Some residents were neutral, namely 35.5% at the CM, 27.5% at the DCM, 24.0% at the OMTOM and 26.5% at BR. The neutral responses to this question were high, which impacted the results. Table 6.88 also indicates that 33.5% of the residents at the CM, 22.0% at the DCM, 23.0% at the OMTOM and 27.5% at the BR disagreed and strongly disagreed that these events only benefited some community members and increased social inequity. It appears that perceptions regarding community benefits and increases of social inequity were varied among the residents. For future events, event managers should incorporate a community awareness strategy to share the benefits of these events with the local host communities to create understanding of how they share in the benefits of these events.

Table 6.89: Extent of agreement with the statement "The event increases interaction between locals and tourists" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable	-	-	-	1.0
Strongly disagree	2.5	20.5	0.5	15.0
Disagree	6.5	5.5	7.0	12.5
Neutral	19.5	18.0	16.5	14.5
Agree	57.5	52.0	53.0	32.5
Strongly agree	14.0	4.0	23.0	24.5

Of the resident respondents, 71.5% at the CM, 56.0% at the DCM, 76.0% at the OMTOM and 57.0% at the BR strongly agreed and agreed that these events increased interaction between locals and tourists; however, the CM and the BR residents agreed so to a lesser extent than the DCM and the OMTOM residents..Some resident respondents were neutral (19.5% at the CM, 18.0% at the DCM, 16.5% at the OMTOM and 14.5% at the BR).

Table 6.89 also indicates that of the residents, 9.0% at the CM, 26.0% at the DCM, 7.5% at the OMTOM and 27.0% at the BR did not support the statement.

The results indicated a variation from residents regarding community benefits. According to Kim *et al.* (2006), local residents' perceptions of and attitudes towards events are normally based on each individual's value system and experiences, which could possibly be associated with the variation in the results, as presented in the analysis. The demographic profiles of the residents were varied, with people from different communities, race groups and income groups, which may impact on the outcome of their perceptions of these events. With regard to the importance of the relationship between the sport tourism event manager and the host community, Waitt (2003:195) states that "a positive perception is suggested to occur only when the event manager and community have a high level of social power within the exchange relationship". Fredline *et al.* (2003) assert that understanding social impacts of events on residents and being able to measure or monitor such impacts are critical to the event's vitality. Ntloko and Swart (2008) agree that a common understanding among residents of the host community regarding community benefits of the event is important, as it could prevent potential conflict from the host community towards event managers and assist with understanding the purpose of the events. Fredline *et al.* (2003) deduce that understanding the social impacts of events on residents and being able to measure these impacts are critical to the sustainability of the event.

6.9.13   The residents' point of view in relation to the event location

Table 6.90: Whether respondent is in favour of the event being held in the area ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	-	0.5
Yes	97.5	71.5	96.5	96.5
No	2.5	28.5	3.5	3.0

Table 6.90 indicates that, with the exception of the DCM (71.5%), overwhelming positive responses were received from the resident respondents (97.5% at the CM, 96.5% at the OMTOM and 96.5% at the BR), indicating that they are in favour of events being held in the relevant areas. Table 6.90 also shows that very few residents were not in favour of the events held in the respective areas (2.5% at the CM, 28.5% at the DCM, 3.5% at the OMTOM and 3.0% at the BR). It is noted that the DCM seems to have a higher response (28.5%) from residents to not being in favour of the events being held in their area, compared to the other events, which could possibly be associated with certain challenges identified by the DCM residents in previous discussions, such as creating disruptions,

causing traffic congestion, creating an increase in crime, denying locals access to certain areas and bringing damage to the environment, among other challenges.

Table 6.91: If respondent is not in favour of the event being held in the area, should the event be located in another location in the region, located outside the region or discontinued (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	97.5	51.0	96.5	97.5
Another location in the region	1.5	32.0	1.0	1.0
Another location outside the region	0.5	11.5	2.0	-
Discontinued	0.5	5.5	0.5	1.5

As shown in Table 6.91, with the exception of the DCM (51.0%), most resident respondents did not find this question applicable (97.5% at the CM, 96.5% at the OMTOM and 97.5% at the BR), which can be associated with the previous finding in Table 6.90, where the majority of the residents indicated that they were in favour of the events being staged in their respective areas. Table 6.91 does, however, reveal that the DCM, compared to the other events, have residents who would prefer the event to be held in another location in the region (32.0%) or another location outside of the region (11.5%) or even to be discontinued (5.5%). The results indicate that residents were mostly content with the events being staged in the areas. It is only in terms of the DCM residents where differences were noted, which could possibly be associated with challenges that they indicated in terms of the event such as disruptions, traffic congestion, the event being too expensive, increased crime, denied access to locals, no contribution towards the planning and management of the event, environmental damage, social inequity and no benefits to the community.

6.9.14   The residents' point of view on identification of the theme

Fredline and Faulkner (2002b:122) suggest that identification with the theme of the event is the most important variable in distinguishing positive and negative residents. They further suggest that residents who identify with the theme are more likely to disregard or tolerate negative impacts and, as discussed in Chapter Four, in the manner suggested by social exchange theory, offsetting benefits are derived through being entertained.

Table 6.92: The statement (listed below) that best summarises respondents' interest in sport as a spectator (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
I am an avid fan of the sport and always try to attend or watch it on television	27.5	45.0	43.5	28.0
I am interested in the sport and watch it when I can	27.0	22.0	24.5	20.5
I am not particularly interested in the sport, but I enjoy watching it when it comes to our area	22.0	10.5	14.5	15.5
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	17.5	6.5	8.5	11.5
I have no interest in the sport or the associated festivities even when held in our area	6.0	16.0	9.0	24.5

Table 6.92 reveals that of the resident respondents, 54.5% at the CM, 67.0% at the DCM, 68.0% at the OMTOM and 48.5% at the BR indicated that they were interested in these sport events as a spectator. It is noted that the residents' responses for the DCM (67.0%) and the OMTOM (68.0%) were higher than the CM and the BR. These responses could possibly be associated with the generally high rate of locals who attended the events as spectators, as highlighted in Table 6.1 under the classification of spectators, where the local residents constituted 21.0% at the CM, 59.0% at the DCM, 69.5% at the OMTOM and 40.5% at the BR. As identified by Fredline and Faulkner (2002b) in a study on resident perceptions, compatibility of the event theme and socio-cultural attributes of the host community are relevant to this context, as they imply synergies for the provision of opportunities for residents to go beyond mere spectating, to becoming participants of these events. Table 6.92 points out that of the resident respondents, 39.5% at the CM, 17.0% at the DCM, 23.0% at the OMTOM and 27.0% at the BR were not particularly interested in the sport, but enjoyed it when it was in their area, and not interested, but would attend or watch if because of the interest of friends and family. As seen in Table 6.92, some residents indicated that they had no interest in these sport events at all, even when held in their own area (6.0% at the CM, 16.0% at the DCM, 9.0% at the OMTOM and 24.5% at the BR).

Table 6.93: The statement (listed below) that best summarises respondents' interest in sport as a recreational activity (n = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
I am a keen participant of this sport and am regularly involved in club competition	5.0	6.0	8.0	6.0
I am a keen participant of this sport and am regularly involved but not in any formal competition	13.0	10.5	12.0	6.5
I occasionally participate in this sport socially	20.0	25.5	41.0	16.5
I used to participate but I have not done so in recent years	15.5	19.0	9.0	6.0
I have absolutely no interest in participating recreationally in this sport	46.5	39.0	30.0	65.0

Table 6.93 indicates that of the resident respondents, 46.5% at the CM, 39.0% at the DCM, 30.0% at the OMTOM and 65.0% at the BR indicated that they had no interest in participating in these sport events recreationally. The response of the BR residents at 65.0% is higher than that of the CM, the DCM and the OMTOM residents, and could be associated with residents in the region not knowing this type of sport. It could also possibly be attributed to the historical classification of communities such as coloured, whereas this type of sport would not be practised due to people not being able to swim. The BR is a canoe sport requiring participants to be able to swim. As shown in Table 6.93, 15.5% at the CM, 19.0% at the DCM, 9.0% at the OMTOM and 6.0% at the BR previously participated in the sport, but have not done so in recent years. Table 6.93 also shows that some resident respondents (33.0% at the CM, 36.0% at the DCM, 53.0% at the OMTOM and 23.0% at the BR) participated in the sport socially and not in any formal competition. As indicated in Table 6.93, very few resident respondents (5.0% at the CM, 6.0% at the DCM, 8.0% at the OMTOM and 6.0% at the BR) indicated that they are keen participants of sport events and that they are regularly involved in club competition. In a similar study conducted by Kotzé (2006), it was noted that these types of events can offer residents participation in sport as a fun and recreational activity and this notion can be considered by the event managers for future events.

Table 6.94: Extent of agreement with the statement "The area in which the event is being held is beautiful" (n = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	0.5	2.5	0.5	3.0
Disagree	-	-	0.5	1.0
Neutral	7.0	9.5	1.5	7.0
Agree	50.5	45.0	42.5	25.5
Strongly agree	42.0	43.0	55.0	63.5

As seen in Table 6.94, it is evident that the majority of the resident respondents (92.5% at the CM, 88.0% at the DCM, 97.5% at the OMTOM and 89.0% at the BR) strongly agreed and agreed that these events are staged in beautiful areas. Kotzé (2006) posits that these events are presented in some of South Africa's most scenic areas. Neutral resident responses were also evident, namely 7.0% at the CM, 9.5% at the DCM, 1.5% at the OMTOM and 7.0% at the BR. Table 6.94 points out that very few residents (0.5% at the CM, 2.5% at the DCM, 1.0% at the OMTOM and 4.0% at the BR) disagreed and strongly disagreed that the event areas are beautiful. Hinch and Higham (2004) assert that natural features such as landscapes are central to sport tourism experiences.

Table 6.95: Extent of agreement with the statement "The locals support events in the area in which the event is held" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	0.5	1.5	1.0	6.0
Disagree	1.0	19.0	1.5	7.5
Neutral	3.0	11.0	9.5	12.5
Agree	63.0	47.5	49.0	35.0
Strongly agree	32.5	21.0	39.0	39.0

Table 6.95 points out that the majority of the resident respondents (95.5% at the CM, 68.5% at the DCM, 88.0% at the OMTOM and 74.0% at the BR) strongly agreed and agreed that these events were supported by the locals in the area. Table 6.95 further shows that 3.0% of the residents at the CM, 11.0% at the DCM, 9.5% at the OMTOM and 12.5% at the BR were neutral on this statement. With the exception of the DCM (20.5%), Table 6.95 reveals that 1.5% of the residents at the CM, 2.5% at the OMTOM and 13.5% at the BR disagreed and strongly disagreed that these events provided any support to locals from the areas. It is noted that some of the residents (20.5% at the DCM and 13.5% at the BR) did not perceive that locals supported the events, which could possibly be attributed to the demographic profile of the residents. A lack of support from these residents could also be owing to employment rates, while some who are unskilled and labourers may view these events in a negative light and may not support the events. A lack of support could be based on perceptions in the communities; particularly if residents are poor, they may not be able to identify how it could add to the quality of their lives. Fredline and Faulkner (2002b) posit that these events should ensure maximum improvements in the quality of life of residents who live in the areas where the events are staged and it is suggested that event managers stage their future events in such a manner that these events can lead to the improvement of the quality of life of the residents.

The results overall indicate a positive attitude towards identification of these events. The majority of the residents indicated that they would not participate in these events, but would rather be spectators. They agreed that the events are staged in beautiful areas and that good service was offered. They also agreed that these events are supported by the locals.

6.9.15   Indication whether residents received any direct benefits from these events

Table 6.96: Whether respondent or a member of respondent's household ever worked for the event in either a paid or a voluntary capacity (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	-	0.5
Yes	29.5	14.5	14.0	14.0
No	70.5	85.5	86.0	85.5

Table 6.96 shows that most resident respondents (70.5% at the CM, 85.5% at the DCM, 86.0% at the OMTOM and 85.5% at the BR) have never worked at the event. Of the resident respondents, 29.5% at the CM, 14.0% at the DCM, 14.0% at the OMTOM and 14.0% at the BR indicated that they have worked at the event. The resident responses for the CM (29.5%) could possibly be associated with the event managers providing opportunities for local residents to work at the event, as indicated by the event managers (refer to Appendix 11).

Table 6.97: Whether respondent or a member of respondent's household work in or own a business that is positively affected by the event (hospitality, retail, tourism) (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	19.0	15.0	10.0	9.0
No	81.0	85.0	90.0	91.0

The majority of the resident respondents did not work in or own a business that is affected by the event (81.0% at the CM, 85.0% at the DCM, 90.0% at the OMTOM and 91.0% at the BR). Table 6.97 also reveals that some resident respondents (19.0% at the CM, 15.0% at the DCM, 10.0% at the OMTOM and 9.0% at the BR) worked in or owned businesses that were positively affected by the events. If residents can have an opportunity to leverage a business opportunity from these events, these events can lead to improvement in the quality of life of local residents (Fredline & Faulkner, 2002b). The results reveal that a few residents benefitted from working at these events, while some worked in or owned businesses that were positively affected by these events. Event managers should consider the view of Tyrrell and Johnston (2001), who assert that when spectators attend an event, they generate expenditures that can be accrued to residents, who will receive these benefits in the form of employment or business leveraging.

As mentioned in Chapter Three, the staging of sport tourism events has become an integral part of tourism destination development and marketing strategies. This statement is affirmed by authors such as Gunn (1988), Getz (1992), Hall (1995), Jago and Shaw (1998) and Tassiopoulos (2005). Fredline and Faulkner (2002b) assert that sport tourism events impact on the quality of life of local residents and that their reactions to these impacts are critical. The notion of such impacts on the lives of local residents is borne from the sustainable tourism development agenda initiated by the Hague Declaration on Tourism, in which the importance of achieving tourism development and management outcomes that enhance, rather than detract from, the quality of life of host communities and visitors is emphasised (Inskeep, 1999:459). Linking to the internal marketing concept of Kotler, Bowen and Makens (1996), the longer-term viability of the event product can be undermined if negative impacts of such activity induce negative community reactions (Madrigal, 1995). Negative community reactions to sport tourism events can be associated with a negative social cost to the locality where the event is staged. These negative social-cost impacts that are linked to sport tourism events mostly include traffic congestion, vandalism, a perception that crime will increase, additional police and fire protection, environmental degradation and disruption of residents' lifestyles and patterns (Turco *et al.*, 2002:59), which was evident in this study's analysis.

The scope of this study was to determine the socio-economic impacts of the CM, the DCM, the OMTOM and the BR. In a previous question, financial costs incurred and revenue generated for the local and regional economies were presented in a quantitative approach. Residents' perceptions of sport tourism events are directly linked to social-cost factors. In terms of the scope of this study, the social costs that identified were included the following key aspects:

- Adequate parking and traffic congestion
- Crime and safety
- Clean environment

Although this research question was specifically aimed at residents' perceptions of these events, it is important to compare the perspectives of the spectators, residents and managers to determine an overall view of social-cost impacts to these events. The following figures provide a brief overview of the perspectives of the spectators, residents and managers.

Social-cost variable	Spectators' perspectives ($n = 200$, in %)	Residents' perspectives ($n = 200$, in %)	Managers' perspectives
Parking and congestion	Of the spectators, 30.5% indicated that parking and congestion were problems (refer to Appendix 1, knowledge and perceptions section, Question 5 and Appendix 7, Table 21).	Of the residents, 40.0% indicated that parking and congestion were problems (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 15).	The managers indicated that steps were in place to deal with traffic and parking and that these steps were executed successfully; however, problems with traffic congestion en route was experienced (refer to Appendix 2, questions 13, 13.1 and 16 as well as Appendix 11).
Clean environment	Of the spectators, 31.5% indicated that the area was polluted and that there was litter (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, Table 28).	Of the residents, 32.0% indicated that the area was polluted and that there was litter (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 24).	The managers indicated that measures were in place to deal with keeping the environment clean as volunteers were deployed to clean and keep the environment tidy (refer to Appendix 2, Question 11, and Appendix 11).
Crime and safety	Of the spectators, 41.5% identified crime as a problem and 17.0% indicated that they did not feel safe in the area of the event (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, tables 29 and 30).	Of the residents, 11.0% identified crime as a problem (refer to Appendix 5, knowledge and attitudes section, Question 1 and Appendix 14, Table 17).	The managers indicated that measures were in place to deal with crime and that measures were dealt with successfully (refer to Appendix 2, questions 12 and 12.1, as well as Appendix 11).

Figure 6.19: Social-cost impacts of the CM: A comparison

Social-cost variable	Spectators' perspectives (*n* = 200, in %)	Residents' perspectives (*n* = 200, in %)	Managers' perspectives
Parking and congestion	None of the spectators indicated that parking and congestion were problems (refer to Appendix 1, knowledge and perceptions section, Question 5 and Appendix 7, Table 21).	Of the residents, 38.5% indicated that parking and congestion were problems (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 15).	The managers indicated that steps were in place to deal with traffic and parking and that these steps were executed successfully (refer to Appendix 2, questions 13, 13.1 and 16, as well as Appendix 10).
Clean environment	Of the spectators, 45.0% indicated that the area was polluted and that there was litter (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, Table 28).	Of the residents, 20.0% indicated that the area was polluted and that there was litter (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 24).	The managers indicated that measures were in place to deal with keeping the environment clean. They did, however, mention that government should improve the river and water quality for future events (refer to Appendix 2, Question 11 and Appendix 10).
Crime and safety	Of the spectators, 37.0% identified crime as a problem and 13.0% indicated that they did not feel safe in the area of the event (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, tables 29 and 30).	Of the residents, 28.5% identified crime as a problem (refer to Appendix 5, knowledge and attitudes section, Question 1 and Appendix 14, Table 17).	The managers indicated that measures were in place to deal with crime and that these measures were dealt with successfully. They did, however, indicate that locals stole items, which were not specified (refer to Appendix 2, questions 12 and 12.1, as well as Appendix 10).

Figure 6.20: Social-cost impacts of the DCM: A comparison

Social-cost variable	Spectators' perspectives (*n* = 200, in %)	Residents' perspectives (*n* = 200, in %)	Managers' perspectives
Parking and congestion	Of the spectators, 32.0% indicated that parking and congestion were problems (refer to Appendix 1, knowledge and perceptions section, Question 5 and Appendix 7, Table 21).	Of the residents, 32.0% indicated that parking and congestion were problems (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 15).	The managers indicated that steps were in place to deal with traffic and parking and that these steps were executed successfully, but that traffic congestion was experienced (refer to Appendix 2, questions 13, 13.1 and 16 as well as Appendix 9).
Clean environment	Of the spectators, 16.0% indicated that the area was polluted and that there was litter (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, Table 28).	Of the residents, 17.5% indicated that the area was polluted and that there was litter (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 24).	The managers indicated that measures were in place to deal with keeping the environment clean (refer to Appendix 2, Question 11 and Appendix 9).
Crime and safety	Of the spectators, 20.5% identified crime as a problem and 8.5% indicated that they did not feel safe in the area of the event (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, tables 29 and 30).	Of the residents, 8.0% identified crime as a problem (refer to Appendix 5, knowledge and attitudes section, Question 1 and Appendix 14, Table 17).	The managers indicated that measures were in place to deal with crime and that these measures were dealt with successfully (refer to Appendix 2, questions 12 and 12.1, as well as Appendix 9).

Figure 6.21: Social-cost impacts of the OMTOM: A comparison

Social-cost variable	Spectators' perspectives (*n* = 200, in %)	Residents' perspectives (*n* = 200, in %)	Managers' perspectives
Parking and congestion	Of the spectators, 45.5% indicated that parking and congestion were problems (refer to Appendix 1, knowledge and perceptions section, Question 5 and Appendix 7, Table 21).	Of the residents, 21.5% indicated that parking and congestion were problems (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 15).	The managers indicated that steps were in place to deal with traffic and parking and that these steps were executed successfully (refer to Appendix 2, questions 13 and 13.1 and Appendix 8).
Clean environment	Of the spectators, 18.5% indicated that the area was polluted and that there was litter (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, Table 28).	Of the residents, 15.5% indicated that the area was polluted and that there was litter (refer to Appendix 5, perceptions and attitudes section, Question 1 and Appendix 14, Table 24).	The managers indicated that measures were in place to deal with keeping the environment clean (refer to Appendix 2, Question 11 and Appendix 8).
Crime and safety	Of the spectators, 20.0% identified crime as a problem and 4.0% indicated that they did not feel safe in the area of the event (refer to Appendix 1, knowledge and perceptions section, Question 6 and Appendix 7, tables 29 and 30).	Of the residents, 8.0% identified crime as a problem (refer to Appendix 5, knowledge and attitudes section, Question 1 and Appendix 14, Table 17)	The managers indicated that measures were in place to deal with crime and that these measures were dealt with successfully (refer to Appendix 2, questions 12 and 12.1, as well as Appendix 8).

Figure 6.22: Social-cost impacts of the BR: A comparison

Figures 6.19 to 6.22 provide an analysis of the social costs that are associated with these events from the perspectives of the spectators, residents and managers. As mentioned before, this type of analysis is qualitative by nature and not quantitative, as it is difficult to quantify social-cost factors. From the figures it is evident that these events presented social-cost challenges, as identified by the spectators and residents, but with quite significant numbers in certain instances, such as 41.5% of the spectators at the CM identified crime and safety as a challenge, 45.0% of the spectators at the DCM identified that the environment was not clean and 45.5% of the spectators at the BR identified parking and congestion as a challenge. The managers also had measures in place to deal with these social-cost issues. Although the managers had measures in place, the spectators and residents indicated which elements were challenging for them and it is recommended for

future events that these particular elements are reviewed and factored into overall plans as part of management practice.

This aim of this research question was to analyse how residents in the locations of the CM, the DCM, the OMTOM and the CM perceive these sport tourism events, and whether they were aware of the events. The results presented both negative and positive responses to and perceptions of the event on the part of the residents, and they were aware that events were taking place. The majority of the residents, however, did not attend the events, but have attended previous events. The residents perceived the events as providing social opportunities and entertainment value. They did not see these events as wasting money, but as worthwhile, making a contribution to development and increasing public spending for sport tourism events. The events were also perceived as good for the economy, creating jobs and increasing local business turnover. The majority of the residents did not experience disruptions and agreed that these events did not alter or damage the environment. However, there were some of the residents that indicated that rivers were polluted and that there was litter. They viewed these events as good for the community; however, they indicated that there should be higher levels of integration in relation to the planning and management of these events.

The residents overwhelmingly agreed that these events showcased the regions in a positive light and did not perceive these events as creating inflation within the local economies. It was noted, however, in terms of benefits to the community and members benefiting from these events, that the residents raised these as issues to consider, did not always perceive benefits being accrued to the community and felt that only some people benefited. Most residents were satisfied with the event locations and were positive about the theme. A few residents derived benefits from these events in the form of working at the events and working in a business or owning a business that could leverage from these events. The majority of the residents indicated that they did not have problems with these events, with the exception of the CM residents, who raised various challenges such as disruptions, traffic congestion, increased crime, denied access to locals, no access to the planning and management of the event and not seeing any benefit accruing to the local community. The OMTOM residents indicated that traffic was a challenge, which was also identified by the managers as a challenge during the staging of the event. Some residents provided suggestions to improve future events, such as reducing entrance fees (CM), involving locals (BR), having a cleaner environment (CM), more advertising (BR), more traffic control (CM and DCM) as well as more entertainment (BR).

The results indicate that community involvement is necessary. Sport tourism event managers should have the buy-in from residents to host successful events. It is suggested that for future events, broad public and community consultation should be considered in order to determine the views and understanding of residents regarding the events and also to assess residents' understanding of impacts associated with the events. In terms of management practice of these events, it is suggested that community development become a key focus as part of the overall planning and management of the event. Furthermore, a deeper understanding of social costs is also required.

6.10 The impact of existing management practices on sport tourism event initiatives and their quality

The following section was guided by the last research question, "Do existing management practices impact on sport tourism event initiatives and their quality?" The data are a rich text of variables that reflect the management practices of the sport tourism events. The data are quantitative by nature and include views from the spectators, residents, sponsors and event managers regarding variables linked to management practices. Aspects covered by the data included the following:

- Demographic profile of spectators who participated in the service quality survey
- Knowledge and rating of event services
- Quality ratings of specific services at the events
- The spectators' perceptions of and attitudes towards service quality in terms of the reliability of event managers
- The spectators' perceptions of and attitudes towards service quality in terms of the responsiveness of the event managers
- The spectators' perceptions of and attitudes towards service quality in terms of the level of assurance reflected by the event managers
- The spectators' perceptions of and attitudes towards service quality in terms of the empathy levels projected by the event managers
- Indication of any problems experienced
- Suggestions for improvement by the spectators
- Indication whether residents experienced any problems with the events and whether they had any suggestions for future events
- Indication whether the OMTOM sponsors experienced any problems with the OMTOM event
- Overview of the event managers' perceptions regarding management practice variables

The analysis is represented in a table format, comparing results across events, ollowed by a discussion and interpretation of the results. The analysis also provides a linear table representation of the key research questions, corresponding survey questions and the response and clarification to each question.

Turco *et al*. (2002:73) assert that sport tourism events are globally significant in terms of their ability to generate popular appeal and their use as a strategy to attract investment to a community. Hence, it is imperative that sport tourism events are staged successfully. Chapter Three provided insight into impacts and the management of sport tourism, while the management of sport tourism events was particularly addressed. It was noted that sport tourism events, because of their special characteristics, require particularly good organisation. Getz (1997:11) asserts that it is an art and science to organise an event. Goldblatt (2002) says that events are always planned, although some are not planned adequately. The sport tourism event manager should be responsible for identifying, determining and examining factors that shape the design and production of the event. These factors can be applied to any type and size of event (Getz, 1997:12–14). Cooper *et al*. (2005) suggest that a well-positioned service enables the sport tourism event organisation and the sport tourism event to achieve two important objectives, namely to differentiate its position in order to distinguish itself from the competitor and to deliver superior service. Goldblatt (2002) also asserts that there is a process to follow when creating and producing a sport tourism event to ensure success in terms of service quality. Organising a sport tourism event is a process that is both complex and integrated.

There are a variety of management aspects and policies/strategies that should be considered for successful sport tourism events. These aspects revolve around the feasibility of staging such events as well as the critical planning of these events, which involves the market plan, the business plan and the strategic plan of the event. Specific aspects such as the organisational structure, timeline, setting and location considerations are also important. De Knop (2004:310) further states that "due to the growing importance of sport tourism as a niche in the tourism industry, total quality management will become a hot issue in sport tourism policy". In order to determine management practices and their quality, a special service quality survey was administered to the spectators at the events. A different group of spectators from the same population than the group used for the spectator analysis section was approached to administer the service quality survey. A smaller sample size was also used. This approach was undertaken to avoid the use of lengthy questionnaires as well as to compare data and identify comparisons and differences between the data. Operational elements and their perceptions of and attitudes towards the events were the key focus areas

of the survey. The residents and sponsors were also questioned on elements that relate to the service quality of these events. The event managers were also interviewed and were provided with an opportunity to comment on operational elements of their events. Particular management strategies were not available for perusal and were regarded as confidential. The evaluation of perceptions of service quality at these events can provide an indication of the success of the management strategies applied. The following analysis provides insight into the type of management practices that were embarked on by the managers of these events.

6.10.1 Demographic profile of spectators who participated in the service quality survey

Table 6.98: Gender of spectators ($n = 100$, in % for each event)

	Durban		Cape Town	
Gender	**CM**	**DCM**	**OMTOM**	**BR**
Male	68	62	56	56
Female	32	38	44	44

Table 6.98 shows that the following spectators were male: 68% at the CM, 62% at the DCM, 56% at the OMTOM and 56% at the BR. The female spectators constituted 32% at the CM, 38% at the DCM, 44% at the OMTOM and 44% at the BR. This can possibly be associated with women's increased activity and interest in sport. Higher percentages reflected for male groups could possibly be associated with the suggestion of Turco *et al.* (2003) that typically, an adult male will assume the role of respondent when a couple, family or a group is approached to respond to a questionnaire. These events are also regarded as extreme sport and, according to Standeven and De Knop (1999), most extreme sport attract more men than women.

Table 6.99: Historical race category of spectators ($n = 100$, in % for each event)

	Durban		Cape Town	
Race	**CM**	**DCM**	**OMTOM**	**BR**
African	31	12	30	18
White	27	78	46	54
Coloured	21	6	20	27
Indian	21	4	4	1

Table 6.99 indicates that of the spectators, 31% at the CM, 78% at the DCM, 46% at the OMTOM and 54% at the BR were white. According to Bilyeu and Wann, (2002) and Wann *et al.* (1999), historical racial classification differences could be associated with racial groups having different motivations to attend these types of events, explaining the differences indicated in Table 6.99. It was also noted in the spectator analysis in Table 6.4 that the

majority of the spectators were part of friends and family groups, which could be associated with watching friends and relatives participating in the event (Scott & Turco, 2007), explaining the differences in spectator percentages, in particular the DCM at 78%. Table 6.99 reveals that the CM (31%) and the OMTOM (30%) attracted the most African spectators, while lesser numbers were in attendance at the DCM (12%) and the BR (8%). The results also revealed that the percentage of coloured spectators were highest at the BR (27%), followed by the CM (21%), the OMTOM (20%) and the DCM (6%). Table 6.99 also indicates that 21% of the spectators at the CM, 4% each at the DCM and the OMTOM and 1% at the BR were Indian. These results are not surprising, as they reflect the historical racial classification of the geographical areas, for example a stronger coloured representation at the events in the Western Cape, whereas more Indians were represented at the events in KZN. Moreover, the type of sport and the representation also reflects South Africa's apartheid history, with less black people spectating at the canoeing marathons in comparison to the running marathons, which is a reflection of the demographic profile of the participants. During apartheid, not many black people were exposed to swimming, let alone canoeing. However, Potter (2008) points out that black paddlers at the DCM event has increased, attracting friends and family as well as members from the community to watch them. The same has been observed for the BR, as Mbaze-Ebock (2006) posits that there has been an increase in the number of coloured participants in the race, and associated spectators have increased as well.

Table 6.100: Age of spectators (*n* = 100, in % for each event)

	Durban		Cape Town	
Age groupings	**CM**	**DCM**	**OMTOM**	**BR**
< 20	2	14	7	7
21–30	18	35	32	23
31–40	37	29	33	27
41–50	33	14	21	27
51–60	8	4	4	10
61–70	1	4	3	4
70	-	-	-	1
72	-	-	-	1
Average age of spectators	**38.13**	**32.53**	**34.66**	**36.95**

As shown in Table 6.100, most spectators fell in the age category of 31 to 40 years (37% at the CM, 29% at the DCM, 33% at the OMTOM and 23% at the BR). Table 6.100 shows that of the spectators, 2% at the CM, 14% at the DCM, 7% at the OMTOM and 7% at the BR were under the age of 20. It is noted that 14% of the spectators at the DCM were under the age of 20. Table 6.100 reveals that of the spectators, 18% at the CM, 35% at the DCM, 32%

at the OMTOM and 23% at the BR were in the age category of 21 to 30 years. Table 6.100 also reflects a higher percentage of young people at the CM (18%), which could be associated with the high percentage of students who attended the event and links to the notion of Turco *et al.* (2003) that these events are social places for young people. Table 6.100 also indicates that for the age category 41 to 50 years, spectators constituted 33% at the CM, 14% at the DCM, 21% at the OMTOM and 27% at the BR. Table 6.100 also shows that of the spectators, 8% at the CM, 4% at the DCM, 4% at the OMTOM and 10% at the BR fell in the age category of 51 to 60 years. There were also spectators that were in age category 61 to 70 years, namely 1% at the CM, 4% at the DCM, 3% at the OMTOM and 6% at the BR. The average age of spectators was between 32 and 38 years, which could possibly be associated with the groups of spectators such as friends and families who supported friends or family members who participated in these events. Turco *et al.* (2003) also assert that these types of events are social places for young and older adults.

Table 6.101: Educational level of spectators (*n* = 100, in % for each event)

	Durban		Cape Town	
Educational level	**CM**	**DCM**	**OMTOM**	**BR**
No formal education	-	-	-	4
Partial primary	2	-	-	2
Primary completed	7	4	4	11
Secondary completed	29	30	19	25
Certificate/Diploma	27	32	31	26
Undergraduate degree	27	22	14	13
Postgraduate degree	7	12	31	18
Confidential	1	-	1	1

As per Table 6.101, most of the spectators have completed secondary schooling and have a certificate or a diploma (56% at the CM, 62% at the DCM, 45% at the OMTOM and 51% at the BR). Table 6.101 reflects that 27% of the spectators at the CM, 22% at the DCM, 14% at the OMTOM and 13% at the BR have undergraduate qualifications. Furthermore, Table 6.101 reveals that of the spectators, 7% at the CM, 12% at the DCM, 31% at the OMTOM and 18% at the BR have postgraduate qualifications. The results indicate that most spectators attending these events are educated individuals, in particular those who attended the OMTOM. It is asserted by Cooper *et al.* (2005) that a better education can lead to people wanting to travel and experience events such as these. Having an education broadens people's perception and inspires them to explore beyond their home base and environment, which increases the motivation to travel and possibly to attend these types of events.

Table 6.102: Occupation of spectators (*n* = 100, in % for each event)

	Durban		Cape Town	
Occupation	**CM**	**DCM**	**OMTOM**	**BR**
Unemployed	3	4	8	11
Self-employed, professional, businessperson, administrator/manager, sales-/marketing person	64	50	63	53
Home executive	6	4	3	4
Student/learner	8	28	16	14
Retired	3	6	4	5
Labourer/unskilled	8	-	1	7
Artisan/technician	7	8	5	6

Table 6.102 indicates that the majority of the spectators, namely 64% at the CM, 50% at the DCM, 63% at the OMTOM and 53% at the BR, were self-employed, professional people, businesspeople, managers or sales-/marketing person. Similar percentages are noted for the two canoe marathons, which are less than the percentages noted for the two running marathons, thus concluding that more professional people attended the two running marathons compared to the two canoeing events. As these spectators are employed, it may mean that they would have a disposable income to travel to attend such events (Turco *et al.*, 2003). Table 6.102 shows that of the spectators, 8% at the CM, 28% at the DCM, 16% at the OMTOM and 14% at the BR were students or learners. Turco e*t al.* (2003) indicate that these are social places that attract young people, hence the higher frequencies of students or learners. Table 6.102 also points out that 3% of the spectators at the CM, 6% at the DCM, 4% at the OMTOM and 5% of the BR were retired. Table 6.102 further shows that of the spectators, 7% at the CM, 8% at the DCM, 5% at the OMTOM and 6% of the BR were either artisans or technicians. In addition, 3% of the spectators at the CM, 4% at the DCM, 8% at the OMTOM and 11% at the BR were unemployed.

Table 6.103: Income of spectators in South African rands (n = 100, in % for each event)

	Durban		Cape Town	
Income	**CM**	**DCM**	**OMTOM**	**BR**
None	12	34	22	18
1–1 000	5	4	2	4
1 001–2 000	9	-	1	7
2 001–3 000	3	2	4	3
3 001–4 000	5	5	6	3
4 001–5 000	7	6	1	5
5 001–6 000	3	6	5	7
6 001–7 000	7	2	4	7
7 001–8 000	12	5	5	5
8 001–9 000	5	6	3	4
9 001–10 000	5	14	5	5
10 001–11 000	8	8	6	4
11 001–12 000	4	-	7	4
>12 000	11	-	19	13
14 000	-	2	-	-
15 000	-	2	-	-
25 000	-	-	1	-
Average income of spectators	**5 450.35**	**4 685.29**	**4 965.25**	**4 640.28**

Table 6.103 shows that some spectators indicated that they did not earn an income, namely 12% at the CM, 34% at the DCM, 22% at the OMTOM and 18% at the BR. Table 6.103 reveals that only one spectator indicated that he or she earned a monthly income of R25 000, namely at the OMTOM (1%). Table 6.103 shows that two spectators attending the DCM earned a monthly income of R15 000 (2%) and R14 000 (2%). Table 6.103 indicates that with the exception of the DCM, some spectators fell in the income category of R11 001 to R12 000 per month (11% at the CM, 19% at the OMTOM and 13% at the BR). Table 6.103 further reveals a spread among the salary categories. The data indicate that the spectators have a disposable income, but did not want to disclose this information, which created a barrier to determining the true spending capacity of the spectators. Preuss *et al.* (2007) assert that consumption patterns of spectators at events are dependent on their incomes, because the higher the income, the greater the intention to stay longer, which should be borne in mind by event managers for future events.

6.10.2 Knowledge and rating of event services

The following tables present an overview of the spectators' responses regarding their knowledge and rating of event services.

Table 6.104: Whether respondent was aware of information and enquiries services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Yes	96	57	70	58
No	4	43	30	42

Table 6.104 indicates that the spectators were aware of the information and enquiries services at the events (96% at the CM, 57% at the DCM, 70% at the OMTOM and 58% at the BR); however, the CM (96%) and the OMTOM (70%) responses were higher than the responses for the DCM and the BR. This could possibly be because the CM and the OMTOM had more visible signage and created more awareness of their information and enquiry services. Conway (2004:133) asserts that for events such as these, signage is essential, should be positioned at strategic points for the purpose of spectators, and must be clearly visible and easy to read. Event managers need to apply Conway's suggestions during the planning of future events.

Table 6.105: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Not applicable / no response	51	39	61	49
Excellent	23	17	5	10
Good	23	30	19	24
Satisfactory	1	14	12	11
Poor	2	-	3	6

Table 6.105 points out that several spectators, namely 51% at the CM, 39% at the DCM, 61% at the OMTOM and 49% at the BR, did not find this question applicable or did not provide a response, which could possibly be attributed to them not making use of the service. It is further indicated that of the spectators, 47% at the CM, 61% at the DCM, 36% at the OMTOM and 45% at the BR found the event services satisfactory, good and excellent, which could possibly mean that they used the service for event information and enquiries. Table 6.105 indicates that there were a few spectators (2% at the CM, 3% at the OMTOM and 6% at the BR) who found the service poor, but no explanation or reasons were provided for these ratings.

Table 6.106: Whether respondent was aware of security and police services (*n* = 100, in % for each event)

		Durban		Cape Town	
Response		CM	DCM	OMTOM	BR
Yes		92	56	92	18
No		8	44	8	82

With the exception of the BR (18%) and the DCM (56%) spectators, 92% of the spectators at the CM and 92% at the OMTOM were aware of security and police services, which could possibly mean that these services were visible at the event and in the event environment of the two running marathons, but not as visible for the two canoe marathons. Of the spectators, 8% at the CM, 44% at the DCM, 8% at the OMTOM and 82% at the BR were not aware of security and police services. The presence of uniformed security and police officers on an event site acts as deterrent to criminals (Conway, 2004). As indicated in Table 6.106, the analysis reflects a high percentage rate of spectators who were not aware of these services at the DCM (44%) and the BR (82%); however, this can possibly be associated with the type of event, namely canoe marathon races. These events were staged on a specific route that lasted between three and five days, which constantly moved to different event locations. It also suggests room for improvement in terms of organising the DCM and the BR for future events with specific reference to these types of services.

The spectators followed the participants along these routes and were possibly not aware of these services. Van der Wagen (2001) argues that safety and security at an event is critical for the event audience, staff and service providers, as anything can go wrong at any time. It is therefore advisable that visible security and police services be placed in strategic areas to ensure a visible presence to all. Event managers indicated that they dealt with crime and safety issues and that they had a disaster management plan in place; however, the BR managers mentioned that the plan was not detailed. If their plan was more detailed, and in accordance with Van der Wagen's statement, the high percentage rating of 82% could have been lower. Visible security and police services should be present at all spectator locations for these events, particularly for the canoe marathons, which are staged over longer distances and in more locations than the running marathons.

Table 6.107: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable / no response	69	44	48	19
Excellent	3	20	25	32
Good	18	32	16	34
Satisfactory	7	4	7	11
Poor	3	-	4	4

As indicated in Table 6.107, of the spectators, 69% at the CM, 44% at the DCM, 48% at the OMTOM and 19% at the BR did not find the question applicable or provided no response, which could be attributed to them possibly not being aware of the services. As per Table 6.107, 21% of the spectators at the CM, 52% at the DCM, 41% at the OMTOM and 66% at the BR viewed the service as good and excellent. It is noted that the DCM and the BR reflect higher responses than the CM and the OMTOM, which could imply that they made use of these services more frequently than the respondents at the CM and the OMTOM. Table 6.107 further shows that a few spectators (7% at the CM, 4% at the DCM, 7% at the OMTOM and 11% at the BR) were satisfied with the services. A few spectators found the services poor, namely 3% at the CM and 4% each at the OMTOM and the BR.

Table 6.108: Whether respondent was aware of parking attendants (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Yes	84	71	83	61
No	16	29	17	39

Table 6.108 points out that the majority of the spectators, namely 84% at the CM, 71% at the DCM, 83% at the OMTOM and 61% at the BR, were aware of parking attendants. Some spectators, however, were not aware of any parking attendants (16% at the CM, 29% at the DCM, 17% at the OMTOM and 39% at the BR). It is possible that the parking attendants were more visible at the CM and the OMTOM than at the DCM and BR. Conway (2004) suggests that visible parking attendants are important to provide peace of mind to event attendants.

Table 6.109: If aware, rating of services (*n* = 100, in % for each event)

Response	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable / no response	54	29	43	36
Excellent	14	14	13	23
Good	29	40	26	20
Satisfactory	2	12	12	13
Poor	1	5	6	8

Table 6.109 indicates that of the spectators, 54% at the CM, 29% at the DCM, 43% at the OMTOM and 36% at the BR did not find the question applicable or provided no response. Of the spectators, 45% at the CM, 66% at the DCM, 51% at the OMTOM and 56% at the BR rated the service satisfactory, good and excellent, while few spectators found the services poor (1% at the CM, 5% at the DCM, 6% at the OMTOM and 8% at the BR).

Table 6.110: Whether respondent was aware of ticket booths/sales (*n* = 100, in % for each event)

Response	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	80	-	67	79
No	20	100	33	21

Table 6.110 points out that, with the exception of the DCM, the majority of the spectators were aware of ticket booths/sales (80% at the CM, 67% at the OMTOM and 79% at the BR), while 20% at the CM, all at the DCM, 33% at the OMTOM and 21% at the BR were not aware of ticket booths/sales. In terms of the DCM, ticket booths/sales were more applicable to participants in the event in relation to purchasing tickets for special dinners and smaller associated social events, and therefore this statement was not directly applicable to the spectators. Ticket booth/sales were also available at points such as special expos where participants registered for the events and where they normally accompanied by spectator friends and family. These expos were also open to the general public and charged a nominal entrance fee.

Table 6.111: If aware, rating of services (*n* = 100, in % for each event)

Response	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable / no response	74	100	64	82
Excellent	8	-	14	4
Good	15	-	11	8
Satisfactory	2	-	10	-
Poor	1	-	1	6

Table 6.111 indicates that most spectators (74% at the CM, all at the DCM, 64% at the OMTOM and 82% at the BR) did not find the question applicable or provided no response. Table 6.111 reveals that of the spectators, 23% at the CM, none at the DCM, 25% at the OMTOM and 12% at the BR found the service good and excellent, which could possibly be associated with spectators who attended the expos with friends or family during the registration process. Table 6.111 points out that a few spectators, namely 2% at the CM and 10% at the OMTOM found the service satisfactory, while some found the service poor (1% at the CM, 1% at the OMTOM and 6% at the BR).

Table 6.112: Whether respondent was aware of refreshments ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Yes	96	92	83	46
No	4	8	17	54

The majority of the spectators, with the exception of the BR spectators (46%), were aware that there were refreshments (96% at the CM, 92% at the DCM and 83% at the BR). Table 6.112 reveals that of the spectators, 4% at the CM, 8% at the DCM, 17% at the OMTOM and 54% at the BR were not aware of refreshments. In a study conducted regarding the service quality of the BR event, Tseane (2006) found that refreshment options at this event were limited and that the spectators were not happy with the few refreshment options that were available along the event route, while some were not aware of the refreshment options. Shone and Parry (2001) suggest that adequate options for food and beverages at events add to the success of the event and if the BR event had taken this into consideration, the spectator responses could possibly have been more positive.

Table 6.113: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable / no response	32	8	43	53
Excellent	28	35	19	14
Good	35	35	18	16
Satisfactory	5	22	16	7
Poor	-	-	4	10

Some spectators did not find the question applicable or provided no response (32% at the CM, 8% at the DCM, 43% at the OMTOM and 53% at the BR), which could possibly be attributed to them not using the service and which impacted the results. Table 6.113 shows that of the spectators, 68% at the CM, 92% at the DCM, 53% at the OMTOM and 37% at the BR found the services satisfactory, good and excellent. A few spectators found the services

poor, namely 4% at the OMTOM and 10% at the BR. Getz (1997:209) states that "food and beverage sales are an essential service at most events, potentially a targeted benefit to attract specific market segments, and a major source of revenue". The sport tourism event managers of these events should take Getz's comment into consideration during the planning of future events in order to offer a wider selection of food and beverage options and ensure that the spectators are aware of them.

Table 6.114: Whether respondent was aware of first aid / medical services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Yes	87	54	64	51
No	13	46	36	49

Table 6.114 shows that the majority of the spectators were aware that there were first aid or medical services at these events (87% at the CM, 54% at the DCM, 64% at the OMTOM and 51% at the BR), while 13% at the CM, 46% at the DCM, 36% at the OMTOM and 49% at the BR were not aware of these services. A lack of awareness may be attributed to inadequate signage regarding the availability of these services. Conway (2004) posits that first aid is essential to any event and should be visible to all spectators. It is suggested that for future events, particularly for the DCM and the BR, that first aid or medical services should be made known to spectators at spectator location points.

Table 6.115: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Not applicable / no response	68	46	61	50
Excellent	11	12	8	18
Good	17	32	24	15
Satisfactory	3	10	5	13
Poor	-	-	2	4

Of the spectators, 68% at the CM, 46% at the DCM, 61% at the OMTOM and 50% at the BR did not find this question applicable or did not respond, which could possibly be attributed to them not being aware of the services, as revealed in the previous table. Table 6.115 also shows that of the spectators, 31% at the CM, 54% at the DCM, 37% at the OMTOM and 46% at the BR found the services satisfactory, good and excellent. Very few spectators found the services poor, namely 2% at the OMTOM and 4% at the BR. This is an essential service that should receive greater awareness creation for future events. By nature, these events are large and attract crowds. The results indicate that these types of events are

frequented by groups that consist of friends and family, which could mean that children are part of the group. Challenges can occur at any given time, such as an injuries or sickness at the event site or along the event route. Knowing where the nearest first aid or medical point is situated could save a life, particularly at events such as the DCM and the BR, which are along the Dusi and the Berg rivers respectively. It is suggested that visible first aid points at spectator locations be planned for future events.

Table 6.116: Whether respondent was aware of volunteer marshals ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Yes	88	55	75	63
No	12	45	25	37

Table 6.116 shows that most spectators were aware of volunteer marshals (88% at the CM, 55% at the DCM, 75% at the OMTOM and 63% at the BR). Table 6.116 indicates that of the spectators, 12% at the CM, 45 % at the DCM, 25% at the OMTOM and 37% at the BR were not aware of these services. Van der Wagen (2001) asserts that volunteers, in their capacity as marshals at these types of events, perform essential service in terms of achieving event goals, as they contribute to reaching event service targets. They should also be visible at all times. It is noted that that fewer spectators at the DCM (45%) and the BR (37%) were aware that there were volunteers. The DCM and the BR should consider having more volunteer marshals visible at spectator locations along event sites for future events.

Table 6.117: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable / no response	58	45	55	47
Excellent	19	13	21	24
Good	20	20	16	17
Satisfactory	3	22	8	8
Poor	-	-	-	4

Table 6.117 shows that of the spectators, 58% at the CM, 45% at the DCM, 55% at the OMTOM and 47% at the BR did not find this question applicable or did not respond, which could possibly be associated with them being aware of the service, but not seeing the necessity to rate the service. Table 6.117 also shows that of the spectators, 42% at the CM, 55% at the DCM, 45% at the OMTOM and 49% at the BR found the services satisfactory, good and excellent. Table 6.117 points out that ratings of the services as poor were only received for the BR (4%).

Table 6.118: Whether respondent was aware of planned activities/entertainment (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Yes	82	20	81	48
No	18	80	19	52

Of the spectators, 82% at the CM, 20% at the DCM, 81% at the OMTOM and 48% at the BR were aware of planned activities and entertainment. It is noted that the spectators of the two running marathons were more aware of entertainment than the spectators of the two canoe marathons. Table 6.118 shows that 18% of the spectators at the CM, 80% at the DCM, 19% at the OMTOM and 52% at the BR were not aware of planned activities and entertainment. A lack of awareness could possibly be associated with minimal activities and entertainment provided at these events, which were canoe marathons that were staged over different locations along the event route, or possibly also perhaps because there was not as much activities and entertainment arranged at the various spectator points along the routes. Getz (1997) posits that identifying the right type of entertainment for an event is a technical and creative process; however, it can create an attractive and enjoyable event. It is suggested that the DCM and the BR consider Getz's viewpoint during the planning of future events.

Table 6.119: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Not applicable / no response	60	80	49	54
Excellent	14	4	12	11
Good	21	6	26	21
Satisfactory	5	8	9	9
Poor	-	2	4	5

Table 6.119 points out that 60% of the spectators at the CM, 80% at the DCM, 49% at the OMTOM and 54% at the BR did not find the question applicable or provided no response. The DCM and the BR responses could be associated with a lack of awareness of these services, as indicated in the previous discussion. Table 6.119 reveals that 40% of the spectators at the CM, 18% at the DCM, 47% at the OMTOM and 41% at the BR indicated that the services were satisfactory, good and excellent. Table 6.119 further points out that very few of the spectators, namely 2% at the DCM, 4% at the OMTOM and 5% at the BR, found the services poor.

Table 6.120: Whether respondent was aware of the entertainment area (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Yes	83	25	82	43
No	17	75	18	57

Table 6.120 shows that of the spectators, 83% at the CM, 25% at the DCM, 82% at the OMTOM and 43% at the BR were aware of the entertainment area, while 17% at the CM, 75% at the DCM, 18% at the OMTOM and 57% at the BR were not aware of the entertainment area. Comparing the DCM and the BR spectator percentages with the CM and the OMTOM percentages, it is noted that the percentages were higher for the two running marathons, which could possibly be attributed to the fact that there were less entertainment areas at the canoeing events compared to at the running events. It is suggested that the event managers should consider more creative entertainment options at spectator locations along these routes.

Table 6.121: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Not applicable / no response	62	75	47	60
Excellent	15	4	15	11
Good	20	10	24	14
Satisfactory	3	9	11	10
Poor	-	2	3	5

Table 6.121 reveals that of the spectators, 62% at the CM, 75% at the DCM, 47% at the OMTOM and 60% at the BR did not find this question applicable or did not respond. Table 6.121 shows that of the spectator responses, half (50%) of the respondents at the OMTOM, followed by 38% at the CM, 35% at the DCM and 23% at the BR, found the services satisfactory, good or excellent. It is further noted that very few respondents found the services poor: 2% at the DCM, 3% at the OMTOM and 5% at the BR.

Table 6.122: Whether respondent was aware of waste management / litter removal / bins (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Yes	90	54	87	52
No	10	46	13	48

Table 6.122 points out that there were very high levels of awareness of waste management / litter removal / bins at the two running marathons (90% at the CM and 87% at the OMTOM)

in comparison to the canoeing marathons (54% at the DCM and 52% at the BR). Similarly, only 10% and 13% of the respondents at the CM and the OMTOM respectively were not aware of these services in comparison to high levels of unawareness at the DCM (46%) and the BR (48%). The spectators at the CM and the BR not being aware could possibly be attributed to waste management areas not being visible enough to the spectators. Conway (2004) suggests that visible waste management, litter removal and bins are part of an event manager's site maintenance plan and should be carefully evaluated to ensure a clean environment at all times. These points and services should also be visible at all times so that spectators can contribute to greening their environment. The event managers of the DCM and the BR should consider making waste management, litter removal points and bins more visible at spectator points for future events. It might seem a small action; however, it contributes to overall sustainability of the areas, as the events are staged within scenic environments.

Table 6.123: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable / no response	50	46	47	59
Excellent	26	4	20	7
Good	22	36	16	20
Satisfactory	2	14	15	7
Poor	-	-	2	7

Table 6.123 reveals that of the spectators, 50% at the CM, 46% at the DCM, 47% at the OMTOM and 59% at the BR did not find this question applicable or did not respond. Table 6.123 reflects that of the spectators, 50% at the CM, 50% at the DCM, 51% at the OMTOM and 34% at the BR found the services satisfactory, good and excellent. Very few spectators rated the services ae poor, namely 2% at the OMTOM and 7% at the BR.

Table 6.124: Whether respondent was aware of stallholders/vendors ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Yes	93	54	87	27
No	7	46	13	73

Table 6.124 reveals that of the spectators, 93% at the CM, 54% at the DCM, 87% at the OMTOM and 27% at the BR were aware of stallholders and vendors. It is noted that the spectators of the two canoe marathons were less aware of the services than spectators of the two running marathons. Of the spectators, 7% at the CM, 46% at the DCM, 13% at the

OMTOM and 73% at the BR were not aware of stallholders and vendors. The notable lack of awareness of the DCM and particularly the BR spectators could possibly be associated with a lack of signage or acknowledgement at the events that there were stallholders and vendors and where their stalls were located. It could also possibly be because there were no stallholders and vendors placed along the event routes at spectator points.

Table 6.125: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Not applicable / no response	50	46	50	78
Excellent	18	8	18	6
Good	30	14	19	3
Satisfactory	2	32	12	8
Poor	-	-	1	5

Table 6.125 shows that 50% of the spectators at the CM, 46% at the DCM, 50% at the OMTOM and 78% at the BR did not find this question applicable or did not provide a response. Table 6.125 reveals that 50% of the spectators at the CM, 54% at the DCM, 49% at the OMTOM and 17% at the BR found the services satisfactory, good and excellent. Table 6.125 also reveals that a few spectators found the services poor, namely 1% at the OMTOM and 5% at the BR. Wakefield and Blodgett (1996) assert that the layout and design of a sport tourism event area are important in terms of convenience for spectators. Stallholders and vendors are part of the services offered by the event and all these elements should be available to complement the physical elements of the event, as suggested by Tseane (2006). Therefore, it is suggested that for future events, the managers of the DCM and the BR consider placing stallholders and vendors at spectator locations along the event routes.

Table 6.126: Whether respondent was aware of toilet facilities (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Yes	96	65	89	61
No	4	35	11	39

Table 6.126 points out that of the spectators, 96% at the CM, 65% at the DCM, 89% at the OMTOM and 61% at the BR were aware that there were toilet facilities at these events, while 4% at the CM, 35% at the DCM, 11% at the OMTOM and 39% at the BR were not aware of these services. It is noted that the spectators at the CM and the OMTOM were more aware of toilet facilities compared to the spectators of the DCM and the BR, although these spectators still indicated relatively high levels of awareness. The lack of awareness could possibly be attributed to not noticing event signage at the DCM and the BR that indicate

where these facilities are or possibly to these facilities not being available along the event routes at spectator locations. Wakefield and Blodgett (1996) posit that sport tourists spend a long period of time at these events, hence more attention should be paid to avail such facilities for the convenience of spectators. Although toilet facilities at the OMTOM was not identified as a challenge by spectators, the managers commented (refer to Appendix 9) that they never seem to have enough toilet facilities at these types of events. It is a challenge to estimate the number of toilets required for these events, as by nature, the events are large and there is not always an indication of how many spectators can be expected at these types of events. Therefore, this type of service is normally estimated; however, it is suggested that sufficient toilet facilities are sourced. Tum *et al.* (2006) suggest that capacity-forecasting techniques should be conducted to deal with such aspects of the events.

Table 6.127: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable / no response	40	33	38	43
Excellent	20	-	16	17
Good	27	28	27	18
Satisfactory	13	30	13	14
Poor	-	9	6	8

As indicated in Table 6.127, 40% of the spectators at the CM, 33% at the DCM, 38% at the OMTOM and 43% at the BR did not find this question applicable or provided no response. Table 6.127 reveals that 60% of the spectators at the CM, 58% at the DCM, 56% at the OMTOM and 49% at the BR found the services satisfactory, good and excellent, while none at the CM, 9% at the DCM, 6% at the OMTOM and 8% at the BR found the services poor.

6.10.3 Quality ratings of specific services at the events

The following tables present an overview of the spectators' responses regarding the quality ratings of specific services at the events.

Table 6.128: Rating of cleanliness (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
No response	1	-	1	5
Excellent	56	14	51	41
Good	34	82	41	38
Satisfactory	7	4	7	12
Poor	-	-	-	4

Table 6.128 points out that most spectators, namely 90% at the CM, 96% at the DCM, 92% at the OMTOM and 79% at the BR, found the cleanliness of the events good or excellent. Some of the spectators indicated that the cleanliness was satisfactory (7% at the CM, 4% at the DCM, 7% at the OMTOM and 12% at the BR), while 1% at the CM, none at the DCM, 1% at the OMTOM and 5% at the BR provided no response, which could possibly be attributed to them not being sure about the cleanliness of the events. Table 6.128 also reveals that the only rating of cleanliness as poor was for the BR (4%); however, it was not stipulated what the challenge in terms of cleanliness was. The analysis presents an overwhelmingly positive response in terms of cleanliness at these events. Conway (2004) states that as spectators attend these events, site maintenance is required to ensure the cleanliness of services, which is an ongoing task throughout of the event. It appears that the event managers executed this task successfully.

Table 6.129: Rating of secure environment ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
No response	-	-	3	2
Excellent	45	16	45	32
Good	44	70	51	51
Satisfactory	11	14	1	7
Poor	-	-	-	8

In terms of a secure event environment, Table 6.129 shows that the majority of the spectators (89% at the CM, 86% at the DCM, 96% at the OMTOM and 83% at the BR) found the service good or excellent. Some of the spectators rated the security of the environment as satisfactory, namely 11% at the CM, 14% at the DCM, 1% at the OMTOM and 7% at the BR, while 3% at the OMTOM and 2% at the BR did not provide a response, possibly indicating that they were not sure whether the event environment was secure. Table 6.129 reveals that only BR spectators (8%) indicated that the services were poor. The analysis reveals an overwhelming positive response that the event environments were secure. The responses received from the BR spectators could possibly be associated with the responses noted in Table 6.106, where 82% of the spectators were not aware of security or police officials.

Table 6.130: Rating of electronic scoreboards / displays / television screens (*n* = 100, in % for each event)

Response	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No response	-	-	4	13
Excellent	32	4	17	4
Good	51	39	32	6
Satisfactory	17	29	25	8
Poor	-	28	22	69

Table 6.130 shows that of the spectators, 4% at the OMTOM and 13% at the BR provided no response, while 83% at the CM, 43% at the DCM, 49% at the OMTOM and 10% at the BR found this service good or excellent. Of the spectators, 17% at the CM, 43% at the DCM, 49% at the OMTOM and 10% at the BR found the service satisfactory. Table 6.130 also shows that 28% of the spectators at the DCM, 22% at the OMTOM and 69% at the BR found these services poor. The high rating of poor for the BR (69%) could possibly be attributed to the event managers having a limited budget and not having adequate funding to provide the services. It is evident from the analysis that only the CM provided a good service in terms of providing adequate electronic scoreboards / displays / television screens for the event. Event managers need to make provision for these types of services for future events.

Table 6.131: Rating of ambience (*n* = 100, in % for each event)

Response	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No response	-	-	-	5
Excellent	65	10	44	38
Good	26	62	50	39
Satisfactory	9	28	6	11
Poor	-	-	-	7

As shown in Table 6.131, most of the spectators, namely 91% at the CM, 72% at the DCM, 94% at the OMTOM and 77% at the BR, found the ambience of the events good or excellent. The percentages of spectators at the two running marathons who rated the ambience at the events as good and excellent were higher compared to the spectators of the two canoe marathons. Table 6.131 further shows that only 5% of the spectators at the BR did not give a response and only 7% gave a rating of poor, which could possibly be attributed to these spectators not being sure of how they perceive the ambience and to them possibly not enjoying the ambience. Of the spectators, 9% at the CM, 28% at the DCM, 6% at the OMTOM and 11% at the BR found the ambience satisfactory. The data, however, present that the majority of the spectators were positive in terms of the ambience. Shone and Parry (2001) state that "ambience is often significant for the creation of a good event"

and that "an event with the right ambience can be a huge success". It is suggested that the event managers of the DCM and in particular the BR consider ambience as a key focus in future operational planning sessions for their event.

Table 6.132: Rating of aesthetics (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
No response	-	-	1	19
Excellent	25	10	34	18
Good	66	60	51	36
Satisfactory	8	30	14	15
Poor	1	-	-	12

Table 6.132 indicates that of the spectators, 91% at the CM, 70% at the DCM, 85% at the OMTOM and 54% at the BR found the aesthetics of the events good or excellent, while 1% at the CM and 19% at the BR provided no response. Of the spectators, 8% at the CM, 30% at the DCM, 14% at the OMTOM and 15% at the BR found the aesthetics satisfactory. Table 6.132 also points out that 12% of the BR spectators found the event aesthetically poor. This could possibly be attributed to spectators not enjoying the actual environment where the event was staged. Tseane (2006) posits that customers observe event facilities consciously and subconsciously during the event and their evaluations influence their attitudes towards the place. It is important to note that the BR takes place outdoors during the Cape Town winter. The cold could create discomfort for spectators. These factors could also possibly attribute to spectators rating the event as aesthetically poor. However, the event managers of the DCM and in particular the BR should take heed of the suggestion from Wakefield and Blodgett (1996) that if the event aesthetics is in order, it can have a positive effect on the perceived quality of the event environment. From the data analysis it is evident that the majority of the spectators were positive about the events' aesthetics.

Table 6.133: Rating of seating availability (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
No response	-	-	4	12
Excellent	13	6	12	5
Good	41	52	47	4
Satisfactory	41	34	27	12
Poor	5	8	10	67

Table 6.133 indicates that of the spectators, 4% at the OMTOM and 12% at the BR provided no response, which could possibly be attributed to them not knowing about seating availability.Table 6.133 also shows that of the spectators, 54% at the CM, 58% at the DCM,

59% at the OMTOM and 9% at the BR found the seating availability good or excellent. Of the spectators, 41% at the CM, 34% at the DCM, 27% at the OMTOM and 12% at the BR found the seating availability satisfactory, while 5% at the CM, 8% at the DCM, 10% at the OMTOM and 67% at the BR found the seating availability of these events poor. The table indicates a high negative response rate from the BR spectators, namely 67%, which could possibly be associated with the low budget available to event managers to organise this event. In Tseane's (2006:19) study on service elements related to the BR, she points out that spectators indicated that seating was a challenge, as seating was only available at three spectator points along the route. Aspects such as adequate seating can become costly for an event budget. Sponsorship leveraging for events such as the DCM and the BR can provide a solution to a limited budget. Nevertheless, the results indicate that spectators are in general positive abouth seating availability at the four events.

Table 6.134: Rating of seating comfort (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
No response	-	-	2	17
Excellent	14	7	11	5
Good	44	49	46	7
Satisfactory	38	36	30	12
Poor	4	8	11	59

Table 6.134 shows that of the spectators, 2% at the OMTOM and 17% at the BR provided no response. Table 6.134 reveals that of the spectators, 58% at the CM, 56% at the DCM, 57% at the OMTOM and 12% at the BR found seating comfort good or excellent. Furthermore, 38% of the spectators at the CM, 36% at the DCM, 30% at the OMTOM and 12% at the BR rated seating comfort satisfactory. As shown in Table 6.134, 4% of the spectators at the CM, 8% at the DCM, 11% at the OMTOM and 59% at the BR found seating comfort poor. The table indicates that a lesser percentage of the spectators at the BR (12%) found seating comfort good or excellent and that a lesser percentage of the spectators at the BR (12%) also found seating comfort satisfactory compared to the higher percentages of satisfaction reflected at the CM, the DCM and the OMTOM. Table 6.134 also reveals a high negative response from the BR spectators (59%). This could possibly be associated with the findings indicated in Table 6.133. The analysis indicates that the majority of the spectators were positive about the events' seating comfort.

Table 6.135: Rating of appearance of physical facilities (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
No response	-	-	2	18
Excellent	32	6	22	10
Good	56	48	60	23
Satisfactory	12	46	15	22
Poor	-	-	1	27

Table 6.135 indicates that of the spectators, 2% at the OMTOM and 18% at the BR did not respond to this question. Table 6.135 reflects that 88% of the spectators at the CM, 54% at the DCM, 82% at the OMTOM and 33% at the BR found the appearance of physical facilities good or excellent. With the exception of the BR (33%) and to a lesser extent the DCM (54%), the majority of the spectators at the two running marathons found the appearance of the physical facilities good or excellent. Of the spectators, 12% at the CM, 46% at the DCM, 15% at the OMTOM and 22% at the BR rated the appearance of physical facilities as satisfactory. Table 6.135 shows that the following spectators found the appearance of physical facilities poor: 1% at the OMTOM and 27% at the BR. The table shows that the BR spectators indicated a negative response to the physical facilities of the event (27%), which could possibly be associated with the low event budget of the BR that possibly does not provide enough funding for adequate physical facilities and only provides the basics. However, results are still indicative that the majority of the spectators were positive about the appearance of the physical facilities. Tseane (2006:122) points out that service quality aspects of the BR varied from one location to another, with physical facilities of the event at the starting and completion points being excellent but a lack of facilities along the route. The DCM and the BR event managers should improve physical facilities along the entire DCM and BR routes in order to achieve more positive ratings from future spectators.

Table 6.136: Rating of design and layout (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
No response	-	-	1	13
Excellent	36	10	27	10
Good	52	40	59	30
Satisfactory	11	34	12	22
Poor	1	16	1	25

Wakefield and Blodgett (1996:47) assert that the layout of an event refers to the manner in which service areas are arranged and the spatial relationship among these elements. Table 6.136 shows that 1% of the OMTOM and 13% of the BR spectators indicated no specific

response to the question. Table 6.136 reveals that of the spectators, 88% at the CM, 50% at the DCM, 86% at the OMTOM and 40% at the BR indicated that they found the design and layout of the events good or excellent. The results indicate that the responses of the specatators at the two canoe marathons were much lower compared to the responses of the spectators at the two running marathons. Of the respondents, 11% at the CM, 34% at the DCM, 12% at the OMTOM and 22% at the BR rated the design and layout as satisfactory. Table 6.136 indicates that 1% of the spectators at the CM, 16% at the DCM, 1% at the OMTOM and 25% at the BR found the design and layout of the events poor, reflecting a much higher negative response to the design and layout of the events at the two canoe marathons compared to the two running marathons. The analysis reveals that most of the spectators at the two running marathons were positive about the design and layout of the events. Van der Wagen (2001) posits that the design and layout of events are essential parts of the creative process of designing an event. It is suggested that the DCM and the BR event managers consider reviewing the layout of future events with an option to make it more socially comfortable for spectators.

Table 6.137: Rating of shelter (n = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
No response	1	-	2	16
Excellent	31	12	13	5
Good	60	52	40	6
Satisfactory	8	16	24	19
Poor	-	20	21	54

As indicated in Table 6.137, 1% of the spectators at the CM, 2% at the OMTOM and 16% at the BR did not respond to this question. Table 6.137 reveals that of the spectators, 91% at the CM, 64% at the DCM, 53% at the OMTOM and 11% at the BR found the service good or excellent. Of the spectators, 8% at the CM, 16% at the DCM, 24% at the OMTOM and 19% at the BR rated the service satisfactory. Table 6.137 shows that 20% of the spectators at the DCM, 21% at the OMTOM and 54% at the BR found this service poor. The data reflect higher negative responses from the BR spectators (54%) compared to the other events, which could possibly be associated with the low event budget, which seemingly did not source enough money to provide adequate shelters, although it is an outdoor event. The provision of adequate sheltering at events such as the DCM, the OMTOM and the BR can be associated with the design and layout of the event. The analysis indicates that a most of the spectators attending the CM were positive about the event's shelters.

Table 6.138: Rating of accessibility (universal access) (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
No response	-	-	1	11
Excellent	31	11	19	29
Good	66	54	51	26
Satisfactory	3	29	26	16
Poor	-	6	3	18

Table 6.138 shows that of the spectators, 1% for OMTOM; and 11% for BR provided no response. Table 6.138 reveals that of the spectators, 97% at the CM, 65% at the DCM, 70% at the OMTOM and 55% at the BR found the accessibility (universal access) good or excellent. Of the spectators, 3% at the CM, 29% at the DCM, 26% at the OMTOM and 16% at the BR rated the service satisfactory. As indicated in Table 6.138, 6% of the spectators at the DCM, 3% at the OMTOM and 18% at the BR found the event accessibility (universal access) poor. According to the analysis, the majority of the spectators were positive about the events' accessibility (universal access). It is noted that the BR responses were lower than the CM, the DCM and the OMTOM, which could be associated with a previous discussion of Table 6.37 regarding service quality aspects of the event varying at locations. It is suggested that the BR event managers consider the consistency of service quality aspects at future events in order to ensure that these requirements are met along the entire route and not merely at certain points.

Table 6.139: Rating of facilities for disabled people (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
No response	7	-	3	16
Excellent	17	2	14	7
Good	53	40	42	3
Satisfactory	19	46	30	18
Poor	4	12	11	56

Table 6.139 reveals that of the spectators, 7% at the CM, 3% at the OMTOM and 16% at the BR did not respond to the question. Table 6.139 indicates that 70% of the spectators at the CM, 42% at the DCM, 56% at the OMTOM and 10% at the BR indicated that they found the facilities for disabled people good or excellent. It is noted that the responses from the spectators at the two running marathons were more positive compared to the responses of the spectators at the two canoe marathons. Of the spectators, 19% at the CM, 46% at the DCM, 30% at the OMTOM and 18% at the BR rated the facilities for disabled people as satisfactory. Table 6.139 shows that 4% of the spectators at the CM, 12% at the DCM, 11%

at the OMTOM and 56% at the BR found the service poor. The high level of poor responses from the BR spectators can possibly be associated with the previous discussion of the service quality offerings at the BR. However, the analysis indicates that most spectators at the CM, the DCM and the OMTOM were positive about facilities for disabled people. This becomes another item that the BR event managers should consider to improve for future events.

6.10.4 The spectators' perceptions of and attitudes towards service quality in terms of the reliability of event managers and service providers

The following tables present an overview of the spectators' responses regarding the service quality in terms of the reliability of event managers.

Table 6.140: Level of agreement with the statement "Event managers and service providers are efficient" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	1	10
Disagree	-	2	4	10
Neutral	16	43	19	20
Agree	80	47	44	26
Strongly agree	4	8	32	34

Table 6.140 shows that of the spectators, 84% at the CM, 55% at the DCM, 76% at the OMTOM and 34% at the BR strongly agreed and agreed that the event managers and service providers were efficient. Table 6.140 shows that the responses received from the spectators at the two running marathons were higher and more in support that the service was efficient compared to the responses from the spectators at the two canoe marathons. Table 6.140 points out that there were spectators that were neutral (16% for the CM, 43% for the DCM, 19% for the OMTOM and 20% for the BR). Table 6.140 further indicates that of the spectators, 2% at the DCM, 5% at the OMTOM and 20% at the BR disagreed and strongly disagreed that the event managers and service providers were efficient. It is quite evident that the BR seemed to show a lack of efficiency regarding event managers and service providers compared to the CM, the DCM and the OMTOM. With large events such as these, it is difficult to please everyone; however, event managers and service providers should consider that service is an activity or benefit that one party can offer another, and that needs and expectations are met by the receiving party, in this case the spectators (Kotler *et al.*, 1996). The DCM and the BR event managers should be mindful of this approach when organising future events.

Table 6.141: Level of agreement with the statement "Services are provided on time" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	1	8
Disagree	2	4	2	8
Neutral	24	44	21	31
Agree	70	48	51	26
Strongly agree	4	4	25	27

As shown in Table 6.141, most spectators strongly agreed and agreed that event services were provided on time (74% at the CM, 52% at the DCM, 76% at the OMTOM and 53% at the BR). It is noted that the responses received from the spectators at the two running marathons were more in support of services being provided on time compared to the spectators at the two canoe marathons. Table 6.141 indicates that there were also neutral spectator responses, namely 24% for the CM, 44% for the DCM, 21% for the OMTOM and 31% for the BR. Table 6.141 also reveals that of the spectators, 2% at the CM, 4% at the DCM, 3% at the OMTOM and 16% at the BR disagreed and strongly disagreed that event services were provided on time. Despite some spectators being negative, most were positive about services being provided on time. It is suggested that the managers of the DCM and the BR consider project scheduling for future events to assist them in providing services on time, as this will ensure that time and action programmes for required actions and duties are in harmony (Tassiopoulos, 2005).

Table 6.142: Level of agreement with the statement "Event managers and service providers give prompt service to the spectators" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	2	1	10
Disagree	3	-	3	6
Neutral	18	58	20	35
Agree	74	38	52	25
Strongly agree	5	2	24	24

Table 6.142 indicates that of the spectators, 79% at the CM, 40% at the DCM, 76% at the OMTOM and 49% at the BR strongly agreed and agreed that the event managers and service providers provided prompt service. Table 6.142 reveals that the spectators at the two running marathons were more in support of event managers and service providers providing prompt service at the events than the spectators at the two canoe marathons. Table 6.142 shows that of the spectators, 18% at the CM, 58% at the DCM, 20% at the OMTOM and 35% at the BR were neutral on this issue. Neutral responses for the DCM and the BR were

higher than neutral responses for the CM and the OMTOM, which impacted the analysis of the data. Table 6.142 reveals that of the spectators, 3% at the CM, 2% at the DCM, 4% at the OMTOM and 16% at the BR disagreed and strongly disagreed that the event managers and service providers were prompt in providing their services. The provision of prompt services can be linked to timing, and timing in turn to adequate project scheduling of the events. It is suggested that the DCM and the BR event managers consider a project-management approach for their future events by making use of tools to assist with providing services in a prompt and timeous manner. Tum *et al.* (2006) assert that the time required to complete tasks for events is often uncertain, as are resources that are required. Due to the interdependence of all required activities in order to schedule tasks, the management of these aspects is an important skill for the event manager.

Table 6.143: Level of agreement with the statement "Event managers / service providers are dependable" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	2	-	7
Disagree	-	-	3	9
Neutral	27	57	18	26
Agree	64	39	52	33
Strongly agree	9	2	27	25

Table 6.143 shows that 73% of the spectators at the CM, 41% at the DCM, 79% at the OMTOM and 58% at the BR strongly agreed and agreed that the event managers and service providers were dependable. The majority of the spectators at the two running events were in support that the event managers and service providers were dependable compared to the spectators at the two canoe marathons. Table 6.143 reveals that of the spectators, 27% at the CM, 57% at the DCM, 18% at the OMTOM and 26% at the BR were neutral. These neutral responses also impacted the results. Table 6.143 shows that only a few spectators disagreed and strongly disagreed that event managers and service providers are dependable, namely 2% at the DCM and 7% at the BR.

Table 6.144: Level of agreement with the statement "The programme of events is being followed" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	6
Disagree	26	-	1	5
Neutral	57	39	17	26
Agree	16	57	48	27
Strongly agree	-	4	34	36

Table 6.144 shows that of the spectators, 16% at the CM, 96% at the DCM, 96% at the OMTOM and 53% at the BR strongly agreed and agreed that the programme of events was followed. Table 6.144 indicates the neutral responses to the statement as 57% for the CM, 39% for the DCM, 17% for the OMTOM and 26% for the BR. Of the spectators, 26% at the CM, 1% at the OMTOM and 11% at the BR disagreed and strongly disagreed with the statement, which means that they felt that the programme of events was not followed. The neutral responses, in particular noted for the CM (57%), impacted the results. Getz (1997) posits that programmes should be planned and managed and also executed on time by following particular lifecycles, while event managers should follow the programme of events in order to sustain popularity among their spectators. Challenges can occur that could sometimes result in the programme being changed. However, the success factor lies in the manner of dealing with the changes, by not creating an inconvenience to the spectators and staying 'on track' as far as possible. The event managers, particularly for the CM, should focus on following the programme of events to sustain popularity among their spectators.

6.10.5 The spectators' perceptions of and attitudes towards service quality in terms of the responsiveness of the event managers

The following tables present an overview of the spectators' responses regarding service quality in terms of the responsiveness of the event managers.

Table 6.145: Level of agreement with the statement "Event managers and service providers show genuine interest in solving spectators' problems" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	14
Disagree	2	-	1	8
Neutral	32	68	35	33
Agree	60	30	50	24
Strongly agree	6	2	14	21

Table 6.145 shows that of the spectators, 66% at the CM, 32% at the DCM, 64% at the OMTOM and 45% at the BR strongly agreed and agreed that the event managers and services providers show genuine interest in solving spectators' problems. Table 6.145 reveals that there were neutral spectator responses, namely 32% for the CM, 68% for the DCM, 35% for the OMTOM and 33% for the BR. The neutral responses impacted the results. Table 6.145 also shows that of the spectators, 1% at the OMTOM and 14% at the BR disagreed and strongly disagreed with the statement, which means that they felt that the event managers and service providers did not show genuine interest in solving spectators' problems. It is suggested that event managers, particularly those of the DCM and the BR,

should consider that, holistically, their roles embody service quality, which can also be defined as a relationship that never ends. Furthermore, the relationship of the event manager to stakeholders and customers is made up of interpersonal relationships, part of which is with the customer (Pope *et al.*, 2001). Tseane (2006) further posits that this relationship depends on genuine interaction with spectators on a personal level, with an authentic understanding of customer requirements in order to be successful.

Table 6.146: Level of agreement with the statement "Event managers and service providers are never too busy to respond to spectators' requests/queries" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	15
Disagree	4	-	1	6
Neutral	30	72	39	36
Agree	63	26	44	29
Strongly agree	3	2	16	14

Table 6.146 reveals that of the spectators, 66% at the CM, 23% at the DCM, 60% at the OMTOM and 43% at the BR strongly agreed and agreed that the event managers and service providers were never too busy to respond to spectators' requests and queries. Neutral responses to the statement constituted 30% for the CM, 72% for the DCM, 39% for the OMTOM and 36% for the BR. The neutral responses for the DCM (72%) were high and impacted the results. Table 6.146 further reveals that of the spectators, 4% at the CM, 1% at the OMTOM and 21% at the BR disagreed and strongly disagreed, which means that they felt that the event managers and service providers were too busy to respond to the requests and queries of spectators. Despite the neutral and the negative responses, the analysis indicates that the spectators' perceptions of the event managers of the CM and the OMTOM making time for spectators' requests and queries were positive, compared to less positive results from the DCM and the BR spectators.

Table 6.147: Level of agreement with the statement "Event managers and service providers are well equipped to handle problems and emergencies" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	8
Disagree	2	-	-	7
Neutral	27	57	32	27
Agree	64	39	51	31
Strongly agree	7	4	17	27

Table 6.147 indicates that 71% of the spectators at the CM, 43% at the DCM, 68% at the OMTOM and 58% at the BR strongly agreed and agreed that the event managers and service providers were well equipped to handle problems and emergencies. Table 6.147 shows that there were neutral spectator responses, namely 27% for the CM, 57% for the DCM, 32% for the OMTOM and 27% for the BR. Table 6.147 reveals that some spectators also disagreed and strongly disagreed with the statement (2% at the CM and 15% at the BR), which means that they did not think that the event managers and service providers could deal adequately with problems and emergencies. Despite the neutral and the negative responses, the analysis indicates that the spectators' perceptions of the event managers and service providers of the CM and the OMTOM being well equipped to handle problems and emergencies were positive compared to less positive results from the DCM and the BR spectators.

Table 6.148: Level of agreement with the statement "The event's physical facilities are functional and operational" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	1	-	-	18
Disagree	1	-	3	10
Neutral	18	32	19	33
Agree	66	64	53	23
Strongly agree	14	4	25	16

Table 6.148 indicates that, with the exception of the BR (39%), the majority of the spectators strongly agreed and agreed that the physical facilities of the events were functional and operational, namely 80% at the CM, 68% at the DCM and 78% at the OMTOM. The BR responses could possibly be associated with the low budget that the event managers had to work from, hence not being able to provide appropriate functional and operational facilities. Table 6.148 shows that there were neutral responses, namely 18% for the CM, 32% for the DCM, 19% for the OMTOM and 33% for the BR. Of the spectators, 2% at the CM and 18% at the BR disagreed and strongly disagreed with the statement that the physical facilities of the events were functional and operational.

Table 6.149: Level of agreement with the statement "The event uses up-to-date equipment" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	15
Disagree	1	14	2	3
Neutral	21	50	19	28
Agree	58	32	49	31
Strongly agree	20	4	30	23

Table 6.149 indicates that of the spectators, 78% at the CM, 36% at the DCM, 79% at the OMTOM and 54% at the BR strongly agreed and agreed that the events used up-to-date equipment. Neutral responses constituted 21% for the CM, 50% for the DCM, 19% for the OMTOM and 28% for the BR. It is also important to note that these neutral responses influenced the results of the analysis. Table 6.149 reveals that of the spectators, 1% at the CM, 14% at the DCM, 2% at the OTMOM and 18% at the BR disagreed and strongly disagreed with the statement that the events used up-to-date equipment. The analysis, however, indicates that the spectators at the CM and the OMTOM were more positive about the events using up-to-date equipment than the DCM and the BR spectators, which could possibly be attributed to the two canoe marathons having a lower budget than the two running marathons, as noted previously.

Table 6.150: Level of agreement with the statement "The event's marketing materials are eye-catching" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	1	8	-	16
Disagree	1	22	1	7
Neutral	19	32	10	24
Agree	51	34	43	32
Strongly agree	28	4	37	21

As shown in Table 6.150, 79% of the spectators at the CM, 38% at the DCM, 80% at the OMTOM and 53% at the BR strongly agreed and agreed that the marketing materials of these events were eye-catching. Table 6.150 also indicates the neutral spectator responses, namely 19% for the CM, 32% for the DCM, 10% for the OMTOM and 24% for the BR. These neutral responses influenced the analysis. Table 6.150 reveals that some of the spectators disagreed and strongly disagreed with the event marketing materials being eye-catching (2% at the CM, 30% at the DCM and 16% at the BR. The analysis shows that the spectators at the CM and the OMTOM running marathons were more positive about the marketing materials of the events being eye-catching than the DCM and the BR spectators. This could possibly be attributed to the lower budgets of the two canoe marathons, which limited the marketing aspects of these events.

6.10.6 The spectators' perceptions of and attitudes towards service quality in terms of the level of assurance reflected by the event managers

The following tables present an overview of the spectators' responses regarding service quality in terms of the level of assurance reflected by the event managers.

Table 6.151: Level of agreement with the statement "The behaviour of the event managers and service providers instils confidence in spectators" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	13
Disagree	3	-	1	6
Neutral	24	65	24	25
Agree	59	33	57	32
Strongly agree	14	2	18	24

Table 6.151 indicates that of the spectators, 73% at the CM, 35% at the DCM, 75% at the OMTOM and 56% at the BR strongly agreed and agreed that the behaviour of the event managers and service providers instilled confidence in the spectators. It is noted that less spectators at the DCM and the BR were in agreement with the statement, which could possibly be associated with levels of neutral responses, as indicated next, or possibly because they perceived the event managers and service providers as not instilling confidence. Table 6.151 also reveals that there were high neutral responses from spectators, namely 24% for the CM, 65% for the DCM, 24% for the OMTOM and 25% for the BR. Table 6.151 also indicates that of the spectators, 3% at the CM, 1% at the OMTOM and 19% at the BR disagreed and strongly disagreed that the behaviour of the event managers and service providers instilled confidence in spectators. The analysis reveals that the responses from the CM and the OMTOM spectators were more positive than those from the DCM and the BR spectators. Behaviour and the image portrayed by the sport tourism event

manager, internally and externally, are critical to the success of the event and can impact positively or negatively on sport tourism initiatives.

Table 6.152: Level of agreement with the statement "The behaviour of the event managers and service providers instils trust in spectators" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	-	11
Disagree	4	-	1	5
Neutral	26	71	31	29
Agree	60	27	48	32
Strongly agree	10	2	20	23

As shown in Table 6.152, 70% of the spectators at the CM, 29% at the DCM, 68% at the OMTOM and 55% at the BR strongly agreed and agreed that the behaviour of the event managers and service providers instilled trust in the spectators. Table 6.152 also indicates the neutral spectator responses as 26% for the CM, 71% for the DCM, 31% for the OTMOM and 29% for the BR. These neutral responses, particularly for the DCM (71%), influenced the results. Table 6.152 also shows that of the spectators, 4% at the CM, 1% at the OMTOM and 16% at the BR disagreed and strongly disagreed that the event managers and service providers instilled trust in the spectators. Oliver (1981) states that perceived service quality and the customers' expectations thereof influences the customers' satisfaction levels, which is also the antecedent of service quality and instilling confidence and trust in the service provider. The event managers, particularly of the DCM and the BR, should focus on spectator satisfaction as a management objective for future events, as this is crucial to maintaining effective service relationships. The results indicate that the spectators at the CM and the OMTOM were more positive than spectators at the DCM and the BR in terms of the event managers and service providers instilling trust in the spectators.

Table 6.153: Level of agreement with the statement "Event managers and service providers are constantly courteous towards spectators" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	1	13
Disagree	3	-	1	11
Neutral	19	70	30	26
Agree	71	28	52	30
Strongly agree	7	2	16	20

Table 6.153 shows that of the spectators, 78% at the CM, 30% at the DCM, 68% at the OMTOM and 50% at the BR strongly agreed and agreed that the event managers and service providers were constantly courteous towards spectators. The lower positive responses could be attributed to the high level of neutral responses, or possibly to perceptions that were formed at the events in terms of the event managers and service providers not being courteous. If an event is described as a quality event, the customer will expect higher-level benefits, including courtesy (Tum *et al.*, 2005). Table 6.153 indicates that there were neutral responses from the spectators to this statement, namely 19% for the CM, 70% for the DCM, 30% for the OMTOM and 26% for the BR. The neutral responses, particularly higher responses such as those from the DCM spectators (70%), influenced the results. Table 6.153 indicates that of the spectators, 3% at the CM, 2% at the OMTOM and 24% at the BR disagreed and strongly disagreed that the event managers and service providers were courteous towards spectators. The higher negative response from the BR spectators (24%) could possibly be attributed to spectators having a negative experience with the event managers and service providers. The analysis indicates that the spectators at the CM and the OMTOM were more positive about the event managers and service providers being courteous than the spectators at the DCM and the BR. It is important that sport tourism event managers display courtesy at all times, as Getz (1997) asserts that sport tourism event managers are professionals whose behaviour is open to external scrutiny at all times.

Table 6.154: Level of agreement with the statement "Event managers and service providers have the knowledge to do their jobs well" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	1	-	1	6
Disagree	3	2	1	5
Neutral	29	47	22	22
Agree	61	47	56	35
Strongly agree	6	4	20	32

Table 6.154 shows that of the spectators, 67% at the CM, 51% at the DCM, 76% at the OMTOM and 67% at the BR strongly agreed and agreed that the event managers and service providers have the knowledge to do their jobs well. The lower positive response for the DCM could possibly be attributed to the high level of neutral responses received, but could also possibly be attributed to perceptions of the event managers and service providers as not having the required knowledge to do a good job. Table 6.154 indicates that some spectators were neutral, namely 29% for the CM, 47% for the DCM, 22% for the OMTOM and 22% for the BR. Table 6.154 shows that of the spectators, 4% at the CM, 2% at the

OMTOM and 11% at the BR disagreed and strongly disagreed that the event managers and service providers had the knowledge to execute their jobs well. The analysis shows that with the exception of the DCM (51%), the majority of spectators were positive about the event managers and service providers having the knowledge to do their jobs well. The DCM results in this case may be influenced by the high neutral spectator response of 47%. Tum *et al.* (2006) assert that in the eyes of the spectator, minimum requirements should be met, such as being able to do the job, and without satisfying the basics, event managers will not be able to provide an acceptable level of service. Event managers should consider the statement of Tum *et al.* for future events to ensure that they present themselves in a positive, confident manner to spectators and that a larger number of spectators will rate their capabilities high than the current results.

Table 6.155: Level of agreement with the statement "Event managers and service providers treat international and domestic tourists alike" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	2	-	-	9
Disagree	8	-	2	6
Neutral	36	71	28	31
Agree	51	27	48	20
Strongly agree	-	2	22	34

Table 6.155 shows that of the spectators, 51% at the CM, 29% at the DCM, 70% at the OMTOM and 54% at the BR strongly agreed and agreed that the event managers and service providers treated international and domestic tourists alike. As per Table 6.155, there were neutral responses from spectators, namely 36% for the CM, 71% for the DCM, 28% for the OMTOM and 31% for the BR, which impacted the results. As shown in Table 6.155, there were spectators who disagreed and strongly disagreed that the event managers and service providers treated international and domestic tourists alike (10% at the CM, 2% at the OMTOM and 15% at the BR).

Table 6.156: Level of agreement with the statement "Event managers and service providers treat locals and tourists alike" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	1	8
Disagree	8	-	1	9
Neutral	37	71	24	38
Agree	52	27	49	18
Strongly agree	2	2	25	27

Table 6.157 reveals that of the spectators, 54% at the CM, 29% at the DCM, 74% at the OMTOM and 45% at the BR strongly agreed and agreed that the event managers and service providers treated locals and tourists alike. The neutral responses constituted 37% for the CM, 71% for the DCM, 24% for the OMTOM and 38% for the BR, which could possibly be attributed to the spectators not being sure whether the event managers and service providers treated locals and tourists alike. Table 6.157 also indicates that of the spectators, 8% at the CM, 2% at the OMTOM and 17% at the BR disagreed and strongly disagreed that the event managers and service providers treated locals and tourists alike. The neutral responses, particularly for the DCM (71%) and the BR (31%), influenced the results.

6.10.7 The spectators' perceptions of and attitudes towards service quality in terms of the empathy levels projected by the event managers

The following tables present an overview of the spectators' responses regarding service quality in terms of the event managers' empathy levels.

Table 6.157: Level of agreement with the statement "Event managers and service providers pay spectators individual attention" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	1	19
Disagree	7	4	1	11
Neutral	34	67	28	31
Agree	59	27	48	10
Strongly agree	-	2	22	2

Table 6.157 shows that of the spectators, 59% at the CM, 49% at the DCM, 70% at the OMTOM and 12% at the BR strongly agreed and agreed that the event managers and service providers paid spectators individual attention. Table 6.157 also indicates the neutral spectator responses, namely 34% for the CM, 67% for the DCM, 28% for the OMTOM and 31% for the BR. The neutral responses impacted the results, particularly the high neutral responses of the DCM spectators (67%). Table 6.157 reveals that 7% of the spectators at the CM, 4% at the DCM, 2% at the OMTOM and 30% at the BR disagreed and strongly disagreed that the event managers and service providers paid spectators individual attention. These events are large by nature and have large crowds that move around at any given time, and therefore individual attention can only be given to spectators in cases of emergency or in specific situations.

Table 6.158: Level of agreement with the statement "Event managers and service providers deal with spectators in a caring fashion" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	2	-	-	18
Disagree	3	-	3	11
Neutral	24	67	38	28
Agree	70	31	45	30
Strongly agree	1	2	24	13

Of the spectators, 71% at the CM, 33% at the DCM, 69% at the OMTOM and 43% at the BR strongly agreed and agreed that the event managers and service providers dealt with spectators in a caring fashion. Table 6.158 shows that there were neutral responses, namely 24% for the CM, 67% for the DCM, 38% for the OMTOM and 28% for the BR, which impacted the results. With the exception of the BR (29%), some of the spectators disagreed and strongly disagreed that the event managers and service providers dealt with spectators in a caring fashion (5% at the CM and 3% at the OMTOM). The event managers of the DCM and specifically those of the BR should focus on their relationship with spectators. Tseane (2006) posits that excellent functional quality can make up for a lack of technical quality (physical attributes of the event); however, if functional quality (organising ability of the event managers) is insufficient, it leaves the guest feeling dissatisfied. The overall objective is to have spectators leaving the event feeling that they have had a positive experience.

Table 6.159: Level of agreement with the statement "Event managers and service providers have the spectators' best interests at heart" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	1	-	-	15
Disagree	9	2	3	7
Neutral	22	69	22	32
Agree	67	27	52	27
Strongly agree	1	2	23	19

As shown in Table 6.159, 68% of the spectators at the CM, 29% at the DCM, 75% at the OMTOM and 46% at the BR strongly agreed and agreed that the event managers and service providers had their best interests at heart. Neutral responses were also given, namely 22% for the CM, 69% for the DCM, 22% for the OMTOM and 32% for the BR. The neutral responses, specifically for the DCM (69%) and the BR (32%), influenced the results. Table 6.159 reflects that of the spectators, 10% at the CM, 2% at the DCM, 3% at the OMTOM and 22% at the BR disagreed and strongly disagreed that the event managers and service providers had their best interests at heart. The higher level of negative responses from the BR spectators could possibly be linked to their perceptions of the event as not providing proper physical facilities, which seemingly created discomfort. If the physical attributes of the event is not appropriate, the spectators may feel that the event managers and service providers do not have their best interests at heart. The event managers, in general, but specifically those of the DCM and the BR, should be mindful of the perceptions of spectators, as they could possibly link physical aspects of the event to the professional attitude of the event manager and service providers, which creates an overall negative perception should the physical aspects not be up to standard or meet their expectations. It becomes a matter of delivering services to meet the perceived expectations of customers.

Table 6.160: Level of agreement with the statement "Event managers and service providers understand the specific needs of spectators" ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Strongly disagree	1	-	-	20
Disagree	6	2	2	7
Neutral	25	71	21	33
Agree	66	25	51	27
Strongly agree	2	2	26	13

As indicated in Table 6.160, 68% of the spectators at the CM, 27% at the DCM, 77% at the OMTOM and 40% at the BR strongly agreed and agreed that the event managers and service providers understood their specific needs. Table 6.160 also indicates neutral responses, namely 25% for the CM, 71% for the DCM, 21% for the OMTOM and 33% for the BR. The neutral responses, specifically for the DCM (71%) and the BR (33%), impacted the results. Table 6.160 shows that few spectators (7% at the CM, 2% at the DCM, 2% at the OMTOM and 27% at the BR) disagreed and strongly disagreed that the event managers and service providers understood their specific needs. The analysis shows that the CM and the OMTOM spectators were more positive about the event managers and service providers understanding their specific needs than the DCM and the BR spectators.

Table 6.161: Level of agreement with the statement "Event managers and service providers understand the needs of spectators" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	19
Disagree	8	-	2	10
Neutral	21	72	24	32
Agree	68	24	48	24
Strongly agree	3	4	26	15

Table 6.161 indicates that of the spectator respondents, 71% at the CM, 28% at the DCM, 74% at the OMTOM and 39% at the BR strongly agreed and agreed that the event managers and service providers understood their needs. Table 6.161 shows that there were also neutral responses, namely 21% for the CM, 72% for the DCM, 24% for the OMTOM and 32% for the BR, which impacted the results. Table 6.161 shows that of the spectators, 8% at the CM, none at the DCM, 2% at the OMTOM and 29% at the BR disagreed and strongly disagreed that the event managers and service providers understood their needs. The analysis shows that the CM and the OMTOM spectators were more positive about the event managers and service providers understanding their needs than the DCM and the BR spectators. Differences in the spectator responses between the pairs of events could possibly be associated with the nature of these events and with the fact that the CM and the OMTOM better satisfied the expectations of the spectators in comparison with those of the spectators of the DCM and the BR, as it is evident from all the discussion thus far.

Table 6.162: Level of agreement with the statement "The services are provided during convenient business hours" (*n* = 100, in % for each event)

	Durban		Cape Town	
Response	CM	DCM	OMTOM	BR
Strongly disagree	1	-	-	9
Disagree	3	10	2	8
Neutral	21	40	23	40
Agree	61	46	50	20
Strongly agree	14	4	25	23

As shown in Table 6.162, of the spectators, 75% at the CM, 50% at the DCM, 75% at the OMTOM and 43% at the BR strongly agreed and agreed that the event services were provided during convenient business hours. Table 6.162 shows that there were neutral responses, namely 21% for the CM, 40% for the DCM, 23% for the OMTOM and 40% for the BR, which impacted the results. Table 6.162 also points out that some of the spectators disagreed and strongly disagreed that the event services were provided during convenient business hours (4% at the CM, 10% at the DCM, 2% at the OMTOM and 17% at the BR. The responses from the DCM and the BR spectators were lower than that of the CM and the OMTOM spectators, which could be associated with the differences in the nature of the events.

6.10.8 Indication whether spectators experienced any problems with the events and whether they had any suggestions for future events

Table 6.163: Whether respondent experienced any problems at the event ($n = 100$, in % for each event)

	Durban		Cape Town	
Response	**CM**	**DCM**	**OMTOM**	**BR**
Yes	5	20	6	18
No	95	80	94	82

Table 6.163 indicates an overwhelmingly positive response from the spectators that they experienced no problems at these events (95% at the CM, 80% at the DCM, 94% at the OMTOM and 82% at the BR). Table 6.163 further shows that of the spectators, 5% at the CM, 20% at the DCM, 6% at the OMTOM and 18% at the BR experienced problems, which are reflected in Table 6.164. It is noted that problems experienced at these events are more prevalent in the two canoe marathons than the two running marathons and it is suggested that the event managers of the two canoe marathons use this data as a guideline during the planning of future events.

Table 6.164: If problems experienced, nature of the problem (*n* = 100, in % for each event)

	Durban		Cape Town	
Problems experienced	**CM**	**DCM**	**OMTOM**	**BR**
Not applicable	97	80	95	82
Parking was expensive and not enough parking	2	18	3	-
Too long queues	1	-	-	-
Insufficient seating	-	2	-	-
Arrogant security	-	-	2	-
Poor facilities	-	-	-	2
Lack of advertising/marketing	-	-	-	4
Lack of seating	-	-	-	2
Lack of signage to viewpoint	-	-	-	1
Pollution in the river / litter	-	-	-	2
Lack of hot water	-	-	-	1
Racial discrimination	-	-	-	2
Poor exit from river	-	-	-	2
Poor toilet facilities	-	-	-	2

As indicated in Table 6.164, the challenges that a few spectators experienced included parking (CM 2%, DCM 18% and OMTOM 3%); lack of advertising/marketing (BR 4%); long queues (CM 1%); insufficient seating (DCM 2%); poor facilities (BR 2%); lack of seating (BR 2%); pollution in the river / litter (BR 2%); racial discrimination (BR 2%); poor toilet facilities (BR 2%); lack of signage at viewpoints (BR 1%); lack of hot water (BR 1%) and poor exit from river (BR 2%).

The results indicate that except for parking at the DCM (18%), minor problems occurred at each of the events. It further appears that most of the problems experienced were at the DCM and the BR. Based on the challenges encountered at these events, event managers should take into consideration the statements of the following academics and apply them to their future events to minimise and prevent challenges. The sport tourism industry is a service industry and, as such, is largely influenced by the quality of services that are provided. Sport tourism event managers should effectively use service quality as part of their overall event management organisation as, if not used effectively, it will manifest in customer negativity, as portrayed in the results. There has been evidence that when customers' perceptions of service quality are positive, their behavioural intentions are favourable, which strengthens their relationship with the event organisation. However, conversely, when service quality assessments are negative, the customers' behavioural intentions are unfavourable (Zeithaml & Bitner, 2003).

6.10.9 Suggestions for improvement by the spectators

The following section provides suggestions for improvement for events in the future based on feedback received from the spectators.

Table 6.165: Suggestions to improve the events in the future ($n = 100$, in % for each event)

	Durban		Cape Town	
Suggestions	**CM**	**DCM**	**OMTOM**	**BR**
No suggestions	77	76	71	38
Cheaper parking and more parking	1	-	9	-
Event should run for longer hours during the day	1	-	-	-
Extend duration of the event	-	-	-	2
Registration should be quicker	10	-	-	-
Provide more seating/chairs	1	-	1	6
More crowd interaction	2	-	-	-
More entertainment/activities	1	10	5	-
More bins	1	-	-	2
Bigger venue	3	-	-	-
More toilets	3	-	2	7
More stalls	-	10	-	1
More security	-	-	1	-
More advertising/marketing	-	2	-	11
More volunteer marshals	-	2	-	-
More showers	-	-	1	-
More space/viewpoints for spectators	-	-	2	6
Have a big screen	-	-	3	-
Have fewer tents	-	-	1	-
More facilities for disabled people	-	-	4	1
Time management	-	-	-	2
More refreshments	-	-	-	4
Better service delivery	-	-	-	1
Better facilities	-	-	-	2
More signage and clearer directions	-	-	-	8
More community involvement / inform/update community about event	-	-	-	8
Provide spectators with programme	-	-	-	1

As shown in Table 6.165, the spectators provided the following main suggestions to improve future events: cheaper parking and more parking (OMTOM 9%); registration should be quicker (CM 10%); provide more seating/chairs (BR 6%); more entertainment/activities (DCM 10%); more stalls (DCM 10%); more advertising/marketing (BR 11%); more space/viewpoints for spectators (BR 6%); more signage and clearer directions (BR 8%) and more community involvement / inform/update community about event (BR 8%).

6.10.10 Indication whether residents experienced any problems with the events and whether they had any suggestions for future events

Local residents, as per Table 6.1, formed part of the spectators to these events as stakeholders in terms of experience. Specific questions were posed to them regarding service aspects of these events, as contextualised below.

Table 6.166: Whether respondents experienced any problem(s) related to the event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	-	-	0.5	1.0
Yes	6.0	74.0	7.5	5.0
No	94.0	26.0	92.0	94.0

Table 6.166 clearly indicates that the majority of the resident respondents, with the exception of residents at the DCM at 26.0%, did not experience any problems related to the events (94.0% at the CM, 92.0% at the OMTOM and 94.0% at the BR). Table 6.166 contextualises that there were a few residents who experienced problems at these events, namely 6.0% at the CM, 7.5% at the OMTOM and 5.0% at the BR. The DCM residents experienced the most problems compared to the residents at the other events. The problems experienced are reflected in Table 6.167 below.

Table 6.167: If respondent experienced any problem(s) related to the event, type of problem(s) experienced (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable	94.0	71.5	91.0	97.0
Too much litter	0.5	3.5	2.0	-
Drunken spectators	0.5	0.5	-	0.5
Too much noise	-	-	2.0	0.5
Some roads inaccessible	5.0	22.5	0.5	-
Too much traffic	-	2.0	4.5	0.5
Bad weather	-	-	-	0.5
Trees obstructing views	-	-	-	0.5
Racism	-	-	-	0.5

As shown in Table 6.167, the majority of the resident respondents did not find this question applicable (94.0% at the CM, 71.5% at the DCM, 91.0% at the OMTOM and 97.0% at the BR), which could be associated with Table 6.166, in which it is shown that the majority of the residents indicated that they experienced very few problems. Problems that were experienced included too much litter (CM 0.5%, DCM 3.5% and OMTOM 2.0%); drunken spectators (CM 0.5%, DCM 0.5% and BR 0.5%); too much noise (OMTOM 2.0% and BR 0.5%); some roads were inaccessible (CM 5.0%, DCM 22.5% and OMTOM 0.5%); too much traffic (DCM 2.0%, OMTOM 4.5% and BR 0.5%), bad weather (BR 0.5%), trees obstructing views (BR 0.5%) and racism (BR 0.5%). The following table provides suggestions from the residents to improve the events.

Table 6.168: Suggestions to improve the event (including service quality) in the future (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No suggestions	81.5	66.0	85.5	-
More traffic control	3.0	5.0	3.5	-
Funding for disadvantaged runners	0.5	-	-	-
More toilets on route	1.0	-	-	0.5
Don't have event on Youth Day	1.0	-	-	-
More locals should be involved	1.5	-	0.5	14.0
Make more bins available / clean street/river after event	7.0	-	-	2.5
More cheerleaders at roadside	0.5	-	-	-
More advertising	0.5	-	4.0	5.5
More security on roads	2.0	7.0	1.5	-
More sponsors for event	0.5	-	-	0.5
Better prize money	1.0	-	-	-
More entertainment	-	4.5	-	4.0
Reduce entry fee	-	16.0	-	-
More parking	-	1.5	2.5	0.5
Start later	-	-	1.0	-
Stands for spectators along road	-	-	1.5	-
Provide transport for locals	-	-	-	2.0
More community benefits	-	-	-	0.5
Provide stalls	-	-	-	0.5
Improve quality of event	-	-	-	2.0
Increase frequency of event	-	-	-	0.5

As seen in Table 6.168, the main suggestions for improvements include reduced entrance fees (DCM 16%); involvement of more locals (BR 14.0%); cleaner environment (CM 7.0%) and more security on the roads (DCM 7.0%).

Table 6.169: Extent of agreement with the statement "The quality of service is good in the area in which the event is held" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	0.5	0.5	0.5	7.5
Disagree	-	-	3.0	5.0
Neutral	11.5	7.0	19.0	20.0
Agree	62.5	55.5	42.5	34.0
Strongly agree	25.5	37.0	35.0	33.5

Most resident respondents strongly agreed and agreed that the quality of service was good in the event areas (88.0% at the CM, 92.5% at the DCM, 77.5% at the OMTOM and 67.5% at the BR). Some resident responses, as per Table 6.169, were neutral which could possibly

be associated with them not being sure whether the quality of services in the event areas were good or not (11.5% at the CM, 7.0% at the DCM, 19.0% at the OMTOM and 20.0% at the BR). Table 6.169 also points out that very few of the resident respondents did not agree with the statement (0.5% at the CM, 0.5% at the DCM, 3.5% at the OMTOM and 12.5% at the BR).

6.10.11 Indication whether the OMTOM sponsors experienced any problems with the OMTOM event

As mentioned previously, only sponsors of the OMTOM event responded to the survey and their responses regarding service quality aspects of the event are articulated in Table 6.170. Most of the sponsors were satisfied with the sport tourism event elements, with the exception of Oxygen, which indicated that the event and the expo should not be separated and felt that the event attendance was lower than expected.

Table 6.170: Satisfaction with the sport tourism event elements

Event-related matters	Adcock Ingram Critical Care	Nike SA	Oxygen	Starlite Aviation	CHEP South Africa (Pty) Ltd	Powerade (The Coca-Cola Company) Pty Ltd
Location of the event	Yes	Yes	Should not separate the event and the expo	Yes	Yes	Yes
Organisation of the event	Yes	Yes	Yes	Yes	Yes	Yes
Information provided about the event	Yes	Yes	Yes	Yes	Yes	Yes
Attendance at the event	Yes	Yes	Attendance lower than expected	Yes	Yes	Yes
Security at the event	Yes	Yes	Yes	Yes	Yes	Yes
Quality of the event	Yes	Yes	Yes	Yes	Yes	Yes
Advertising/publicity of the event	Yes	Yes	Yes	Yes	Yes	Yes
Physical appearance of the event (littering, overcrowding)	Don't know	Yes	Yes	Yes	Yes	Yes
Physical facilities (toilets, bins, seating availability)	Yes	Yes	Yes	Yes	Yes	Yes

Table 6.171: CTRU's general perceptions of the event

	Yes (provide reason)
Location of the event	Accessible and central
Overall organisation of the event	Can be improved
Information provided about the event	Good, but can also be improved
Attendance at the event	Good; however, demographics of spectators should be changed
Security at the event	Very good
Quality of the event	Icon event for Cape Town, but room for improvement
Advertising/publicity of the event	Fair publicity in national media
Physical appearance of the event (littering, overcrowding)	Appreciating to the eye
Physical facilities (toilets, bins, seating availability)	Good

As indicated in Table 6.171, CTRU's general perceptions of the event were good; however, the organisation claimed that there was room for improvement, such as the overall organisation of the event, information provided about the event, attendance at the event, quality of the event and advertising/publicity of the event. CTRU did not experience problems at the event specifically; however, the respondent indicated that runners did not have accommodation during the event, which was a problem that should be considered. No official data regarding accommodation for runners could be found; however, this was still important to be noted and improved on by various stakeholders, such as the private sector, the public sector and the tourism industry, for future events.

6.10.12 Overview of the event managers' perceptions regarding management practice variables

Management practice variables were extracted from the event manager survey and were applied to this table for discussion. An analysis of the variables in such a manner provides opportunity for a comparison between the perceptions of the event managers (refer to Appendix 2).

Table 6.172: Comparison of perceptions regarding management practice variables used by the event managers (*n* = 100, in % for each event)

Management practice and policy variable	CM (Refer to Appendix 11)	DCM (Refer to Appendix 10)	OMTOM (Refer to Appendix 9)	BR (Refer to Appendix 8)
Advertising/publicity of the event	Managers were satisfied	Managers were satisfied	Managers were satisfied	Managers were satisfied
Information provided about the event	Managers were satisfied; used major media types and at event	Managers were satisfied; used major media types and at event	Managers were satisfied; used major media types and at the event	Managers were satisfied; used major media types and at the event
Budget and finance	Budget was used; approximately R14 million was used in the event budget	Budget was used but not disclosed	Budget was used; overall, R6 million was used in the event budget	Budget was used; overall, R700 000 was used in the event budget
Community involvement	Employed locals to work at the event	Employed locals to work at the event	Employed locals to work at the event	Employed locals to work at the event
Leveraging opportunities for locals	Services were outsourced to locals and locals were employed to work at the event	Services were outsourced to locals and locals were employed to work at the event	Services were outsourced to locals and locals were employed to work at the event	Could not specify whether opportunities were leveraged for locals
Crime, safety and security	Managers were satisfied	Managers were satisfied	Managers were satisfied	Managers were satisfied
Risk management	Had a disaster-management plan	Had a disaster-management plan	Had a disaster-management plan	Had a disaster-management plan; however, not detailed
Lessons learnt	Require better traffic control for future events	Not applicable	The event relies on great numbers of staff to execute several tasks. Leave no stone unturned in ensuring that all processes are in place and will be followed	Nothing major
Future improvements	The event should stay runner-focussed	Government to improve river and water quality	To attend to all the problem issues raised in the various portfolio heads' reports (reports not disclosed)	Bigger budget
Location of event	Managers were satisfied	Managers were satisfied	Managers were satisfied	Managers were satisfied
Overall organisation of event	Believe that overall expectations were met; no serious mishaps and good feedback	Managers were satisfied; "awesome"; achieved a lot on a small budget; huge media attention	Good, but received some negative feedback (not disclosed)	Managers were satisfied
Physical appearance (pollution, environmental aspects)	Managers were satisfied and had volunteers to clean and keep environment tidy	Managers were satisfied	Managers were satisfied; litter was well managed	Managers were satisfied
Physical facilities (toilets, bins, seating availability)	Managers were satisfied	Managers were satisfied	Adequate, although never seem to have enough toilets	Managers were satisfied
Service quality	Managers were satisfied; special training with staff and queue control implemented	Managers were satisfied; training implemented for staff; worked from checklists and had committee control	Managers were satisfied; after each event extensive debriefings are held to discuss the shortcomings; want all their clients to experience a quality event each year	Managers were satisfied; training was provided to staff and special task areas were assigned

Table 6.172 indicates that the event managers were satisfied with the advertising and publicity of their events, while no specific challenges were highlighted by them. Table 6.172 further points out that budgets were used and only two event managers specified their overall budget amounts, namely CM at R14 million, OMTOM at R6 million and BR at R700 000. In terms of community involvement, Table 6.172 highlights that locals were employed to work at the events. As shown in Table 6.172, the event managers were satisfied with the crime, safety and security aspects of their events. Table 6.172 points out that the managers were satisfied with the information that was provided concerning their events and that all media types were used.

Table 6.172 shows that in terms of 'lessons learnt', the CM managers indicated that better traffic control is required for future events. The managers of the DCM indicated that this was not applicable to them. The managers of the OMTOM pointed out that the event relies on great staff numbers to execute several tasks, and that all processes should be in place, and the BR managers indicated that there was 'nothing major' in this regard. Table 6.172 reveals that three of the event managers, namely those of the CM, the DCM and the OMTOM, indicated that their events created leveraging opportunities for locals by outsourcing services to locals and employing them to work at the event. The BR managers could not specify whether opportunities were leveraged for locals.

As indicated in Table 6.172, all the event managers were satisfied with the event locations. In terms of the success of the organisation of their events, three event managers, namely those of the CM, the DCM and the BR, indicated their satisfaction. The managers of the OMTOM indicated that the organisation was good, but that they received some negative feedback, which they did not disclose. Table 6.172 points out that the event managers were all satisfied with the physical appearance of the events. Furthermore, they were satisfied with the physical facilities of the events. Table 6.172 shows that in terms of risk management, each event had a disaster-management plan in place; however, the BR managers indicated that their plan was not detailed.

Table 6.172 points out that the event managers were satisfied with service quality at their events and that special steps were established, such as the training of staff (the CM, the DCM and the BR). Debriefings were also held to discuss shortcomings by the OMTOM managers. The CM managers also had queue control implemented, the DCM managers worked from checklists and implemented committee control and the BR managers had special task areas assigned to staff. Table 6.172 shows that in terms of future improvements, the CM managers indicated that the event should stay runner-focussed, the

DCM managers indicated that the government should improve the river and water quality, the OMTOM managers indicated that they will attend to all problem areas, as mentioned in reports, while the BR managers specified a larger budget as a future requirement. Getz (1997) asserts that as events become larger and more sophisticated, all theories and methods of management should be applied. In particular, management practice such as organising and coordinating, leadership, planning, evaluating, controlling, human resources, finance and marketing are essential to ensure the successful execution of sport tourism events. Combined with these management practices, the function of programming and event production will combine creativity with operational skills (Getz, 1997).

Table 6.173 provides an overview of the research analysis and the underlying focus of this research question is that the sustainability of sport tourism events can be encouraged by active intervention of sport tourism event managers in the process of effective management practices and strategies. The event service quality variables, as discussed in this section and as indicated in Table 6.173, are a direct output of management practices used by the sport tourism event managers to develop their events. These variables are evidence of effective management practices. Through their management practices and strategies, sport tourism event managers can influence the development of sport tourism events.

Table 6.173: Overview of research analysis

Key research questions and corresponding survey questions	Methodology	Results
What is the demographic profile of spectators at the various sport tourism events?	**Surveys included closed-ended questions where sets of variables were provided for respondents to choose from. This enabled the collection of quantitative data that facilitated the use of descriptive statistics. The surveys also included open-ended questions to allow flexibility in providing suggestions on particular categories of information.**	**The key results were extracted and presented.**
Are you an overnight visitor, day tripper or a local resident? (spectator survey, Appendix 1, Question 1)	The spectators were questioned regarding the areas they came from to establish who were overnight visitors, who were day trippers and who represented the local residents. Descriptive statistics across the sport tourism events were used and presented in a table format. The sample size used was 200 and comparisons between the events were made.	The majority of the spectators were overnight visitors at the CM, followed by local residents at the DCM, the OMTOM and the BR. A lesser proportion of day trippers was noted at the DCM and the BR.
If you are a visitor, where are you from? Outside of South Africa, which country? (spectator survey, Appendix 1, Question 1.1)	Spectators were questioned regarding the countries they came from and across the events, countries sited by spectators were compiled into a list and compared. The sample size used comprised 200 per event and was presented in a descriptive format.	There was a high response indication that this question was not applicable, which is a further indication that there were higher visitations by domestic spectators than international spectators, as specified in the previous section. The CM had a high percentage of visitors from Africa compared to the DCM, the OMTOM and the BR. The CM also had a relatively higher percentage of visitors from America, Australia and New Zealand than the DCM, the OMTOM and the BR. Very few visitors were from Asia and they only attended the CM and the OMTOM. There were visitors from Europe attending the CM, the OMTOM and the BR and a very small percentage from the Middle East attending the CM.
If you are a visitor, where are you from? South Africa: KZN, Gauteng, Western Cape, Eastern Cape, other (specify) (spectator survey, Appendix 1, Question 1.1)	Spectators were questioned regarding their residency in South Africa, which was recorded per province. The sample size was 200 and the data were presented in a descriptive manner, comparing the relevant percentages across the events.	The results indicated that the BR and the DCM attracted spectators from their own regions, namely the Western Cape and KZN. The CM attracted a relative proportion of spectators from Gauteng. To a lesser extent, the OMTOM also attracted spectators from Gauteng. The CM attracted spectators from the Western Cape; however, the spectator percentage was lower than that of the spectators from Gauteng. Across the events, there were also spectators from other provinces such as the Eastern Cape, Mpumalanga, North West, the Northern Cape, the Free State, Limpopo and Northern Province; however, the percentages represented were very small compared to areas such as the Western Cape, KZN and Gauteng.

Key research questions and corresponding survey questions	Methodology	Results
How would you describe the composition of your group? Friends, family, friends and family, school group, business associates, tour group, other (specify) (spectator survey, Appendix 1, Question 3 under economic aspects)	In terms of the composition of the groups, the spectators could select their most relevant grouping, which was recorded by the researcher. Across the events, a sample size of 200 was used and the data were compared.	Across the events, the spectators comprised family groups and family and friends groups. To a lesser extent, friends groups were also noted. There were also spectators who were from sport clubs, who were business associates, part of a tour group, part of a school group and alone. These spectators' percentages were much lower than the family, family and friends and friends spectator groupings.
What is your age? 20, 21–30, 31–40, 41–50, 51–60, 61–70, 70 (specify) (spectator survey, Appendix 1, Question 1, under demographic profile of respondents)	The spectators were questioned regarding their ages, which were recorded by the researcher according to relevant age categories. Two-hundred spectators per event were interviewed. The data were presented in a descriptive table and compared across the events.	The results suggested that across the events, most spectator respondents fell in the age category of 31 to 40 years. It also appeared that across the events, the same age group of people was attracted. The average age of the spectators attending these events is between 32 and 36 years of age. The results indicate that although few, there were spectators in the age categories of 21 to 30 years and 41 to 50 years that attended these events. The age categories across the events for 20 years and younger, 51 to 60 years and 61 to 70 years had a few respondents.
Occupation? Unemployed, student/learners, retired, labour/unskilled, sales-/marketing person, administrator/manager, businessperson, professional, e.g. doctor, artisan/technician, self-employed, home executive, other (specify) (spectator survey, Appendix 1, Question 2, under demographic profile of respondents)	Occupational typologies were selected prior to surveying the events and formatted as part of the broader spectator survey. Two-hundred spectators across the events were interviewed by the researcher. The data were compared in a descriptive manner across the events.	The dominant occupational categories comprised professionals as well as students. Other occupational categories that featured, yet not as dominantly, were unemployed at the CM and the BR, labourer and unskilled at the CM and the BR, artisan and technician at the CM and the DCM, sales-/marketing person at the CM and the BR, administrator and manager at the CM and the OMTOM, businessperson at the CM and self-employed at the OMTOM.
Gender? Male or female? (spectator survey, Appendix 1, Question 5, under demographic profile of respondents)	As the surveys were conducted, the researcher would, when approaching a couple or group, consider that the adult male would typically resume the responsibility of the respondent. The sample sizes used was 200 and comparisons between the events were executed. The data were summarised in a descriptive table format.	According to the results, the majority of the spectators across the events were male. However, female responses across the events were relatively high.
Educational level? No formal education, partial primary, primary completed, secondary completed, certificate/diploma, undergraduate degree, postgraduate degree, other (specify) (spectator survey, Appendix 1, Question 4, under demographic profile of respondents)	Descriptive statistics across the sport tourism events were used. The sample sizes used was 200 and comparisons between the events were made.	Most of the spectators were educated. The majority of the spectators across the events had secondary schooling. To a lesser extent, spectators across the events held a certificate or diploma, an undergraduate degree and a postgraduate qualification.

Key research questions and corresponding survey questions	Methodology	Results
Historical racial category? African, white, coloured, Indian (spectator survey, Appendix 1, Question 5, under demographic profile of respondents)	Due to the historical past of South Africa, this question in particular was dealt with sensitively so as not to offend any spectator. Spectators were not directly questioned, but the researcher observed the racial classification and recorded the data. Two-hundred spectators per event were observed and using descriptive statistics comparisons were drawn across the events.	African spectators attended the events, with the highest representation at the CM. Indian spectators also attended the events, with higher percentages for the CM and the DCM than the OMTOM and the BR. White spectators attended the events, with fairly high percentages for the DCM and the BR compared to the CM and the OMTOM. Coloured spectators also attended the events, with higher percentages noted at the CM and the BR than the DCM and the OMTOM. The results indicated that white people still tended to dominate the events; however, a shift in racial composition is discernable, with more black people supporting these events as spectators.
Monthly income in rands? None, 0–1 000, 1 001–2 000, 2 001–3 000, 3 001–4 000, 4 001–5 000, 5 001–6 000, 6 001–7 000, 7 001–8 000, 8 001–9 000, 9 001–10 000, 10 001–11 000, 12 000 (specify) (spectator survey, Appendix 1, Question 3, under demographic profile of respondents)	Descriptive statistics across the sport tourism events were used. The sample size used was 200 and comparisons between the events were made. This question was also approached in a sensitive manner and if the spectator respondent did not want to disclose the information, it was respected.	Some spectators at the CM and the DCM did not respond and some spectators at the OMTOM and the BR indicated that they earned no income. Across the events, some spectators also indicated that they regarded this question as confidential. Only a few spectators were in the top earning brackets. Across the events, a proportion fell in the R5 000 to R9 999 bracket, the R2 001 to R4 999 bracket as well as the R0 tp R2 000 bracket. The average income per spectator was between R5 000 and R8 000. Although it was challenging to discern the true spending capacity of the spectators, the results prove that the spectators had money to spend.
What are the spending patterns of spectators at the various sport tourism events?		
Did your immediate group buy anything at the event today, or do you plan to (including food/refreshments)? Yes or No (spectator survey, Appendix 1, Question 4, under economic aspects)	Descriptive statistics across the sport tourism events were used. The sample size used was 200 and comparisons between the events were made.	The majority of the spectators across the events spent money at the events, with spending notably higher at the CM and the DCM than at the OMTOM and the BR.
Accommodation cost per night? 0–100, 101–200, 201–300, 301–400, 401–500, 501–600, 601–700, 701–800, 801–900, 901–1 000, 1 000 and more (spectator survey, Appendix 1, Question 1, under economic aspects)	The spectators at the events were approached by the researcher and their responses were recorded. Two-hundred spectators per event were interviewed and the data were compared using descriptive statistics in a table format. Based on the responses, the spending categories were recorded as 30–99, 100–199, 200–499, 500–899 and 900–2 000.	A large number of spectators at the Durban and Cape Town events indicated that disclosing the daily cost of accommodation was not applicable. Some spectators did not want to disclose information regarding how much money they were spending on accommodation. The highest spending reflected on accommodation was at the OMTOM, followed by the CM, the BR and the DCM.
Type of accommodation? (spectator survey, Appendix 1, Question 1, under economic aspects).	Descriptive statistics across the sport tourism events were used. The sample size used was 200 and comparisons between the events were made. The type of accommodation categories were a luxury hotel (4–	The results indicated that the majority of the spectators across the events did not find this question applicable, in particular spectators attending the DCM and the OMTOM. The choice of accommodation for the CM was more varied and ranged from luxury hotels, family hotels, bed and

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Key research questions and corresponding survey questions	Methodology	Results
	5*), family hotel (1–3*), bed & breakfast establishment, holiday flat, self-catering unit, holiday home, backpacker hotel, friends and relatives and other (specify)	breakfast establishments, holiday flats, self-catering units, holiday homes, backpacker hotels, friends/relatives and special CM accommodation. The DCM reflected choices of holiday flats, self-catering units, friends/relatives and camping sites. The OMTOM responses, similar to that of the CM, varied between luxury hotels, family hotels, bed and breakfast establishments, holiday flats, self-catering units, holiday homes, backpacker hotels, friends/relatives and air force bases. The BR choices were family hotels, bed and breakfast establishments, self-catering units, holiday homes, friends/relatives, camping sites and farm accommodation.
Number of nights in accommodation at event location? Night categories ranged from 1 to 21. (spectator survey, Appendix 1, Question 1, under economic aspects)	Descriptive statistics across the sport tourism events were used. The sample sizes used were 200 and comparisons between the events were made.	High percentages of the spectators did not find this question applicable. The number of nights stayed over in paid accommodation was most prominent for the OMTOM and the BR. The data indicate that the spectators were domestic overnight visitors and that the average nights spent in paid accommodation were between two and five nights.
What is the total amount in money (rands) you spent or intend to spend during the event on food? 0–100, 101–200, 201–300, 301–400, 401–500, 501–600, 601–700, 701–800, 801–900, 901–1 000, 1 000 and more (spectator survey, Appendix 1, Question 5, under economic aspects)	Spectators at the events were approached by the researcher and their responses were recorded. Two-hundred spectators per event were interviewed and the data were compared using descriptive statistics in a table format. T-tests were also conducted to determine the difference in the average spending on food at these events.	In the relevant categories provided for the spectators to indicate the amounts spent on food, the concentration across the events was between the categories of R50 and R350. The highest average spending on food occurred at the DCM and the lowest average spending at the OMTOM.
What is the total amount in money (rands) you spent or intend to spend during the event on entertainment? 0–100, 101–200, 201–300, 301–400, 401–500, 501–600, 601–700, 701–800, 801–900, 901–1 000, 1 000 and more (spectator survey, Appendix 1, Question 5, under economic aspects)	Spectators at the events were approached by the researcher and their responses were recorded. Two-hundred spectators per event were interviewed and the data were compared using descriptive statistics in a table format. T-tests were also conducted to determine the difference in the average spending on entertainment at these events.	Most spectator respondents indicated a spending capacity of R0 to R50 across the events. The average spending on entertainment was R66.88 at the CM, which was significantly higher than the other events. The lowest average spending occurred at the DCM at R33.28.
What is the total amount in money (rands) you spent or intend to spend during the event on souvenirs/gifts? 0–100, 101–200, 201–300, 301–400, 401–500, 501–600, 601–700, 701–800, 801–900, 901–1 000, 1 000 and more (spectator survey, Appendix 1, Question 5, under economic aspects)	Spectators at the events were approached by the researcher and their responses were recorded. Two-hundred spectators per event were interviewed and the data were compared using descriptive statistics in a table format. T-tests were also conducted to determine the difference in the average spending on souvenirs/gifts at these events.	Most of the spectators spent money on souvenirs/gifts across the events, with the majority indicating spending in the R0–R50 bracket. The average spending on souvenirs/gifts at the CM was R67.39, which is higher than the DCM but significantly higher than the OMTOM and the BR. The percentage for the OMTOM was notably lower than for the BR, but significantly lower than for the CM and the DCM.
What is the total amount in money (rands) you spent or intend to spend during the	Spectators at the events were approached by the researcher and their responses were recorded. Two-	The results reflect that the spectators spent money on purchasing sport equipment. The majority of the spectators spent money within the R0 –

Key research questions and corresponding survey questions	Methodology	Results
event on sport equipment? (spectator survey, Appendix 1, Question 5, under economic aspects)	hundred spectators per event were interviewed and the data were compared using descriptive statistics in a table format. T-tests were also conducted to determine the difference in the average spending on sport equipment at these events.	R50 category. The average for spending on sport equipment was R148.06 at the DCM, which is significantly higher than the average spending at any of the other events. The lowest average spending occurred at the BR and is notably lower than at the OMTOM, but significantly lower than at the DCM and the CM.
How did you arrive from your area of accommodation to the event (all)? Amount spent or intended to be spent during the event on transport? 0–100, 101–200, 201–300, 301–400, 401–500, 501–600, 601–700, 701–800, 801–900, 901–1 000, 1 000 and more (spectator survey, Appendix 1, Question 9, under economic variables)	Descriptive statistics across the sport tourism events were used. The sample sizes used were 200 and comparisons between the events were made. T-tests were also conducted to determine the difference in the average spending on transport at these events.	The majority of the spectators did not spend money on transport. The average spending on transport was R140.38 at the CM, which is significantly higher than the average transport spending at any of the other events. The lowest average spending occurred at the BR.
Note overall spend 0–100, 101–200, 201–300, 301–400, 401–500, 501–600, 601–700, 701–800, 801–900, 901–1 000, 1 000 and more (spectator survey, Appendix 1, Question 5, under economic aspects)	Two-hundred spectators per event were interviewed and the data were compared using descriptive statistics in a table format. T-tests were also conducted to determine the spending patterns on overall spend at the events.	The majority of the spectators spent or intended to spend between R0 and R100 at these events. There was also a significant proportion of spectators across the events who spent money overall in the R100 to R200 bracket. The overall average spending at the CM was R379.50. This average is significantly higher than the average overall spending at any of the other three events. The lowest overall average spending occurred at the OMTOM and it is also significantly lower than the average spending at the other three events.
What costs are incurred and what revenue is generated for local and regional economies from the various sport tourism events?		
Economic impact calculation of the impact of the total number of spectators at the CM	The economic calculation to determine an estimation of revenue generated per sport tourism event is based on the methodology used by Turco *et al.* (2002). The information for the calculation was obtained from field surveys. Only direct sport tourism event expenditure was taken into account and was based on the expenditure of non-resident spectators, which included both on-site and off-site expenditures. Expenditure included those of day trippers (average direct expenditure), overnight guests (average direct expenditure, including accommodation) and overnight guests who stayed over but did not pay for accommodation, as they visited friends and relatives (VFRs).	The direct impact of the total number of spectators yielded for the CM was R166 526 784.00. If the participant surveys were conducted and included, the impact could have been higher.

Key research questions and corresponding survey questions	Methodology	Results
Economic impact calculation of the impact of the total number of spectators at the DCM	The economic calculation to determine an estimation of revenue generated per sport tourism event is based on the methodology used by Turco *et al.* (2002). The information for the calculation was obtained from field surveys. Only direct sport tourism event expenditure was taken into account and was based on the expenditure of non-resident spectators, which included both on-site and off-site expenditures. Expenditure included those of day trippers (average direct expenditure), overnight guests (average direct expenditure, including accommodation) and overnight guests who stayed over but did not pay for accommodation, as they visited friends and relatives (VFRs).	The direct impact of the total number of spectators yielded for the DCM was R1 979 652.00. If the participant surveys were conducted and included, the impact could have been higher.
Economic impact calculation of the impact of the total number of spectators at the OMTOM	The economic calculation to determine an estimation of revenue generated per sport tourism event is based on the methodology used by Turco *et al.* (2002). The information for the calculation was obtained from field surveys. Only direct sport tourism event expenditure was taken into account and was based on the expenditure of non-resident spectators, which included both on-site and off-site expenditures. Expenditure included those of day trippers (average direct expenditure), overnight guests (average direct expenditure, including accommodation) and overnight guests who stayed over but did not pay for accommodation, as they visited friends and relatives (VFRs).	The direct impact of the total number of spectators yielded for the OMTOM was R22 494 908.20. If the participant surveys were conducted and included, the impact could have been higher.
Economic impact calculation of the impact of the total number of spectators at the BR	The economic calculation to determine an estimation of revenue generated per sport tourism event is based on the methodology used by Turco *et al.* (2002). The information for the calculation was obtained from field surveys. Only direct sport tourism event expenditure was taken into account and was based on the expenditure of non-resident spectators, which included both on-site and off-site expenditures. Expenditure included those of day trippers (average direct expenditure), overnight guests (average direct expenditure, including accommodation) and overnight	The direct impact of the total number of spectators yielded for the BR was R660 349.80. If the participant surveys were conducted and included, the impact could have been higher.

Key research questions and corresponding survey questions	Methodology	Results
	guests who stayed over but did not pay for accommodation, as they visited friends and relatives (VFRs).	
Expenses What are the specific expenditure items and how much did you allocate? (manager survey, Appendix 2, Question 2.1)	The event managers across the events were interviewed one-on-one by the researcher regarding expenses of each event. The data were recorded on the response sheet for each event manager per sport tourism event. (appendices 2, 13, 14, 15, Question 2.1)	The expenses for the CM was R5 630 000 million, which was spent on administration, race expenses, announcers and printing. The event managers of the DCM could not disclose any information. The expenses for the OMTOM was R2 010 000 million. This was spent on prizes, computer support, ground expenses, office salaries, race medals and badges, traffic services and T-shirts. The event managers of the BR did not disclose any amounts; however, they indicated that they spent money on the venue, security, marketing, traffic and printing.
Outsourcing of services Which services did you outsource to service providers? (manager survey, Appendix 2, Question 3)	The event managers across the events were interviewed one-on-one by the researcher regarding outsourcing of each event. The data were recorded on the response sheet for each event manager per sport tourism event. (appendices 12, 13, 14, 15, Question 3)	The managers of the CM could not disclose amounts but specified that printing, information technology, traffic and agencies for media were outsourced. The managers of the DCM outsourced services such as catering and the provision of beverages, but no amounts were disclosed. The managers of the OMTOM outsourced services with expenses amounting to R46 000. This included registration, distribution of printed material, office stationary, management of the expo, fun run organisational and Nike runners' village. The managers of the BR indicated that services were outsourced, but could not disclose which services and what the amounts were.
Employment Did you employ additional workers to assist in the preparation for or during the event? (manager survey, Appendix 2, Question 6)	The event managers across the events were interviewed one-on-one by the researcher regarding employment of each event. The data were recorded on the response sheet for each event manager per sport tourism event. (appendices 12, 13, 14, 15, Question 6)	According to the event managers of the CM, approximately 30 000 people from the host community were employed. The DCM managers employed approximately 600 people from the local community. The OMTOM employed eight additional workers who dealth with administering postal entries, walk-in queries, telephone calls, data capturing and proof reading. The managers of the BR employed eight additional workers for food preparation, driving and setting-up of the event.
In what ways do local businesses support and benefit from sport tourism events?		
Support Which services did you outsource to service providers? (manager survey, Appendix 2, Question 3)	The event managers as locals were interviewed one-on-one to establish the type of business leveraging opportunities as support to the local community. The responses were noted on the manager response sheets. (appendices 12, 13, 14, 15, Question 3)	The CM indicated that opportunities for local business in the region were created through quote and tender procedures. The DCM responded that various services were outsourced to local service providers creating business opportunities for them. The OMTOM managers indicated that services were outsourced to ABE's. The BR managers also indicated that most of the services were outsourced to local providers.

Key research questions and corresponding survey questions	Methodology	Results
Did you employ additional workers to assist in the preparation for or during the event? (manager survey, Appendix 2, Question 6)	The researcher interviewed the event managers across the events to determine the extent of community opportunities for work at the events. The responses were recorded on the manager response sheet. (appendices 12, 13, 14, 15, Question 6)	The CM created opportunities for local employment by employing 30 000 workers during the course of the event. The DCM created employment opportunities for 600 locals from the community. They were employed to assist with various tasks associated with the event. The OMTOM and the BR also employed local people ,however, fewer people compared to the CM and the DCM.
Benefit Could you outline below the media exposure leveraged for the event and the estimated value in rand? Television, radio, print, posters/banners/flyers, internet, other (specify) (manager survey, Appendix 2, Question 4)	The event managers were interviewed one-on-one by the researcher to determine the benefits leveraged by these events. The responses were noted on the manager response sheets. (appendices 12, 13, 14, 15, Question 4)	The CM indicated that they received media exposure for the event, however, they did not disclose the amount. The DCM managers indicated that the received media exposure for the event but also did not disclose the amount. The OMTOM managers indicated that they received over R25 500 000 for media exposure and an international benefit of R250 000 for printing. The BR indicated that they had media exposure for the event, however, no amount or value was disclosed.
Provide a list of main sponsors with sponsor amounts (manager survey, Appendix 2, Question 5)	The event managers of each event were interviewed one-on-one by the researcher regarding the sponsorship that was used per event. Their responses were recorded on the manager response sheet. (appendices 12, 13, 14, 15, Question 5)	The CM asserted that they received over a million in cash sponsorship but could not disclose further information. They also asserted that sponsorship opportunities provided a marketing platform for local business. The DCM indicated that they received sponsorship, however, could not disclose further information and also agreed that sponsorship opportunities provided a marketing platform for business. The OMTOM managers received over R2 085 000 in cash sponsorship and over R4 300 000 in kind sponsorship from Old Mutual, Nike, Powerade and miscellaneous sponsors. The OMTOM managers also agreed that sponsorship opportunities created a marketing platform for the local businesses. The BR received sponsorship but did not disclose any information. The BR managers indicated that sponsorship opportunities created a marketing platform for local business.
What are the spectators' perceptions, needs and levels of awareness regarding sport tourism event imperatives?		
Which of the following influenced you to attend this event? Word of mouth, newspaper/magazines, television, posters/banners/flyers, radio, internet, tourism brochure, sport association/club, other (specify) (spectator survey, Appendix 1, Question 1, under the knowledge and perceptions of the event section)	A multistage, stratified, spatially-based purposive sampling method was used, selecting 200 spectators across the events. Spectators were interviewed face-to-face and responses were recorded on the spectator survey sheet by the researcher. The responses across the events were compared.	The results across the events indicated that the most influential factor from the spectator responses in terms of being influenced to attend the events was word of mouth. The results across the events also indicated that traditional mediums, such as newspapers, television advertisements and radio, played an influential role, but not to the extent of word of mouth.

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Key research questions and corresponding survey questions	Methodology	Results
How would you rate your experience here today? (spectator survey, Appendix 1, Question 4, under the knowledge and perceptions of the event section)	A multistage, stratified, spatially-based purposive sampling method was used, selecting 200 spectators across the events. Spectators were interviewed face-to-face and responses were recorded on the spectator survey sheet by the researcher. The responses across the events were compared.	The majority of the spectators across the events rated their experiences either as excellent or good. Relatively few responses were received for satisfactory or poor experiences. There was a minority of spectators from the BR who did not find this question applicable.
Please indicate the level of agreement with the following statements about the event (select one option for each variable). The event is well organised, the event attracts tourists, parking is inadequate, sufficient facilities at the event (e.g. toilets), good refreshment areas and people enjoyed themselves at the event (spectator survey, Appendix 1, Question 5, under the knowledge and perceptions of the event section)	A multistage, stratified, spatially-based purposive sampling method was used, selecting 200 spectators across the events. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree). Spectators were interviewed face-to-face and responses were recorded on the spectator survey sheet by the researcher. The responses across the events were compared.	The majority of the spectators across the events acknowledged that the events were well organised. The general feedback from the spectators across the events regarding parking was that it was adequate; however, there were responses across the events suggesting that parking requires attention, in particular at the BR, the OMTOM and the CM. In terms of sufficient facilities at the events, spectators across the events acknowledged that it was adequate. Spectators across the events were also satisfied that the refreshment areas provided were sufficient. The majority of the spectators across the events indicated that they enjoyed themselves at these events.
Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable). The infrastructure is good, the area is polluted / lots of litter, crime is a problem in the area, I feel safe in the area, the quality of service is good, the locals support events in the area, would have not attended event if it was held in another location (spectator survey, Appendix 1, Question 6, under the knowledge and perceptions of the event section)	A multistage, stratified, spatially-based purposive sampling method was used, selecting 200 spectators across the events. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree). Spectators were interviewed face-to-face and responses were recorded on the spectator survey sheet by the researcher. The responses across the events were compared.	Across the events, spectators were in general in agreement that the infrastructure at the events was sufficient. The spectators attending the CM and the BR indicated challenges in terms of pollution and litter. In terms of crime posing a problem at the event areas, the results indicated that spectators at the Cape Town events felt that the events were less crime-prone than their counterparts at the Durban events. The response to feeling safe in the immediate event site revealed that the majority of the spectators across the events felt safe at the event sites. Spectators across the events acknowledged that the service at the events was good. The spectators across the events were also positive that the locals supported the events. Most of the responses across the events regarding the event location were positive in terms of hosting the events at the current sites.
Did you experience any problems at this event? Yes (specify) or No (spectator survey, Appendix 1, Question 7, under the knowledge and perceptions of the event section)	A multistage, stratified, spatially-based purposive sampling method was used, selecting 200 spectators across the events. Spectators were interviewed face-to-face and responses were recorded on the spectator survey sheet by the researcher. The responses across the events were compared.	The results reflected that the majority of the spectators across the events did not experience any major problems at the events.

Key research questions and corresponding survey questions	Methodology	Results
What are current patterns and trends in terms of sponsorship and sponsor perceptions?		
Type and value of sponsorship. Type, value, cash, kind, both (sponsor survey, Appendix 3, Question 3)	As part of the key informant interviews, the relevant event managers per event agreed to obtain 10 responses from sponsors of their events. Sponsors were to complete the relevant sponsor survey and return it to the researcher by e-mail.	The response rate was poor, as relatively few surveys were returned by the sponsors. No comparisons could therefore be made between sponsor perceptions of the Durban and Cape Town events. The only surveys received were from the OMTOM sponsors, namely Adcock Ingram Critical Care, Nike SA, Oxygen, Starlite Aviation, CHEP South Africa (Pty) Ltd and Powerade Pty Ltd. Adcock Ingrim Critical Care, Nike SA and Starlite Aviation provided cash and in-kind sponsorship. CHEP South Africa (Pty) Ltd provided in-kind sponsorship and Powerade (Pty) Ltd provided cash. The cash value of Adcock Ingrim Critical Care was R10 000 and the in-kind sponsorship comprised T-shirts and golf shirts. Nike regarded these questions as confidential and did not disclose any information. Oxygen provided R50 000 in cash and in-kind to the value of R150 000; however, the organisation did not specify the items. Starlite Aviation provided no indication of the type and value of sponsorship that was provided. CHEP South Africa (Pty) Ltd provided in-kind sponsorship in terms of loaning of distribution equipment to the value of R10 000. Powerade (Pty) Ltd sponsored cash to the value of R110 000.
What were your main objective(s) for sponsoring this event? Increasing sales / business opportunities, market exposure / create awareness, product promotion, networking/hospitality, providing a service/information to the public, other (specify) (sponsor survey, Appendix 3, Question 3)	As part of the key informant interviews, the relevant event managers per event agreed to obtain 10 responses from sponsors of their events. Sponsors were to complete the relevant sponsor survey and return it to the researcher by e-mail.	The response rate was poor, as relatively few surveys were returned by the sponsors. No comparisons could therefore be made between sponsor perceptions of the Durban and Cape Town events. The only surveys received were from the OMTOM sponsors, namely Adcock Ingram Critical Care, Nike SA, Oxygen, Starlite Aviation, CHEP South Africa (Pty) Ltd and Powerade Pty Ltd. Adcock Ingram Critical Care sponsored the event to increase market exposure, create awareness, promote products and enhance networking. Nike SA sponsored to increase sales, promote products and to connect with its customers. Oxygen provided sponsorship to increase sales, increase business opportunities, gain market exposure and to create awareness. This event was a vehicle for Oxygen to communicate with its publics and to achieve its objectives. Starlite Aviation provided sponsorship to increase sales, obtain market exposure, promote products, network and provide a service. CHEP South Africa (Pty) Ltd provided a sponsorship to assist the event to solve a logistical challenge. Powerade (Pty) Ltd sponsored to increase sales, establish business opportunities, gain market exposure, create awareness and promote products.

Key research questions and corresponding survey questions	Methodology	Results
Are you satisfied that your objectives for participating in the event have been achieved? Achieved, somewhat achieved, not achieved (sponsor survey, Appendix 3, Question 4)	As part of the key informant interviews, the relevant event managers per event agreed to obtain 10 responses from sponsors of their events. Sponsors were to complete the relevant sponsor survey and return it to the researcher by e-mail.	The response rate was poor, as relatively few surveys were returned by the sponsors. No comparisons could therefore be made between sponsor perceptions of the Durban and Cape Town events. The only surveys received were from the OMTOM sponsors, namely Adcock Ingram Critical Care, Nike SA, Oxygen, Starlite Aviation, CHEP South Africa (Pty) Ltd and Powerade Pty Ltd. Adcock Ingram Critical Care, CHEP South Africa (Pty) Ltd and Powerade (Pty) Ltd were satisfied that their objectives for participating have been achieved. Nike SA, Oxygen and Starlite Aviation indicated that their objectives were somewhat achieved.
Would you be sponsoring this event next year? Yes or No (sponsor survey, Appendix 3, Question 8)	As part of the key informant interviews, the relevant event managers per event agreed to obtain 10 responses from sponsors of their events. Sponsors were to complete the relevant sponsor survey and return it to the researcher by e-mail.	The response rate was poor, as relatively few surveys were returned by the sponsors. No comparisons could therefore be made between sponsor perceptions of the Durban and Cape Town events. The only surveys received were from the OMTOM sponsors, namely Adcock Ingram Critical Care, Nike SA, Oxygen, Starlite Aviation, CHEP South Africa (Pty) Ltd and Powerade Pty Ltd. All the OMTOM sponsors indicated that they will indeed sponsor future events.
Can you name any of the sponsors affiliated with this event? (spectator survey, Appendix 1, sponsorship section)	To determine the knowledge of spectators regarding event sponsors, a question as part of the spectator survey was posed to 200 spectators across the events. A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared.	Across the events, spectators could identify sponsors affiliated to the events. At the CM, spectators could identify the title and some of the co-sponsors. At the DCM, spectators could identify the two title sponsors. At the OMTOM, the title sponsor and presenting sponsor could be identified as well as some of the co-sponsors. Spectators at the BR could identify the title sponsor and some of the co-sponsors. The results further indicated that the most noticed sponsors were the title sponsors across the events, with the exception of the CM, where only 8% of the spectators could identify Nedbank, a title sponsor of the event.
How does the sport tourism event calendar impact on socio-economic and tourism benefits in relation to branding and positioning of a particular location?		
What was your main objective(s) for supporting this event? Increasing sales / business opportunities, market exposure / create awareness, product promotion, networking/hospitality, providing a service/information to the public, other (specify) (government official survey, Appendix 4, Question 2)	Related to the key informant interviews, face-to-face interviews and telephonic interviews were conducted at specific times with authorities from the cities of Durban and Cape Town and CTRU to clarify aspects relating to the events.	The City of Cape Town authorities responded only to the question regarding the OMTOM event via CTRU. The indication was that CTRU supported the event in terms of marketing. The City of Durban authorities declined the survey and did not provide any responses.

Key research questions and corresponding survey questions	Methodology	Results
How would you rate your level of satisfaction with the material provided (marketing)? (spectator survey, Appendix 1, Question 2, under the knowledge and perceptions of event section)	To determine levels of satisfaction regarding the marketing material provided per event, a question as part of the spectator survey was posed to 200 spectators across the events. A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared.	The results indicated that the spectators across the events were satisfied with the marketing materials.
How can the marketing of the event be improved in the future? (spectator survey, Appendix 1, Question 3, under the knowledge and perceptions of event section)	Two-hundred spectators across the events were interviewed in terms of their suggestions for improving marketing aspects for future events. A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared.	A large majority of the spectators attending the CM and the OMTOM did not find the question applicable or did not know. Across the events, it was indicated that there should be more television coverage. The DCM and the BR spectators indicated that there should be more advertisements regarding these events. Some of the spectators attending the DCM indicated that the internet should be used for marketing, while the responses for the CM, the OMTOM and the BR for this option were low. Other suggestions from spectators included more posters along roads, more banners, more national advertising and more awareness creation; however, these were in the minority compared to the suggestions for television coverage and advertisements.
Please indicate the level of agreement with the following statements about the area in which the event is being held. It is a beautiful area and the locals are friendly (spectator survey, Appendix 1, Question 6, under the knowledge and perceptions of event section)	A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared between 200 spectators. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was worked out for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	The results indicated that the majority of the spectators across the events agreed that the events were held in beautiful areas. Spectators across the events were also in agreement that the locals of the areas were friendly.
Do you think that these types of events have a positive impact on profiling the city in which the event is being held? Yes or No (spectator survey, Appendix 1, Question 9)	A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared between 200 spectators. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was worked out for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	An overwhelming majority of the spectators across the events indicated that these events have a positive impact on profiling the cities.

Key research questions and corresponding survey questions	Methodology	Results
Will you be attending this event if it is held next year? (spectator survey, Appendix 1, Question 2, under the attendance section)	Two-hundred spectators across the events were asked whether they would attend the events in the following year. A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	The majority of the spectators across the events indicated that they would attend the events the following year.
Please indicate the level of agreement with the following statements about the event. The event showcased the area in a positive light; the event attracts tourists to the area; the event attracts future business to the area; and the event give increased media coverage for the area (resident survey, Appendix 5, Question 1, under the regional showcase section)	A multistage, stratified, spatially-based purposive sampling method was used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	The results indicated that an overwhelming positive response was received from the residents across the events. The majority of the residents across the events also agreed that these events attract tourists to the areas. The majority of the residents across the events agreed that the events attract future business to the cities and regions. The majority of the residents across the events were also in agreement that the events increased media coverage of the areas.
How do residents in a particular location respond to and perceive sport tourism events?		
Please indicate the level of agreement with the following statements (select one option for each variable). Entertainment. The event provided an opportunity to attend an interesting event; the event provided an opportunity to have fun with family and friends; the event provided an opportunity to meet new people; and the event increases entertainment opportunities for locals (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	The results indicated that the majority of the residents across the events agreed that the events were interesting, in particular the two running marathons compared to the two canoe marathons. Most of the residents across the events agreed that the events provided an opportunity to have fun with family and friends. Most of the residents across the events also agreed that the events provided an opportunity to meet new people. The majority of the residents across the events agreed that the events increased entertainment opportunities for locals.

Key research questions and corresponding survey questions	Methodology	Results
Please indicate the level of agreement with the following statements (select one option for each variable). Public money. The event was a waste of public money; too much money was spent on the event that could be spent on other activities; and the event assists in increasing public spending for sport (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	The results indicated that a relative proportion of the residents across the events did not agree that these events wasted public money, but there was a small proportion that indicated that these events wasted public money, in particular residents in the area of the CM. More than half of the residents disagreed that too much money was spent on the events, which indicates that some residents viewed the expenditure on these events as worthwhile. A minority of the residents indicated that money spent on these events could be used on other activities. Most of the residents across the events indicated that these events can assist with increasing public spending for sport.
Please indicate the level of agreement with the following statements (select one option for each variable). Economic benefits. The event is good for the economy as it creates jobs; and the event is good for local business (increases turnover) (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	With the exception of the BR, the majority of the residents across the events agreed that these events are good for the economy and good for local business.
Please indicate the level of agreement with the following statements (select one option for each variable). Disruption to local residents. The event disrupted the lives of local residents and created inconvenience; the event caused traffic congestion and parking difficulties; the event created excessive noise; the event increased crime; and the event was associated with some people behaving inappropriately such as excessive drinking or drug use (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	Across the events, it was evident that residents viewed the events as disruptive, which could be linked to road closures; however, some residents did not view the events as disruptive. Residents across the events agreed that the events created congestion and parking challenges and some did not agree that any challenges were caused by the events. Residents in the CM, the DCM and the BR regions in particular indicated congestion and parking challenges. Most of the residents across the events indicated that the events did not create excessive noise. Most of the residents across the events did not agree that the events increased crime, although a small number of residents across the events did feel that these events can lead to an increase in crime in the regions. Most of the residents across the events did not think that the events were associated with people behaving inappropriately, in particular those from the OMTOM and the BR. A few residents across the events indicated that they associated the events with inappropriate behaviour; however, the percentage of CM residents giving this response was higher than that of the DCM, the OTMOM and the BR.
Please indicate the level of agreement with the following statements (select one option for each variable). Public facilities.	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The	In general, across the events, residents believed that these events can promote development; some, however, did not believe that these events can promote development. Across the events, residents indicated that

Key research questions and corresponding survey questions	Methodology	Results
The event promoted the development and better maintenance of public facilities such as roads, parks, sport facilities and/or public transport; and the event denied local residents access to public facilities such as roads, parks, sport facilities and/or public transport because of closure or overcrowding (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	these events do not deny locals access and there were some residents that indicated that these events do in actual fact deny locals access. Denying access is linked to road closures of the respective events.
Please indicate the level of agreement with the following statements (select one option for each variable). Community pride. The event made locals feel more proud of their city/country; the event made locals feel good about themselves and their community; and ordinary residents get a say in the planning and management of the event (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	Across the events, the majority of the residents agreed that these types of events make locals feel proud. Across the events, the majority of the residents also agreed that these events make locals feel good about themselves and their community. The results also indicated that some residents agreed that the events provided opportunities for locals to be involved in the planning and the management of the events. The results further revealed that the OMTOM residents appeared to have a deeper involvement with the event compared to the CM, the DCM and the BR residents. Across the events, residents also felt that these events do not offer opportunities to be involved with the planning and management of the event, in particular the BR residents.
Please indicate the level of agreement with the following statements (select one option for each variable). Environmental impact. The event had a negative impact on the environment through excessive litter; the event had a negative impact on the environment through pollution; and the event had a negative impact on the environment through damage to natural areas (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	Across the events, most of the residents indicated that these events did not have a negative impact on the environment because of litter, although there smaller proportion of residents across the events indicated that these events did create a negative environmental impact because of litter. Most of the residents across the events, with the exception of the DCM residents, indicated that these events did not have negative impacts because of pollution. There were a few residents across the events that indicated that pollution was a challenge. Many of the residents across the events did not agree that these events caused damage to the natural areas, although a small proportion of the residents across the events indicated that the events did cause damage to natural areas.
Please indicate the level of agreement with the following statements (select one option for each variable). Price. The event leads to increases in the price of some things such as food, transport and property values; as a result of the event, more people are buying holiday homes in	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and	Across the events, most of the residents did not agree that the events can lead to price increases; however, a small proportion across the event believed these events can increase prices. Most of the residents across the events did not believe that these events can lead people to purchase holiday homes in the areas, although there were fewer residents across the events who perceived that these events can impact people to purchase holiday homes in the areas. Most of the residents across the

Key research questions and corresponding survey questions	Methodology	Results
the area; and during the event period, the overall cost of living has increased (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	events did not believe that these events could increase the overall cost of living; however, there were few of the residents across the events that believed these events can increase the overall cost of living.
Please indicate the level of agreement with the following statements (select one option for each variable). Community benefits. The community benefitted directly from the event; only some members of the community benefited from the event / event increases social inequity; and the event increases interaction between locals and tourists (resident survey, Appendix 5, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents. The Likert scale model was used where 1 = strongly agree, 2 = disagree, 3 = agree, 4 = strongly agree and 0 = neutral. The average for the results was calculated for each variable. For a better interpretation and understanding in some instances, responses were grouped (agree and strongly agree and disagree and strongly disagree).	The results across the events were balanced in terms of residents' perceptions of the events creating direct benefits for the community. The DCM and the BR residents, however, felt strongly that these events did not benefit the community directly. Most of the residents across the events, with the exception of the CM, felt that only certain members of the community benefited from the event. Across the events, the majority of the residents indicated that these events increased interaction between locals and tourists, but it is noted the CM and the BR residents agreed to this statement to a lesser extent than the DCM and the OTMOM residents.
Are you in favour of the event being held in the area? Yes or No (resident survey, Appendix 5, Question 1, under the event location section)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	Across the events, an overwhelmingly positive response was received from residents indicating that they are in favour of the events being held in the areas.
Identification with the theme (resident survey, Appendix 5, questions 1, 2 and 3)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	Most of the residents across the events indicated that they were interested in these sport events as a spectator and that they have no interest in participating in these sports, even recreationally. The majority of the residents across the events indicated that the events were held in beautiful areas and that locals do support these events.
Have you or any member of your family ever worked for the event in either a paid or a voluntary capacity? Yes or No (resident survey, Appendix 5, Question 1, under direct benefits)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	The results reflected that most of the residents across the events did not work at the events, but that there was a small proportion of residents that did work at the events.
Do you or a member of your household work in or own a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)? Yes or No (resident survey, Appendix 5, Question 2, under direct benefits)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	The majority of the residents across the events did not work in or did not own a business that is affected by the event; however, the results reveal that a few of the residents across the events did work in or have businesses that were positively affected by the events.

Key research questions and corresponding survey questions	Methodology	Results
Do existing management practices impact on sport tourism event initiatives and their quality?		
What services are you familiar with at this event and which did you use? (service quality survey, Appendix 6, Question 1, under knowledge of service)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 spectators.	The results indicated that across the events, spectators were aware of services at the events, but to a lesser extent at the DCM and the BR.
Please rate the quality of the following at the event. Cleanliness; secure environment; electronic scoreboards / displays / television screens; ambience; aesthetics; seating availability; seating comfort; appearance of physical facilities; design and layout; shelter; accessibility and facilities for disabled people (service quality survey, Appendix 6, Question 2, under knowledge of service)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 spectators.	Most of the spectators across the events found the cleanliness of the events good. A few indicated that the cleanliness was satisfactory and a few responses were received from the BR spectators that found the cleanliness of the event poor. The majority of the spectators across the events found the security good; a few indicated that it was satisfactory; with a few responses from the BR spectators that security was poor. The responses regarding electronic scoreboards, displays and television screens across the events were varied. Most of the CM spectators found the service good, in contrast to the spectators attending the CM, the OMTOM and the BR. A very high percentage of spectators attending the BR indicated that the service was poor. The majority of the spectators across the events found the ambience good, with the responses from the CM and the OMTOM spectators higher than those of the DCM and the BR. Most of the spectators across the events found the aesthetics across the events good, with responses from the CM and the OMTOM spectators higher than those of the DCM and the BR. Regarding seating availability and comfort, the results across the events were varied between satisfactory, good and excellent. It is noted that the DCM and the BR responses indicated that spectators were not satisfied with the seating availability or comfort of the seating. Most of the spectators at the CM and the OMTOM found the physical facilities good, in contrast to the responses from the DCM and the BR spectators, who were not positive about the physical facilities. As with the previous findings as mentioned in this section, the spectators attending the CM and the OMTOM, compared to the DCM and the BR spectators, found the design and layout of the events good. In terms of shelter, spectators attending the CM and the DCM found the service good, whereas the spectators attending the OMTOM found the service satisfactory and those attending the BR found the service poor. In terms of the universal access at the events, spectators attending the CM, the DCM and the OMTOM found the access good, with spectators at the BR rating the access satisfactory and to a lesser extent poor. The responses to services for disabled people rated across the

Key research questions and corresponding survey questions	Methodology	Results
		events were varied. Most of the spectators at the CM rated the services good. The spectators at the DCM and the the OMTOM found the services good, but to a lesser extent than the spectators at the CM, with the BR spectators rating the services poor.
Please indicate the level of agreement with the following about the service quality of the event. Reliability, responsiveness and tangibles, assurance and empathy (service quality survey, Appendix 6, Question 1, under perceptions and attitudes)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 spectators.	The results indicated that the spectators attending the CM and the OMTOM found the event managers more reliable than the spectators attending the DCM and the BR. Based upon the results, it is evident that spectators at the CM and the OMTOM found the event managers responsive and caring towards the needs of spectators, compared to spectators who attended the DCM and the BR, who found the event managers less responsive and caring. In terms of the tangibles of these events such as equipment, physical facilities and eye-catching marketing materials, the spectators attending the CM and the OMTOM agreed that the tangibles were good, compared to the spectators at the DCM and the BR, whose ratings were lower. As reflected by the results, the spectators attending the CM and the OMTOM agreed that the event managers projected effective measures of assurance and empathy, whereas the spectators attending the DCM and the BR agreed that assurance and empathy were projected; however, not on the same level as the event managers of the CM and the OMTOM.
Did you experience any problems related to the event, including service quality? Yes (specify) or No (service quality survey, Appendix 6, Question 1, under problems experienced)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 spectators.	The majority of the spectators indicated that they experienced no major problems at the events.
Do you have any suggestions for improving the service quality at this event in the future? (service quality survey, Appendix 6, Question 2, under suggestions for improvement)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 spectators.	The results indicated that suggestions received for improvement was for cheaper and more parking (OMTOM), faster registration system (CM), more seating and chairs (BR), more entertainment (DCM), more advertising and marketing (BR), more space and viewpoints for spectators (BR), more signage and clearer directions (BR) and more community involvement and updating the community regarding the event (BR).
Did you experience any problems related to the event? Yes (specify) or No (resident survey, Appendix 5)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	The majority of the residents across the events, with the exception of the DCM residents, did not experience any major problems. The key problems raised by the DCM residents were litter challenges, drunken spectators, inaccessible roads and too much traffic.
Suggestions for improvement (resident survey, Appendix 5)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	The main suggestions received from residents for improving the events were reduced entrance fees (DCM); involvements of locals (BR); cleaner environment (CM) and more security on the roads (DCM).

Key research questions and corresponding survey questions	Methodology	Results
Please indicate the level of agreement with the statement about the area in which the event is being held. The quality of service is good (resident survey, Appendix 5, Question 3 under identification of theme)	Multistage, stratified, spatially-based purposive sampling methods were used and the results across the events were compared between 200 residents.	Across the events, residents indicated that the quality of service in the event areas were good. Although rating services as good, the responses from the BR residents were lower than those of the CM, the DCM and the OMTOM residents.
Were you satisfied with the location of the event; organisation of the event; information provided about the event; security at the event; quality of the event; advertising/publicity of the event; physical appearance of the event and physical facilities? (sponsor survey, Appendix 3, Question 5)	As part of the key informant interviews, the relevant event managers per event agreed to obtain 10 responses from sponsors of their events. Sponsors were to complete the relevant sponsor survey and return it to the researcher by e-mail	The response rate was poor, as relatively few surveys were returned by the sponsors. No comparisons could therefore be made between sponsor perceptions of the Durban and Cape Town events. The only surveys received were from the OMTOM sponsors, namely Adcock Ingram Critical Care, Nike SA, Oxygen, Starlite Aviation, CHEP South Africa (Pty) Ltd and Powerade Pty Ltd. All OMTOM sponsors were satisfied with the sport tourism event elements. Oxygen, however, indicated that they would suggest that the expo and the event not be separated and that the attendance was lower than they expected.
Were you satisfied with the location of the event; overall organisation of the event; information provided about the event; attendance at the event; security at the event; quality of the event; advertising/publicity of the event; physical appearance of the event and the physical facilities? (manager survey, Appendix 2, Question 11)	The event managers of each event were interviewed one-on-one by the researcher regarding service variables of the event. Their responses were recorded on the manager response sheet. (appendices 12, 13, 14 and 15, Question 11)	Based upon the results across the events, it appears that the event managers were overall satisfied with aspects related to the events. The OMTOM managers did specify that they received some negative feedback, but did not disclose the information. Regarding lessons learnt, the CM managers indicated that they require better traffic control for future events, the DCM managers did not find the question applicable, the OMTOM managers indicated that all event processes should be in place and must be followed and the BR managers indicated nothing major. In terms of future improvements, the CM managers indicated that they need to stay runner-focussed, the DCM managers indicated that the government should improve the river quality, the OMTON managers planned to attend to all the issues raised in the various portfolio heads' reports (would not disclose the reports) and the BR managers indicated that they were satisfied with all the aspects related to the events but that they would aim for a bigger budget for future events.

The analysis indicated that most spectators were positive about event service quality variables. There were high levels of not applicable and neutral spectator responses, which influenced the final results; however, the results gave an indication of problems that were experienced at these events. The results further reflect that the BR posed the most problems. The problems experienced at the BR can be linked to all the service quality variables. The event managers of these events were also interviewed and they mostly provided positive responses to event service quality variables concerning their event.

In terms of the residents, the analysis indicated that most residents were positive about the event service quality variables. The results further showed that the DCM and the BR posed the most problems, which could be linked to the service quality variables. In terms of the sponsor feedback from the OMTOM, the results were mostly positive about the service quality variables. Certain problems were identified that could be linked to service quality variables; however, the response was generally positive.

The event managers highlighted that challenges that were experienced were issues with traffic (CM), staffing (OMTOM), a limited disaster-management plan (BR), challenges with dirty water (DCM) and a limited budget (BR). Several problems that were identified with the BR were associated with variables such as seating, equipment and the appearance of physical facilities, which could possibly be attributed to a low budget that did not allow for the supply of these types of requirements.

Tum *et al.* (2006) assert that quality service occurs at an event when the customers' expectations of the event match their perceptions of service received. Getz (1997) posits that 'quality' has several connotations and to some it will mark excellence, or being the best, which does not necessarily mean that it should be expensive. The provision of quality service would not necessarily cost the event manager money. Instead, they should be creative with their strategies to overcome limited budgets. Overall, the majority of the spectators, residents and OMTOM sponsors revealed that management practices are in place to sustain sport tourism events and to meet minimum requirements.

However, the target is to sustain best practice scenarios on all levels. Key aspects such as contact by sport tourism event managers with spectators, participants, tourists and residents should receive priority attention, as first impressions and relationships in the industry do count, and can create a further positive legacy in supporting future sport tourism events. Bowdin *et al.* (2001) believe that integration of all the practical aspects of controlling quality with the overall strategy of an event is TQM, which was discussed in the Chapter Three. They argue that TQM should begin with the event manager, who should have a passion for

quality and continuous improvement, and that the passion and continuous improvement should cascade down to all levels of the event organisation. It requires that event managers of these events integrate TQM into their strategies as means to fine-tune details and to ensure that all personnel involved with the event are trained to deliver top-quality service.

The planning of sport tourism events can assist the redesigning of new concepts for the sport tourism market by introducing new products and services. Sport tourism event managers should, however, be mindful of potential challenges that they could face in terms of commodification, authenticity, globalisation and fragmentation. They should also be aware of opportunities that accompany these aspects. In relation to commodification and authenticity, sport tourism event managers should establish ways to protect the attraction, which is the essence of the sport tourism event. On the one hand, the spirit of sports competition and entertainment should be placed in an appropriate balance and, conversely, so too should issues of TQM of the event process. According to Hinch and Higham (2004:71), strategies that foster a positive local identity and destination image should go beyond pre- and post-event cultural demonstrations and promotions. They should involve local control.

They further assert that these types of strategies will foster hospitality in the destination during the event and are likely to lead to a positive legacy (Hinch & Higham, 2004:71). Partnerships should be established and operationalised in a way that is mutually beneficial to the sport tourism event manager, the tourist, the participant, residents and relevant stakeholders. This can only be done through effective management practices and strategies. Although the spectator, resident and OMTOM sponsor responses, in most instances, were positive, the implication is that all the event service quality variables require special attention and re-evaluation for future events. The management practices of these events were not made available to the researcher to peruse, hence no observations could be made regarding the in-depth planning and development of these events. However, effective management practices can assist to overcome challenges.

6.11 Summary

This chapter provided a comparative analysis of the management and socio-economic impacts of sport tourism events in Durban and Cape Town. A descriptive approach was used for analysing the information and t-tests were conducted to determine whether there is a difference in the average spending on accommodation, food, entertainment, souvenirs/gifts, sport equipment and transport at these events. The findings of the study were, in most instances, reasonably positive regarding the management of the sport tourism events and the socio-economic impacts of each of the events. Furthermore, in most instances, the

comparison of data from the Durban and Cape Town events revealed several similarities. The specific research question that focussed on management practices and the impact on sport tourism initiatives highlighted vast differences between the two canoe marathon events and the two long-distance running marathons. It appears that the two running marathons were more professionally organised than the two canoe marathons. For the Durban and Cape Town events, event spectators spent money on accommodation, food, travel, souvenirs/gifts and sport equipment. Some of the major sponsors were identified by a majority of event spectators and local residents. It was also noted that secondary activities were involved, such as visiting friends and relatives, sightseeing, entertainment and shopping.

Challenges were identified and included aspects such as inadequate parking facilities, traffic congestion, perceptions of certain areas as not being safe and a lack of certain marketing media. Sponsorship information was incomplete and comparisons could not be effectively made between the events, as certain data were not disclosed. In terms of event leveraging, for Durban and Cape Town the importance of utilising such events becomes critical to enhance local businesses and to obtain maximum benefits from such events. The managers were sometimes vague when answering certain questions, particularly regarding involving the local communities in the event; however, it is evident that work opportunities at these events were available and that locals from the areas were used. The jobs in which locals were employed were mostly at grassroots level, as indicated by the results of this study. Key areas that require future attention include sponsorship of these events and effective event leveraging by the local community. Another evident aspect of these events was a lack of information from stakeholders, such as government role players to provide key informant information on participation, support, marketing and sponsorship. There are various debates on the potential of sport tourism events at locations, destinations and communities; however, to determine the benefits and impacts of these events, consistent research is required, which involves input from various stakeholders as participants in such research and to determine critical and important issues. A responsible sport tourism event strategy for Durban and Cape Town can improve current challenges that are experienced at these events and can further improve future challenges.

CHAPTER SEVEN
CONCLUSION AND RECOMMENDATIONS

7.1   Introduction

This concluding chapter provides a summary of the key research findings and recommendations in terms of the findings as well as for further research areas. In particular, the research objectives set out in Chapter One of this dissertation are revisited to prove that they have been addressed.

Key research objectives and questions that were raised in this study relate to the management and socio-economic impacts of these events. Issues under investigation included the demographic and socio-economic profiles of sport event spectators (including tourists as a major category) to determine the target market that the events attract in order to enhance visitor experiences, as well as to determine roles that they play in terms of increasing foreign earnings, creating and expanding employment opportunities and improving the quality of services offered by tourism enterprises, in general, and event managers, in particular. Furthermore, there was a focus on the extent to which the events stimulate local economic development and raise the profile of the destination in order to ascertain the value of these events to localities. The perceptions of the event managers and sponsors with respect to the local business event leveraging potential of sport tourism events were also evaluated. Visitors' and residents' knowledge, attitudes and behaviours in terms of their sport tourism event experiences were also evaluated. The intention was to determine levels of awareness, attitudes and behaviours through self-rating processes to assess visitor and resident experiences and to ascertain whether these events contribute to improving the quality of life of residents and visitors. By conducting a service quality survey, management practices and aspects related to service quality that impact on development of a sustainable sport tourism event industry were also assessed.

In order to enable a critical examination of the research objectives and questions, four sport tourism events were used as case studies, namely the CM, the DCM, the OMTOM and the BR. The research approach used in this study was therefore the case study method. The case study method was used in this context to assess themes and subjects that are associated with the management and socio-economic impacts of the four sport tourism events. The research comprised of a detailed investigation of each sport tourism event and data were collected from 2005 to 2006.

A stakeholder approach was adopted, which aimed at ensuring that the perspectives and concerns of a range of interested and affected parties were examined. This also contributed to the comparative lens used in this study in that stakeholder responses were examined

critically to ascertain similarities and differences. This is critical for effective sport tourism event management. The key stakeholders in this study were identified as the event managers, visitors (including day trippers and tourists), local residents, local government officials and sponsors.

Research tools that were utilised to conceptualise the research surveys were secondary data sources and primary data-collection methods. Secondary data pertaining to the sport tourism event industry, globally and in South Africa, were sourced from books, journals, articles, as well as reports and the internet. Secondary data collection served to inform as well as contextualise this study. Primary data sources that were used in this study included questionnaire surveys and structured as well as semi-structured interviews. In this study, the formats of the questionnaire surveys and key informant interviews were adopted from previous sport tourism events studies conducted in South Africa and Australia. A summary of the key findings presented in the next section illustrates that the key objectives and research questions of this study were addressed. Furthermore, the findings provide useful guidelines to enhance management practices that have an impact on sport tourism events.

7.2   Summary of key findings

The key findings are clustered according to the research questions that guided this study.

7.2.1   Demographic profile of visitors at various sport tourism events

The noticeable market segment for these events included overnight visitors, day trippers and local residents. Spectators comprised the key focus of the survey and participants did not form part of the final analysis, as challenges were experienced by the researcher to gain access to interview participants. The largest majority of the overnight spectators were present at the CM. There were more local residents who attended the DCM and the OMTOM. The BR also revealed a high portion of local residents, while there were few overseas spectator respondents. Domestic visitors presented the majority of spectators at these events. The primary source market for the CM was Gauteng and the Western Cape, the Eastern Cape and KZN for the DCM, Gauteng and KZN for the OMTOM and the Western Cape and Gauteng for the BR.

The trends show that the greater the national and international profile of the sport tourist event (the CM, for example, is a well-known event nationally and internationally), the larger the number of tourists it attracts. In addition, long-distance running marathons often attract thousands of participants and are more well known, and therefore attract more visitors than canoe marathons, which have fewer participants as it entails a niche sport. This is important to consider in terms of promoting and managing sport events as tourism attractions, as

participants are often accompanied by supporters, mainly friends and family, to the types of events examined in this study. Sport events such as the CM, the DCM, the OMTOM and the BR attract fans from a range of social and geographical backgrounds. The composition of the groups attending the events comprised families, friends, as well as groups of friends and family. Most of the visitors fell in the age category of 31 to 40 years; however, there were spectators present who represented the age categories 41 to 50 years, 51 to 60 years and 61 to 70 years, which could be owing to the type of events in scenic settings, providing a form of stress release and an entertainment value. The analysis reflected that key occupations of spectators were professionals and students.

The majority of the spectator respondents were male, although the number of female respondents were also high owing to women's increased interest and activity in sport. Most spectators were educated. In relation to historical race categories, it appears that most spectators were white; however, a shift in racial composition was discernable, indicating that more black spectators are also attending these events. The data indicated that there was a differentiation in terms of income levels of spectators; however, several of the spectators did not want to disclose their income, which influenced the analysis. Based on the information that was disclosed, the average monthly income of spectators were between R5 000 and R8 000.

7.2.2 Spending patterns of visitors at various sport tourism events

The average daily spend of overnight spectators on accommodation at the Durban and Cape Town events were R351.87 (CM), R75.43 (DCM), R482.81 (OMTOM) and R250.00 (BR). The highest average accommodation spend was noted for the two running marathons. This is to be expected, given the general higher costs of accommodation in Cape Town compared to Durban. Several of the respondents did not want to disclose the amount of money that they spent on accommodation. As there was a high rate of domestic spectators, some of these spectators stayed with friends and relatives and therefore did not require other types of accommodation, which could also have influenced the data on expenditure on accommodation. The average amounts spent on food by spectators during these events were R146.75 (CM), R183.85 (DCM), R60.25 (OMTOM) and R82.47 (BR). Visitors at the Durban events spent more money on food than visitors at the Cape Town events, which could be attributed to food being prepared or organised by family or friends or to spectators purchasing cheaper snack foods such as fast-food provided by food stalls at the events.

Spectators spent money on entertainment at the Durban and Cape Town events, and the averages were R66.88 (CM), R33.28 (DCM), R36.81 (OMTOM) and R46.19 (BR). Spectators also spent money on souvenirs/gifts at the Durban and Cape Town events, with

averages of R67.39 (CM), R65,12 (DCM), R35.03 (OMTOM) and R39.22 (BR). In terms of purchasing sport equipment at the Durban and Cape Town events, spectators spent on average R75.10 (CM), R148.06 (DCM), R44.17 (OMTOM) and R41.02 (BR). The average spend on sport equipment was higher for the DCM than the other events; however, the spectators did not specify what items they had purchased.

Transport was used by spectators for the Durban and Cape Town events and the average amounts spent were R140.38 (CM), R112.75 (DCM), R61.68 (OMTOM) and R8.33 (BR). The average spend on transport was higher for the Durban events than the Cape Town events, which could possibly be attributed to several local spectators at the Cape Town events perhaps not requiring transport as they used their own transport. The overall average amount spent during the events ranged from R138 to R380. The highest average spend was at the Durban events, with the averages being R379.50 (CM), R290.10 (DCM), R137.29 (OMTOM) and R280.93 (BR). In terms of the various categories of daily expenditure on accommodation, the most was spent at the OMTOM (R482.81); on food, the most was spent at the DCM (R184.29); on entertainment, the most was spent at the CM (R66.88); on souvenirs/gifts, the most was spent at the CM (R67.39); on sport equipment, the most was spent at the DCM (R148.06); and on transport, the most was spent at the CM (R140.32).

7.2.3 Costs incurred and revenue generated for local and regional economies from the various sport tourism events

An economic calculation was done of all the events under study based on Turco *et al.*'s methodology (2002:64) to determine the estimation of revenue generated per sport tourism event. It was evident from the calculation that the events generated revenue for their local and regional economies. The CM generated R166 526 784.00 (80 000 spectators), the DCM generated 1 979 652.00 (10 000 spectators), the OMTOM generated R22 494 908.20 (31 000 spectators) and the BR generated R660 349.80 (1 000 spectators). If the participants had formed part of the study, the revenue generated could possibly have been higher. The revenue generated for the CM and the OMTOM, the two running marathons, were higher than for the DCM and the BR, the two canoe marathons, which could possibly be associated with the spectator numbers being higher at the CM and the OMTOM as well as the higher profile of these two events. Financial costs occurred for each event included the relevant event expenses, outsourcing of services and employment. Differences were noted in financial costs, which confirm that each sport tourism event is a special case with special requirements that are unique to the event. The differences in costs could possibly be linked to the scale of sponsorship, media leveraging and budgets received by the events. In terms of the financial costs, some aspects were not disclosed by the event managers and

were regarded as confidential. In terms of expenses for the Durban and Cape Town events, money was spent on a range of items, but the main items were administration, ground expenses, office salaries and marketing.

In terms of the outsourcing of services for the Durban and Cape Town events, the focus was on a range of services, but the main services included printing, information technology, traffic services, media agencies, beverages, catering, registration services and office stationary. Financial calculations in terms of costs incurred by these events could not be undertaken because certain information was not disclosed to the researcher as it was regarded as confidential.

7.2.4 Perceptions of event managers with respect to local business event leveraging

The findings summarised here are guided by the broader research objective, which examined the perceptions of event managers with respect to local business event leveraging potential. The event managers indicated that in order to maximise economic benefits for local communities in terms of job creation and business networking, local businesses/stakeholders linked to the organisation of the events were involved. Local businesses were involved as marshals, and several companies that provided refreshment stations hired local staff. Furthermore, several local businesses were also involved in providing services and equipment as well as catering and printing. Event leveraging was implemented through the organisation of the events in terms of media exposure, while the roles of the sponsors were also recognised. A range of local stakeholders could all benefit from the sport tourism events in terms of employment by providing certain required services at the events. The two running marathons provided opportunities for ABEs to provide these services. The BR could not specify whether opportunities were provided to ABEs in order to leverage their business and the DCM did not specifically use ABEs, but noted that they employed locals to work at the event. There is an opportunity for event business leveraging to be further developed in relation to these sport tourism events, as well as to further promote procurement among ABEs.

7.2.5 Spectators' perceptions, needs and level of awareness regarding sport tourism event imperatives

The summary of the findings is guided by the broader research objective, which assessed the spectators' knowledge, attitudes and behaviours. The most influential factor regarding spectators' decision to attend the Durban and the Cape Town events was word of mouth, while television advertisements also played an influential role in these decisions. Furthermore, perceptions of the marketing of the events were that it was good, as spectators

were quite satisfied with the marketing materials. A few responses were received regarding improvement of the marketing of the events. In general, the spectators indicated that they had positive experiences at the events.

The spectators further indicated that they agreed that the events were well organised. They were also knowledgeable about the importance of these events to attract tourists. Parking was identified as a challenge by the spectators and residents at the CM, the residents at the DCM, the spectators and residents at the OMTOM and the spectators as well as the residents at the BR. At the BR, the spectators felt that more could have been done to provide good refreshment areas, while most spectators at the Durban and Cape Town events enjoyed themselves and agreed that the areas where the events took place were beautiful. The spectators also agreed that the local people were friendly and that the infrastructure at the events was sufficient. Although the percentages indicated for pollution, litter and crime at the events were not very high, they remain aspects that require attention in terms of planning for future events. Regarding service quality matters, the spectators were generally satisfied with this aspect at the events, and that they did not experience any major problems. In terms of general improvement of the events, it was suggested that aspects such as more marketing, improvement of registration, more entertainment activities, more stalls and more parking be considered for each of these events in future.

7.2.6 Patterns and trends in terms of sponsorships and sponsor perceptions

Regarding sponsor identification and perception, the spectator respondents could name some of the title and co-sponsors of the events; however, the most noticed sponsors were the title sponsors, namely Isuzu (BR) and Old Mutual (OMTOM), as expected. The responses from the sponsors of the respective sport tourism events were poor and relatively few surveys were returned by the sponsors. No comparisons could therefore be drawn between the Durban and the Cape Town events. The only event that received responses from sponsors was the OMTOM, from which six sponsorship surveys were received. In terms of the OMTOM, the participation of CTRU, as a sponsor, was also evaluated.

All of the sponsors provided financial and in-kind sponsorships. Sponsors of the OMTOM were satisfied with the event elements. In some instances, minor logistical challenges were experienced and certain respondents indicated that the event and the expo should not be divided but should remain one entity. Suggestions were made for television advertising or trade activities leading up to the event. Several respondents also indicated that they would sponsor future events, which indicate that they were satisfied with sponsoring the event.

7.2.7 Impact of the sport tourism event calendar on socio-economic and tourism benefits in relation to the branding and positioning of a particular location

As asserted by Tassiopoulos (2005), events have become part of tourism development and marketing strategies. As part of these strategies, event calendars exist for the Durban and Cape Town environments (SAT, 2007a). These calendars are effective methods for determining various types of events in each area and list the time of year when these events take place. Sport tourism events are part of these calendars. These calendars offer events, particularly sport tourism events, as assistance for destinations to even out seasonality. The CM takes place in July, the DCM in January, the OMTOM in April and the BR in July. The DCM and the OMTOM take place during high summer peak seasons and the CM and the BR during the low winter season. However, these sport tourism events are outdoor events, which are reliant on a particular season and appropriate weather, hence they are staged during these times to coincide with the most suitable weather conditions and climate. During the high season, the DCM and the OMTOM offer tourists an exciting event to attend and can be part of key attractions that they can visit while in these regions, whereas the CM and the BR can be used to leverage spectators during the low season and to provide suitable attraction options.

In terms of branding, the spectators that were interviewed were satisfied with the marketing of the Durban and Cape Town events. They were aware of the events, of the importance that the events hold in the region and that branding plays an important role to facilitate and increase benefits of such events for the location where they are staged. In terms of residents from the regions of the Durban and Cape Town events, there was an overwhelming positive indication that the events marketed the locations positively. The residents also agreed that the Durban and Cape Town events attract tourists to the regions. Most spectators and residents agreed that the Durban and Cape Town events increased media coverage for the locations. In general, it is evident that the sport tourism event calendar has positive socio-economic and tourism benefits for the locations.

7.2.8 Residents' perceptions of sport tourism events

The majority of the Durban and Cape Town residents agreed that these events were interesting and provided an opportunity to enjoy time with family and friends while observing the events. They also indicated that the events provided opportunities to meet new people, while the events increased entertainment opportunities for the locals. Most Durban and Cape Town residents indicated that the events did not waste public money and agreed that spending money on these events was worthwhile. Durban and Cape Town residents also agreed that these events created jobs. The majority of the Durban and Cape Town residents

agreed that these events play an important role in leveraging local businesses and increasing the turnover of local establishments.

Residents from Durban and Cape Town also believed that these events did not create any major disruptions for locals. Some of the residents, particularly in Durban, believed that these events can increase crime, while the majority indicated that the events do not increase crime. Most of the residents believed that these events made a contribution to the development and improved maintenance of public facilities such as roads, parks, sport facilities and public transport. The residents further indicated that the events made locals feel proud of their region and country. Some Durban and Cape Town residents felt that they did not have an opportunity to participate in managing and planning these events. The residents from Durban and Cape Town agreed that the events did not create environmental damage; however, some indicated that the events created pollution. The residents also felt that the events showcased the regions in a positive light, while they attracted tourists and business to the regions. The Durban and Cape Town residents indicated that the events did not create high inflation on prices and rather regarded the events as an opportunity for investors to purchase holiday homes. The residents further agreed that the events benefit the community; however, some indicated that only certain members within communities benefitted.

7.2.9 Impact of management practices on sport tourism event initiatives and their quality

Management practices refer to strategies that were used by sport tourism event managers to execute the events. These practices were not made available to the researcher for perusal, as they were regarded as confidential information.

In order to ascertain the impact of management practices on the events, a service quality survey was conducted during the course of the events, which focussed on spectators. Residents' views were also evaluated, as well as the sponsors of the OMTOM event. Various management aspects that are required to stage successful sport tourism events were discussed in Chapter Three. Part of the analysis of the survey entailed focus on critical elements that are incorporated into such management practices, namely reliability, responsiveness, tangibles, assurance and empathy, which sport tourism event managers should display during the staging of events.

From a reliability perspective, perceptions of the Durban and Cape Town events were that the event managers were efficient, services were provided on time, services were dependable and the programmes operated on time. In terms of responsiveness, the

respondents agreed that the event managers of the Durban and Cape Town events showed interest in solving challenges that were experienced by spectators, and that they were well equipped to deal with challenges and emergencies. Regarding tangible aspects, the respondents agreed that the physical facilities of the event were functional and operational. The results indicated that except for parking at the DCM (18%), only a few minor problems were experienced at the rest of the events. Some problems that were experienced at the events included lack of advertising/marketing (BR), long queues (CM), insufficient seating (DCM and BR), poor facilities (BR), pollution in the river and litter (BR), racial discrimination (BR), poor toilet facilities (BR), lack of signage at viewpoint (BR), lack of hot water (BR) and a poor exit point from the river (BR). Respondents of the CM and the OMTOM agreed that the event managers instilled confidence in terms of their management styles; however, respondents of the DCM and the BR did not agree. In terms of instilling trust, a general viewpoint was that the event managers instilled trust with the events.

Event managers were praised for doing their jobs well and for treating domestic and international tourists with the same respect, while the event managers of the Durban and Cape Town events afforded spectators and participants the necessary attention, dealt with spectators in a caring manner and had their best interests at heart. Lastly, the respondents agreed that the services that were provided at the Durban and Cape Town events were provided during convenient times. Most residents agreed that the services at the events were provided effectively. Minor problems were experienced, such as too much litter (CM, DCM and OMTOM), drunken spectators (CM, DCM and BR), too much noise (OMTOM and BR), certain roads were inaccessible (CM, DCM and OMTOM), too much traffic (DCM, OMTOM and BR), bad weather (BR), trees obstructing views (BR) and racism (BR). The majority of the sponsors of the OMTOM indicated that they did not experience any major problems during the event.

7.3   Recommendations

Given the above findings, the recommendations that are outlined below are made to address management issues, socio-economic impacts and strategy formulation, which should ensure sustainable sport tourism events for the cities of Cape Town and Durban. The recommendations are presented as per the broad thematic aspects emanating from the research objectives and discussed in the previous section.

7.3.1 Demographic and socio-economic profiles of sport event tourists of Cape Town and Durban

The Durban and Cape Town events can increase their market share in relation to overnight visitors. These events should make use of opportunities to increase the international demographic profiles of spectators that attend the events.

Primary domestic source markets, namely those in the Western Cape, Gauteng and KZN, should remain part of the market segments for these events, but it is suggested that domestic source markets also be explored for future Durban and Cape Town events, such as in the Eastern Cape, Mpumalanga, North West, the Northern Cape, the Free State, Limpopo and the Northern Province in order to attract new spectators. Specific sport tourism event packages can be developed to focus on these markets as a means to make it attractive, affordable and accessible for domestic visitors in South Africa to attend these events. The majority of the spectators at these events comprised family, friends and friend and family groups. Specific groups that should be targeted for future events include sport clubs, business associates, tour groups, single people and schools, which can bring significant support to these events. The Durban and Cape Town events should continue to attract spectating families, friends and friends and family target groups, while seeking more creative ways of adding activities to their main events so that these groups can participate. Creative strategies should be introduced to attract more female spectators to these events in the future.

It is suggested that sport tourism event managers develop their events so that a shift in spectator racial composition becomes more discernible. This will ensure that the events are representative of the South African population and that the sport types themselves can be promoted among historically disadvantaged groups, who often were not allowed to participate or appreciate a range of sport types during the apartheid era. This will contribute to the South African transformation agenda.

7.3.2 Return on investment for the cities of Cape Town and Durban

The Durban and Cape Town events should explore creative ways to attract visitors by considering relationships with accommodation stakeholders, which will offer best-value accommodation that will suit the spending capacity of different spectator categories. Local marketing authorities and event managers should collaborate to ensure best-packaged value options for spectators and sport event tourists, which will also encourage leveraging within the hospitality sector.

Event managers should consider creative strategies to encourage visitors to spend while attending the events, particularly on items such as food, entertainment, souvenirs/gifts, sport equipment and transport. Event managers should collaborate with service providers of these products to make use of leveraging opportunities during the course of these events, and package their products in a manner that it is attractive for spectators that attend these events. Based on the expenditure patterns of event managers at the Durban and Cape Town events, sport tourism event managers should actively engage in seeking more collaboration with sponsors in order to cover their expenses. Furthermore, money is also spent on local government units in terms of traffic services, ground expenses and marketing. Local government organisations should become more active as stakeholders in these events and should assume responsibility to cover in-kind and cash support associated with these events as part of their strategies to support local tourism development and as a support structure to such events that take place within their locations.

Outsourcing should be considered for future events as part of an overall sport tourism event planning strategy. Such outsourcing of services should consider ABEs. It is further suggested that a specific planning session that deals with the outsourcing of services be scheduled within the scope of broader planning facilitation of these sport tourism events. The sport tourism event manager, as part of an event team effort, can identify services that should be outsourced and link it to possible ABEs.

Business associations and government economic development agencies, in association with the sport tourism event managers, should assist local businesses in identifying opportunities and formulating relevant strategies, which could capitalise on opportunities that are generated by the sport tourism events.

7.3.3 Perceptions of event managers with respect to local business event leveraging potential

Sport tourism event managers should enable local businesses to leverage opportunities via the events. Some of the opportunities to include local businesses are discussed below.

A leveraging process (see Figure 7.1) can be developed to assist with leveraging opportunities. Portfolios of events are considered as leverageable resources, as event visitors and trade as well as event media present opportunities for leveraging. Furthermore, generated strategic objectives would optimise total trade and revenue, as well as enhance the host destination's image. They are also used to optimise total trade and revenue that should entice visitor spending, lengthen visitor stays, retain event expenditure and enhance business relationships. Conversely, showcasing via event advertising and reporting and

using the event in advertising and promotions can be used to achieve the objective of enhancing the host cities' image.
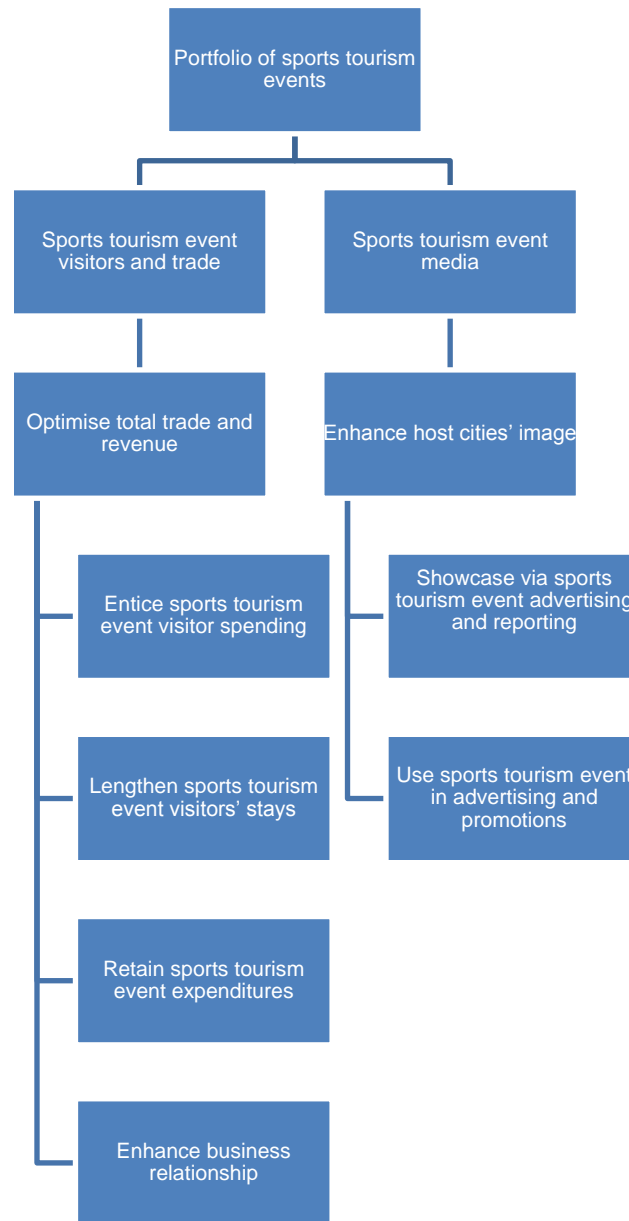
Figure 7.1: A schematic representation of sport tourism event business leveraging (adapted from Chalip, 2004:229)

- Based on the leveraging process discussed above, a special sport tourism event business leveraging plan can be introduced, as the one suggested by O'Brien (2006:241), which was used for the 2000 Sydney Olympics event to establish and maintain inter-organisational linkages. Table 7.1 presents the suggested leveraging plan for Cape Town and Durban based on this approach. By applying this example to these events, event managers can identify in advance and contact national and international business leaders who are intent on joining the event as well as market the initiative both

domestically and internationally. Sport tourism event managers of future leveraging programmes should work towards institutionalising linkages among sport tourism event stakeholders, particularly sport tourism event owners, and public sector agencies that are responsible for tourism and economic development (O'Brien, 2006:255). Regarding leveraging for business relationships, O'Brien (2006:253) asserts that event managers should offer business membership to their respective sponsors, guests and business partners.

Table 7.1: Suggested steps for a sport tourism event leveraging plan for the cities of Cape Town and Durban (adapted from O'Brien, 2006:247)

Steps	Sport tourism event business leveraging plan
1	Generate public and private sector support for a networking-based strategic business leveraging initiative
2	Develop an initiative to facilitate business networking and relationship development between visiting international business leaders before, during and after the events
3	Make advance identification of, and contact with, international business leaders intending to visit Cape Town and Durban for these events
4	Market the initiative both domestically and internationally
5	Implement the initiative

- The cities should also develop a sport tourism event business leverage toolkit that deals with leveraging business opportunities that are associated with sport tourism events. Furthermore, they could offer workshops and forums to local businesses prior to staging the events to assist them with preparing the leveraging plan. They can introduce the toolkit and assist them with applying it practically.

- Sport tourism event business leverage training should be accredited by SAQA and should be offered by a training provider to enable business owners to receive a valid certificate that endorses that they have undergone training in sport tourism event business leveraging.

7.3.4   Spectators and residents

Sport tourism event managers should ensure that all services and facilities that are offered at these events are quality-orientated to ensure a unique experience for spectators and residents. In terms of the entertainment value of the events, sport tourism event managers can develop entertainment packages per demographic profile of spectators that will suit the pockets of spectators and residents who attend the events. The local host community can be sensitised through the use of the media regarding the importance of these events to the locations and communities and of treating spectators in a positive manner. More local residents should be encouraged to attend as spectators.

Workshops and forums for pre-event staging should be conducted to solicit support from communities. Benefits of these events should be demonstrated to the community to demonstrate the value of these events and to illustrate that they are not a waste of public money. Communities should be involved more actively in these events through volunteer programmes, while opportunities should be provided for the community to offer services.

7.3.5   Sponsorship of these events

A sport tourism event sponsorship toolkit should be developed to guide sport tourism event managers in obtaining the most from the sponsorship process and in applying it effectively to staging their events. The toolkit elements are included in Figure 7.2 below.

Sport tourism event sponsorship toolkit
• Sport tourism event manager demonstration on good citizenship
• Community interests
• How to generate visibility for products and services
• How to generate favourable media interest and publicity
• Sponsorship decision making
• Sponsorship protocol
• Understanding corporate exclusivity
• Understanding increased company and brand awareness
• Reinforced company and brand image
• Adequate sponsorship event signage
• Strategies to target visitors
• Increasing sales
• How to design the sport tourism event with sponsorship opportunities
• How to secure media sponsors
• How to define sponsorship levels for the sport tourism event
• How to develop a sport tourism event sponsorship proposal
• How to execute the sport tourism event sponsorship proposal
• How to identify and target prospective sponsors
• Communication skills
• Negotiation skills
• Effective utilisation of sponsorships

Figure 7.2: Sport tourism event sponsorship toolkit

The toolkit training should be accredited by SAQA and should be offered by a training provider for sport tourism event managers to receive a valid certificate endorsing that they have undergone relevant training in sport tourism event sponsorship.

7.3.6 Branding and positioning

Certain elements that should be used more effectively for future events include more adequate television coverage of locations before, during and after the events. Television advertisements should be used more often and frequently, particularly prior to the event staging in order to encourage spectators to attend. More effective use of radio is also encouraged. Planning in terms of budgets for marketing and advertising should involve more money, while partners should be solicited who can cover the costs of marketing and advertising.

A 'sport tourism event green campaign', which focuses on the cleanliness and appearance of respective event sites, needs to be established. More engagement with marketing media such as tourism posters, brochures, banners, flyers and the internet should heighten spectator awareness. The internet should also be used more effectively.

7.3.7 Management practices

Sport tourism events should undergo a conceptualisation phase that focuses on factors that shape the design and production of the events. Part of this process includes brainstorming on issues such as the needs of stakeholders, practical aspects of logistics, the availability of resources as well as the vision, mission, goals and objectives of the event. Once the conceptualisation phase is complete, specific strategies for the management of the sport tourism event can be embarked upon, which is articulated in Figure 7.3 below.

Sport tourism event management strategies
• Purpose of the sport tourism event
• Researching the sport tourism event
• TQM sport tourism event strategy
• Planning of the sport tourism event
• Administration of the sport tourism event
• Design of the sport tourism event
• Marketing of the sport tourism event
• Operations of the sport tourism event
• Risk management of the sport tourism event
• Evaluation of the sport tourism event

Figure 7.3: Sport tourism event management strategies

Sport tourism event managers should ensure the sustainability of their events regarding their locations, while effective development of the sport tourism events can be promoted through the strategies and practices outlined in Figure 7.2. This will ensure that sport tourism event

managers are reliable, responsive and empathetic and provide the correct tangibles. It is further suggested that the EMBOK domains be used when developing sport tourism event management strategies.

7.3.8   Sport tourism event strategy

Durban and Cape Town have event policies in place, but these policies are not specific to sport tourism events and are more focussed on the auspices of staging a variety of events in the cities' regions. A policy should therefore be established that specifically covers sport tourism events. The sport tourism nexus should also be considered by stakeholders to understand the sport tourism links. Current policies are specific to sport and tourism as separate entities, which should be integrated. Current strategies that are sport- and tourism-specific, respectively, should integrate the following elements (Figure 7.4).
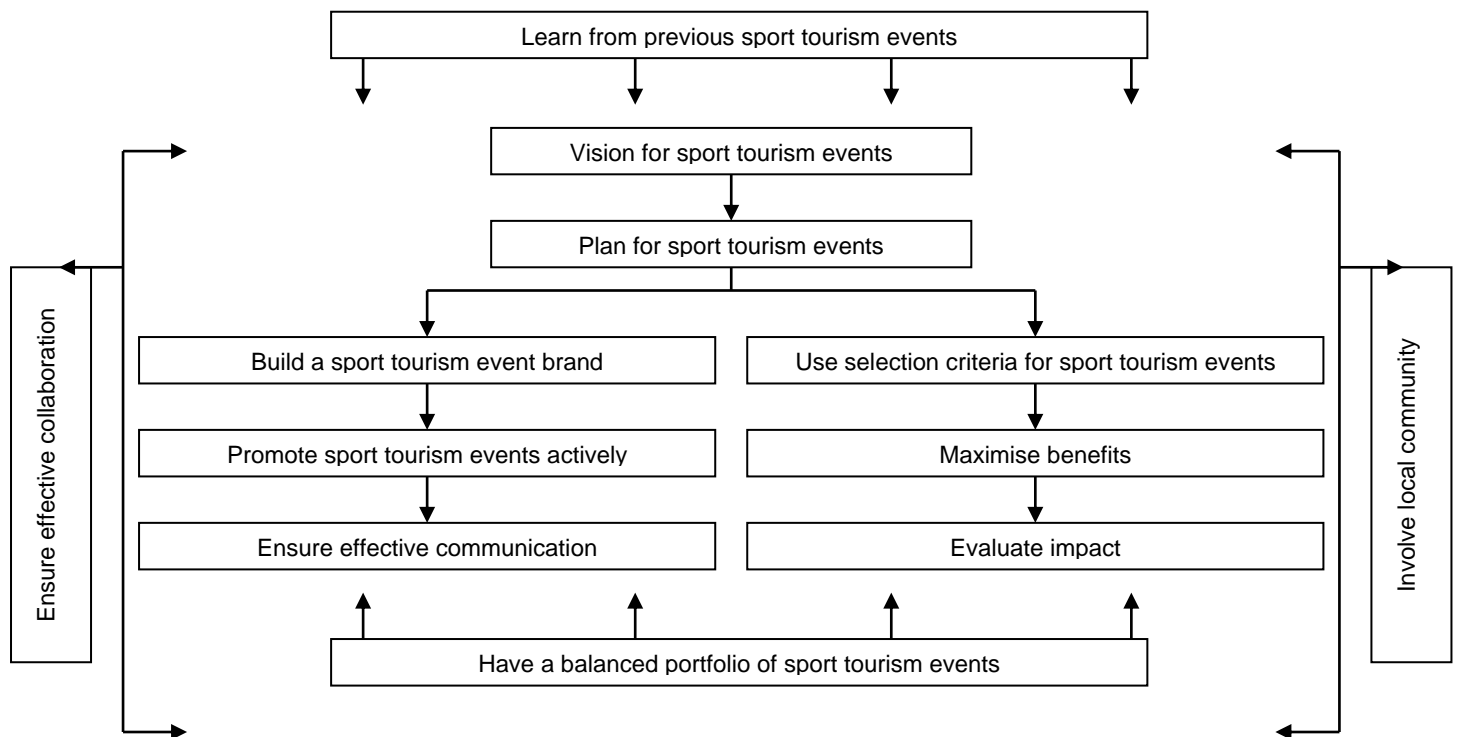
Figure 7.4: Conceptualisation of a sport tourism event strategy for Durban and Cape Town

The recommendations as identified in Figure 7.4 are further outlined below.

- Instil a vision for sport tourism events – sport tourism events is a key part of broader strategies for both cities and, as it is a niche area, it can become a long-term vision for each city
- Build a sport tourism event brand – sport tourism events can be used to build a specific brand for each city
- Promote sport tourism events actively – sport tourism events can be used as a key tool to promote each city on a local, regional, national and international level
- Maximise benefits of sport tourism events for all stakeholders
- Ensure effective collaboration – ensure that collaboration with stakeholders takes place on all levels
- Involve the local host community – ensure that it is involved with sport tourism events and the promotion of its city
- Ensure effective communication – develop structured processes for communication and transparency
- Plan sport tourism events effectively and in advance – establish clear goals and objectives
- Use selection criteria for sport tourism events – these should suit the broader strategies of the cities and should promote the cities
- Evaluate the impact of the sport tourism events – engage in effective post-evaluation of events and research, which provide feedback and establish a research database
- Learn from previous sport tourism events – to host more professional events in the future and to establish best practice and total quality management systems
- Have a balanced portfolio – sport tourism events should vary, from smaller community sport tourism events to larger international-scale sport tourism events

Based on the aforementioned elements for strategy development, a 10-step sport tourism event strategy for Durban and Cape Town should be developed, which should include the factors shown in the figure below.

Improve the coordination and competitiveness of the sport tourism event industry

↓

Identify key performance problems and ways to address these challenges

↓

Identify specific training and educational packages for sport tourism event managers

↓

Develop an ethical code of practice for sport tourism event managers

↓

Develop an accreditation system for sport tourism event managers

↓

Establish an institutional and governance department

↓

Establish a sport tourism research centre

↓

Develop models and indicators to measure impacts of sport tourism events

↓

Establish a process of effective implementation of the strategy

↓

Monitor the impact of the strategy effectively

Figure 7.5: Ten-step sport tourism event strategy for Durban and Cape Town

The articulation of sport tourism event strategies for Durban and Cape Town is ultimately a government responsibility. To ensure the successful development of such strategies, several and diverse stakeholders should participate in the process to establish a more effective sport tourism event strategy process and to ensure inclusiveness. Such a process should welcome all stakeholders to open sport tourism events to all inhabitants of Durban and Cape Town so that people who have the potential of making a significant contribution to their city, can become involved in the sport tourism event community.

7.4 Future research

This study provided a basis to assess management practices and the socio-economic impacts of sport tourism events. The study further proposed specific recommendations for training and educational packages to assist sport tourism event managers in up-skilling their current management practices. Recommendations were also made for the cities of Durban and Cape Town to develop and implement sport tourism event strategies. Future studies on other sport tourism events should be conducted to verify and strengthen this research, and it would be enlightening to compare results to discover the underlying factors that influence results. Comparative studies on the socio-economic impacts of the J&B Met and the Durban July, the Cape Argus Pick n Pay Cycle Tour and the Energade Tour, Big Wave Africa and Mr Price Pro, the CM and the OMTOM and the DCM and the BR should be conducted to understand consumption patterns of the spectators at these events. These studies will further assist in understanding the stimulation of economic development in the event cities as a result of these sport tourism events. These studies will also assist in determining ROI for the cities and host regions on the basis of the behavioural patterns of the spectators at these events.

Comparative studies on the management of the J&B Met and the Durban July, the Cape Argus Pick n Pay Cycle Tour and the Energade Tour, Big Wave Africa and Mr Price Pro, the CM and the OMTOM and the DCM and the BR should also be conducted to determine the standard and ability of sport tourism event managers to stage these events successfully. These studies can further highlight good practice conducted but also shortcomings, and can make suggestions for the improvement of sport tourism event management skills. Central place theory and the economic impact of sport tourism events in South Africa should be considered as future research studies. Individual studies can be conducted per province, using central place theory as a basis for understanding location features that influence the economic outcomes associated with the hosting of sport tourism events. The spending patterns of participants and spectators at sport tourism events in South Africa can be studied on a national, provincial, regional and local level. It may also be of interest to investigate whether resident spectators spend above their normal discretionary levels to attend the CM, the DCM, the OMTOM and the BR, or whether they are spending discretionary income on these events that would have been spent on vacation or entertainment options outside of the event regions. These types of expenditures could be qualified as new money generated and could be included in economic impact studies and models, as they differ from typical local expenditures classified as displaced spending, where rands spent at the events would have likely been spent elsewhere in South Africa.

A calculation of the multiplier indirect and direct costs of these events is also suggested. A model can be developed to calculate the total effect to detect the impact of multipliers of these events on the regions of KZN and the Western Cape. Bases to work from can include the Local Area Impact Model, the Regional Input–Output Modelling System and the Computable General Equilibrium Model. The use of the classification of Preuss (2005) is also suggested to identify the event-affected people in the development of economic impact models for sport tourism events.

Participants are a key research base to these events, but were excluded from this study. Interaction with the event participants at the Durban events were not allowed by the event managers as not to interfere with the event experience, and hence the Cape Town even participants were also excluded from the study. For future events, a written commitment should be obtained from event managers that they support this type of research and that they will be willing to allow researchers to interview participants for the relevant studies. Event managers can also be partners in the research process by organising the sessions with the participants, thereby demonstrating their support of and realisation of the importance of the research for the industry. In terms of sponsorship information, for this study event managers were requested to forward the sponsor surveys to the relevant sponsors of their events. The sponsors were to e-mail the surveys back to the researcher. The response rate was poor. In future it is suggested that the researcher obtain the support from the event managers of these events to conduct the interviews with the sponsors face to face to ensure that the information is gathered.

Other studies can also be conducted on the following topics:

- Determine the economic impact of these sport tourism events for regions and host cities
- Comparative studies on the socio-economic impact of smaller sport tourism events to mega sport tourism events in South Africa
- Use of sponsorships by sport tourism event managers and how they apply these sponsorships
- Small and medium business sponsorship of regional sport tourism events
- Participation of established businesses in sport tourism events
- How business sport tourism event leveraging is conducted in regions and cities
- Longitudinal studies on the management and socio-economic impacts of sport tourism events in Cape Town and Durban

- The impact of social-cost issues on sport tourism events
- Sport tourism event manager relationships, especially from a spectator perspective
- Institutional, governance issues and the political impact of sport tourism events
- The success of sport tourism event strategy implementation

7.5   Concluding remarks

Sport tourism events can be used for the international promotion of the cities of Durban and Cape Town. Sport tourism events have benefits that extend beyond the actual events to several aspects impacting on the futures of Durban and Cape Town. Durban and Cape Town should take simple and practical steps to ensure that benefits from sport tourism events are maximised, which will benefit all stakeholders involved. Benefits and opportunities from sport tourism events are lucrative, and can be an unparalleled tool for creating brands and promoting Durban and Cape Town internationally.

The sustainability of sport tourism events in Durban and Cape Town depends on strong leadership, extensive government collaboration and cooperation with relevant sport tourism event communities and stakeholders, which is built on partnerships, planning and transparency. Leadership should also come from all stakeholders who are interested in improving sport tourism events. The systematic planning of sport tourism events requires a clear and accepted vision, specific goals and agreed actions to achieve change. This further requires being open and transparent for the development and delivery of successful sport tourism events. Sport tourism event opportunities, particularly those linked to tourism benefits, can sometimes not be maximised because linkages between the sport and tourism sectors are not well established. Better linkages should to be established between sport and tourism groups in Durban and Cape Town at both a local and a regional level. Education and training are also critical to the success of sport tourism events, as they will ensure that sport tourism event managers have the necessary business skills to administer the sport tourism events successfully and to recognise and take advantage of tourism opportunities and business opportunities that accompany the hosting of these events. Sport tourism events also rely on appropriate infrastructure to be established.

Research on sport tourism events should move beyond description to the realms of explanation and prediction, which are facilitated by relevant theory. As the knowledge base regarding sport tourism events grow, it will contribute to the advancement in sport tourism event development practices. Sport tourism events should be treated as a unique and distinctive type of tourist attraction, as they can influence travel patterns, sport and tourism locations, the nature of travel experiences, seasonal visitation patterns and host destinations

where the events will take place. An appreciation of these aspects will mean that sport tourism event managers are not passive observers in the sport tourism event process, but that they are managers who can influence the nature and pace of sport tourism event development. The role of the sport tourism event managers should be elevated, as they are catalysts for sport tourism event strategy development, the architects of developing sport tourism events, agents of transformation and are drivers of positive socio-economic and environmental impacts in terms of the manner in which they conceptualise, plan and stage events. With an awareness and understanding of these processes, sport tourism event managers can be proactive while striving to sustain sport tourism events for the cities of Durban and Cape Town.

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APPENDICES

Appendix 1

Spectator survey

APPENDIX 1: SPECTATOR SURVEY

Name of event: _____ Location: _____ Schedule number:_____

RESPONDENT'S RESIDENCE

1. Are you an overnight visitor, day tripper or a local resident?

Overnight visitor	Day tripper	Local resident

1.1. If you are a visitor, where are you from?

Outside of South Africa			Country:		
South Africa	KZN	Gauteng	Western Cape	Eastern Cape	Other (specify)

ECONOMIC ASPECTS

1. If an overnight visitor:

	Type of accommodation	Nights in accommodation at event location	Accommodation cost per night	Number of people staying at accommodation unit
Luxury hotel (4–5*)				
Family hotel (1–3*)				
Bed & Breakfast				
Holiday flat				
Self-catering				
Holiday home				
Backpacker hotel				
Friends & relatives				
Other (specify)				

2. How many people, including yourself, are in your immediate group (spending money together at this event)?

1	2	3	4	5	> 5 (specify)

3. How would you describe the composition of your group?

Friends	Family	Friends and family	School group
Business associates	Tour group	Other (specify)	

4. Did your immediate group buy anything at the event today, or do you plan to (including food/refreshments)?

Yes	No

5. What is the total amount of money (in rands) that you spent or intend to spend during the event on the categories listed below?

	0–50	51–100	101–150	151–200	201–250	251–300	> 300 (specify)
Food and beverages							
Entertainment							
Souvenirs/gifts							
Sports equipment							
Other purchases							

Total overall spend:

0–100	101–200	201–300	301–400	401–500	501–600	601–700	701–800	801–900	901–1 000	> 1 000

6. What is your primary reason for visiting this area/city? (tourists)

This event	Visiting family/relatives	Vacation
Business	Other (specify)	

6.1. If your primary reason was not the present event, did you schedule your visit to coincide with the event? (tourist)

Yes	No

7. Did you come to this location specifically for this event?

Yes	No

8. How did you arrive from your area of residence to the area where the event is held? (non-residents)

Private vehicle	Rental vehicle	Airplane	Train
Bus	Minibus taxi	Other (specify)	

9. How did you arrive from your area of accommodation to the event? (all)

Private vehicle	Rental vehicle	Train	Bus
Minibus taxi	Walked	Other (specify)	

KNOWLEDGE AND PERCEPTIONS OF EVENT

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

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

2. How would you rate your level of satisfaction with the material provided for this event?

Excellent	Good	Satisfactory	Poor

2.1. If poor, what were you dissatisfied with?

_____

_____

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

_____

_____

4. How would you rate your experience here today?

Excellent	Good	Satisfactory	Poor

5. Please indicate your level of agreement with the following statements concerning the event (select one option for each variable):

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The event is well organised					
The event attracts tourists					
Parking is inadequate					
Sufficient facilities at the event (e.g. toilets)					

Good refreshment areas					
People enjoyed themselves at the event					

6. Please indicate your level of agreement with the following statements concerning the area in which the event is held (select one option for each variable):

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is a beautiful area					
The locals are friendly					
The infrastructure is good					
The area is polluted / lots of litter					
Crime is a problem in the area					
I feel safe in the area					
The quality of service is good					
The locals support events in the area					
Would not have attended the event if it was held in another location					

7. Did you experience any problems at this event?

Yes (specify)	No

8. Do you have any suggestions to improve this event in the future?

_____

_____

9. Do you think that these types of events have a positive impact on the city in which the event is held?

Yes	No

9.1. If yes, specify impacts.

_____

_____

ATTENDANCE

1. Did you attend the event last year?

Yes	No

2. Will you attend this event if it is held next year?

Yes	No	Don't know

2.1. If no, why not?

_____

_____

SPONSORSHIP

1. Can you name any sponsors that are affiliated with this event?

Sponsor 1	Sponsor 3
Sponsor 2	Sponsor 4

SECONDARY ACTIVITIES

1. Which activities did you (or will you) participate in prior to (or after) the event in the area or in close proximity to the event location.

Visiting friends and relatives	
Sightseeing/visiting specific tourist attractions	
Entertainment (e.g. nightclubs, movies)	
Shopping	
Training and preparing for the race	
Other (specify)	
None	

2. How many days before or after the event will you be (or are you planning to be) staying to participate in these activities (if applicable)? (non-residents)

Before	1	2	3	4	Other (specify)
After	1	2	3	4	Other (specify)
TOTAL					

MOTIVATING FACTORS FOR PARTICIPATING IN THE EVENT

1. Identify your main three reasons for participating in the event:

To improve my physical fitness	
To compete	
I enjoy the challenge	
To have fun	
To see the location where the event is held	
Other (specify)	

NUMBER OF DAYS AT EVENT (IF APPLICABLE)

1. How many days of the event will you attend or do you plan to attend (if applicable)?

1	2	3	4	Other (specify)

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. Age?

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

2. Occupation

Unemployed	Student/learner	Retired	Labourer/unskilled
Sales-/marketing person	Administrator/manager	Businessperson	Professional
Artisan/technician	Self-employed	Home executive	Other (specify)

3. Monthly income in rands

None	1–1 000	1 001–2 000	2 001–3 000	3 001–4 000	4 001–5 000	5 001–6 000
6 001–7 000	7 001–8 000	8 001–9 000	9 001–10 000	10 001–11 000	11 001–12 000	> 12 000 (specify)

4. Educational level

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

5. Interviewer to note

Gender of respondent		Historical race category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 2

Organiser survey

APPENDIX 2: ORGANISER SURVEY

Name of event: _____ Location: _____ Schedule number:_____

NAME OF RESPONDENT: _____

NAME OF ORGANISATION: _____

1. How long have you been organising this event? _____

2. What was the overall budget for this event? _____

2.1. What are the specific expenditure items and how much did you allocate? (Please attach page if insufficient space.)

EXPENDITURE ITEM	AMOUNT

3. What services did you outsource to service providers?

_____

_____

3.1. What services did you specifically outsource to Affirmable Business Enterprises (ABEs) or previously disadvantaged service providers? (Please specify names and amounts paid.)

_____

_____

3.2. What percentage of the overall outsourcing did this comprise? _____

4. Outline the media exposure leveraged for the event and estimated value in rands. (Please be specific.)

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television				
Radio				
Print				
Posters/banners/flyers				
Internet				
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts that are sponsored. If in-kind (media exposure, catering) sponsorship, provide an estimate value in rands.

NAME OF SPONSOR	CASH	IN-KIND

6. Did you employ additional workers to assist with preparation for and/or during the event?

Yes	No

6.1. If yes:

6.1.1. What type of jobs did you employ people for?

_____

_____

6.1.2. How many people did you employ?_____

6.1.3. How many were locals? _____

7. Did you involve local businesses/stakeholders for the organisation of the event?

Yes	No

7.1. If yes, how were they involved?

_____

_____

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes	No

8.1. If yes, what type(s) of opportunities were created?

_____

_____

9. What were your overall expectations of the event?

_____

_____

9.1. Were your overall expectations of the event met?

Yes	No

REASONS:

_____

_____

10. What was your overall impression of the event?

_____

_____

11. Were you satisfied with the following aspects of the event?

	Yes (provide reason)	No (provide reason)
Location of the event		
Overall organisation of the event		
Information provided about the event		
Attendance at the event		
Security at the event		
Quality of the event		
Advertising/publicity of the event		
Physical appearance of the event (littering, overcrowding)		
Physical facilities (toilets, bins, seating availability)		

12. Did the organisation of the event include steps to control/prevent crime?

Yes	No

12.1. Were the steps to control/prevent crime successful?

Yes	No

13. Did the organisation of the event include steps to control crowds and traffic?

Yes	No

13.1. Were the steps to control crowds and traffic successful?

Yes	No

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes	No

14.1. If yes, specify which steps were taken.

_____

_____

14.2. Were the steps to ensure service quality successful?

Yes	No

15. Did the organisation of the event include the development of a disaster-management plan?

Yes	No

16. What problems, if any, were experienced during the event?

_____

_____

17. What lessons can be learnt from your experience of organising the event?

_____

_____

18. How can the event be improved in the future?

_____

_____

19. Are you satisfied with the role played by the host city with regard to supporting the event?

Yes	No

REASON

_____

_____

20. How can the role of the host city be improved?

_____

_____

21. Will you organise the event again next year?

Yes	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 3

Sponsor survey

APPENDIX 3: SPONSOR SURVEY

Name of event: _____ Location: _____ Schedule number:_____

1. Name of sponsor _____

2. Type and value of sponsorship

	Cash	In-kind	Both
Type			
Value			

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	
Market exposure / create awareness	
Product promotion	
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	

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

Achieved	Somewhat achieved	Not achieved

5. Were you satisfied with the following aspects of the event?

	Yes	No (give reason)	Don't know / no comment
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/publicity of the event			
Physical appearance of the event (littering, overcrowding)			
Physical facilities (toilets, bins, seating availability)			

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

_____

_____

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

_____

_____

8. Will you sponsor this event again next year?

Yes	No

8.1. If no, why not?

_____

_____

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 4

Local government official survey

APPENDIX 4: LOCAL GOVERNMENT OFFICIAL SURVEY

Name of event: _____ Location: _____ Schedule number:_____

NAME OF RESPONDENT:

POSITION:

1. What role does your organisation play with regard to supporting the event?

2. What were your main objective(s) for supporting this event?

Increasing sales / business opportunities	
Market exposure / create awareness	
Product promotion	
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	

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

Achieved	Somewhat achieved	Not achieved

4. How do you rate your level of satisfaction with the marketing material provided for the event?

Excellent	Good	Satisfactory	Poor

4.1 If poor, what were you dissatisfied with?

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

6. Were you satisfied with the following aspects of the event?

	Yes (provide reason)	No (provide reason)
Location of the event		
Overall organisation of the event		
Information provided about the event		
Attendance at the event		
Security at the event		
Quality of the event		
Advertising/publicity of the event		
Physical appearance of the event (littering, overcrowding)		
Physical facilities (toilets, bins, seating availability)		

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

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

9. Did your organisation fund the event?

Yes	No

9.1 If yes, did you get a return on investment?

10.   Please list the value of the event to the city and region.

11.   Were you involved in the event/activities last year?

Yes	No

12.   Will you participate in the event again next year?

Yes	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 5

Resident survey

Name of event: _____   Location: _____   Schedule number:_____

EVENT ATTENDANCE

1. Did you attend the _____ (name of event)?

Yes	No

1.1. If no, why did you not attend this year?

Didn't have time	
Too expensive	
Couldn't get tickets	
Didn't want to	
Other (specify)	

2. Have you previously attended _____ (name of event)?

Yes	No

DISTANCE FROM RESIDENCE

1. How far away are you from the event activities (in km)?

1–2	3–4	5–6	7–8	9–10	> 10 (specify)

PERCEPTIONS AND ATTITUDES

1. Please indicate your level of agreement with the following statements concerning the event (select one option for each variable): 1 – strongly disagree; 2 – disagree; 3 – neutral; 4 – agree; 5 – strongly agree

	1	2	3	4	5
ENTERTAINMENT					
The event provided an opportunity to attend an interesting event					
The event provided an opportunity to have fun with family and friends					
The event provided an opportunity to meet new people					
The event increases entertainment opportunities for locals					
PUBLIC MONEY					
The event was a waste of public money					
Too much money was spent on the event that could be spent on other activities					
The event assists in increasing public spending for sport					
ECONOMIC BENEFITS					
The event is good for the economy as it creates jobs					
The event is good for local business (increases turnover)					
DISRUPTION TO LOCAL RESIDENTS					
The event disrupted the lives of local residents and created inconvenience					
The event caused traffic congestion and parking difficulties					
The event created excessive noise					
The event increased crime					
The event was associated with some people who behaved inappropriately because of excessive drinking or drug use					
PUBLIC FACILITIES					
The event promoted the development and better maintenance of public facilities such as roads, parks, sports facilities and/or public transport					
The event denied local residents access to public facilities such as roads, parks, sports facilities and/or public transport because of closure or overcrowding					
COMMUNITY PRIDE					
The event made locals feel more proud of their city/country					

The event made locals feel good about themselves and their community					
Ordinary residents contribute to the planning and management of the event					
ENVIRONMENTAL IMPACT					
The event had a negative impact on the environment because of excessive litter					
The event had a negative impact on the environment because of pollution					
The event had a negative impact on the environment because of damage to natural areas					
REGIONAL SHOWCASE					
The event showcased the area in a positive light					
The event attracts tourists to the area					
The event attracts future business to the area					
The event gives increased media coverage for the area					
PRICE					
The event leads to increases in the price of items such as food, transport and property values					
As a result of the event, more people are buying holiday homes in the area					
During the event period, the overall cost of living increases					
COMMUNITY BENEFITS					
The community benefited directly from the event					
Only some members of the community benefited from the event / event increases social inequity					
The event increases interaction between locals and tourists					

EVENT LOCATION

1. Are you in favour of the event being held in the area?

Yes	No

1.1. If no, should the event be located in another location in your region, located outside the region or discontinued?

Another location in your region	Another location outside region	Discontinued altogether

IDENTIFICATION WITH THEME

1. Which one of the following statements best summarises your interest in this sport as a spectator?

I am an avid fan of the sport and always try to attend or watch it on television	
I am interested in the sport and watch it when I can	
I am not particularly interested in the sport, but I enjoy watching it when it comes to our area	
I am not interested in the sport, but sometimes attend or watch it because family or friends are interested	
I have no interest in this sport or the associated festivities even when it is held in our area	

2. Which one of the following statements best summarises your interest in this sport as a recreational activity?

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

3. Please indicate your level of agreement with the following statements concerning the area in which the event is held (select one option for each variable).

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
It is a beautiful area					
The quality of service is good					
The locals support events in the area					

DIRECT BENEFITS

1. Have you or any member of your family ever worked for the event in either a paid or a voluntary capacity?

Yes	No

2. Do you or a member of your household work in or own a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)?

Yes	No

PROBLEMS WITH EVENT

1. Did you experience any problems related to the event?

Yes (specify)	No

SUGGESTIONS FOR IMPROVEMENT

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

_____

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. Age?

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

2. Occupation

Unemployed	Student/learner	Retired	Labourer/unskilled
Sales-/marketing person	Administrator/manager	Businessperson	Professional
Artisan/ technician	Self-employed	Home executive	Other (specify)

3. Monthly income in rands

None	1–1 000	1 001–2 000	2 001–3 000	3 001–4 000	4 001–5 000	5 001–6 000
6 001– 7 000	7 001– 8 000	8 001–9 000	9 001– 10 000	10 001– 11 000	11 001– 12 000	> 12 000

4. Educational level

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

5. Interviewer to note

Gender of respondent		Historical race category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 6

Service quality survey

APPENDIX 6: SERVICE QUALITY SURVEY

Name of event: _____ Location: _____ Schedule no's:_____

KNOWLEDGE OF SERVICE

1. What services are you familiar with at this event and what have you used?
 If aware, please rate service: 1 – excellent; 2 – good; 3 – satisfactory; 4 – poor

SERVICE	AWARENESS	USED	RATING
Registration			
Information and enquiries			
Security/police			
Parking attendants			
Ticket booths/sales			
Refreshments			
First aid / medical			
Volunteers and marshals			
Activities/entertainment			
Entertainment area			
Waste management / litter removal / bins			
Stall holders / vendors			
Toilets			
Other (specify)			

2. Please rate the quality of the following aspects of the event

	Excellent	Good	Satisfactory	Poor
Cleanliness				
Secure environment				
Electronic scoreboards / displays / television screens				
Ambience				
Aesthetics				
Seating availability				
Seating comfort				
Appearance of physical facilities				
Design and layout				
Shelter				
Accessibility				
Facilities for disabled people				

PERCEPTIONS AND ATTITUDES

1. Please indicate your level of agreement with the following statements concerning service quality at the event (select one option for each variable): 1 – strongly disagree; 2 – disagree; 3 – neutral; 4 – agree; 5 – strongly agree

	1	2	3	4	5
RELIABILITY					
Event organisers / service providers are efficient					
Services are provided on time					
Event organisers / service providers give prompt service to spectators/participants					
Event organisers / service providers are dependable					
The programme of events is followed					
RESPONSIVENESS					
Event organisers / service providers show genuine interest in solving spectators'/participants' problem(s)					

Event organisers / service providers are never too busy to respond to spectators'/participants' requests/queries					
Event organisers / service providers are well equipped to handle problems/emergencies					
TANGIBLES					
This event's physical facilities are functional and operational					
This event uses up-to-date equipment					
The event marketing materials are eye-catching					
ASSURANCE					
The behaviour of the event organisers / service providers instils confidence in the spectators/participants					
The behaviour of the event organisers / service providers instils trust in the spectators/participants					
Event organisers / service providers are constantly courteous to spectators/participants					
Event organisers / service providers have the knowledge to do their job well					
Event organisers / service providers treat international and domestic tourists equally					
Event organisers / service providers treat locals and tourists equally					
EMPATHY					
Event organisers / service providers pay spectators/participants individual attention					
Event organisers / service providers deal with spectators/participants caringly					
Event organisers / service providers have spectators'/participants' best interests at heart					
Event organisers / service providers understand the specific needs of spectators/participants					
Event organisers / service providers understand the needs of spectators/participants					
Services are provided during convenient business hours					

LENGTH OF STAY AT THE EVENT

Actual length of stay	Minutes	Hours	Days
Intended length of stay	Minutes	Hours	Days
If there is a difference between actual and intended, provide a reason.			

PROBLEMS EXPERIENCED

1. Did you experience any problems related to the event, including service quality?

Yes (specify)	No

SUGGESTIONS FOR IMPROVEMENT

2. Do you have any suggestions for improving service quality at this event in the future?

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. Age?

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

2. Occupation

Unemployed	Student/learner	Retired	Labourer/unskilled
Sales-/marketing person	Administrator/manager	Businessperson	Professional
Artisan/ technician	Self-employed	Home executive	Other (specify)

3. Monthly income in rands

None	1–1 000	1 001–2 000	2 001–3 000	3 001–4 000	4 001–5 000	5 001–6 000
6 001– 7 000	7 001– 8 000	8 001–9 000	9 001– 10 000	10 001– 11 000	11 001– 12 000	> 12 000

4. Educational level

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

5. Interviewer to note

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

6. Country of residence (non-South Africans)

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 7

Spectator tables

APPENDIX 7: SPECTATOR TABLES

Table 1: Overnight visitor, day tripper, local resident ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Overnight visitor	78.0	10.5	30.0	36.0
Day tripper	1.0	30.5	0.5	23.5
Local resident	21.0	59.0	69.5	40.5

Table 2: Permanent place of residency of international visitors ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	89.5	100	96.0	99.0
Turkey	0.5	-	-	-
India	0.5	-	-	-
Germany	0.5	-	0.5	-
Uganda	0.5	-	-	-
Russia	0.5	-	-	-
France	0.5	-	-	-
Malawi	0.5	-	-	-
Australia	1.5	-	-	-
Nigeria	1.0	-	-	-
New Zealand	0.5	-	0.5	-
USA	1.0	-	-	-
Zimbabwe	2.0	-	0.5	-
UK	0.5	-	1.0	-
Canada	0.5	-	-	-
Sweden	-	-	-	2.0
China	-	-	0.5	-
Nepal	-	-	0.5	-
Switzerland	-	-	0.5	-

Table 3: Local visitors' permanent residence ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	32.0	59.0	73.5	26.0
KZN	5.5	27.5	4.5	4.5
Gauteng	37.0	10.0	14.5	8.0
Western Cape	11.5	1.0	2.5	57.5
Eastern Cape	3.0	1.5	3.5	0.5
Northern Cape	-	-	-	2.5
North West	3.0	-	0.5	-
Free State	1.0	1.0	-	-
Mpumalanga	3.5	-	0.5	1.0
Limpopo	1.5	-	0.5	-
Northern Province	2.0	-	-	-

Table 4: Accommodation of holiday-maker ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	22.5	87.0	70.0	48.5
Luxury hotel (4–5*)	15.5	-	2.0	-
Family hotel (1–3*)	10.0	-	9.0	3.5
Bed and breakfast	3.0	-	4.5	7.0
Holiday apartment	11.5	2.0	1.0	-
Self-catering unit	8.0	0.5	1.5	11.5
Holiday home	7.5	-	2.0	2.5
Backpacker hotel	4.0	-	1.0	-
Friends/relatives	14.5	2.5	8.5	14.5
Camping		7.0	-	11.0
Special comrades accommodation	3.5	-	-	-
Air Force base	-	-	0.5	-
Farm	-	-	-	1.5

Table 5: Number of nights stayed in paid accommodation by holiday maker ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	22.5	87.0	70.0	60.0
1	5.5	3.0	-	5.0
2	14.0	2.0	7.0	5.5
3	24.5	3.5	6.5	8.0
4	22.0	4.0	3.0	14.5
5	5.5	0.5	4.5	2.5
6	4.0	-	3.5	1.0
7	2.0	-	2.5	1.5
8	-	-	0.5	-
9	-	-	-	1.5
10	-	-	0.5	-
14	-	-	1.5	-
15	-	-	-	0.5
21	-	-	0.5	-

Table 6: Daily cost of accommodation ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	40.0	-	71.0	75.0
D/K	1.0	-	5.5	0.5
Sponsored	1.5	-	-	1.5
None	-	-	7.5	-
30	-	94.0	-	0.5
35	-	-	-	-
45	-	-	-	3.0
50	1.5	0.5	-	-
60	2.5	-	-	-
70	2.5	-	-	-
80	-	-	-	-
90	-	-	0.5	-
100	4.5	-	0.5	-
105	1.0	-	-	-
120	-	-	-	1.0
125	-	-	-	-
140	-	-	-	-
150	7.0	-	-	4.0
160	-	-	-	0.5
170	-	-	-	2.5
175	1.5	-	-	-
180	0.5	-	0.5	-
185	-	-		-
200	3.0	-	2.0	0.5
220	-	-	-	0.5
250	7.0	-	0.5	-
255	-	-	-	2.0
260	-	-	-	0.5
300	7.0	-	2.0	1.0
340	-	-	-	-
350	-	-	2.5	1.0
400	5.0	0.5	-	-
450	-	0.5	-	0.5
480	-	-	0.5	-
500	3.5	-	1.5	-
545	-	0.5	-	-
600	3.0	-	1.5	1.5
635	-	-	-	-

	CM	DCM	OMTOM	BR
650	-	-	0.5	-
700	1.5	-	-	-
750	3.5	-	0.5	-
800	0.5	1.0	0.5	-
900		1.0	1.0	-
1 000	1.0	1.5	0.5	1.0
1 100	-	-	0.5	-
1 200	-	-	0.5	-
1 600	0.5	0.5	-	-
2 000	1.0	-	-	-

Table 7: Number of people staying at accommodation unit (holiday maker) ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	22.0	87.0	70.0	58.0
1	1.5	-	0.5	2.0
2	21.0	5.5	13.0	10.0
3	11.5	4.0	4.0	6.0
4	22.0	3.5	3.5	9.5
5	10.5	-	3.5	7.0
6	4.0	-	2.5	1.0
7	1.5	-	1.0	3.0
8	2.0	-	0.5	0.5
9	-	-	-	-
10	0.5	-	1.0	3.0
11	0.5	-	-	-
12	0.5	-	-	-
13	0.5	-	-	-
17	-	-	0.5	-
20	0.5	-	-	-
40	0.5	-	-	-
50	1.0	-	-	-

Table 8: Number of people in immediate group (holiday maker) ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Alone	-	-	-	22.5
1	21.5	10.0	11.5	4.5
2	31.0	23.0	34.5	15.0
3	15.0	23.0	13.5	15.5
4	17.0	20.0	11.5	18.5
5	10.5	16.0	1.5	7.0
6	2.5	7.0	7.5	5.5
7	1.0	-	1.5	5.5
8	1.0	-	2.0	2.0
9	-	1.0	0.5	-
10	-	-	3.0	2.5
11	-	-	-	0.5
12	0.5	-	1.5	1.5
15	-	-	1.5	-
17	-	-	-	1.5
20	-	-	-	1.0

Table 9: Composition of group ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A/alone	5.0	7.5	11.5	9.5
Family	30.0	28.5	41.0	43.0
Friends	37.5	40.5	25.0	16.5
Friends and family	11.5	8.5	16.5	27.0
Business associates	4.0	-	2.0	1.0
Tour group	2.5	-	1.5	-
Sports club	9.5	15.0	-	1.5
School	-	-	0.5	1.0

Table 10: Primary reason for visiting area where event takes place ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	19.5	-	69.5	26.0
This event	76.5	48.0	26.5	67.0
Vacation	2.0	-	2.5	0.5
Visit family and friends	0.5	-	1.5	0.5
Business	1.5	-	-	2.0
Participant/support crew	-	52.0	-	1.5
Saw posters	-		-	1.0
Work	-	-	-	1.5

Table 11: Did respondents plan their visit to coincide with the event? ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/R	-		-	2.0
N/A	96.5	100	96.0	62.0
Yes	2.0	-	0.5	21.5
No	1.5	-	3.5	14.5

Table 12: Respondents who visited location specifically for the event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/R	-	-	-	1.0
N/A	-	-	-	8.0
Yes	98.5	100	99.0	86.5
No	1.5	-	1.0	4.5

Table 13: Tourist mode of transport to event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	20.5	78.5	69.5	15.5
Private vehicle	36.0	20.5	12.0	62.5
Rental vehicle	1.0	0.5	0.5	2.5
Bus	18.5	0.5	0.5	0.5
Mini-bus taxi	5.0	-	2.5	0.5
Walked	-	-	-	12.5
Airplane	16.5	-	14.5	2.0
Train	2.5	-	0.5	
Military transport	-	-	-	0.5
Bicycle	-	-	-	1.0
Ambulance	-	-	-	1.5
Sponsor vehicle	-	-	-	1.0

Table 14: Mode of transport to event by all respondents ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	5.5
Private vehicle	55.5	82.0	80.5	67.5
Rental vehicle	6.0	18.0	10.0	3.5
Bus	21.5	-	2.5	0.5
Mini-bus taxi	11.0	-	5.5	2.0
Walked	5.0	-	1.0	18.0
Airplane	-	-	-	0.5
Bicycle	-	-	-	1.0
Military vehicle	-	-	-	0.5
Train	-	-	0.5	
Sponsor vehicle	-	-	-	1.5

Table 15: Most influential medium used for respondents' decision to attend events: Multiple responses ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	2.0
Word of mouth	39.5	40.5	37.5	36.5
Know someone participating	-	-	12.0	1.5
Know about it	-	11.0	5.0	8.0
Newspaper	23.5	9.5	27.5	11.0
Television advertisements	28.5	4.5	20.5	8.5
Posters/banners/fliers	2.0	6.5	5.0	2.0
Radio	9.5	21.0	8.5	6.0
Internet	3.5	1.5	5.0	-
Sports association/club	43.0	-	10.0	18.5
Business	0.5	-	-	2.5
Tourism brochure	1.5	-	0.5	0.5
Watch family/friend participate	-	24.5	-	-
Involved in event	-	-	-	0.5
Saw it	-	1.0	-	3.5
Church	-	-	-	0.5

Table 16: Level of satisfaction with material ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	0.5
Excellent	47.0	45.0	41.0	12.5
Good	44.0	46.0	52.0	63.5
Satisfactory	7.0	8.0	5.0	14.5
Poor	2.0	1.0	2.0	6.0
Neutral	-	-	-	3.0

Table 17: Suggestions to improve marketing of event in the future ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	85.5	-	91.0	28.5
D/K	-	-	-	22.0
None	-	63.5	-	6.5
More television coverage	4.5	4.0	2.5	21.5
More information on internet	3.0	7.5	-	1.0
Send more letters to regular participants	1.0	-	-	1.0
More adverts	6.0	15.0	2.5	10.5
Make people more aware of event	-	6.0	-	5.0
More posters along road	-	4.0	-	4.0
More banners	-	-	1.0	-
More major sponsors	-	-	1.0	-
Advertise nationally	-	-	2.0	-

Table 18: Rating of experience at the event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	6.0
Excellent	43.0	45.0	33.5	12.0
Good	45.5	46.0	57.5	75.0
Satisfactory	10.5	8.0	8.0	4.5
Poor	1.0	1.0	1.0	2.5

Table 19: Extent of agreement or disagreement with statement "The event is well organised" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	1.5
Strongly disagree	4.5	-	1.0	0.5
Disagree	1.0	-	2.5	2.0
Neutral	3.5	5.5	3.5	13.5
Agree	33.0	45.5	56.5	63.0
Strongly agree	58.0	49.0	36.5	19.5

Table 20: Extent of agreement or disagreement with statement "The event attracts tourists" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	1.5
Strongly disagree	1.5	-	1.0	3.5
Disagree	3.0	7.0	4.5	13.5
Neutral	6.0	9.0	6.0	17.5
Agree	34.5	40.5	57.0	54.0
Strongly agree	55.0	43.5	31.5	10.0

Table 21: Extent of agreement or disagreement with statement "Parking is adequate" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	10.0	-	-	4.0
Strongly disagree	9.0	-	8.5	5.5
Disagree	21.5	-	23.5	40.0
Neutral	19.5	35.0	22.5	24.0
Agree	23.5	43.5	32.0	24.5
Strongly agree	16.5	21.5	13.5	2.0

Table 22: Extent of agreement or disagreement with statement "Sufficient facilities at the event" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	0.5	-	-	2.0
Strongly disagree	5.0	-	7.0	5.5
Disagree	7.5	-	10.0	15.5
Neutral	12.5	15.5	10.0	18.5
Agree	45.5	65.5	62.0	50.5
Strongly agree	29.0	19.0	11.0	8.0

Table 23: Extent of agreement or disagreement with statement "Good refreshment areas" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	3.0
Strongly disagree	2.5	-	1.5	7.0
Disagree	3.0	-	12.0	14.0
Neutral	7.5	10.5	9.0	17.5
Agree	48.0	64.5	56.5	48.5
Strongly agree	39.0	25.0	21.0	10.0

Table 24: Extent of agreement or disagreement with statement "People enjoyed themselves at the event" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	1.5
Strongly disagree	1.5	-	-	1.0
Disagree	0.5	-	1.0	0.5
Neutral	4.0	2.0	4.5	4.0
Agree	41.5	21.5	59.0	65.0
Strongly agree	52.5	76.5	35.5	28.0

Table 25: Extent of agreement or disagreement with statement "It is a beautiful area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	2.0	-	1.0	1.0
Disagree	2.5	-	1.0	1.0
Neutral	8.0	6.5	3.0	1.0
Agree	35.0	48.5	46.5	49.0
Strongly agree	52.5	45.0	48.5	48.0

Table 26: Extent of agreement or disagreement with statement "The locals are friendly" ($n = 200$, in % for each eventt)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	0.5
Strongly disagree	1.5	-	2.0	-
Disagree	4.0	3.5	2.0	1.5
Neutral	7.5	22.5	7.5	2.5
Agree	41.0	53.0	48.5	56.0
Strongly agree	46.0	21.0	40.0	39.5

Table 27: Extent of agreement or disagreement with statement "The infrastructure is good" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	4.5
Strongly disagree	2.5	1.0	3.0	1.0
Disagree	2.0	2.5	10.5	5.5
Neutral	5.5	12.5	8.0	16.0
Agree	48.5	53.0	51.5	59.0
Strongly agree	40.0	31.0	27.0	14.0

Table 28: Extent of agreement or disagreement with statement "The area is polluted / lots of litter" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	1.5
Strongly disagree	19.5	10.5	18.5	15.5
Disagree	26.5	19.0	46.0	49.0
Neutral	22.5	25.5	19.5	15.5
Agree	20.5	35.5	10.5	12.5
Strongly agree	11.0	9.5	5.5	6.0

Table 29: Extent of agreement or disagreement with statement "Crime is a problem in the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.0	-	-	0.5
Strongly disagree	9.5	4.5	16.0	16.0
Disagree	21.5	10.0	42.5	46.5
Neutral	26.5	48.5	21.0	17.0
Agree	23.0	20.5	15.5	18.0
Strongly agree	18.5	16.5	5.0	2.0

Table 30: Extent of agreement or disagreement with statement "I feel safe in the area (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	0.5
Strongly disagree	9.5	0.5	2.0	1.5
Disagree	7.5	12.5	6.5	2.5
Neutral	9.0	58.5	7.5	8.5
Agree	50.5	20.5	54.0	58.0
Strongly agree	23.5	8.5	30.0	29.0

Table 31: Extent of agreement or disagreement with statement "The quality of service is good" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.0	-	-	2.0
Strongly disagree	1.5	-	3.5	-
Disagree	2.5	4.5	3.5	1.5
Neutral	5.5	9.5	11.0	12.0
Agree	54.5	41.0	60.0	69.5
Strongly agree	35.0	45.0	22.0	15.0

Table 32: Extent of agreement or disagreement with statement "The locals support events in the area" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	2.0
Strongly disagree	2.5	-	5.5	0.5
Disagree	3.0	0.5	8.5	6.5
Neutral	8.0	21.5	11.0	17.0
Agree	43.0	55.5	53.0	55.0
Strongly agree	43.5	22.5	22.0	19.0

Table 33: Extent of agreement or disagreement with statement "Would not attend event if it was held in another location (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.0	-	-	2.5
Strongly disagree	27.0	25.5	18.0	8.5
Disagree	26.0	19.5	25.0	22.5
Neutral	5.0	35.5	15.5	21.5
Agree	21.5	-	29.5	31.0
Strongly agree	19.5	19.5	12.0	14.0

Table 34: Did respondents experience any problems at the event? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	6.0	16.0	8.0	9.0
No	94.0	84.0	92.0	91.0

Table 35: If respondents experienced any problems at the event, what types of problems were experienced? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	94.5	84.0	-	92.0
Was robbed	0.5	-	-	2.5
Long queues/crowded	2.0	-	1.0	-
Traffic congestion	-	-	1.0	-
Steps too high for children	-	-	0.5	-
Could not find parking	2.5	8.5	4.5	1.5
Could not find accommodation	0.5	-	-	-
Getting to venue	-	5.0	0.5	-

	CM	DCM	OMTOM	BR
No toilets	-	-	-	0.5
Lack of emergency services	-	-	-	1.0
No vegetarian stalls	-	2.5	-	-
No seating	-	-	-	1.0
Not enough refreshments	-	-	1.5	-
Too much litter	-	-	0.5	-
Poor signage	-	-	-	2.0

Table 36: Suggestions to improve the event in the future ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No suggestions	89.0	63.5	71.5	47.5
More parking		9.5	7.5	4.0
Quicker registration	3.0	-	-	0.5
Need professional organisers	-	-	-	1.0
More advertising	-	-	-	9.5
Extend timeframe	-	-	0.5	
Leave as is	-	-	-	0.5
Provide more jobs	-	-	-	0.5
Improve infrastructure	-	-	-	1.0
Reduce entry fee	1.5		-	
Involve younger participants	-	-	-	1.0
Involve locals	-	-	-	7.5
Stay in contact with participants	-	-	-	1.5
Cheaper accommodation	0.5	0.5	-	
More items in goody bag	0.5	-	-	1.0
More financial assistance for medical purposes	-	-	-	1.5
Better transport facilities	0.5	-	1.0	-
More security	1.0	4.5	1.0	1.5
Better venue	1.0		0.5	-
More prize money	0.5	3.5	-	-
Alternate entrances	-	-	-	1.5
More signage	-	-	1.5	3.0
More food and other stalls	2.5	5.0	1.5	5.0
Have big television screen	-	-	4.5	-
Too many stalls	-	-	-	0.5
More spectator viewpoints	-	2.5	1.0	-
Clearer direction to venue	-	6.5	-	-
More seating	-	-	0.5	4.5
More entertainment at event	-	4.5	-	1.0
More entertainment	-	-	1.5	-
Provide free T-shirts	-	-	2.0	-
More bins	-	-	1.5	-
More shaded areas	-	-	2.5	1.0
Start earlier	-	-	0.5	-
More toilets	-	-	1.5	4.0

Table 37: Did respondents perceive these types of events as having a positive impact on profiling the city? ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	99.0	89.0	98.0	87.0
No	1.0	11.0	2.0	13.0

Table 38: Impacts of the event on the city ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No comment	12.5	18.5	9.0	16.0
More money for locals	14.0	16.0	17.5	5.0
More money for city			2.5	6.5
More tourists	30.0	22.0	36.0	20.5
Improves economy	24.0	30.5	22.0	16.0
Nation building	2.0	-	2.5	-
National awareness	-	-	-	5.0
Better image for KZN	4.5	6.5	6.5	-
Creates more jobs	10.5	-	-	0.5
Brings people together	2.0	4.5	1.5	10.5
Publicity for KZN	0.5	2.0		1.5
Creates better image of city	-	-	2.0	8.5
Cape Town capable of hosting big events	-	-	0.5	-
Good profile on television	-	-	-	0.5
Involves community	-	-	-	1.0
Enjoyable activity	-	-	-	3.0
Decreases crime rate	-	-	-	2.5
Improves infrastructure	-	-	-	2.0

Table 39: Did respondents attend the event last year? ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	66.5	83.0	53.5	54.0
No	33.5	17.0	46.5	46.0

Table 40: Intention to attend event if held the following year? ($n = 200$, in % for each event)

		CM	DCM	OMTOM	BR
Yes		87.5	81.0	88.5	75.5
No		2.5	1.0	2.0	1.5
Don't know		10.0	18.0	9.5	23.0

Table 41: If respondent will not attend the event the following year, reason? ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	98.5	99.0	98.0	98.0
Take a break	1.0	-	-	-
Will not be here	-	1.0	2.0	1.5
Race is boring	0.5	-	-	-
Event is too expensive	-	-	-	-
Will not be touring South Africa	-	-	-	0.5

Table 42: Knowledge of event sponsors: Multiple responses ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No response	-	26.0	-	8.5
Vodacom	-	-	-	0.5
Cape Town Routes Unlimited	-	-	-	2.0
Isuzu	-	-	-	84.5
Oxygen	-	-	2.5	-
KWV	-	-	-	4.0
Heart 104.9	-	-	2.5	-
Men's Health	-	-	-	26.0
Wine Cellar	-	-	-	4.5
Cape Town Tourism	-	-	-	2.0
Cadic	-	-	-	0.5
Thorp	-	-	-	0.5
Mr Price	44.5	-	1.5	-
Puma	0.5	-	-	-
Nike	26.5	0.5	57.5	-
Liberty Life	1.0	-	2.5	-

Adidas	-	-	0.5	-
Reebok	10.0	-	-	-
MTN	8.5	0.5	1.5	-
Nedbank	8.5		2.5	-
Hansa Beer	-	18.0	-	-
Imperial Car Rental	4.5	-	-	-
Sterling	0.5	-	-	-
Flora	57.0	-	-	-
Harmony Gold	19.5	-	3.0	-
Coca-Cola	1.5	7.0	16.0	48.0
Energade	22.0	10.0	0.5	0.5
Powerade	1.5	32.0	12.0	24.5
Pick n Pay	16.5	-	-	-
Runner's World	2.0	-	0.5	-
Sportmans Warehouse	6.0	2.0		2.0
Total Sport	-	-	1.0	-
Netcare 911	1.0	-	1.5	-
Caltex	1.0	-	-	-
Essex	1.0	-	-	-
Deep Heat	1.0	1.0	-	-
Avis Car Rental	1.5	-	-	-
Old Mutual	0.5	1.0	83.0	-
Bonitas	0.5	-	-	-
eThekwini	-	1.0	-	-
SA Airways	-	-	1.0	-
Eskom	-	-	0.5	-
Outsurance	-	-	0.5	-
The Friendly Store	-	-	2.0	-

Table 43: Activities that respondents participated or planned to participate in prior to or after the event in the area or in close proximity to the event location: Multiple responses ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
None	18.5	8.0	73.5	75.0
Visiting friends and relatives	22.5	22.0	12.0	7.5
Visiting tourist attractions	41.5	15.0	10.5	5.5
Entertainment	35.5	10.0	2.5	3.0
Shopping	36.0	1.0	1.5	7.5
Preparing for race	29.0	35.5	-	-
Relaxing	13.0	8.5	-	0.5
Working	-	-	-	0.5
Hiking	-	-	-	0.5

Table 44: Monies spent at the event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	3.0
Yes	90.0	95.0	76.0	57.0
No	10.0	5.0	24.0	40.0

Table 45: Amount spent or intended to be spent during the event on food ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
D/K	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	33.5	11.0	74.0	58.5
51–100	18.5	42.5	11.0	14.5
101–150	10.0	4.0	5.0	7.0
151–200	7.5	14.0	5.0	5.5
201–250	6.5	2.0	1.0	1.0
251–300	4.5	9.0	1.5	0.5
301–350	16.5	3.0	-	10.0
351–400	-	-	1.0	-

401–450	-	-	0.5	-
501–550	2.0	1.5	0.5	-
551–600	-	4.0	-	-
701–750	-	0.5	0.5	-
751–800	1.0	1.0	-	-
801–850	-	-	-	-
851–900	-	3.0	-	-
951–1 000	-	0.5	-	-

Table 46: Amount spent or intended to be spent during the event on entertainment ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
D/K	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	73.0	93.5	88.0	85.5
51–100	9.5	2.5	6.5	3.0
101–150	2.5	0.5	2.0	2.5
151–200	3.5	2.5	3.0	-
201–250	4.5	-	-	0.5
251–300	1.5	0.5	-	2.0
301–350	5.5	0.5	-	3.5
500	-	-	0.5	-

Table 47: Amount spent or intended to be spent during the event on souvenirs/gifts ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
D/K	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	70.5	76.0	93.0	86.5
51–100	8.5	6.0	3.0	4.0
101–150	9.0	5.5	1.0	2.5
151–200	2.5	6.0	1.0	2.0
201–250	2.0	-	-	-
251–300	2.5	1.5	1.5	1.0
301–350	5.0	-	-	
351–450	-	5.0	-	1.0
500	-	-	0.5	-

Table 48: Amount spent or intended to be spent during the event on sports equipment ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
D/K	-	-	-	2.0
Sponsored	-	-	-	1.0
0–50	79.0	68.5	92.5	88.5
51–100	0.5	-	1.5	3.0
101–150	2.5	-	1.0	1.0
151–200	3.5	-	1.5	
201–250	1.5	-	0.5	0.5
251–300	-	-	1.0	-
301–350	13.0	18.0	-	4.0
351–400	-	-	-	-
401–450	-	8.5	-	-
451–500	-	-	-	-
501–550	-	-	0.5	-
551–600	-	5.0	1.5	-

Table 49: Amount spent or intended to be spent during the event on transport ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Sponsored	-	-	1.5	1.0
Nothing	35.5	22.5	66.5	90.5
0–50	10.5	25.5	-	3.0
51–100	1.5	13.5	8.0	3.5
101–150	2.0	5.0	5.0	-
151–200	-	10.5	6.5	-
201–250	1.0	1.0	0.5	-
251–300	2.5	0.5	1.5	-
301–350	0.5	1.0	2.5	1.5
351–400	6.5	-	-	-
401–450	13.5	-	7.5	-
451–500	8.0	8.0	-	-
501–550	1.0	-	0.5	-
551–600	-	0.5	-	-
601–650	10.5	-	-	0.5
651–700	-	2.0	-	-
1 001–1 050	-	1.5	-	-
1 051–1 100	1.5	0.5	-	-
1 101–1 150	-	-	-	-
1 151–1 200	4.5	2.5	-	-
1 201–1 250	-	1.5	-	-
1 251–1 300	1.0	3.0	-	-

Table 50: Amount spent or intended to be spent overall during the event ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
D/K	-	-	-	3.0
0–100	28.5	29.5	68.8	56.5
101–200	17.0	17.0	14.0	6.0
201–300	10.5	10.0	3.5	5.5
301–400	7.5	13.0	3.5	5.5
401–500	8.0	8.0	1.5	2.5
501–600	3.0	0.5	2.0	3.0
601–700	4.5	2.0	-	2.0
701–800	2.5	3.5	0.5	1.5
801–900	3.0	1.5	0.5	0.5
901–1 000	1.5	2.0	0.5	1.0
1 001–1 100	14.0	1.5	0.5	13.0
1 101–1 200	-	-	0.5	-
1 401–1 500	-	-	0.5	-
1 501–1 600	-	1.5	0.5	-
1 601–1 700	-	1.5	-	-
1 701–1 800	-	0.5	-	-
1 801–1 900	-	1.0	-	-
1 901–2 000	-	-	-	-
2 001–2 100	-	1.0	-	-
2 501–2 600	-	1.5	-	-
2 701–2 800	-	1.5	-	-
2 901–3 000	-	0.5	-	-
3 001–3 100	-	1.5	-	-
3 101–3 200	-	0.5	-	-
3 201–3 300	-	1.5	-	-

Table 51: Respondents' age ($n = 200$, in % for each event)

Age (yrs)	Durban		Cape Town	
	CM	DCM	OMTOM	BR
< 20	4.5	6.5	6.0	25.5
21–30	23.5	31.0	34.0	24.5
31–40	39.0	33.5	31.0	22.5
41–50	23.5	18.0	17.0	12.5
51–60	7.0	5.0	10.0	9.5
61–70	2.5	6.0	2.0	5.5

Table 52: Respondents' occupation ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Student	11.5	25.0	14.5	29.0
Unemployed	8.5	2.5	6.0	15.0
Home executive	2.5	4.5	3.0	2.0
Retired	2.0	5.0	3.0	5.5
Labourer/unskilled	8.0	5.5	4.5	10.5
Artisan/ technician	9.0	11.0	5.5	4.0
Sales-/marketing person	9.5	4.5	7.0	8.0
Administrator/ manager	7.5	9.0	13.5	5.0
Businessperson	9.0	6.0	7.5	5.0
Professional	24.0	20.0	21.5	11.0
Self-employed	8.5	7.0	14.0	4.5

Table 53: Respondents' gender ($n = 200$, in % for each event)

	Durban		Cape Town	
Gender	CM	DCM	OMTOM	BR
Male	71.0	55.5	57.5	52.0
Female	29.0	44.5	42.5	48.0

Table 54: Respondents' educational level ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No formal education	2.5	-	2.5	2.0
Partial primary	0.5	-	0.5	3.0
Primary completed	5.5	-	3.0	20.0
Secondary completed	45.0	55.5	32.0	33.0
Certificate/diploma	18.0	14.0	27.0	17.0
Undergraduate degree	13.0	20.0	15.5	6.5
Postgraduate degree	15.5	10.5	19.5	18.5

Table 55: Respondents' historical race category ($n = 200$, in % for each event)

	Durban		Cape Town	
Race	CM	DCM	OMTOM	BR
African	36.5	10.5	23.0	13.0
Indian	27.0	21.0	4.5	0.5
White	17.0	65.0	45.5	54.0
Coloured	19.5	3.5	27.0	32.5

Table 56: Respondents' income ($n = 200$, in % for each event)

	Durban		Cape Town	
Income	CM	DCM	OMTOM	BR
None	-	-	18.5	40.5
Confidential	8.0	5.0	11.0	3.5
< 1000	25.0	36.5	4.5	5.0
1 000–1 999	8.0	2.0	3.5	7.5
2 000–2 999	6.0	-	1.5	5.0
3 000–3 999	6.5	4.5	4.5	5.0
4 000–4 999	5.0	3.5	4.5	1.5
5 000–5 999	5.0	5.5	6.0	2.5
6 000–6 999	6.0	2.5	5.0	6.0
7 000–7 999	5.0	2.5	10.0	4.0
8 000–8 999	3.5	9.5	3.0	1.0

	CM	DCM	OMTOM	BR
9 000–9 999	3.0	3.5	6.5	3.5
10 000–10 999	3.0	16.5	3.5	0.5
11 000–11 999	6.0	-	3.0	4.0
12 000–12 999	-	1.0	12.5	10.5
13 000–13 999	10.0	-	0.5	-
14 000–14 999	-	-	-	-
15 000–15 999	-	1.5	-	-
16 000–16 999	-	-	-	-
17 000–17 999	-	-	-	-
18 000–18 999	-	-	-	-
19 000–19 999	-	-	1.0	-
20 000–20 999	-	1.0	-	-
21 000–21 999	-	-	-	-
22 000–22 999	-	-	-	-
23 000–23 999	-	3.0	-	-
24 000–24 999	-	-	-	-
25 000–25 999	-	-	-	-
26 000–26 999	-	-	-	-
27 000–27 999	-	-	-	-
28 000–28 999	-	-	-	-
29 000–29 999	-	-	-	-
30 000–30 999		1.0	1.0	-
50 000–50 999	-	1.0	-	-

Table 57: Number of days attending event ($n = 200$, in % for each event)

	Durban		Cape Town	
No. of days	**CM**	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	12.0
1	7.5	34.0	81.0	32.0
2	29.5	7.0	11.5	8.5
3	29.5	59.0	3.5	4.5
4	20.0	-	4.0	28.5
5	10.0	-	-	10.5
6	3.0	-	-	3.0
7	0.5	-	-	-
8	-	-	-	0.5
14	-	-	-	0.5

Appendix 8

Organiser survey – BR

Name of event: **BR**   Location: **Berg River, Western Cape** Schedule number: **4**

NAME OF RESPONDENT: Jackie Morris (Project Manager)

NAME OF ORGANISATION: **Bergriver Canoe**

1. How long have you been organising this event? **10 years**

2. What was the overall budget for this event? **R700 000**

2.1. What are the specific expenditure items and how much did you allocate? (Please attach page if insufficient space.) **Cannot disclose amounts**

EXPENDITURE ITEM	AMOUNT
Venue	
Security	
Marketing	
Traffic	
Printing	

3. Which services did you outsource to service providers? **Majority**

3.1. Which services did you specifically outsource to Affirmable Business Enterprises (ABEs) or previously disadvantaged service providers? (Please specify names and amounts paid.) **Not specifically**

3.2. What percentage of the overall outsourcing did this comprise? **Not able to say**

4. Outline media exposure leveraged for the event and estimated value in rands. (Please be specific.) **Estimates cannot be disclosed**

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television	**X**			
Radio	**X**			
Print	**X**			
Posters/banners/flyers	**X**			
Internet	**www.isuzuburg.co.za**			
Other (specify)	**X**			

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering) sponsorship, provide an estimate value in rands. **Cannot disclose**

NAME OF SPONSOR	CASH	IN-KIND
Isuzu – title sponsor		
CPT Routes unlimited		
Powerade		

6. Did you employ additional workers to assist in preparation for or during the event?

Yes **X**	No

6.1. If yes,

6.1.1. What type of jobs did you employ people for? **Food preparation, driving, set-up and other things such as banners, and so on.**

6.1.2. How many people did you employ? **Eight**

6.1.3. How many were locals? **All**

7. Did you involve local businesses/stakeholders in the organisation of the event?

Yes **X**	No

7.1. If yes, how were they involved? **Stopover locals used at venues at various places**

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes **X**	No

8.1. If yes, what type(s) of opportunities were created? **See 7.1**

9. What were your overall expectations of the event? **Making Isuzu happy and increased media exposure and participant members**

9.1. Were your overall expectations of the event met?

Yes **X**	No

REASONS: **All role players were professional**

10. What was your overall impression of the event? **Success**

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	**X**	
Overall organisation of the event	**X**	
Information provided about the event	**X**	
Attendance at the event	**X**	
Security at the event	**X**	
Quality of the event	**X**	
Advertising/publicity for the event	**X**	
Physical appearance of the event (littering, overcrowding)	**X**	
Physical facilities (toilets, bins, seating availability)	**X**	

12. Did the organisation of the event include steps to control/prevent crime?

Yes **X**	No

12.1. Were the steps to control/prevent crime successful?

Yes **X**	No

13. Did the organisation of the event include steps to control crowds and traffic?

Yes **X**	No

13.1. Were the steps to control crowds and traffic successful?

Yes **X**	No

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes **X**	No

14.1. If yes, specify the steps taken: **Training/Area assigned**

14.2. Were the steps to ensure service quality successful?

Yes **X**	No

15. Did the organisation of the event include the development of a disaster-management plan?

Yes **X**	No	**However, not detailed**

16. What problems, if any, were experienced during the event? **Nothing major**

17. What lessons can be learnt from your experience of organising the event? **Nothing major**

18. How can the event be improved in the future? **Bigger budget**

19. Are you satisfied with the role played by the host city with regard to supporting the event?

Yes **X**	No

REASONS: **Mutually beneficial-image**

20. How can the role of the host city be improved? **More funding and local offices**

21. Will you be organising the event again next year?

Yes **X**	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 9

Organiser survey – OMTOM

APPENDIX 9:

Name of event: **OMTOM**   Location: **Cape Town**   Schedule number: **1**

NAME OF RESPONDENT: CHET SAINSBURY

NAME OF ORGANISATION: **TWO OCEANS MARATHON**

1. How long have you been organising this event? **26 YEARS**

2. What was the overall budget for this event? **R6 Million**

2.1. What are the specific expenditure items and how much did you allocate? (Please attach page if insufficient space.)

EXPENDITURE ITEM	AMOUNT
Prizes	**R1 000 000**
Computer support	**R360 000**
Ground expenses	**R400 000**
Office salaries	**R450 000**
Race medals and badges	**R200 000**
Traffic services	**R250 000**
T-Shirts	**R250 000**

3. What services did you outsource to service providers? **Management of the expo, management of registration, fun run organisational, Nike Runners' Village**

3.1. What services did you specifically outsource to Affirmable Business Enterprises (ABEs) or previously disadvantaged service providers? (Please specify names and amounts paid.)
Registration process (Top Forms A Club) – R6000
Distribution of printed material – R30 000
Office stationary (Key Stationers) – R10 000

4. Outline media exposure leveraged for the event and estimated value in rands. (Please be specific.)
ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television	**SABC**	**R8 500 000**		
Radio	**Various**	**R3 500 000**		
Print	**Various**	**R2 500 000**	**Distance Running**	**R250 000**
Posters/banners/flyers	**Various**	**R1 000 000**		
Internet	**Website, newsletter**	**R10 000 000**		
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering) sponsorship, provide an estimate value in rands.

NAME OF SPONSOR	CASH	IN-KIND
Old Mutual	**R1 200 000**	**R3 000 000**
Nike	**R330 000**	**R500 000**
Powerade	**R155 000**	**R300 000**
Miscellaneous sponsors	**R400 000**	**R500 000**

6. Did you employ additional workers to assist in preparation for or during the event?

Yes √	No

6.1. If yes,

6.1.1. What type of jobs did you employ people for?
Administering postal entries, walk-in queries, telephone calls, data capturing, proof reading

6.1.2. How many people did you employ? **Eight temporary workers**

6.1.3. How many were locals? **All were locals**

7. Did you involve local businesses/stakeholders in the organisation of the event?

Yes √	No

7.1. If yes, how were they involved? **We involve many service organisations as marshals and many companies as refreshment station manpower. Many local businesses were involved in providing services and equipment.**

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes √	No

8.1. If yes, what type(s) of opportunities were created? **Advertising and branding opportunities in printed material and outdoor branding. We organise an expo, which provides promotional opportunities for local business.**

9. What were your overall expectations of the event? **A very successful event with increased entries both locally and internationally**

9.1. Were your overall expectations of the event met?

Yes √	No

REASONS
We introduced a number of big changes in 2006. These changes provided big challenges to the organising committee.

10. What was your overall impression of the event? **A very successful event held under the best weather conditions CT could offer, particularly to all our visitors.**

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	**UCT – excellent venue**	
Overall organisation of the event	**Good**	**Some negative feedback**
Information provided about the event	**Website, newsletter**	
Attendance at the event	**Increased numbers**	
Security at the event	**Good**	**Togbag system failed**
Quality of the event	**Very good**	
Advertising/publicity for the event	**Radio and television broadcast**	**7 hours**
Physical appearance of the event (littering, overcrowding)	**Litter was well managed**	
Physical facilities (toilets, bins, seating availability)	**Adequate**	**We never seem to have enough toilets**

12. Did the organisation of the event include steps to control/ prevent crime?

Yes √	No

12.1. Were the steps to control/prevent crime successful?

Yes √	No

13. Did the organisation of the event include steps to control crowds and traffic?

Yes √	No

13.1. Were the steps to control crowds and traffic successful?

Yes √	No

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes √	No

14.1. If yes, specify the steps taken. **After each event we hold extensive debriefings to discuss all the shortcomings. We want all our clients to experience a quality event each year.**

14.2. Were the steps to ensure service quality successful?

Yes √	No

15. Did the organisation of the event include the development of a disaster-management plan?

Yes √	No

16. What problems, if any, were experienced during the event? **Management of the start, togbag tent, traffic congestion, inadequate communications between VOC & medical**

17. What lessons can be learnt from your experience of organising the event? **The event relies on great manpower numbers to execute many tasks. Leave no stone unturned in ensuring that all processes are in place and will be followed.**

18. How can the event be improved in the future? **To attend to all the problem issues raised in the various portfolio heads' reports**

19. Are you satisfied with the role played by the host city with regard to supporting the event?

Yes √	No

REASON
We have come a long way with CTRU. They regard OTOM as one of their big events of the year. They provided cash sponsorship of R120 000 for the first time.

20. How can the role of the host city be improved? **By reducing the cost of traffic services, assisting financially with promotion of the event internationally. More involvement by senior city officials, e.g. the Mayor**

21. Will you be organising the event again next year?

Yes √	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 10

Organiser survey – DCM

Name of event: **DCM**   Location: **Durban** Schedule number: **2**

NAME OF RESPONDENT: Ms Mary Millward

NAME OF ORGANISATION: **Natal Canoe Club**

1. How long have you been organising this event? **58th year (always the canoe club's job)**

2. What was the overall budget for this event? **Not allowed to disclose**

2.1. What are the specific expenditure items and how much did you allocate? (Please attach page if insufficient space.)

EXPENDITURE ITEM	AMOUNT
Not allowed to disclose	

3. What services did you outsource to service providers? **Sponsorships for various items such as drinks and catering**

3.1. What services did you specifically outsource to Affirmable Business Enterprises (ABEs) or previously disadvantaged service providers? (Please specify names and amounts paid.) **Dusi is non-profit making, thus BEE is not required, but they do consider it and use locals.**

3.2. What percentage of the overall outsourcing did this comprise? **Unable to specify**

4. Outline media exposure leveraged for the event and estimated value in rands. (Please be specific.) **Costs cannot be disclosed**

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television	**SABC**			
Radio	**Radio used**			
Print	**All major SA newspapers**			
Posters/banners/flyers	**Used**			
Internet	**www.dusi.org.za**			
Other (specify)				

- **In terms of using the internet, the Dusi received more exposure via this media than the Comrades event**
- **In terms of international exposure an international agency was used and further information cannot be disclosed**

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering) sponsorship, provide an estimate value in rands.

NAME OF SPONSOR	CASH	IN-KIND
HANSA – major	**Cannot be disclosed**	
POWERADE – major	**Cannot be disclosed**	

6. Did you employ additional workers to assist in preparation for or during the event?

Yes **X**	No

6.1. If yes,

6.1.1. What type of jobs did you employ people for? **Voluntary basis where needed**

6.1.2. How many people did you employ? **600**

6.1.3. How many were locals? **Mostly locals, impossible to say**

7. Did you involve local businesses/stakeholders in the organisation of the event?

Yes **X**	No

7.1. If yes, how were they involved? **Sponsors, give business to local providers**

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes **X**	No

8.1. If yes, what type(s) of opportunities were created? **Work given to locals such as printing**

9. What were your overall expectations of the event? **Best river marathon in the world**

9.1. Were your overall expectations of the event met?

Yes **X**	No

REASONS: **Awesome, achieved a lot on a small budget, huge media attention**

10. What was your overall impression of the event? **Authentic South African Dusi**

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	**X**	
Overall organisation of the event	**X**	
Information provided about the event	**X**	
Attendance at the event	**X**	
Security at the event	**X**	
Quality of the event	**X**	
Advertising/publicity for the event	**X**	
Physical appearance of the event (littering, overcrowding)	**X**	
Physical facilities (toilets, bins, seating availability)	**X**	

12. Did the organisation of the event include steps to control/prevent crime?

Yes **X**	No

12.1. Were the steps to control/prevent crime successful?

Yes **X**	No

13. Did the organisation of the event include steps to control crowds and traffic?

Yes **X**	No

13.1. Were the steps to control crowds and traffic successful?

Yes **X**	No

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes **X**	No

14.1. If yes, specify the steps taken: **Training, checklists and committee control**

14.2. Were the steps to ensure service quality successful?

Yes **X**	No

15. Did the organisation of the event include the development of a disaster-management plan?

Yes **X**	No

16. What problems, if any, were experienced during the event? **Locals stealing items**

17. What lessons can be learnt from your experience of organising the event? **N/A**

18. How can the event be improved in the future? **Government to improve river and water quality**

19. Are you satisfied with the role played by the host city with regard to supporting the event?

Yes **X**	No

REASONS: **Host community embraces it**

20. How can the role of the host city be improved? **Destination marketing**

21. Will you be organising the event again next year?

Yes **X**	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 11

Organiser survey – CM

Name of event: **CM**   Location: **Durban** Schedule number: **3**

NAME OF RESPONDENT: Bronwyn Freeman (Assistant Organiser)

NAME OF ORGANISATION: Comrades marathon

1. How long have you been organising this event? **85th year/organising and involved (personally) since 2005**

2. What was the overall budget for this event? **Approximately R14 million**

2.1. What are the specific expenditure items and how much did you allocate? (Please attach page if insufficient space.) **(Information is regarded as confidential – only rough estimates are given, in certain areas only)**

EXPENDITURE ITEM **(Major)**	AMOUNT
Administration	R3.5 million
Race expenses including prizes	R2 million
Announcers	R50 000
Printing	R80 000

3. What services did you outsource to service providers? **Printing, IT, essential services outsourced were traffic, agencies for media, between SABC and Comrades**

3.1. What services did you specifically outsource to Affirmable Business Enterprises (ABEs) or previously disadvantaged service providers? (Please specify names and amounts paid.) **Procurement process requires three quotes – thus go for the best price, best quality**

3.2. What percentage of the overall outsourcing did this comprise? **Impossible to say**

4. Outline media exposure leveraged for the event and estimated value in rands. (Please be specific.) **Costs and international information cannot be disclosed**

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television	**SABC**			
Radio	**SABC**			
Print	**All major**			
Posters/banners/flyers	**Used**			
Internet	**www.comrades.com**			
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering) sponsorship, provide an estimate value in rands.

NAME OF SPONSOR	CASH	IN-KIND
Flora – major	Over one million each	Goldfields
Bonitas – major		1time Airline
Nedbank – major		Mr Price

6. Did you employ additional workers to assist in preparation for or during the event?

Yes **X**	No

6.1. If yes,

6.1.1. What type of jobs did you employ people for? **Temps, packing, manual, data capturing, assisting**

6.1.2. How many people did you employ? **30 000**

6.1.3. How many were locals? **Majority, not able to say**

7. Did you involve local businesses/stakeholders in the organisation of the event?

Yes	No **X**

7.1. If yes, how were they involved?

---

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes **X**	No

8.1. If yes, what type(s) of opportunities were created? **Through quote and tender procedures**

9. What were your overall expectations of the event? **Safety and success**

9.1. Were your overall expectations of the event met?

Yes **X**	No

REASONS: **No serious mishaps and good feedback**

10. What was your overall impression of the event? **Success**

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	**X**	
Overall organisation of the event	**X**	
Information provided about the event	**X**	
Attendance at the event	**Could be better**	
Security at the event	**X**	
Quality of the event	**X**	
Advertising/publicity of the event	**X**	
Physical appearance of the event (littering, overcrowding)	**Volunteers cleaned up all the time**	
Physical facilities (toilets, bins, seating availability)	**Volunteers kept it tidy**	

12. Did the organisation of the event include steps to control/prevent crime?

Yes **X**	No

12.1. Were the steps to control/prevent crime successful?

Yes **X**	No

13. Did the organisation of the event include steps to control crowds and traffic?

Yes **X**	No

13.1. Were the steps to control crowds and traffic successful?

Yes **X**	No

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes **X**	No

14.1. If yes, specify the steps taken: **Training and queue control**

14.2. Were the steps to ensure service quality successful?

Yes **X**	No

15. Did the organisation of the event include the development of a disaster-management plan?

Yes **X**	No

16. What problems, if any, were experienced during the event? **Traffic congestion on route and at venues**

17. What lessons can be learnt from your experience of organising the event? **Pietermaritzburg needs better traffic control**

18. How can the event be improved in the future? **Stay runner-focussed**

19. Are you satisfied with the role played by the host city with regard to supporting the event?

Yes **X**	No

REASON: **Mutually beneficial – rely on comrades and vice versa**

20. How can the role of the host city be improved? **Market themselves better**

21. Will you be organising the event again next year?

Yes **X**	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 12(1)

Sponsor survey – Adcock Ingram Critical Care

APPENDIX 12(1): SPONSOR SURVEY – ADCOCK INGRAM CRITICAL CARE

Name of event: **Two Oceans Marathon** Location: **Cape Town** Schedule number:_____

1. Name of sponsor: **Adcock Ingram Critical Care**

2. Type and value of sponsorship

	Cash	In-kind	Both
Type	X	X (T-shirts and golf shirts)	
Value	R10 000	R5 000	

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	
Market exposure / create awareness	**X**
Product promotion	**X**
Networking/hospitality	**X**
Providing a service/information to the public	
Other (specify)	

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

Achieved	Somewhat achieved	Not achieved

5. Were you satisfied with the:

	Yes	No (give reason)	Don't know / no comment
Location of the event	**X**		
Organisation of the event	**X**		
Information provided about the event	**X**		
Attendance at the event	**X**		
Security at the event	**X**		
Quality of the event	**X**		
Advertising/publicity for the event	**X**		
Physical appearance of the event (littering, overcrowding)	**X**		
Physical facilities (toilets, bins, seating availability)			**No comment**

6. What problems, if any, did you experience during the event?
None

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

8. Will you be sponsoring this event again next year?

Yes	No

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 12(2)

Sponsor survey – Nike SA

APPENDIX 12(2): SPONSOR SURVEY – NIKE SA

Name of event: **Two Oceans Marathon** Location: **Cape Town** Schedule number: **?**

1. Name of sponsor **Nike SA**

2. Type and value of sponsorship

	Cash	In-kind	Both
Type			**X**
Value			**We don't disclose this confidential company info**

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	**X**
Market exposure / create awareness	
Product promotion	**X**
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	**Connect with our core consumer**

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

Achieved	Somewhat achieved **X**	Not achieved

5. Were you satisfied with the:

	Yes	No (give reason)	Don't know / no comment
Location of the event	**X**		
Organisation of the event	**X**		
Information provided about the event	**X**		
Attendance at the event	**X**		
Security at the event			**X (OK)**
Quality of the event	**X**		
Advertising/publicity for the event	**X**		
Physical appearance of the event (littering, overcrowding)	**X**		
Physical facilities (Toilets, bins, seating availability)	**X**		

6. What problems, if any, did you experience during the event?
Already discussed with the organisers at the post mortem event – more logistical e.g. chaotic 21-km start, late 56-km start, water shortage at tables towards end of 56 km, T-shirt swapping by organisers, poor quality press truck, etc.

7. Do you have any suggestions for improving this event (including service quality) in the future?
The event organisers are doing a damn fine job, just the few logistical glitches need to be ironed out – otherwise an outstanding event, which certainly services our needs and objectives.

8. Will you be sponsoring this event again next year?

Yes **X**	No

8.1. If no, why not? **N/A**

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 12(3)

Sponsor survey – Oxygen

APPENDIX 12(3): SPONSOR SURVEY – OXYGEN

Name of event: **OMTOM FUN RUN**   Location: **UCT/CT**   Schedule_____

1. Name of sponsor   **OXYGEN**

2. Type and value of sponsorship

	Cash	In-kind	Both
Type	**R50 000**	**R150 000**	**R200 000**
Value			

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	**2**
Market exposure / create awareness	**1**
Product promotion	
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	

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

Achieved	Somewhat achieved **X**	Not achieved

5. Were you satisfied with the:

	Yes	No (give reason)	Don't know / no comment
Location of the event		**Split event and expo**	
Organisation of the event	**Y**		
Information provided about the event	**Y**		
Attendance at the event		**Lower than expectation**	
Security at the event	**Y**		
Quality of the event	**Y**		
Advertising/publicity for the event	**Y**		
Physical appearance of the event (littering, overcrowding)	**Y**		
Physical facilities (toilets, bins, seating availability)	**Y**		

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

_____

7. Do you have any suggestions for improving this event (including service quality) in the future?
EVENT X EXPO COMBINED

_____

8. Will you be sponsoring this event again next year?

Yes X	No

8.1. If no, why not?

_____

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 12(4)

Sponsor survey – Starlite Aviation

APPENDIX 12(4): SPONSOR SURVEY – STARLITE AVIATION

Name of event: **Old Mutual Two Oceans** Location: **Cape Town** Schedule number:_____

1. Name of sponsor: **Starlite Aviation**

2. Type and value of sponsorship

	Cash	In-kind	Both
Type			
Value			

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	**X**
Market exposure / create awareness	**X**
Product promotion	**X**
Networking/hospitality	**X**
Providing a service/information to the public	**X**
Other (specify)	

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

Achieved	Somewhat achieved	Not achieved

5. Were you satisfied with the:

	Yes	No (give reason)	Don't know / no comment
Location of the event	**y**		
Organisation of the event	**y**		
Information provided about the event	**y**		
Attendance at the event	**y**		
Security at the event	**y**		
Quality of the event	**y**		
Advertising/publicity for the event	**y**		
Physical appearance of the event (littering, overcrowding)	**y**		
Physical facilities (toilets, bins, seating availability)	**y**		

6. What problems, if any, did you experience during the event?
None whatsoever

7. Do you have any suggestions for improving this event (including service quality) in the future?
Not at this stage

8. Will you be sponsoring this event again next year?

Yes **X**	No

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 12(5)

Sponsor survey – CHEP South Africa (Pty) Ltd

APPENDIX 12(5): SPONSOR SURVEY – CHEP SOUTH AFRICA (PTY) LTD

Name of event: **Two Oceans Marathon** Location: **Cape Town** Schedule number: _____

1. Name of sponsor: **CHEP South Africa (Pty) Ltd**

2. Type and value of sponsorship

	Cash	In-kind	Both
Type		**Loan of distribution equipment**	
Value		**R10 000**	

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	
Market exposure / create awareness	
Product promotion	
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	**To assist the event in solving a logistical problem**

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

Achieved YES	Somewhat achieved	Not achieved

5. Were you satisfied with the:

	Yes	No (give reason)	Don't know / no comment
Location of the event	**Yes**		
Organisation of the event	**Yes**		
Information provided about the event	**Yes**		
Attendance at the event	**Yes**		
Security at the event	**Yes**		
Quality of the event	**Yes**		
Advertising/publicity for the event	**Yes**		
Physical appearance of the event (littering, overcrowding)	**Yes**		
Physical facilities (toilets, bins, seating availability)	**Yes**		

6. What problems, if any, did you experience during the event?
None

7. Do you have any suggestions for improving this event (including service quality) in the future?
CHEP appreciates the acknowledgement given to sponsors (both big and small).

8. Will you be sponsoring this event again next year?

Yes Yes	No

8.1. If no, why not?

_____

_____

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 12(6)

Sponsor survey – Powerade (The Coca-Cola Company (Pty) Ltd)

APPENDIX 12(6): SPONSOR SURVEY – POWERADE (THE COCA-COLA COMPANY (PTY) LTD)

Name of event: **Old Mutual Two Oceans Marathon presented by Nike**

Location: **Cape Town**   Schedule number:_____

1. Name of sponsor: **Powerade (The Coca-Cola Company (Pty) Ltd)**

2. Type and value of sponsorship

	Cash	Inkind	Both
Type	**X**		
Value	**R110 000**		

3. What were your main objective(s) for sponsoring this event?

Increasing sales / business opportunities	**X**
Market exposure / create awareness	**X**
Product promotion	**X**
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	

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

Achieved	**X**	Somewhat achieved	Not achieved

5. Were you satisfied with the:

	Yes	No (give reason)	Don't know / no comment
Location of the event	**X**		
Organisation of the event	**X**		
Information provided about the event	**X**		
Attendance at the event	**X**		
Security at the event	**X**		
Quality of the event	**X**		
Advertising/publicity for the event		**X** **Perhaps opportunity to promote more before the event on television**	
Physical appearance of the event (littering, overcrowding)	**X**		
Physical facilities (toilets, bins, seating availability)	**X**		

6. What problems, if any, did you experience during the event? **None**

7. Do you have any suggestions for improving this event (including service quality) in the future?
As per above, could possibly look at television advertising or trade activity leading up to the event. Expo is an area that we can build on, but 2006 a great start

8. Will you be sponsoring this event again next year?

Yes	**X**	No

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 13

Local government official survey – CTRU

APPENDIX 13: LOCAL GOVERNMENT OFFICIAL SURVEY – CTRU

Name of event: **2006 Old Mutual Two Oceans Marathon**   Location: **Cape Town**

Schedule number: _____

NAME OF RESPONDENT: **Cape Town Routes Unlimited**
POSITION: **Marketing Officer**

1.   What role does your organisation play with regard to supporting the event? **Marketing support towards the event**

2.   What was your main objective(s) for supporting this event? **Assist in enhancing the event**

Increasing sales / business opportunities	
Market exposure / create awareness	**Destination brand awareness**
Product promotion	
Networking/hospitality	
Providing a service/information to the public	
Other (specify)	**Destination marketing (driving volume and increasing length of stay) and profiling the destination as a major events destination**

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

Achieved	**X**	Somewhat achieved	Not achieved

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

Excellent	Good	Satisfactory **X**	Poor

4.1 If poor, what were you dissatisfied with? **Lack of visibility thus losing impact**

5.   How can the event marketing be improved in the future? **Joint marketing initiatives**

6.   Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	**Accessible and central**	
Overall organisation of the event	**Can be improved**	
Information provided about the event	**Good – can also be improved**	
Attendance at the event	**Good – however, demographics of spectators need to be changed**	
Security at the event	**Very good**	
Quality of the event	**Icon for Cape Town, but room for improvement**	
Advertising/publicity for the event	**Fair publicity in national media**	
Physical appearance of the event (littering, overcrowding)	**Appreciating to the eye**	
Physical facilities (toilets, bins, seating availability)	**Good**	

7.   What problems, if any, did you experience during the event? **Runners not having accommodation**

8.   Do you have any suggestions for improving this event (including service quality) in the future? **Joint initiatives/brainstorming of proceedings. Working together for the good of the event and the destination**

9.   Did your organisation fund the event?

Yes	**X**	No

THANK YOU FOR YOUR ASSISTANCE. ENJOY THE DAY.

Appendix 14

Resident tables

APPENDIX 14: RESIDENT TABLES

Table 1: Did respondents attend the event? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	47.0	51.0	30.0	37.0
No	53.0	49.0	70.0	63.0

Table 2: If respondents did not attend the event, why not? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	47.5	32.5	37.0	41.5
Did not have the time	24.0	35.5	36.5	20.5
Too expensive	2.0	23.5	0.5	-
Couldn't get tickets	-	-	0.5	-
Was working	1.5	0.5	3.0	14.0
Was sick	1.5	-	-	-
To cold	0.5	-	-	-
Didn't want to go	21.0	8.0	17.0	14.5
Was on holiday	2.0	-	0.5	5.5
Not aware	-	-	1.5	2.5
Not interested	-	-	0.5	1.5
No comment	-	-	3.0	-

Table 3: Did respondents attend event previously? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	65.0	57.0	41.0	64.0
No	35.0	43.0	59.0	36.0

Table 4: Distance of residence from location of the event (*n* = 200, in % for each event)

	Durban		Cape Town	
Distance in km	**CM**	**DCM**	**OMTOM**	**BR**
1–2	37.0	33.0	10.5	59.5
3–4	17.5	40.0	12.5	16.5
5–6	36.5	6.5	60.5	20.5
7–8	6.0	13.0	10.0	-
9–10	2.0	7.5	5.0	1.0
> 10	1.0	-	1.5	2.5

Table 5: Extent of agreement with statement "The event provided an opportunity to attend an interesting event" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.5	0.5	-	0.5
Strongly disagree	-	18.0	-	4.0
Disagree	2.0	8.5	2.0	7.5
Neutral	15.0	6.0	15.0	10.5
Agree	48.0	54.0	54.0	42.5
Strongly agree	33.5	13.0	28.5	35.0

Table 6: Extent of agreement with statement "The event provided an opportunity to have fun with family and friends" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.5	**2.0**	**-**	**0.5**
Strongly disagree	-	-	-	4.5
Disagree	0.5	1.5	0.5	5.0
Neutral	12.0	9.0	11.0	8.5
Agree	55.5	63.0	56.5	44.5
Strongly agree	-	24.5	32.0	37.0

Table 7: Extent of agreement with statement "The event provided an opportunity to meet new people" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.5	2.0	-	0.5
Strongly disagree	0.5	-	-	8.0
Disagree	2.0	1.5	2.0	7.0
Neutral	16.0	10.5	12.0	10.0
Agree	52.5	64.5	53.0	40.5
Strongly agree	27.5	21.5	33.0	34.0

Table 8: Extent of agreement with statement "The event increases entertainment opportunities for locals" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.5	2.0	-	0.5
Strongly disagree	0.5	0.5	2.0	7.5
Disagree	3.0	14.0	2.0	7.0
Neutral	24.5	12.0	11.0	11.0
Agree	46.0	59.0	55.5	42.5
Strongly agree	24.5	12.5	29.5	31.5

Table 9: Extent of agreement with statement "The event was a waste of public money" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	0.5
Strongly disagree	23.5	12.0	36.5	36.5
Disagree	49.5	34.0	45.5	27.0
Neutral	17.5	23.0	8.0	16.5
Agree	6.5	26.5	6.5	12.0
Strongly agree	3.0	4.5	3.5	7.5

Table 10: Extent of agreement with statement "Too much money was spent on the event that could be spent on other activities" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	-	-	0.5
Strongly disagree	14.5	6.0	25.5	28.0
Disagree	44.0	44.5	49.0	27.5
Neutral	33.5	33.5	13.0	22.0
Agree	5.0	15.0	9.5	12.5
Strongly agree	2.5	1.0	3.0	9.5

Table 11: Extent of agreement with statement "The event assists in increasing public spending for sport" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	1.0
Strongly disagree	2.5	2.5	12.5	12.5
Disagree	12.0	20.0	32.5	15.0
Neutral	41.5	28.0	15.0	31.5
Agree	40.5	44.5	32.5	23.0
Strongly agree	3.5	5.0	7.5	17.0

Table 12: Extent of agreement with statement "The event is good for the economy as it creates jobs" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	-	-	0.5
Strongly disagree	8.5	-	1.5	18.5
Disagree	12.5	4.5	5.0	14.0
Neutral	17.0	19.0	16.0	17.5
Agree	44.5	60.0	61.0	30.0
Strongly agree	17.0	16.5	16.5	19.5

Table 13: Extent of agreement with statement "The event is good for local businesses – increases turnover" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	1.0	0.5	-	1.0
Strongly disagree	1.5	0.5	2.5	12.5
Disagree	6.0	8.5	5.5	13.5
Neutral	10.0	24.0	17.0	13.5
Agree	48.5	53.5	59.0	30.5
Strongly agree	33.0	13.0	16.0	29.0

Table 14: Extent of agreement with statement "The event disrupted the lives of local residents and created inconvenience" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	1.0	-	0.5
Strongly disagree	12.5	6.5	8.5	43.0
Disagree	41.5	27.0	41.5	34.0
Neutral	25.5	21.5	23.5	9.0
Agree	12.5	35.0	23.0	7.0
Strongly agree	7.5	9.0	3.5	6.5

Table 15: Extent of agreement with statement "The event caused traffic congestion and parking difficulties" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	1.5
Strongly disagree	7.5	2.5	7.0	33.5
Disagree	20.0	27.5	36.0	33.0
Neutral	32.0	31.5	25.0	10.5
Agree	34.0	31.5	27.0	12.5
Strongly agree	6.5	7.0	5.0	9.0

Table 16: Extent of agreement with statement "The event created excessive noise" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
	-	-	-	1.0
Strongly disagree	11.0	1.5	13.5	39.5
Disagree	38.5	34.0	47.5	40.5
Neutral	31.5	33.0	21.5	7.0
Agree	15.5	27.5	15.0	7.0
Strongly agree	3.5	4.0	2.5	5.0

Table 17: Extent of agreement with statement "The event increased crime" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	-	-	0.5
Strongly disagree	16.0	3.5	20.5	43.0
Disagree	48.5	34.5	54.0	38.5
Neutral	24.0	33.5	17.5	10.0
Agree	9.0	21.0	7.0	6.5
Strongly agree	2.0	7.5	1.0	1.5

Table 18: Extent of agreement with statement "The event was associated with people who behaved inappropriately because of excessive drinking or drug use" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	10.5	3.0	23.5	37.0
Disagree	34.5	28.5	45.5	28.5
Neutral	36.0	28.0	20.5	18.0
Agree	16.5	33.0	8.0	10.5
Strongly agree	2.0	7.0	2.5	5.5

Table 19: Extent of agreement with statement "The event promoted the development and better maintenance of public facilities such as roads, parks, sports facilities and/or public transport" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	9.0	3.0	4.0	16.0
Disagree	17.5	33.0	19.0	20.5
Neutral	30.0	27.5	26.0	25.5
Agree	38.5	33.5	43.0	21.5
Strongly agree	4.5	2.5	8.0	16.0

Table 20: Extent of agreement with statement "The event denied local residents access to public facilities such as roads, parks, sports facilities and/or public transport because of closure or overcrowding" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	10.5	3.5	5.5	27.0
Disagree	30.0	28.5	35.5	33.0
Neutral	29.0	24.0	27.0	19.5
Agree	24.0	35.0	29.0	12.0
Strongly agree	6.0	8.5	3.0	8.0

Table 21: Extent of agreement with statement "The event made locals feel more proud of their city/country" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	0.5
Strongly disagree	1.0	-	1.0	1.5
Disagree	3.0	3.0	-	5.0
Neutral	10.5	15.0	8.5	11.0
Agree	44.5	63.0	59.0	43.0
Strongly agree	41.0	19.0	31.5	39.0

Table 22: Extent of agreement with statement "The event made locals feel good about themselves and their community" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	1.0
Strongly disagree	1.0	3.0	1.0	2.5
Disagree	2.0	6.0	2.5	4.5
Neutral	15.0	21.5	8.0	11.5
Agree	48.5	53.0	58.5	44.0
Strongly agree	33.5	16.5	30.0	36.5

Table 23: Extent of agreement with statement "Ordinary residents contribute to the planning and management of the event" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	-	-	1.0
Strongly disagree	21.0	8.5	11.0	31.0
Disagree	28.0	41.0	16.5	19.5
Neutral	28.5	19.5	21.5	21.0
Agree	18.0	21.5	36.0	15.0
Strongly agree	4.0	9.5	15.0	12.5

Table 24: Extent of agreement with statement "The event had a negative impact on the environment because of excessive litter" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	9.0	6.0	12.5	38.5
Disagree	33.0	49.0	53.0	31.5
Neutral	25.5	24.5	17.0	14.0
Agree	22.0	17.0	15.0	12.5
Strongly agree	10.0	3.0	2.5	3.0

Table 25: Extent of agreement with statement "The event had a negative effect on the environment because of pollution" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	1.0
Strongly disagree	11.0	4.0	15.5	39.5
Disagree	42.5	42.0	54.0	32.5
Neutral	24.0	25.0	16.5	15.0
Agree	16.5	18.5	11.5	9.5
Strongly agree	5.5	10.0	2.5	2.5

Table 26: Extent of agreement with statement "The event had a negative impact on the environment because of damage to natural areas" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	1.0
Strongly disagree	11.5	2.0	15.0	40.5
Disagree	36.5	40.5	54.5	33.5
Neutral	34.5	17.0	18.0	13.5
Agree	13.0	28.5	11.0	8.5
Strongly agree	4.0	11.5	1.5	3.0

Table 27: Extent of agreement with statement "The event showcased the area in a positive light" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
	-	-	-	1.5
Strongly disagree	-	1.0	1.0	2.5
Disagree	5.0	3.0	4.0	3.0
Neutral	8.5	17.0	9.0	10.0
Agree	53.5	56.5	57.5	49.0
Strongly agree	33.0	22.5	28.5	34.0

Table 28: Extent of agreement with statement "The event attracts tourists to the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	0.5
Strongly disagree	-	-	-	3.0
Disagree	2.5	1.0	2.0	5.5
Neutral	4.5	8.5	9.0	12.0
Agree	44.0	71.5	52.0	42.0
Strongly agree	49.0	19.0	37.0	37.0

Table 29: Extent of agreement with statement "The event attracts future business to the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	0.5
Strongly disagree	1.0	-	0.5	9.5
Disagree	5.0	2.5	5.0	7.5
Neutral	21.0	24.0	14.0	20.5
Agree	46.5	62.5	56.5	36.5
Strongly agree	26.5	11.0	24.0	25.5

Table 30: Extent of agreement with statement "The event gives increased media coverage for the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	-	-	-	3.0
Strongly disagree	1.0	-	2.0	11.5
Disagree	6.5	8.0	5.0	6.5
Neutral	16.5	18.5	13.5	17.0
Agree	48.0	61.5	57.5	38.5
Strongly agree	28.0	12.0	22.0	23.5

Table 31: Extent of agreement with statement "The event leads to an increase in the price of certain items such as food, transport and property values" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	0.5	-	-	0.5
Strongly disagree	6.0	1.5	8.0	32.0
Disagree	43.5	31.5	34.0	29.5
Neutral	30.5	35.5	26.0	21.5
Agree	13.5	22.0	26.0	11.0
Strongly agree	6.0	9.5	6.0	5.5

Table 32: Extent of agreement with statement "As a result of the event, more people are buying holiday homes in the area" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/A	0.5	0.5	-	0.5
Strongly disagree	13.5	1.0	12.5	22.0
Disagree	38.5	38.0	29.0	20.5
Neutral	33.0	40.5	32.5	30.0
Agree	9.5	14.5	20.5	14.5
Strongly agree	5.0	5.5	5.5	12.5

Table 33: Extent of agreement with statement "During the event period the overall cost of living increased" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	17.0	1.5	15.5	36.5
Disagree	48.5	44.5	29.0	29.0
Neutral	22.5	32.0	32.0	15.5
Agree	9.0	19.5	19.5	12.5
Strongly agree	2.5	2.0	4.0	6.0

Table 34: Extent of agreement with statement "The community benefited directly from the event" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	9.5	8.0	4.0	21.5
Disagree	15.5	39.0	27.0	19.5
Neutral	33.5	20.5	19.5	23.5
Agree	36.0	28.5	42.5	18.0
Strongly agree	5.0	3.5	7.0	17.0

Table 35: Extent of agreement with statement "Only some members of the community benefited from the event / event increases social inequity" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	0.5	0.5	-	0.5
Strongly disagree	11.5	0.5	2.5	16.5
Disagree	22.0	21.5	20.5	11.0
Neutral	35.5	27.5	24.0	26.5
Agree	29.0	42.5	45.0	23.0
Strongly agree	1.5	7.5	8.0	22.5

Table 36: Extent of agreement with statement "The event increases interaction between locals and tourists" (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	1.0
Strongly disagree	2.5	20.5	0.5	15.0
Disagree	6.5	5.5	7.0	12.5
Neutral	19.5	18.0	16.5	14.5
Agree	57.5	52.0	53.0	32.5
Strongly agree	14.0	4.0	23.0	24.5

Table 37: Are respondents in favour of the event being held in the area? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	-	0.5
Yes	97.5	71.5	96.5	96.5
No	2.5	28.5	3.5	3.0

Table 38: If respondents are not in favour of the event being held in the area, should the event be located in another location in the region, located outside the region or discontinued? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	97.5	51.0	96.5	97.5
Another location in the region	1.5	32.0	1.0	1.0
Another location outside the region	0.5	11.5	2.0	-
Discontinued	0.5	5.5	0.5	1.5

Table 39: Statement (listed below) that best summarises respondents' interest in sport as a spectator ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
I am an avid fan of the sport and always try to attend or watch it on television	27.5	45.0	43.5	28.0
I am interested in the sport and watch it when I can	27.0	22.0	24.5	20.5
I am not particularly interested in the sport, but I enjoy watching it when it comes to our area	22.0	10.5	14.5	15.5
I am not interested in the sport, but sometimes attend or watch it because family or friends are interested	17.5	6.5	8.5	11.5
I have no interest in the sport or the associated festivities even when it is held in our area	6.0	16.0	9.0	24.5

Table 40: Statement (listed below) that best summarises respondents' interest in sport as a recreational activity ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
I am a keen participant of this sport and I am regularly involved in club competition	5.0	6.0	8.0	6.0
I am a keen participant of this sport and I am regularly involved, but not in any formal competition	13.0	10.5	12.0	6.5
I occasionally participate in this sport socially	20.0	25.5	41.0	16.5
I used to participate, but I have not done so in recent years	15.5	19.0	9.0	6.0
I have absolutely no interest in participating in this sport	46.5	39.0	30.0	65.0

Table 41: Extent of agreement with statement "The area in which the event is held is beautiful" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	0.5	2.5	0.5	3.0
Disagree	-	-	0.5	1.0
Neutral	7.0	9.5	1.5	7.0
Agree	50.5	45.0	42.5	25.5
Strongly agree	42.0	43.0	55.0	63.5

Table 42: Extent of agreement with statement "The quality of service is good in the area where the event is held" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	0.5	0.5	0.5	7.5
Disagree	-	-	3.0	5.0
Neutral	11.5	7.0	19.0	20.0
Agree	62.5	55.5	42.5	34.0
Strongly agree	25.5	37.0	35.0	33.5

Table 43: Extent of agreement with statement "The locals support events in the area where the event is held" ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	0.5	1.5	1.0	6.0
Disagree	1.0	19.0	1.5	7.5
Neutral	3.0	11.0	9.5	12.5
Agree	63.0	47.5	49.0	35.0
Strongly agree	32.5	21.0	39.0	39.0

Table 44: Have respondents or a member of respondents' household ever worked for the event in either a paid or voluntary capacity? ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
N/R	-	-	-	0.5
Yes	29.5	14.5	14.0	14.0
No	70.5	85.5	86.0	85.5

Table 45: Do respondents or a member of respondents' household work in or own a business that is positively affected by the event (hospitality, retail, tourism)? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	19.0	15.0	10.0	9.0
No	81.0	85.0	90.0	91.0

Table 46: Did respondent experience any problem(s) related to the event? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	-	-	0.5	1.0
Yes	6.0	74.0	7.5	5.0
No	94.0	26.0	92.0	94.0

Table 47: If respondents experience any problem(s) related to the event, what types of problem(s) were experienced? (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
N/A	94.0	71.5	91.0	97.0
Too much litter	0.5	3.5	2.0	-
Drunken spectators	0.5	0.5	-	0.5
Too much noise	-	-	2.0	0.5
Some roads inaccessible	5.0	22.5	0.5	-
Too much traffic	-	2.0	4.5	0.5
Bad weather	-	-	-	0.5
Trees obstructing view	-	-	-	0.5
Racism	-	-	-	0.5

Table 48: Suggestions for improving the event (including service quality) in the future (*n* = 200, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No suggestions	81.5	66.0	85.5	-
More traffic control	3.0	5.0	3.5	-
Funding for disadvantaged runners	0.5	-	-	-
More toilets on route	1.0	-	-	0.5
Don't have event on Youth Day	1.0	-	-	-
More locals should be involved	1.5	-	0.5	14.0
Make more bins available	3.0	-	-	0.5
Clean streets/river after event	4.0	-	-	2.0
More cheer leaders at roadside	0.5	-	-	-
More advertising	0.5	-	4.0	5.5
More security on roads	2.0	7.0	1.5	-
More sponsors for event	0.5	-	-	0.5
Better prize money	1.0	-	-	-
More entertainment	-	4.5	-	4.0
Reduce entry fee	-	16.0	-	-
More parking	-	1.5	2.5	0.5
Start later	-	-	1.0	-
Stands for spectators along road	-	-	1.5	-
Provide transport for locals	-	-	-	2.0
More community benefits	-	-	-	0.5
Provide stalls	-	-	-	0.5
Improve quality of event	-	-	-	2.0
Increase frequency of event	-	-	-	0.5

Table 49: Respondents' age ($n = 200$, in % for each event)

Age in years	Durban		Cape Town	
	CM	DCM	OMTOM	BR
< 20	4.0	8.0	6.5	11.5
21–30	26.5	35.5	35.0	17.5
31–40	26.5	24.5	33.5	24.5
41–50	23.5	21.0	13.0	23.0
51–60	12.0	7.0	9.5	10.5
61–70	6.5	2.5	1.5	7.5
> 70	1.0	1.5	1.0	5.5

Table 50: Respondents' occupation ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Unemployed	5.0	15.5	5.5	14.5
Self-employed/businessperson	24.5	13.5	22.0	13.0
Home executive	11.5	1.5	3.0	7.5
Retired	11.0	10.0	4.5	11.5
Labourer/unskilled	5.5	15.5	10.5	20.5
Artisan/technician	10.5	2.0	7.0	6.0
Sales-/marketing person	11.0	9.5	17.0	4.0
Administrator/manager	7.0	6.5	12.0	7.0
Professional	5.0	5.5	4.5	5.5
Secretarial	-	-	-	1.0
Voluntary health worker	-	-	-	0.5
Student/Learner	9.0	20.0	14.0	9.0

Table 51: Educational level of respondent ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
No formal education	0.5	27.0	1.0	1.0
Partial primary	3.0	15.0	2.0	6.0
Primary completed	8.5	3.5	13.5	29.5
Secondary completed	36.5	20.0	37.5	38.0
Certificate/diploma	34.0	15.0	28.0	15.5
Undergraduate degree	9.0	11.5	11.5	4.0
Postgraduate degree	8.5	8.0	6.5	6.0

Table 52: Respondents' gender ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Male	53.0	45.0	56.5	49.5
Female	47.0	55.0	43.5	50.5

Table 53: Respondents' historical race category ($n = 200$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
African	12.0	40.0	22.0	8.0
White	48.0	35.5	37.5	40.5
Coloured	5.0	4.5	38.5	51.5
Indian	35.0	20.0	2.0	-

Table 54: Respondents' monthly income ($n = 200$, in % for each event)

Income in rands	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Confidential	10.0	1.0	8.0	6.5
N/A	29.0	20.0	15.0	24.0
<1 000	6.5	5.5	5.0	4.5
1 000–1 999	4.0	8.5	11.0	13.0
2 000–2 999	6.0	7.0	7.5	4.5
3 000–3 999	5.5	9.5	10.5	11.5
4 000–4 999	5.0	13.5	9.5	4.0
5 000–5 999	6.5	6.5	9.0	7.0
6 000–6 999	3.5	3.0	5.5	3.0
7 000–7 999	4.0	0.5	5.5	5.0
8 000–8 999	4.0	7.5	2.5	2.0
9 000–9 999	4.5	5.0	4.5	5.0
10 000–10 999	3.0	2.5	2.5	2.5
11 000–11 999	3.0	7.5	1.0	3.5
>12 000	5.5	2.5	3.0	4.0

Appendix 15

Service quality tables

APPENDIX 15: SERVICE QUALITY TABLES

Table 1: Whether respondent was aware of information and enquiries services ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	96	57	70	58
No	4	43	30	42

Table 2: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable / no response	51	39	61	49
Excellent	23	17	5	10
Good	23	30	19	24
Satisfactory	1	14	12	11
Poor	2	-	3	6

Table 3: Whether respondent was aware of security and police services ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	92	56	92	18
No	8	44	8	82

Table 4: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable / no response	69	44	48	19
Excellent	3	20	25	32
Good	18	32	16	34
Satisfactory	7	4	7	11
Poor	3	-	4	4

Table 5: Whether respondent was aware of parking attendants ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	84	71	83	61
No	16	29	17	39

Table 6: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable / no response	54	29	43	36
Excellent	14	14	13	23
Good	29	40	26	20
Satisfactory	2	12	12	13
Poor	1	5	6	8

Table 7: Whether respondent was aware of ticket booths/sales ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Yes	80	-	67	79
No	20	100	33	21

Table 8: If aware, rating of services ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Not applicable / no response	74	100	64	82
Excellent	8	-	14	4
Good	15	-	11	8
Satisfactory	2	-	10	-
Poor	1	-	1	6

Table 9: Whether respondent was aware of refreshments (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	96	92	83	46
No	4	8	17	54

Table 10: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	32	8	43	53
Excellent	28	35	19	14
Good	35	35	18	16
Satisfactory	5	22	16	7
Poor	-	-	4	10

Table 11: Whether respondent was aware of first aid / medical services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	87	54	64	51
No	13	46	36	49

Table 12: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	68	46	61	50
Excellent	11	12	8	18
Good	17	32	24	15
Satisfactory	3	10	5	13
Poor	-	-	2	4

Table 13: Whether respondent was aware of volunteers and marshals (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	88	55	75	63
No	12	45	25	37

Table 14: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	58	45	55	47
Excellent	19	13	21	24
Good	20	20	16	17
Satisfactory	3	22	8	8
Poor	-	-	-	4

Table 15: Whether respondent was aware of planned activities/entertainment (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	82	20	81	48
No	18	80	19	52

Table 16: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	60	80	49	54
Excellent	14	4	12	11
Good	21	6	26	21
Satisfactory	5	8	9	9
Poor	-	2	4	5

Table 17: Whether respondent was aware of the entertainment area (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	83	25	82	43
No	17	75	18	57

Table 18: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	62	75	47	60
Excellent	15	4	15	11
Good	20	10	24	14
Satisfactory	3	9	11	10
Poor	-	2	3	5

Table 19: Whether respondent was aware of waste management / litter removal / bins (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	90	54	87	52
No	10	46	13	48

Table 20: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	50	46	47	59
Excellent	26	4	20	7
Good	22	36	16	20
Satisfactory	2	14	15	7
Poor	-	-	2	7

Table 21: Whether respondent was aware of stallholders/vendors (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	93	54	87	27
No	7	46	13	73

Table 22: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	50	46	50	78
Excellent	18	8	18	6
Good	30	14	19	3
Satisfactory	2	32	12	8
Poor	-	-	1	5

Table 23: Whether respondent was aware of toilets (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	96	65	89	61
No	4	35	11	39

Table 24: If aware, rating of services (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	40	33	38	43
Excellent	20	-	16	17
Good	27	28	27	18
Satisfactory	13	30	13	14
Poor	-	9	6	8

Table 25: Rating of cleanliness (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	1	-	1	5
Excellent	56	14	51	41
Good	34	82	41	38
Satisfactory	7	4	7	12
Poor	-	-	-	4

Table 26: Rating of secure environment (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	3	2
Excellent	45	16	45	32
Good	44	70	51	51
Satisfactory	11	14	1	7
Poor	-	-	-	8

Table 27: Rating of electronic scoreboards / displays / television screens (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	4	13
Excellent	32	4	17	4
Good	51	39	32	6
Satisfactory	17	29	25	8
Poor	-	28	22	69

Table 28: Rating of ambience (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	-	5
Excellent	65	10	44	38
Good	26	62	50	39
Satisfactory	9	28	6	11
Poor	-	-	-	7

Table 29: Rating of aesthetics (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	1	19
Excellent	25	10	34	18
Good	66	60	51	36
Satisfactory	8	30	14	15
Poor	1	-	-	12

Table 30: Rating of seating availability (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	4	12
Excellent	13	6	12	5
Good	41	52	47	4
Satisfactory	41	34	27	12
Poor	5	8	10	67

Table 31: Rating of seating comfort (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	2	17
Excellent	14	7	11	5
Good	44	49	46	7
Satisfactory	38	36	30	12
Poor	4	8	11	59

Table 32: Rating of appearance of physical facilities (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	2	18
Excellent	32	6	22	10
Good	56	48	60	23
Satisfactory	12	46	15	22
Poor	-	-	1	27

Table 33: Rating of design and layout (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	1	13
Excellent	36	10	27	10
Good	52	40	59	30
Satisfactory	11	34	12	22
Poor	1	16	1	25

Table 34: Rating of shelter (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	1	-	2	16
Excellent	31	12	13	5
Good	60	52	40	6
Satisfactory	8	16	24	19
Poor	-	20	21	54

Table 35: Rating of accessibility (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	-	-	1	11
Excellent	31	11	19	29
Good	66	54	51	26
Satisfactory	3	29	26	16
Poor	-	6	3	18

Table 36: Rating of facilities for disabled people (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No response	7	-	3	16
Excellent	17	2	14	7
Good	53	40	42	3
Satisfactory	19	46	30	18
Poor	4	12	11	56

Table 37: Level of agreement with the statement "Event organisers / service providers are efficient" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	1	10
Disagree	-	2	4	10
Neutral	16	43	19	20
Agree	80	47	44	26
Strongly agree	4	8	32	34

Table 38: Level of agreement with the statement "Services are provided on time" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	1	8
Disagree	2	4	2	8
Neutral	24	44	21	31
Agree	70	48	51	26
Strongly agree	4	4	25	27

Table 39: Level of agreement with the statement "Event organisers / service providers give prompt service to the spectators/participants" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	2	1	10
Disagree	3	-	3	6
Neutral	18	58	20	35
Agree	74	38	52	25
Strongly agree	5	2	24	24

Table 40: Level of agreement with the statement "Event organisers / service providers are dependable" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	2	-	7
Disagree	-	-	3	9
Neutral	27	57	18	26
Agree	64	39	52	33
Strongly agree	9	2	27	25

Table 41: Level of agreement with the statement "The programme of events is being followed" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	6
Disagree	26	-	1	5
Neutral	57	39	17	26
Agree	16	57	48	27
Strongly agree	-	4	34	36

Table 42: Level of agreement with the statement "Event organisers / service providers show genuine interest in solving spectators'/participants' problems" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	14
Disagree	2	-	1	8
Neutral	32	68	35	33
Agree	60	30	50	24
Strongly agree	6	2	14	21

Table 43: Level of agreement with the statement "Event organisers / service providers are never too busy to respond to spectators'/participants' requests/queries" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	15
Disagree	4	-	1	6
Neutral	30	72	39	36
Agree	63	26	44	29
Strongly agree	3	2	16	14

Table 44: Level of agreement with the statement "Event organisers / service providers are well equipped to handle problems/emergencies" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	8
Disagree	2	-	-	7
Neutral	27	57	32	27
Agree	64	39	51	31
Strongly agree	7	4	17	27

Table 45: Level of agreement with the statement "The event's physical facilities are functional and operational" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	1	-	-	18
Disagree	1	-	3	10
Neutral	18	32	19	33
Agree	66	64	53	23
Strongly agree	14	4	25	16

Table 46: Level of agreement with the statement "The event uses up-to-date equipment" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	15
Disagree	1	14	2	3
Neutral	21	50	19	28
Agree	58	32	49	31
Strongly agree	20	4	30	23

Table 47: Level of agreement with the statement "The event's marketing materials are eye-catching" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	1	8	-	16
Disagree	1	22	1	7
Neutral	19	32	10	24
Agree	51	34	43	32
Strongly agree	28	4	37	21

Table 48: Level of agreement with the statement "The behaviour of the event organisers / service providers instils confidence in spectators/participants" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	13
Disagree	3	-	1	6
Neutral	24	65	24	25
Agree	59	33	57	32
Strongly agree	14	2	18	24

Table 49: Level of agreement with the statement "The behaviour of the event organisers / service providers instils trust in spectators/participants" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	-	11
Disagree	4	-	1	5
Neutral	26	71	31	29
Agree	60	27	48	32
Strongly agree	10	2	20	23

Table 50: Level of agreement with the statement "Event organisers / service providers are courteous towards spectators/participants" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	-	-	1	13
Disagree	3	-	1	11
Neutral	19	70	30	26
Agree	71	28	52	30
Strongly agree	7	2	16	20

Table 51: Level of agreement with the statement "Event organisers / service providers have knowledge to do their jobs well" ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Strongly disagree	1	-	1	6
Disagree	3	2	1	5
Neutral	29	47	22	22
Agree	61	47	56	35
Strongly agree	6	4	20	32

Table 52: Level of agreement with the statement "Event organisers / service providers treat international and domestic tourists equally" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	2	-	-	9
Disagree	8	-	2	6
Neutral	36	71	28	31
Agree	51	27	48	20
Strongly agree		2	22	34

Table 53: Level of agreement with the statement "Event organisers / service providers treat locals and tourists equally" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	1	8
Disagree	8	-	1	9
Neutral	37	71	24	38
Agree	52	27	49	18
Strongly agree	2	2	25	27

Table 54: Level of agreement with the statement "Event organisers / service providers pay spectators/participants individual attention" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	1	19
Disagree	7	4	1	11
Neutral	34	67	28	31
Agree	59	27	48	10
Strongly agree	-	2	22	2

Table 55: Level of agreement with the statement "Event organisers / service providers deal with spectators/participants caringly" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	2	-	-	18
Disagree	3	-	3	11
Neutral	24	67	38	28
Agree	70	31	45	30
Strongly agree	1	2	24	13

Table 56: Level of agreement with the statement "Event organisers / service providers have spectators'/participants' best interests at heart" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	1	-	-	15
Disagree	9	2	3	7
Neutral	22	69	22	32
Agree	67	27	52	27
Strongly agree	1	2	23	19

Table 57: Level of agreement with the statement "Event organisers / service providers understand the specific needs of spectators/participants" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	1	-	-	20
Disagree	6	2	2	7
Neutral	25	71	21	33
Agree	66	25	51	27
Strongly agree	2	2	26	13

Table 58: Level of agreement with the statement "Event organisers / service providers understand the needs of the spectators/participants" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	-	-	-	19
Disagree	8	-	2	10
Neutral	21	72	24	32
Agree	68	24	48	24
Strongly agree	3	4	26	15

Table 59: Level of agreement with the statement "The services are provided during convenient business hours" (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Strongly disagree	1	-	-	9
Disagree	3	10	2	8
Neutral	21	40	23	40
Agree	61	46	50	20
Strongly agree	14	4	25	23

Table 60: Respondents who experienced any problems at the event (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Yes	5	20	6	18
No	95	80	94	82

Table 61: Type of problems experienced (*n* = 100, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / no response	97	80	95	82
Parking was expensive	2	-	-	-
Queues too long	1	-	-	-
Not enough parking	-	18	3	-
Insufficient seating	-	2	-	-
Arrogant security	-	-	1	-
Step at bridge not suitable for wheelchairs	-	-	1	-
Poor facilities	-	-	-	2
Lack of advertising/marketing	-	-	-	4
Lack of seating	-	-	-	2
Lack of signage to viewpoint	-	-	-	1
Pollution in the river	-	-	-	1
Lack of hot water	-	-	-	1
Racial discrimination	-	-	-	2
Poor exit from river	-	-	-	1
Litter	-	-	-	2
Poor toilet facilities	-	-	-	2

Table 62: Suggestions to improve the event in the future ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Not applicable / none	77	76	71	38
Cheaper parking	1	-	-	-
More parking	-	-	9	-
Event should run for longer hours during the day	1	-	-	-
Extend duration of the event	-	-	-	2
Registration should be quicker	10	-	-	-
Provide more seating/chairs	1	-	1	6
More crowd interaction	2	-	-	-
More entertainment/activities	1	10	5	
More bins	1	-	-	2
Bigger venue	3	-	-	-
More toilets	3	-	2	7
More stalls	-	10	-	1
More security	-	-	1	-
More advertising/marketing	-	2	-	11
More volunteers	-	2	-	-
More showers	-	-	1	-
More space/viewpoints for spectators	-	-	2	6
Improve viewpoint at Harmon Bridge	-	-	-	1
Have a big screen	-	-	3	-
Have fewer tents	-	-	1	-
More user-friendly facilities for disabled people	-	-	4	1
Time management	-	-	-	2
More refreshments	-	-	-	4
Better service delivery	-	-	-	1
Better facilities	-	-	-	2
More signage	-	-	-	7
Clearer directions	-	-	-	1
More community involvement	-	-	-	6
Inform/update community about event	-	-	-	2
Provide spectators with programme	-	-	-	1
More black people at event	-	-	-	1

Table 63: Age of respondents ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
< 20	2	14	7	7
21–30	18	35	32	23
31–40	37	29	33	27
41–50	33	14	21	27
51–60	8	4	4	10
61–70	1	4	3	4
70	-	-	-	1
72	-	-	-	1
Confidential	1	-	-	-

Table 64: Occupation of respondents ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Unemployed	3	4	8	11
Self-employed	9	9	11	12
Home executive	6	4	3	4
Student/learner	8	28	16	14
Retired	3	6	4	5
Labourer/unskilled	8	-	1	7
Sales-/marketing person	9	7	6	7
Administrator/manager	21	12	9	12
Businessperson	7	18	20	7
Professional	18	4	17	15
Artisan/technician	7	8	5	6
Confidential	1	-	-	-

Table 65: Income of respondents in rands ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
None	12	34	22	18
1–1 000	5	4	2	4
1 001–2 000	9	-	1	7
2 001–3 000	3	2	4	3
3 001–4 000	5	5	6	3
4 001–5 000	7	6	1	5
5 001–6 000	3	6	5	7
6 001–7 000	7	2	4	7
7 001–8 000	12	5	5	5
8 001–9 000	5	6	3	4
9 001–10 000	5	14	5	5
10 001–11 000	8	8	6	4
11 001–12 000	4	-	7	4
>12 000	11	-	19	13
14 000	-	2	-	-
15 000	-	2	-	-
25 000	-	-	1	-
Confidential	4	4	9	11

Table 66: Educational level ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
No formal education	-	-	-	4
Partial primary	2	-	-	2
Primary completed	7	4	4	11
Secondary completed	29	30	19	25
Certificate/diploma	27	32	31	26
Undergraduate degree	27	22	14	13
Postgraduate degree	7	12	31	18
Confidential	1	-	1	1

Table 67: Gender of respondents ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
Male	68	62	56	56
Female	32	38	44	44

Table 68: Historical race category of respondents ($n = 100$, in % for each event)

	Durban		Cape Town	
	CM	**DCM**	**OMTOM**	**BR**
African	31	12	30	18
White	27	78	46	54
Coloured	21	6	20	27
Indian	21	4	4	1

Appendix 16

Service variables – Positive spectator perceptions

Level of positive spectator perceptions towards event service variables (*n* = 100, in % for each event)

Service quality variable	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Information and enquiries	47	61	36	45
Security/police	21	52	41	66
Parking attendants	45	66	51	56
Ticket booths/sales	23	0	25	12
Refreshments	68	92	53	37
First aid / medical	31	54	37	46
Volunteers andmarshals	42	55	45	49
Activities/entertainment	40	18	46	41
Entertainment area	38	23	50	35
Waste management / litter removal / bins	50	50	51	34
Stall holders/vendors	50	54	49	17
Toilets	60	58	56	49
Cleanliness	97	100	99	91
Secure environment	89	100	97	90
Electronic scoreboards / displays / television screens	100	72	74	18
Ambience	100	100	100	88
Aesthetics	99	100	99	69
Seating availability	95	92	86	21
Seating comfort	96	92	87	24
Appearance of physical facilities	100	100	97	55
Design and layout	74	84	98	62
Shelter	99	80	77	30
Accessibility	100	94	96	71
User-friendly facilities for disabled people	89	88	86	28
Event organisers / service providers are efficient	84	55	76	34
Services are provided on time	74	52	76	53
Event organisers / service providers provide prompt service to spectators/participants	79	40	76	49
Event organisers / service providers are dependable	73	41	79	58
The programme of events is followed	16	96	96	53
Event organisers / service providers show genuine interest in solving spectators'/participants' problem(s)	66	32	64	45
Event organisers /service providers are never too busy to respond to spectators'/participants' requests/queries	66	23	60	43
Event organisers / service providers are well equipped to handle problems/emergencies	71	43	68	58
This event's physical facilities are functional and operational	80	68	78	39
This event uses up-to-date equipment	78	36	79	54
The event marketing materials are eye-catching	79	38	80	53
The behaviour of the event organisers / service providers instils confidence in spectators/participants	73	35	75	56
The behaviour of the event organisers / service providers instils trust in the spectators/participants	70	29	68	55
Event organisers / service providers are courteous towards spectators/participants	78	30	68	50
Event organisers / service providers have knowledge to do their job well	67	51	76	67
Event organisers / service providers treat international and domestic tourists equally	51	29	70	54
Event organisers / service providers treat locals and tourists equally	54	29	74	45
Event organisers / service providers pay spectators/participants individual attention	59	49	70	12
Event organisers / service providers deal with spectators/participants caringly	71	33	69	43
Event organisers / service providers have spectators'/participants' best interests at heart	68	29	75	46
Event organisers / service providers understand specific needs of spectators/participants	68	27	77	40
Event organisers / service providers understand the needs of spectators/participants	71	28	74	38
The services are provided during convenient business hours	75	50	75	43

Appendix 17

Service variables – No or neutral spectator perceptions

Level of no/neutral spectator responses towards the event service variables (*n* = 100, in % for each event)

Service quality variable	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Information and enquiries	51	39	61	49
Security/police	69	44	48	19
Parking attendants	54	29	43	36
Ticket booths/sales	74	100	64	82
Refreshments	32	8	43	53
First aid / medical	68	46	61	50
Volunteers andmarshals	58	45	55	47
Activities/entertainment	60	80	49	54
Entertainment area	62	75	47	60
Waste management / litter removal / bins	50	46	47	59
Stall holders/vendors	50	46	50	78
Toilets	40	33	38	43
Cleanliness	1	0	1	5
Secure environment	0	0	3	2
Electronic scoreboards / displays / television screens	0	0	4	13
Ambience	0	0	0	5
Aesthetics	0	0	1	19
Seating availability	0	0	4	12
Seating comfort	0	0	2	17
Appearance of physical facilities	0	0	2	18
Design and layout	0	0	1	13
Shelter	1	0	2	16
Accessibility	0	0	1	11
User-friendly facilities for disabled people	7	0	3	16
Event organisers / service providers are efficient	16	43	19	20
Services are provided on time	24	44	21	31
Event organisers / service providers provide prompt service to spectators/participants	18	58	20	35
Event organisers / service providers are dependable	27	57	18	26
The programme of events is followed	57	39	17	26
Event organisers / service providers show genuine interest in solving spectators'/participants' problem(s)	32	68	35	33
Event organisers /service providers are never too busy to respond to spectators'/participants' requests/queries	30	72	39	36
Event organisers / service providers are well equipped to handle problems/emergencies	27	57	32	27
This event's physical facilities are functional and operational	18	32	19	33
This event uses up-to-date equipment	21	50	19	28
The event marketing materials are eye-catching	19	32	10	24
The behaviour of the event organisers / service providers instils confidence in spectators/participants	24	65	24	25
The behaviour of the event organisers / service providers instils trust in the spectators/participants	26	71	31	29
Event organisers / service providers are courteous towards spectators/participants	19	70	30	26
Event organisers / service providers have knowledge to do their job well	29	47	22	22
Event organisers / service providers treat international and domestic tourists equally	36	71	28	31
Event organisers / service providers treat locals and tourists equally	37	71	24	38
Event organisers / service providers pay spectators/participants individual attention	34	67	28	31
Event organisers / service providers deal with spectators/participants caringly	24	67	38	28
Event organisers / service providers have spectators'/participants' best interests at heart	22	69	22	32
Event organisers / service providers understand specific needs of spectators/participants	25	71	21	33
Event organisers / service providers understand the needs of spectators/participants	21	72	24	32
The services are provided during convenient business hours	21	40	23	40

Appendix 18

Service variables – Negative spectator perceptions

APPENDIX 18: SERVICE VARIABLES – NEGATIVE SPECTATOR PERCEPTIONS

Level of negative spectator perceptions of the event service variables ($n = 100$, in % for each event)

Service quality variable	Durban		Cape Town	
	CM	DCM	OMTOM	BR
Information and enquiries	2	0	3	6
Security/police	3	0	4	4
Parking attendants	1	5	6	8
Ticket booths/sales	1	0	1	6
Refreshments	0	0	4	10
First aid / medical	0	0	2	4
Volunteers and marshals	0	0	0	4
Activities/entertainment	0	2	4	15
Entertainment area	0	2	3	5
Waste management / litter removal / bins	0	0	2	7
Stall holders/vendors	0	0	1	5
Toilets	0	9	6	8
Cleanliness	0	0	0	4
Secure environment	0	0	0	8
Electronic scoreboards / displays / television screens	0	28	22	69
Ambience	0	0	0	7
Aesthetics	1	0	0	12
Seating availability	5	8	10	67
Seating comfort	4	8	11	59
Appearance of physical facilities	0	0	1	27
Design and layout	1	16	1	25
Shelter	0	20	21	54
Accessibility	0	6	3	18
User-friendly facilities for disabled people	4	12	11	56
Event organisers / service providers are efficient	0	2	5	20
Services are provided on time	2	4	3	16
Event organisers / service providers provide prompt service to spectators/participants	3	2	4	16
Event organisers / service providers are dependable	0	2	0	7
The programme of events is followed	26	0	1	11
Event organisers / service providers show genuine interest in solving spectators'/participants' problem(s)	0	0	1	14
Event organisers /service providers are never too busy to respond to spectators'/participants' requests/queries	4	0	1	21
Event organisers / service providers are well equipped to handle problems/emergencies	2	0	0	15
This event's physical facilities are functional and operational	2	0	0	18
This event uses up-to-date equipment	1	14	2	18
The event marketing materials are eye-catching	2	30	0	16
The behaviour of the event organisers / service providers instils confidence in spectators/participants	3	0	1	19
The behaviour of the event organisers / service providers instils trust in the spectators/participants	4	0	1	16
Event organisers / service providers are courteous towards spectators/participants	3	0	2	24
Event organisers / service providers have knowledge to do their job well	4	0	2	11
Event organisers / service providers treat international and domestic tourists equally	10	0	2	15
Event organisers / service providers treat locals and tourists equally	8	0	2	17
Event organisers / service providers pay spectators/participants individual attention	7	4	2	30
Event organisers / service providers deal with spectators/participants caringly	5	0	3	29
Event organisers / service providers have spectators'/participants' best interests at heart	10	2	3	22
Event organisers / service providers understand specific needs of spectators/participants	7	2	2	27
Event organisers / service providers understand the needs of spectators/participants	8	0	2	29
The services are provided during convenient business hours	4	10	2	17