A PRE-EVALUATION OF RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP™: A CASE STUDY OF AN INFORMAL SETTLEMENT IN CAPE TOWN, WESTERN CAPE

by

MEGAN CHANTEL JURD

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Supervisor: Professor Kamilla Swart

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DECLARATION

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

24 APRIL 2015

Signed

Date

ABSTRACT

South Africa won the right to host the first Fédération Internationale de Football (FIFA) World Cup™ on the African continent in 2010. The 2010 FIFA World Cup™ has been heralded as a 'once in a lifetime' opportunity with significant legacy benefits for South Africans. Many sport mega-event organisations tend to disregard residents' perceptions of the events' social, economic and environmental impacts. There is a lack of research investigating responses of residents where the event takes place, specifically studies on informal residents' perceptions of sport mega-events. The main focus of this study is to explore the level of awareness, perceptions and attitudes of residents living in an informal settlement area in close proximity to Cape Town Stadium with respect to the impacts of the 2010 FIFA World Cup™ in Cape Town. A systematic, stratified random sampling technique was used to survey 370 household residents of Joe Slovo, which is the nearest informal settlement to Cape Town Stadium, three months before the hosting of the 2010 FIFA World Cup™. The findings revealed that the majority of the residents were aware of the 2010 FIFA World Cup™, and that communication from stakeholders could have improved. The residents also expressed their support for the event by indicating various levels of participation. They also generally had positive perceptions towards the 2010 FIFA World Cup™, but highlighted that big businesses and the wealthy and rich would mainly benefit from the event. Social concerns were related to traffic congestion, excessive noise levels, and crime. An investigation of this sort 'paves the way' for on-going research into residents' perceptions of the 2010 FIFA World Cup™. It is recommended that the focus should be on longitudinal impacts rather than short-term impacts and that a legacy should be left behind.

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TABLE OF CONTENTS

CHAPTER THREE: RESEARCH METHODOLOGY   62

CHAPTER FOUR: RESEARCH RESULTS AND DISCUSSION OF THE FINDINGS   82

LIST OF FIGURES

LIST OF TABLES

GLOSSARY

AFCON	African Cup of Nations
ANC	African National Congress
APA	American Psychological Association
APF	Anti-Privatisation Forum
AsgiSA	Accelerated and Shared Growth Initiative for South Africa
BEE	black economic empowerment
BNG	Breaking New Ground
CBD	central business district
CEO	chief executive officer
CEPA	Cape Town Environmental Protection Association
CoHRE	Centre of Housing Rights and Evictions
CoCT	City of Cape Town
CPUT	Cape Peninsula University of Technology
DAG	Development Action Group
DEA	Department of Environmental Affairs
DEAT	Department of Environmental Affairs and Tourism
FIFA	Fédération Internationale de Football Association
GDP	gross domestic product
GNP	gross national product
HSRC	Human Sciences Research Council
ICESSD	Interdisciplinary Centre for Sport Science and Development
IOC	International Olympic Committee
IT	information technology
KTO	Korea Tourism Organisation
NCHR	Norweigan Centre on Human Rights
NCDO	National Committee for International Cooperation and Sustainable Development
NDoH	National Department of Housing
NGO	non-government organisation
NH	National Housing
NRF	National Research Foundation
NUSP	National Upgrading Support Programme
OC	Organising Committee
OGGI	Olympic Games Global Impact
PGWC	Provincial Government of the Western Cape
PVAs	public viewing areas
RDP	Reconstruction and Development Programme
SA	South Africa
SACR	Sports, Arts, Culture and Recreation
SAFA	South African Football Association
SAST	South African Sports Tourism
SAT	South African Tourism
SAPS	South African Police Services

SET	social exchange theory
SIA	social impact assessment
SME	small and medium enterprise
SPSS	statistical package for the social sciences
SRT	social representation theory
StatsSA	Statistics South Africa
TRA	temporary relocation area
UISP	Upgrading of Informal Settlements Programme
UNCHS	United Nations Centre for Human Settlements
UNWTO	United Nations World Tourism Organisation
USA	United States of America
UWC	University of the Western Cape
VLIR	Flemish Interuniversity Council
WC	Western Cape
WCG	Western Cape Government
WTTC	World Travel and Tourism Council
WTO	World Tourism Organisation
WTP	willingness to pay

CHAPTER ONE
INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Clarification of concepts

1.1.1 Hallmark or mega-events are "major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal, and profitability of a tourism destination in the short, and/or long term" (Ritchie, 1984:2). The Olympic Games and the FIFA World Cup™ are examples of such events.

1.1.2 Sport tourism refers to "leisure based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities or to venerate attractions associated with physical activities" (Harrison-Hill & Chalip, 2005:303).

1.1.3 Perception can be described as "the mental interpretation and integration of physical sensations produced by stimuli from the external world" (Longman Dictionary of the English Language, 1984:1).

1.1.4 A **resident** is "a person who enters a place with the intention of establishing his domicile or permanent residence there, and who, in consequence, actually stays there" (Lectric Law Library, 1995-2010:1).

1.1.5 The FIFA World Cup™ can be described as "a soccer tournament held every four years in which qualifying national teams compete to determine a world champion" (American Heritage Dictionary of the English Language, 2011:1).

1.1.6 An **informal settlement** can be characterised by "the presence of a dense expansion of small, more-or-less provisional shelters built from diverse materials" (Ploeger & Groetelaers, 2006:1). In addition, these settlements are developed on private or public land by people who occupy the land without holding any title (Ploeger & Groetelaers, 2006:1).

1.2 Introduction

The roots of tourism can be traced back to the Grand Tour (Zauhar, 2004:6). The Grand Tour is regarded as an extended tour of Europe, formerly regarded as a necessary part of the education of young British gentleman (Dictionary.com, 2014:1). The popularity of the Tour is considered by some to have heralded the beginning of tourism, and only very rarely has the concept been analysed in terms of sport pursuits and sport offerings (Zauhar, 2004:6). The author states that "although event tourism includes arts, festivals and cultural activities, as well as sport events, the latter have played a key role in the growth of the event industry". Sport tourism is defined by Zauhar (2004:6) as the various sports that, throughout history, have been the main reason for travel. The 1996 Tourism White Paper encourages the development of sport tourism products and offers good potential for developing a vibrant specialist tourism sector (South Africa. Department of Environmental Affairs and Tourism (DEAT), 1996:40). Sport tourism can be broadly described as "travel away from one's primary residence to participate in sport activity, for recreation or competition purposes; travel to observe sport at grassroots or elite level; and travel to visit such sport attractions as sport museums" (Neirotti, 2003:2). The World Tourism Organisation (WTO) and the International Olympic Committee (IOC) state that "tourism and sport are interrelated and complementary" [and that] "both are powerful forces for development, stimulating investment in infrastructure projects such as airports, roads, stadiums, sporting complexes and restaurants-projects that can be enjoyed by the local population as well as tourists who come to use them" (Tassiopoulus & Haydam, 2008:880).

Sport has always shown to be an integral part of the South African culture, but currently it is also becoming a crucial part of the economy (Bohlmann & Van Heerden, 2005:3). Developed countries with already advanced infrastructure have generally been the hosts of mega-events (Bohlmann & Van Heerden, 2005:3). The Fédération Internationale de Football Association (FIFA) World Cup™ tournament has usually been held in countries such as Europe and Latin America, mostly due to the football-rich tradition that exists there. FIFA has begun designating host countries outside of Europe and Latin America, motivated by its desire to promote football and to capitalise on its growing popularity elsewhere in the world (Bohlmann & Van Heerden, 2005:3). The first ever World Cup being hosted in Africa since the inception of the competition in 1930 was as a result of the strategy adopted by FIFA (Bohlmann & Van Heerden, 2005:3). The said authors highlighted that South Africa's successful bid to host the 2010 FIFA World Cup™ "possessed a unique opportunity to assess the impact of such a mega-event on a developing economy" (Bohlmann & Van Heerden, 2005:3).

Turco, Riley and Swart (2002:73) confirm that sport tourism events are globally recognised in terms of their ability to generate popular appeal, whereby communities use this strategy to attract investment. Matheson (2006:5) states that:

> The 1995 Rugby World Cup in South Africa represented an opportunity for the country to announce its re-emergence as a full member of not only the world's sporting community, but also its political community.

Matheson (2006:6) adds that "the picture of South African President Nelson Mandela wearing the jersey of South African Captain Francois Pienaar, portrayed a powerful image to the world and served to unify the country". The successful hosting of the event helped to leverage the country's position in the hosting of sport mega-events (Matheson, 2006:6). In South Africa, it is estimated that the sport industry contributes approximately 2.0% to the gross national product (GNP) of the country (Kotze, 2006:284).

South Africa won the right to host the first FIFA World Cup™ that was held on the African Continent in 2010. The 2010 FIFA World Cup™ was held from 11 June to 11 July 2010 in nine cities around South Africa utilising ten stadiums, with two stadiums being utilised in Johannesburg (Rogerson & Visser, 2007:28; Saayman & Rossouw, 2008:1). The football matches in the City of Cape Town (CoCT) were held in the newly built Green Point Stadium, subsequently named Cape Town Stadium. The mega-event attracted a worldwide audience of 3.1 million spectators who attended 64 matches across the ten stadiums during the tournament; this excluded the thousands of visitors that watched the games at fan parks and public viewing areas (PVAs) (South Africa. Department of Sport and Recreation, 2013:10). According to the CoCT (2007:5) the decision for Cape Town to bid for the position of a host city centred on,

> the benefits that would be derived from the media exposure, the boosting of the visitor economy, the opportunity to access funding for infrastructure and facility developments, the facilitating of local benefits for people/firms/communities, and to contribute to South Africa's international profile, as well as the African continent's image".

The biggest sport event in the world (the 2010 FIFA World Cup™) provided Africa, South Africa and Cape Town with a unique opportunity (CoCT, 2006:2). Achmat Ebrahim, City Manager of Cape Town stated that the "new and upgraded infrastructure and facilities should make Cape

Town a happier, better functioning home, with more economic opportunities for its residents and a desirable destination for travellers and investors" (CoCT, 2006:2). By achieving the above, it was felt that city residents would have a renewed sense of purpose and pride (CoCT, 2006:2).

Hall (1989:263) states that most of the literature on sport mega-events has centred on mega- or hallmark events. In addition, the term hallmark event refers to "major fairs, expositions, cultural and sporting events of international status which are held on either a regular or one time basis". Roche (1994:1) argues that mega-events have long-term consequences that may not always be positive for a community, and tend to be short lived. Several authors (Hiller, 1998:122; Olds, 1998:5) argue that these events frequently lead to the displacement of local residents due to new infrastructural improvements, result in huge debts for host communities, and possible corruption during the bid process. The authors Barney, Wenn and Martyn (2002:281) assert that mega-events bring together the world's best athletes from different sporting disciplines, encourages athletic achievement, technological progress, and community building. Horne (2007:92) argues that sport mega-events are a crucial part of the experience of modernity, although they cannot be viewed as a remedy for its social and economic problems. Proper social impact assessments and full public consultation is required before the submission of bids, if mega-events aim to attract public support and become more democratically accountable achievements (Flyvberg, Bruzelius and Rothengatter, 2003:111).

Kim and Petrick (2005:28) state that although there are numerous studies that have been conducted on residents' perceptions of tourism developments, there is still limited research investigating the perceptions, attitudes and views of residents on the potential impacts of mega-events, especially in an informal setting. Even though communities may support tourism development associated with events, many local residents are also concerned with its related social impacts, such as overcrowding, crime and traffic congestion (Andereck & Vogt, 2000:28). It is, therefore, of utmost importance when planning a mega-event, to focus on the perceptions and concerns of local residents, in order to examine and understand the possible social impacts of mega-events. Swart and Bob (2009:58) emphasise that key concerns raised by those Green Point residents, who lived in close proximity to the Cape Town Stadium, pertained to the use of public funds and disruption to local residents in terms of increasing noise pollution, parking difficulty, crime and increases in cost of living. Gursoy and Kendall (2006:606) suggest that the participation of all stakeholders is crucial for a mega-event to be successful. Therefore, it is important for local governments, policymakers, and organisers to appreciate the degree of community support toward the proposed event, and to understand the basis of both support and

opposition towards the mega-event (Gursoy & Kendall, 2006:606). The involvement and support of community groups and other stakeholders is essential for transforming the mega-event into a more enjoyable urban experience for both residents and guests (Hiller, 1990:132). Gursoy and Rutherford (2004:495) further argue that "understanding the antecedents of support by local residents of tourism development is crucial for local governments, policymakers and businesses, because the success and sustainability of any development depends on active support of the local populations". Although numerous studies (Kim & Petrick, 2005: 35-37; Ohmann, Jones & Wilkes, 2006:144; Sharma & Dyer, 2012:37) have been focused on residents' perceptions regarding sport tourism events, the amount of literature related to the impacts of mega-events on informal settlements is minimal. The perception that mega-events are likely to benefit disadvantaged communities is based on the assumption of a 'trickle down' effect (Hiller, 2000:442). However, the perception in question may not be accurate as growth might create difficulties for the poor, and job creation is short-term and low paying (Hiller, 2000:442).

The area of study focuses on current research and is relevant to Cape Town, Western Cape, as well as South Africa as a whole. Limited research has been conducted on residents' perceptions of the 2010 FIFA World Cup™ in South Africa and more specifically residents living in an informal settlement such as Joe Slovo.

1.3 Statement of the research problem

Considerable benefits are to be gained from hosting sport mega-events although relatively little research has been conducted on host community reactions to the impacts of such events (Fredline & Faulkner, 2000:763). The term 'host community' relates to "those people or residents who are staying at the event or location, or who live in close proximity to the event location, being those who are more likely to understand the event and impacts better by virtue of their proximity to, and hosting of, the event" (Ntloko & Swart, 2008:80). Consideration of the impacts of sport tourism events on the host community is important for obtaining an understanding of the different ways in which local residents react to the hosting of events and their impacts, as well as of the reasons for their reactions (Ntloko & Swart, 2008:80). As noted by Delamere (2001:25) awareness of the events' impacts and of residents' attitudes toward these impacts, may enable actions to be undertaken that could lead to a reduction of unwanted disruption in terms of quality of life, thereby encouraging the maintenance of balance between social and economic development. So far, the actual voices of local residents are missing in relation to debates regarding the 2010 FIFA World Cup™ (Swart & Bob, 2009:47).

The two researchers further assert that "the concerns of residents are raised by politicians, civil society organisation leaders and government officials who claim to be speaking on their behalf or serving their interests". The current study, therefore, entailed an analysis of primary data that was collected in the closest informal settlement to the Cape Town Stadium in order to assess the perceptions of its residents regarding the 2010 FIFA World Cup™. The current study is a pre-event evaluation that has served as a baseline for the post-event evaluation. None of the previous studies that were undertaken associated with the 2010 FIFA World Cup™, have focused on the perceptions of those living in an informal settlement.

1.4 Objectives of the research

The aim of the current study is to explore the level of awareness, perceptions and attitudes of residents living in an informal settlement in close proximity to the Cape Town Stadium with regards to the 2010 FIFA World Cup™.

1.4.1 Research objectives

The primary objectives of the current study were:

- To evaluate the informal residents' level of awareness of the 2010 FIFA World Cup™.
- To evaluate the informal residents' perceptions and attitudes towards the hosting of the 2010 FIFA World Cup™.
- To identify the potential impacts (social, economic, and environmental) of the 2010 FIFA World Cup™ on informal residents living in close proximity to the Cape Town Stadium.
- To evaluate the informal residents' level of interest in the 2010 FIFA World Cup™ with regards to soccer.

1.5 Research questions

The research questions asked in the current study include both primary and secondary questions.

RQ1. What is informal residents' level of awareness of the 2010 FIFA World Cup™?

RQ2. What are the informal residents' perceptions and attitudes with regards to the hosting of the 2010 FIFA World Cup™?

RQ3. How do informal residents perceive the economic, social, and environmental impacts that will result from hosting the mega-event?

RQ4. What is the informal residents' level of interest in the 2010 FIFA World Cup™ with regards to soccer?

1.6 Research design and methodology

Both quantitative and qualitative research methods were used in the current study. Quantitative research allows for a greater focus on reliability that is on the consistent and stable measurement of data (Welman, Kruger & Mitchell, 2005:135). In such research, the researcher can control the investigation and structure of the research situation in order to identify and isolate variables concerned (Welman *et al.*, 2005:188). Welman *et al.* (2005:135) also state that "qualitative field studies are used successfully in the description of groups and communities". The research design of the current study consisted of descriptive research.

1.6.1 Exploratory research

1.6.1.1 Primary sources

An empirical survey was used to achieve the desired research aims and objectives of the study. Personal face to face interviews were conducted. In the form of a household survey, questionnaires were used in which respondents answered both open- and closed-ended questions.

1.6.1.2 Secondary sources

The following secondary sources of information were consulted in the course of the study: journals; textbooks; industry literature; government publications; Internet sites; electronic journals; and other published literature. In addition, a review of past and current research studies on sport tourism events and the impact that those mega-events have on residents' perceptions, allowed the researcher to formulate suitable questionnaires that contributed to the objectives of the study.

In order to determine the perceptions and attitudes of the residents towards the 2010 FIFA World Cup™, the respondents were asked to rate their level of agreement, level of awareness, and level of interest with regards to the relevant statements.

1.6.2 Descriptive research

The descriptive research design that was employed in the current study consisted of empirical surveys that used personal face to face interviews with the community of Joe Slovo, an informal settlement within relatively close proximity to the Cape Town Stadium.

1.6.2.1 Research population and sample selection

The informal settlement of Joe Slovo is situated adjacent to Langa, which is bordered by Jan Smuts Drive to the west, Settlers Way to the south, Vanguard Drive (N7 Highway) to the east and which is served by Langa Railway Station. The settlement emerged as a result of the increased rate of urbanisation and due to the formulation of new households. The community consists of only shack structures, with no formal houses or backyards. With over 10 000 residents, Joe Slovo is one of the largest informal settlements in Cape Town (CoCT, 2001:1). According to the 2005 statistics, almost 20 000 residents were living in the informal settlement (CoCT, 2005:8). Based on the population size and the statistical table consulted (Isaacs & Michael, 1981:193), a sample size of 370 households (370 respondents), within the area was established by using systematic, stratified random sampling. Joe Slovo informal settlement is divided into a number of different zones including zones 30, 31, 32, 18 and 19, which were targeted in this study. In order to reach the sample size of 370 respondents, each zone represented approximately 50 respondents.

1.6.2.2 Data collection method

A questionnaire was used to explore the levels of awareness, perceptions and attitudes of informal residents with regards to the 2010 FIFA World Cup™. Empirical surveys were administered by making use of systematic, stratified random sampling as mentioned above. Every 27th shelter was surveyed. Ethical considerations were taken into account, and verbal consent was required for participation. The respondents were at no time forced to answer questions, as their participation in the study was both voluntary and confidential.

1.7 Data analysis and presentation of findings

The statistical package for social sciences (SPSS) software (version 21) was used to analyse the quantitative data obtained during the course of the study. Tables and graphs were presented to illustrate the findings which were revealed, analysed and interpreted. The qualitative data collected was examined, explored and displayed, and meaningful themes, trends, patterns and relationships were extracted from them.

1.8 Limitations of the research

The following are highlighted as possible limitations to the research study:

- The questionnaire was in English and was translated into isiXhosa by the fieldworkers employed to assist with the study, in order to reduce any language barriers concerned.
- The respondents were reluctant to fill in the questionnaire or participate in the current study,

as they perceived it as not to being of direct benefit to themselves.

- The respondents might have had the perception that they would not receive any results or feedback from the study.
- Potential respondents expected to receive financial compensation for participating in the study.
- The negative feedback in the informal residents' responses to questions could be attributed to their current living conditions.

1.9 Delineation of the research area

The current study focused on those residents residing in an informal settlement within close proximity of the Cape Town Stadium. At the time of the study, the community mostly consisted of people from the Eastern Cape who had migrated to the area over a number of years in search of employment and better living conditions. According to the Joe Slovo Household Enumeration Report (2009:5), 80.9% of residents were, at the time of the report, directly from the Eastern Cape, with 19.07% being from areas around the Cape Town Metropolitan zone and from other provinces.

1.10 Significance of the research

An investigation into residents' perceptions of the 2010 FIFA World Cup™ could provide useful insights into how the development impacted the community. Revelation of the findings from the current study were intended to better equip stakeholders with the tools with which to engage and involve the community in future mega-events. Such revelation was also aimed at providing local residents with the opportunity to be part of the decision-making process in the long-term, provided that the South African government realised the importance of involving host-communities in mega-events such as the 2010 FIFA World Cup™.

1.11 Expected outcomes, results and contributions of the research

The current study was intended to provide event managers and planners with an opportunity to understand what residents' perceptions were regarding the 2010 FIFA World Cup™. The importance of local community support and their involvement in the decision-making process has been recognised, and is a growing concern with regards to such mega-events as the 2010 FIFA World Cup™. Sport mega-events should be analysed and monitored in order to understand residents' perceptions of these events concerned. The analysis and monitoring would add to current research of residents' perceptions and would provide detailed information for future use by researchers or event managers and planners.

1.12 Structure of the study

The study consists of the chapters that are outlined below:

Chapter One: Introduction and background of the study
The first chapter of the study describes the aims, objectives, significance and relevance of the study.

Chapter Two: Literature review and theoretical framework
A review of the impacts of sport tourism mega-events and residents' perceptions of such events is highlighted in Chapter Two. Past and existing studies are used as a basis of understanding what has been undertaken thus far in this respect.

Chapter Three: Research methodology
The chapter describes the method of collecting data, the target population, the sample size, the questionnaire design, the data collection process and the limitations of the study.

Chapter Four: Analysis of research results and findings
The results and findings of the current research are discussed in Chapter Four.

Chapter Five: Conclusion and recommendations
The chapter provides a summary of the findings and makes recommendations for the use of future research. A conclusion is also provided in this section of the study.

CHAPTER TWO
LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter consists of a literature review of studies of previous sport mega-events. The purpose of the chapter is to establish a theoretical framework of sport tourism events, and to define the relevant key terms, the definitions, and the terminology through the review of relevant literature. Most previous studies have focused on the economic instead of the social impacts of mega-events, although the social after-effects have been researched in more recent years. The first section of this chapter includes the contextualising of sport tourism events, in terms of the defining of sport and mega-events, and the relationship between sport and tourism and sport tourism in South Africa. In addition, an overview of sport tourism in South Africa was presented. The second section, which follows, outlines South Africa's 2006 and 2010 FIFA World Cup™ bids and, FIFA's background, as well as discussing South Africa as a host nation. The final section focused on the legacy impacts of sport tourism events, tourist behavior patterns, mega-event legacies as well as on the conceptual framework of the social exchange theory (SET) (including SET and residents' perceptions), social representations theory (SRT), and the integration thereof.

Various sub-themes are provided to enhance understanding. A summary concludes this chapter.

2.2 Contextualising sport tourism and events

This section of the chapter begins by providing an understanding of tourism, sport and mega-events. Each concept will be described and discussed individually to establish their relationship. The current status of sport tourism in South Africa will also be discussed in this section.

2.2.1 Defining sport tourism

Sport tourism has been defined simply as "the use of sport for touristic endeavours and includes six supply-side tourism categories: sport events; sport resorts; sport cruises; sport attractions; sport adventures; and sport tours" (Kurtzman, 2005:48). Travel to participate in sport, and travel to observe sport, are two categories associated with sport tourism (Standeven & De Knop, 1999:12). Therefore, sport tourism may also be defined as "travel for non-commercial reasons, to participate, or to observe sport activities away from the home range" (Standeven & De Knop, 1999:12). Kurtzman (2005:49) describes sport tourists as individuals who travel outside their

home region, and are primarily motivated by sport. Sport tourism is also becoming widely recognised as "a means of generating economic growth through internal investment, the development of special interest tourism and the expansion of the service sector" (Korea Tourism Organisation (KTO), 2006:130). Standeven and De Knop (1999:12) define sport:

> As being the whole range of competitive and non-competitive active pursuits that involve skill, strategy, and/or chance, in which human beings engage, at their own level, simply for enjoyment and training, or to raise their performance to levels of publicly acclaimed excellence.

Sport tours involve travel by means of viewing or playing sport (Swart & Bob, 2007:375). The authors further assert that the most common type of sport tourism activity could also, for example, include a package of FIFA World Cup™ games, with accommodation, transportation, food, and other types of entertainment events. Kurtzman (2005:47) states that with sport becoming a million-dollar industry, it has shown to be universally compelling, and a dominant force in the lives of millions of people around the world. Zauhar (2004:8) asserts that sport obtained its root definition from 'disport', meaning to divert oneself. Furthermore, sport has become a social phenomenon of great importance and vastness. Hinch and Higham (2001:48) argue that "sport is goal-orientated, in the sense that sport situations usually involve an objective that requires achieving in relation to ability; competence; effort; degree of difficulty; and mastery of performance". Sport is also "leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activity" (Gibson, 1998:49).

Hinch and Higham (2004:20) also argue that sport is recognised as being a remarkable travel activity, no matter if it is a primary, or a secondary feature of a trip. They also argue that sport is considered to be:

> An important factor in many decisions that are made to travel - one that may feature prominently in the travel experience, and which is a significant consideration in the visitor's assessment of the travel experience.

In contrast, the DEAT defines tourism in the White Paper on Development and Promotion of Tourism in South Africa, as "all travel, for the purpose of spending one or more nights away from home" (South Africa. DEAT, 1996:vi). Tourism can also be defined as the impacts that both the

people and the industry have on the hosts' socio-cultural, economic, and physical environments, as well as a study of people away from their usual environment, and of an industry that responds to their needs (United Nations World Tourism Organisation (UNWTO), 1993:20). Hinch and Higham (2004:17) argue that tourism involves the 'travel of non-residents'. They also believe that, to be regarded as a tourist, individuals must leave their home, and eventually, return (Hinch & Higham, 2004:17).

Tourism can also be described "as being multi-disciplinary in nature, encompassing and overlapping a number of disciplines such as sociology (in receipt of (i.r.o) the social impacts of tourism), anthropology (i.r.o the cultural impacts of tourism and the relationships between tourists and locals), economics (i.r.o the economic impacts of tourism), and other relevant subject areas" (George, 2007:13). Hall (1995:9) notes that three factors emerged when examining various definitions about the tourism industry:

- The tourism industry is considered fundamentally as being a service industry.
- The inclusion of business, pleasure and leisure activities within the industry highlights the nature of goods that a traveller requires to make a trip more successful, easier or more enjoyable than it might otherwise have been.
- The notion of a 'home environment' refers to the arbitrary delineation of a distance threshold, or a period of overnight stay.

Tourism may be defined in terms of particular activities, undertaken outside the home environment, and selected by choice (Standeven & De Knop, 1999:9). These authors also argue that tourism may, or may not, include overnight stays away from home. A working definition of tourism may be described as "the temporary movement of people beyond their own home and work locality, involving experiences unlike those of everyday life, which might take place as part of a holiday or as an ancillary to business travel" (Standeven & De Knop, 1999:10). The UNWTO defines tourism as:

> The activities of persons travelling to, and staying in, places 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 (George, 2007:3).

The UNWTO (2005/2007:1) also describes tourism as "a social, cultural, and economic phenomenon that entails the movement of people to countries or places outside their usual

environment for personal or business/professional purposes". The UNWTO confirms that tourism is one of the fastest growing economic sectors in the world, and over the decade it has experienced continued growth and diversification (UNWTO, 2009:70). The organisation further stipulates that tourism is closely linked to development, and that it has become a key driver of socio-economic progress. In addition, it has become one of the major industries in international commerce, while concomitantly becoming the primary income source for a number of developed countries, whereas the developed economies gain from the economic and employment benefits provided (UNWTO, 2009:70). Steyn and Spencer (2011:178) argue that tourism is the term that is used to describe the:

> Movement of people (travellers, tourists, or resident visitors) away from their normal place of residence or work, for periods exceeding 24 hours but not exceeding one year, to experience an activity that is not available at their place of residence or work.

A tourist (or overnight visitor) is described as "a visitor (domestic, inbound or outbound), if the trip includes an overnight stay" (UNWTO, 2005/2007:17). The UNWTO (2005/2007:17) also describes a same-day visitor (an excursionist) as a visitor (domestic, inbound or outbound) if the trip does not involve an overnight stay. Kurtzman (2005:51) states that "potential growth within the tourism industry, due to the hosting of such mega-events as the Olympic Games, has been recognised by the governments concerned as making a valuable addition to their economic base, with sport tourism having been assigned a comparable priority status". The desire to stimulate tourism, or to regenerate urban areas, might not be the prime objective in seeking to host an Olympic Games, but in reality, such a desire often occurs because the sport tourism events concerned, through media attention, city promotion, and economic impacts, cause the rejuvenation of urban centres (Kurtzman, 2005:60). Bakoyannis (2008:1) points out that Greece was the smallest-ever country in modern times to stage the largest Games, with the first being staged after the September 2011 terrorist attacks. The author states that the Olympics acted as a driving force, setting the best pre-conditions for economic growth. In addition, there are always risks and challenges involved when a country is selected to host the Olympic Games. Getz (2003:49) suggests that events form an integral aspect of sport tourism, particularly in terms of their economic impact and tourist numbers. Furthermore, Neirotti (2003:8) describes sport tourism events as sport activities that attract a large number of visiting participants and/or spectators. Therefore, sport mega-events form a category of sport tourism. The next section highlights the importance of, and the relationship between, sport and tourism.

2.2.2 The relationship between sport and tourism

The concept of 'sport tourism' is made up of two terms, namely tourism and sport, so a thorough examination of both elements should be undertaken in order to understand the former concept. However, so far minimal attention has been paid to how the two elements interact with each other to form 'sport tourism' as a whole (Homafar, Honari, Heidary, Heidary & Emami, 2011:36). Sport and tourism are complementary, with the ability to create synergistic effects to raise their level of achievement (De Villiers, 2003:94). Sport plays a crucial role in our social lives, and tourism has cleared the way for international cultural exchange (De Villiers, 2003:97). Co-hosting the 2002 FIFA World Cup™ provided the tourism industry in Korea and Japan with an outstanding platform to showcase such an amalgam (De Villiers, 2003:98). The author indicates that it was the first World Cup to be co-hosted, the first World Cup of the 21st century, and the first World Cup to be held in Asia. Furthermore, the success of mega-events and tourism is dependent on the degree of co-operation concerned. De Villiers (2003:107) affirms that "the potential of sport tourism is that it produces economic benefits; increases the synergy between tourism and sport; and increases the focus on health-related benefits to be gained there from".

Important affiliations exist between sport and tourism in promoting domestic, national and international relationships and understanding amongst individuals, groups, and communities (Standeven & De Knop, 1999:4). Tourism also aids sport and it is not simply that sport furthers tourism by offering an ever-increasing range of valued visitor experiences (Standeven & De Knop, 1999:4). Standeven and De Knop (1999:1) state that, "since the 1990s, sport has become an international affair of huge proportions, attracting a considerable amount of media attention, money, participants, and political interest". The authors add that tourism is the world's largest and fastest growing industry. Accordingly, it is unsurprising that a symbiotic relationship exists between sport and tourism. Throughout history, sport has played a dominant role, gradually combining leisure and physical activity into a set lifestyle (De Villiers, 2003:97). A lack of co-ordination still exists between sport and tourism bodies at national, regional, and local level, therefore, the development of sport commissions and organisations to attract sport events has taken place in many Western countries (Ritchie & Adair, 2004:14). According to Kurtzman (2005:50), the increased momentum that has occurred within tourism since the turn of the millennium has derived benefits to the sport tourism industry. More sport tourists are practising and observing sport on their holidays which indicates a noticeable trend that the tourism industry has been adapting over the past years (Kurtzman, 2005:52). The next section defines and describes sport mega-events.

2.2.3 Defining sport mega-events

Getz (1991:30) defines a mega-event as one of the biggest and the most visible events, such as World Fairs, the Olympics, and the FIFA World Cup™. Hiller (1998:47) states that mega-events are short-term events, of a fixed nature. Event tourism has emerged as one of the fastest-growing sectors within the leisure travel market in recent years (Kotze & Visser, 2008:61). Malfas, Theodoraki and Houlihan (2004:210) state that examples of mega-events receiving attention in relation to the urban processes involved, such as the erection of landmark structures and the renewal of urban space are: the extensive Waterfront development for the 1992 Olympics in Barcelona; and the refurbishment of the Homebush area in Sydney for the 2000 Olympics.

The authors also acknowledge that globalisation and the economic restructuring of cities are key drivers in enhancing the attractiveness of mega-events as stimulants to urban economic development. Pillay, Tomlinson and Bass (2009:7) argue that mega-events require the close management of expenditure in order to avoid losses after the event. According to the results by the National Committee for International Cooperation and Sustainable Development (NCDO) (2008:5), sport mega-events have been found to have varying aspects, including:
- The ability to initiate collective enthusiasm, a sense of belonging and identification.
- The significance of being backed by the citizens.
- Raising expectations that cannot be fulfilled.

The main objective of the International Symposium hosted by the University of the Western Cape (UWC), the Flemish Government and the Flemish Interuniversity Council (VLIR) partners, was to suggest strategies that will maximise the potential benefits, to minimise the negative effects of mega-events, and to highlight the socio-economic, the health and the community development impacts of sport mega-events (NCDO, 2008:5). Allmers and Maenning (2009:500) assert that hosting a large international sport mega-event delivers not only a positive return on the considerable amount of investment that is associated with hosting this type of event, but promises the excitement of the event, and media exposure for the host nation. This is certainly the case for one of the largest of these events, the FIFA World Cup™. Haxton (2000:235) argues that, during the latter half of the 20th century, the motivation for hosting mega-events continued to evolve. The author further asserts the following:

> The shift has been from that of a somewhat *ad hoc* approach, in terms of which
> cities would seemingly host mega-events with the hope, rather than the overt

intent, of raising the profile of the host city/region, of re-developing unsightly areas, of enhancing their image, and of attracting some tourists along the way.

National, regional and local governments have identified mega-events as being major platforms for attracting, or for retaining, mobile capital, especially foreign direct investment (Rogerson, 2009:337). By promoting these events or by re-creating their image, they are gaining significance because they can generate long-term outcomes for a host locality by enhancing and regenerating it (Rogerson, 2009:337). Banjo (2011:416) notes that the hosting of mega-events attracts multiple cities to bid for the hosting of the events, promotes significant economic and social benefits, and stimulates extensive media coverage. Gratton, Shibli and Coleman (2005:234) point out, up until the late 1980s and 1990s, a large number of debts were faced by Montreal after the City's hosting of the 1976 Olympics, therefore, it was generally thought that hosting sport mega-events was a financial liability. However, views gradually changed following the clear profit made by the Los Angeles Olympics, and the subsequent Games, although the cost incurred by the Athens Games in 2004 has reopened the debate (Gratton *et al.,* 2005:234). Barnard (2006:17) argues that events may, in addition to attracting certain influential people and sporting body officials, also provide an occasion for relationship building between them and the different governmental agencies concerned.

Getz (1991:5) argues that festivals and special events have the potential, together with community support, to reduce negative impacts; to improve host/guest relations; to foster community development; to contribute to sustainable development; and to help preserve sensitive, natural, or social and cultural environments. In terms of organisation and delivery, mega-events can be defined by their impacts and by their complexity (Malfas *et al.*, 2004:209). These authors reviewed the literature on the features of such events and, drawing on particular examples from the recent Olympic Games, they identified the nature and the extent of their impacts on the host country, and on the community. The authors also note that the impacts can be negative and/or positive in their nature, and range from the political, through the social, the economical, and the physical to the cultural. According to Keyser (2002:264), mega-events are classified as big events because of their impact on the social and economic fabric of the host community; their size in terms of attendance; their target market; their level of public financial involvement; and their political effects. The following section will examine the status of sport tourism events, to provide context for South Africa's hosting of the 2010 FIFA World Cup™.

2.3 Sport tourism events in South Africa

Until the 1990s, sport was not always seen as a central focus, but rather as a general, or even as an accidental, context for tourism research (Hinch & Higham, 2001:45). In the closing decades of the last century, sport has emerged as a powerful tool for economic development, as well as a powerful geopolitical force, which has traditionally been perceived as a recreational and leisure activity (Maharaj, 2011:50). There is a view that "the hosting of sport mega-events offers the possibility to 'fast-track' urban regeneration; a stimulus to economic growth; improved transport and cultural facilities; and enhanced global recognition and prestige" (Chalkley & Essex, 1999:369). This holds true for South Africans as well. Since the country's first democratic elections in 1994, the tourism industry in South Africa has grown immensely (South Africa. Department of Tourism, 2011:1). The number of foreign tourist arrivals has increased from just over 3 million in 1993, to over 9.9 million in 2009 (South Africa. Department of Tourism, 2011:1). According to the Minister of Tourism, Derek Hanekom, "Touirism contributed 9.5% to the country's gross domestic product (GDP) in 2013, translating into more than 1.4 million jobs" (Nelson Mandela Bay Tourism, 2014:1). Tourism has been earmarked by the government as being one of South Africa's growth sectors, ideally placed to create new jobs and to add value to the country's many natural and cultural resources (South Africa.info, 2011:1). A distinguishing feature of South Africa's tourism sector is:

> Its transformational component, which is the result of the national government's commitment to providing opportunities for wealth distribution in the sector, through facilitating the entry of previously disadvantaged individuals into it (South Africa. DEAT, 2008:32).

Swart and Bob (2007:389) contend that sport tourism improves the individual's quality of life through tourist attractions, and resulting in the economic well-being of the local communities. From 1997 to 2005, sport tourism in South Africa brought about an annual increase in gross domestic growth (1.3%), which resulted from economic activities related to the hosting of huge sport competitions, and a decline in unemployment by a yearly 1.9% (Homafar *et al.,* 2011:34). The authors note that "sport tourism is a relatively new concept in the world, reflecting the most growth in the tourism industry, and that sport tourism restructures the rural and the urban communities from a social and an economic perspective". Swart and Bob (2007:389) state that sport tourism in South Africa has huge potential. According to Kotze and Visser (2008:64), the sport tourism strategy for South Africa rests on four pillars:
- Bids for the hosting of major sport events.

- The promotion of home-grown sport events.
- The promotion of the country as a destination for training.
- The promotion of South Africa as a destination for social participants in sport.

The sport industry is estimated as contributing approximately 2.0% to the GDP of the country in the year 2005 (Coetzee, 2006:9). The author also states that South African Tourism has calculated that tourism contributed R160 billion to the national economy, of which sport-related tourism accounted for 30.0%, being substantially more than the R35 billion generated by the gold-mining sector over the same period. There is a growing acknowledgement of the potential of tourism for development on a number of fronts in Africa, including South Africa (Rogerson & Visser, 2004:202). The South African government launched South African Sports Tourism (SAST) in 1997, as the sport tourism campaign part of a theme-based initiative that was aimed at maximising the country's tourism potential (Swart, 2005:41). Swart and Bob (2007:384) confirm that, while the intention of the initiative was to promote a variety of sport tourism activities, the focus was mostly on the hosting of major sport mega-events. The authors also note that:

> The failure to translate policy into practice might, at least in part, be blamed on the lack of a sport tourism strategy, and designated sport tourism supporters to oversee the implementation thereof.

This has a major impact on tourism development in South Africa (Swart & Bob, 2007:384). Swart and Bob (2007:389) assert that sport tourism in South Africa has enormous potential and suggest that cross-sectoral policy development should take place across all government departments and all sectors. The role of co-ordinating sport, leisure and tourism development and growth in order to maximise job creation, and increase visitor numbers at the destination, depends on the public sector (government) (Spencer & Zembani, 2011:202). Issues of sport and recreation have been addressed in various pieces of legislation, notably in the South African Sports Commission Act (Act No. 109 of 1998) (South Africa, 1998:17,18). Spencer and Zembani (2011:203) examine closely how macro sport, recreation, and tourism policies in South Africa have advanced the sport, recreation, and tourism sector's growth and development. According to Spencer and Zembani (2011:212),

> in 1998, the World Travel and Tourism Council (WTTC) specified proposed strategic directions to the South African government, indicating the further steps

necessary to grow and to develop the South African tourism industry, including leisure and recreation, in a sustainable manner.

The proposed strategic directions are summarised below:

- *Make travel and tourism a strategic, economic, and employment priority:* The WTTC urged the South African government to ensure that the strategic importance of tourism was to be made a priority, well elaborated and implemented, so that sustainable jobs would be created.
- *Move towards open and competitive markets:* The government was urged to encourage privatisation, liberalisation, and the restructuring of government-owned enterprises to allow for economic development and the maximising of job creation potential as well as competition in the fields of leisure, recreation, and tourism.
- *Pursue sustainable development:* The WTTC also highlighted that all procedures and guidelines should be well spelt out, and that the development of a full-scale leisure industry should be encouraged.

Kotze and Visser (2008:70) point out that government institutions have, over the past several years, made a number of bids to host numerous mega-events, including the 1995 Rugby World Cup; 2003 Cricket World Cup; 2004 Olympic Bid; 2006 Olympic Bid and the 2011 Rugby World Cup. In South Africa, the attraction of the above-mentioned events is closely associated with the emerging re-imaging process (Kotze & Visser, 2008:70). The emergence of sport tourism, both directly and indirectly, impacts on the economy and the culture of a nation (De Villiers, 2003:97). Steyn and Spencer (2011:191) note that, against the background of the 2010 FIFA World Cup™ requirements, the South African government, in 2006, included tourism as an 'immediate priority' area for the Accelerated and Shared Growth Initiative for South Africa (Asgi-SA).

2.4 2010 FIFA World Cup™
2.4.1 South Africa's 2006 and 2010 FIFA World Cup™ bids
According to Maharaj (2011:51), the FIFA World Cup™ is an event which had been hosted in Europe and South America since 1930, until 1994. It was hosted in the United States of America (USA), in 1994, and in Japan/Korea, in 2002 (Maharaj, 2011:51). In 1997, the executive committee of the South African Football Association (SAFA) was determined to make a bid to host the 2006 FIFA World Cup™ in South Africa (Maharaj, 2011:51).

South Africa joined the 2006 bid process, together with four other African countries (Cornelissen, 2005:143). In an attempt to present a unified approach, Ghana, Egypt, and

Nigeria withdrew their bids (Cornelissen, 2005:143). However, Morocco and South Africa stayed in the competition, eventually proceeding to the final round of the competition against Germany, England, and Brazil. Germany was eventually selected to host the 2006 FIFA World Cup™ (Cornelissen, 2005:143). South Africa came close to winning the right to host the 2006 FIFA World Cup™ (Sports, Art, Culture and Recreation (SACR), 2011:4). However, ultimately, Germany beat South Africa to it by 12 votes to 11, leaving the South Africans feeling deflated (SACR, 2011:4). South Africa came under scrutiny for not doing enough to secure sufficient votes to win the bid (Pillay *et al.*, 2009: 29). However, with hindsight, these setbacks can be seen to have been learning curves for the country, and, the hosting could have been logistically problematic, should the event have been awarded at that stage (Pillay *et al.,* 2009:29).During the period of December 2002, with renewed determination, South Africa's bid committee notified FIFA of their intention to bid for the 2010 FIFA World Cup™ (SACR, 2011:4).

Stiftung (2010:5) maintains that what made this round of bidding (for the 2010 FIFA World Cup™) unique in the history of the World Cup was the rotational system introduced by FIFA, which influenced a continent-wide scramble for the right to host the event. This new continental rotation system, amid some controversy, over the likely political reasons for the 2006 bid outcome, meant that South Africa landed up competing against other African countries (Cornelissen, 2010:1). During the initial stages of the bid process, Tunisia, Libya, and Nigeria were in the running and in the later stages, South Africa contended against Egypt and Morocco (Cornelissen, 2010:1). The sentiment was that, in the entire history of the World Cup, FIFA provided an opportunity for Africa that it had never given before (Stiftung, 2010:6). The rotation system was, subsequently, applied once more when the South American countries bid to host the 2014 FIFA World Cup™, but the system has since been discarded by FIFA (Cornelissen, 2010:1).

South Africa committed to the 2010 FIFA World Cup™ being an African World Cup, in order to provide momentum for growth and development, as well as for the African Renaissance, from the beginning of the bidding process (South Africa 2010, 2010:1). Sepp Blatter stated that, ever since he became president in 1998, one of his biggest goals was to see the FIFA World Cup™ played in Africa (Nkosi, 2010:1). In May 2004, South Africa won the right to host the 2010 FIFA World Cup™, which was announced as the first time that an African country had been selected to host such a prestigious sport mega-event of this magnitude (South Africa. DEAT & SAT, 2005:4). Cornelissen (2010:1) sees South Africa's hosting of the mega-event "as the culmination of an extended strategy by the government to use sport mega-events to position the country

more prominently within the international arena". The next section discusses FIFA's background followed by South Africa's opportunities as a host nation.

2.4.2 FIFA

FIFA was inaugurated in Paris on 21 May 1904 by the French journalist, Robert Guérin, with the initial membership including only countries from Western Europe (Maharaj, 2011:51). FIFA began designating host countries outside of Europe and Latin America, whereby the organisation is motivated by a desire to promote football, and to exploit its growing popularity elsewhere in the world (Bohlmann & Van Heerden, 2005:1). The authors further indicate that FIFA's strategy has led to the very first World Cup being hosted in Africa in 2010, since the competition first began in 1930. Bohlmann (2006:11) states that:

> FIFA finances its entire operation through the marketing of tournaments like the World Cup, and that it therefore, has much incentive to assist host countries in delivering the best possible event each time that it is held.

The author also indicates that the FIFA World Cup™ has, since 1998, been expanded to include 32 teams. One of the modern infrastructural challenges that host countries face is to build up to ten stadiums with a minimum seating capacity of 40 000 each (Bohlmann, 2006:11). Immense pressure is placed on developed countries to host events of the aforementioned nature, as the opportunity costs involved are usually much more considerable than they might otherwise have been (Bohlmann, 2006:11). Black (2007:264) argues that the FIFA World Cup™ is the biggest single-sport event hosted by a country (for the 2010 FIFA World Cup™, for example, matches were played in 10 different stadiums around South Africa), with the event unfolding over several weeks. The author further states that "the president of FIFA, and its executive committee were accorded the status equivalent to that of head of state internationally". The power of FIFA is vast, with many wealthy nations literally pleading to be awarded the World Cup tournament (Jennings, 2007:65). The Association has 208 member associations, and its goal, which is embodied in its statutes, is to help ensure the constant improvement of football as a sport of international standing (FIFA.com, 2009:1). FIFA now has an even greater responsibility to impact the world, using football as a symbol of hope and integration, given that many people worldwide are still deprived of their basic rights (FIFA.com, 2009:1). In South Africa, FIFA has largely been presented in the public sphere as a generous and charitable organisation that is likely to benefit not only the country itself, but also the African continent as a whole (Maharaj, 2011:51).

FIFA.com (2009:1) also points out that FIFA has grown continuously in terms of its popularity and prestige, ever since the first World Cup was held in Uruguay in 1930. Moreover, "an accumulated audience of over 37 billion people watched the France 1998 tournament, including approximately 1.3 billion in respect of the final alone, whereas over 2.7 million people flocked to watch the 64 matches in the French stadiums" (FIFA.com, 2009:1). The in-home television coverage of the 2010 FIFA World Cup™ reached over 3.2 billion people around the world, based on viewers watching a minimum of over one minute's coverage (FIFA.com, 2011:1). This represents an 8.0% increase in viewings recorded during the 2006 FIFA World Cup™ in Germany alone (FIFA.com, 2011:1). The 2010 event reached nearly a third of the world's population, in the form of 2.2 billion viewers, based on the number of viewers who watched a minimum of 20 consecutive minutes of coverage (FIFA.com, 2011:1). An average live-in home audience of 10.15 million viewed South Africa's second match against Uruguay, including the 1995 Rugby World Cup final, breaking all previous records (FIFA.com, 2011:1). An average of more than 31 million viewers in Germany watched the semi-final against Spain (FIFA.com, 2011:1). This marked the first time in German television history that an in-home audience of more than 30 million had been achieved by a single broadcaster (FIFA.com, 2011:1).

According to the Provincial Government of the Western Cape (PGWC) (PGWC, 2011a:16), to successfully host the 2010 FIFA World Cup™, the event needed to be delivered within the South African legal framework. FIFA, as the event organiser and owner, which signed contracts with nine South African host cities, had guarantees from the national government (PGWC, 2011a:16). In order to ensure the financial success of the mega-event, FIFA leaves no opening for chance, and just as little open to the host countries themselves (Steinbrink, Haferburg & Astridley, 2011:17). FIFA's catalogue stipulates:

> The conditions regarding the immigration regulations; security measures; the information and communication technology; the protection and marketing rights; and the rules regarding central financial-technical questions relating to the FIFA World Cup™ (Steinbrink *et al.*, 2011:17).

The authors further note the fact that "FIFA can enforce its demands through government-backed guarantees illustrates how strongly it can influence national politics and how willing the host nation governments are to accept such provisos". Desai and Vahed (2010:163) indicate that African participation in FIFA has shown that sport provides a platform for raising the continent's political struggles in relation to its oppressed peoples. Prior to the hosting decision,

the FIFA inspection report asserted that "awarding the tournament to South Africa would assist with uniting the country, while the chief executive officer (CEO) of the Organising Committee (OC), Danny Jordaan, argued that the World Cup is not only important for football, but also for the strengthening and the consolidating of democracies" (Black, 2007: 267).

2.4.3 South Africa as a host nation

South Africa is "a prime example of a developing country that has actively sought to host sport mega-events in the belief that they bring a range of benefits, including infrastructure development; positive media exposure and an opportunity for the high-profile promotion of tourism products" (Swart& Bob, 2007:338). The 1995 Rugby World Cup gave the industry a tremendous boost when overseas visitor totals increased by a staggering 52.0% in a single year (Steyn & Spencer, 2011:187). Tourism increased by 9.4% from 1995 to 1996, after the hosting of this mega-event (South Africa. Department of Sport and Recreation, 2012:9). The successful staging of the 1995 Rugby World Cup in South Africa also provided a major boost to the conference market (South Africa. Department of Sport and Recreation, 2012:9).

In 1996, the government published a White Paper on Tourism, setting growth targets of 15.0% per year for the industry for the next 10 years (South Africa. DEAT, 2001:20). However, these figures were never realised, and the growth tapered off. In an effort to further stimulate the industry, bids were submitted for the 2004 Olympic Games and the 2006 FIFA World Cup™ (Steyn & Spencer, 2011:187). The authors state that both bids failed, but expectations remained high, due to the country's successful bid to host the 2003 Cricket World Cup, as well as the 2010 FIFA World Cup™. With regards to the 2003 Cricket World Cup, more than 800 000 people viewed the 59 games at the eight stadiums throughout South Africa, with 40.0% of this audience watching cricket for the first time and the television ratings were 11.0% higher than the inaugural tournament in India in 2008 (South Africa. Department of Sport and Recreation, 2012:10). Moreover, the hosting of the 2003 cricket tournament in South Africa also consolidated sporting, trade and political ties between South Africa and India (South Africa. Department of Sport and Recreation, 2012:10).

Pollin, Epstein, Heintz and Ndlukumana (2006:63) compare South Africa's hosting of the 1995 Rugby World Cup, and the 2003 Cricket World Cup, two of the largest sport events at the time, by undertaking a political analysis of these two mega-events and relating that analysis to South Africa's hosting of the 2010 FIFA World Cup™. Swart and Bob (2004:1316) point out that "South Africa won and successfully hosted the 1996 African Cup of Nations (AFCON) with the kind of euphoria which marked the 1995 Ruby World Cup, because of football's popular black support".

The significance of mega-events to the South African nation reaches far beyond the events alone, in that:

> They offer the opportunity to work together to strengthen the country's tourism industry, its economy, its employment capacity and its skilled workforce, its appeal to investors and, its obvious appeal to global image and identity (South African International Summit on Tourism, 2010:1).

Having won the right to host the 2010 FIFA World Cup™, sport mega-events have, since then, increasingly been pursued by the South African government, "not only for their monetary gains, but also for their more elusive identity-building and signalling benefits, and their associated democracy and human rights enhancing qualities" (Van der Merwe, 2007:68). The awarding of the 2010 FIFA World Cup™ to South Africa, was viewed as victorious for the African continent, and was celebrated. Not only did it heighten expectations about the mega-event itself, but also about the benefits it has to offer to South Africa, and to the rest of Africa. The 2010 FIFA World Cup™ was held from 11 June to 11 July 2010 in 9 host cities around South Africa utilising 10 stadiums, as previously mentioned in section 1.2. Thirty-two teams played 64 matches during the World Cup in the following host cities: Bloemfontein; Cape Town; Durban; Nelspruit; Rustenburg; Polokwane; Johannesburg; Pretoria; and Port Elizabeth (Saayman & Rossouw, 2008:1). It is noted that, of the ten selected venues, six were situated in the country's major metropolitan areas, while the remaining four venues (Rustenburg, Bloemfontein, Nelspruit, and Polokwane) represented important secondary cities (Rogerson & Visser, 2007:28). Johannesburg, the major hub of the South African business world, hosted the opening and closing matches (FIFA.com, 2009:1).

High unemployment rates and visible inequalities are still prevalent within South Africa, which transcends from the apartheid era (Black, 2007:265). According to Steinbrink *et al.* (2011:20),

> after the end of apartheid, the number of urbanites grew significantly due to natural increases in the population, as well as a result of the economic development of the country, as well as to the process of 'compensatory' urbanisation.

Such consequences as housing shortages and infrastructure deficiencies, combined with socio-spatial fragmentation presented the greatest challenge to post-apartheid urban planning (Steinbrink *et al.*, 2011:20). The authors further assert that Johannesburg, Cape Town, Durban,

Pretoria and Port Elizabeth, in particular, wanted to re-invent themselves as world-class cities, and hosting the World Cup presented a good opportunity to do so. The successful hosting of the 2010 FIFA World Cup™ encouraged more positive coverage of the country during and immediately after the mega-event, which contributed towards the changing of the perceptions, in and about the country. Furthermore, the wide exposure that was provided by the event offered an opportunity to prove that Africa could equal the best in Europe, in terms of the infrastructure and the services that are associated with mega-events (Desai & Vahed, 2010:155).

The mega-event hosted in Cape Town and the Western Cape was the focal point for participants, media and spectators. Cape Town and the Western Cape are leaders in responsible tourism, which was an important aspect of the tourism development plan for the 2010 FIFA World Cup™ (PGWC, 2011a:183). Cape Town with its spectacular natural beauty, its long history and diverse cultures, played host to the family of nations celebrating the best of football in the first World Cup to be played in Africa (Western Cape Government, 2007:6). Additionally, Cape Town is profiled as a 'friendly city' and with the capability of South Africa hosted a successful event, showcasing their potential across the world to billions of fans, future visitors, investors and friends (Western Cape Government, 2007:6). The 2010 FIFA World Cup™ presented a platform to market Cape Town and the Western Cape to the world thereby creating a more desirable destination for leisure, business and its residents (Chain & Swart, 2010:153). Chain and Swart (2010:4) assert that hosting this mega-event had the potential to leave the country with a lasting legacy through both tangible and intangible benefits.

In 2006 the PGWC and the CoCT jointly developed a 2010 FIFA World Cup™ Cape Town and Western Cape Strategic Plan to guide provincial and city collaboration towards hosting a world-class African experience in 2010 (PGWC, 2011b:18). The 'triple bottom line' approach to sustainable development namely, economic development, social cohesion and environmental integrity, underpinned the strategic plan (PGWC, 2011b:18). The Western Cape endeavored to have a good working relationship with national government, the 2010 FIFA World Cup™ OC and FIFA (PGWC, 2011b:19). In the Strategic Plan (PGWC, 2011b:19) the PGWC and CoCT identified the following objectives:

- Host semi-final, other matches and events successfully.
- Raise public benefit and lasting legacy in relation to infrastructure development, economic opportunities, environmental responsibility and social cohesion.
- Market Cape Town and the Western Cape as a desirable destination for tourism, trade and investment.

- Ensure geographic spread of benefits beyond the City to the rest of the Western Cape.

The following section explores the Cape Town Stadium debate.

2.4.3.1 The Cape Town Stadium debate

On 30 September 2005, a joint Provincial Cabinet and City of Cape Town Management Committee meeting was held, at which the 2010 FIFA World Cup™ was discussed (Western Cape Government, 2007:7). Officials of the City and the Province persuaded both the City and the Provincial Government leadership to identify Athlone as the Cape Town hosting venue, instead of the Newlands Stadium (Western Cape Government, 2007:7). Additionally, it was perceived that Athlone would bring more developmental benefits for the City, if the games were hosted there, than might otherwise have been the case. During an inspection in 2005, the Green Point Stadium was seen as a potential training venue for those in and around Cape Town (Western Cape Government, 2007:7). During this visit, the FIFA delegation pointed out that they were not willing to consider Athlone as an alternative venue to Newlands, but that they were surprised that Green Point had only been proposed as a training venue, and not as the site for a semi-final 2010 FIFA World Cup™ (Western Cape Government, 2007:7). In FIFA's view, neither the Athlone nor the Newlands Stadiums were suitable for the holding of a semi-final (Western Cape Government, 2007:7). Furthermore, a comparative cost-benefit analysis on Athlone, Newlands, and Cape Town Stadium (Green Point Stadium at the time) was undertaken during October 2005. It also indicated that, although the Cape Town Stadium would be the most expensive of the three stadiums to build, it would offer more short- and long-term benefits in the form of job creation and contribution to the GDP. On 18 October 2005, it was confirmed that Green Point had been identified by FIFA as the preferred site for the 2010 FIFA World Cup™ semi-final in Cape Town (Western Cape Government, 2007:8).

2.5 Legacy impacts of sport tourism events with specific reference to sport mega-events

In the context of an event, the impacts concerned include a range of positive benefits and negative impacts that might arise as the result of the event taking place (Shipway & Dickinson, 2007:2). Fredline (2004:156) indicates that:

> Understanding the potential impacts of events, and how they might affect the quality of life of the residents involved, is an integral part of sport event planning, and of the management process.

The impacts of sport mega-events on the host city or region can be tremendous, and a great part of the relevant literature supports the idea that such events can primarily produce positive outcomes (Malfas *et al.*, 2004:212). Duminy (2012:24) underscores that mega-events are "commonly touted as drivers of tourism activity, not only within the host cities, but also in their surrounding regions".

Malfas *et al.* (2004:212) argue that the most important reason behind the decision of a city, a region, or a country to host a sport mega-event is the potential positive impact of the event on the local economy, which, in turn, can improve the social status of the host community concerned. Fredline (2005:265) acknowledges that the impacts involved may include those seen as being generally positive for the host community. From the existing work it is clear that all events seem to have the potential to have both positive and negative social impacts (Fredline, 2005:265). The nature of the potential outcomes regarding the impacts of different events needs to be clearly identified. Shipway and Dickinson (2007:7) indicate that, as an event affects people in different ways, inequity might exist in terms of the distribution of the impacts and benefits involved. These authors further assert that typically, studies tend to emphasise one or more of the following impact areas:

- The physical infrastructure
- The environmental impacts (which are often linked with the physical infrastructure)
- The economic impacts
- The tourism destination impacts
- The image enhancement
- The social impacts
- The cultural impacts
- The political impacts
- The urban renewal

Hiller (1998:54) suggests that "event impact research has focused on a fairly simple analysis of immediate impacts and outcomes, or legacy". He argues that there is a lack of comprehensive analysis; the focus tends to be on the positive benefits, whereas the negative impacts are largely hidden. In 2000, the OC launched a project called the 'Olympic Games Global Impact' (OGGI) (Preuss, 2007:210). The author also states that:

The project was initiated in order to improve the evaluation of the overall impacts of the Olympic Games on the host city, on its environment, and on its citizens, as well as to propose a consistent methodology to capture the effects of the games.

In terms of the proposed model, several indicators measured the economic, the social, and the environmental sustainability of the Olympic Games (Preuss, 2007:210). Unfortunately, the model ends too early for legacy measurements to be adequately taken as it concludes two years post the Games (Preuss, 2007:210).

2.5.1 Economic impacts

Economic impact, in the field of sport, refers to "the net economic change in a host community that results from spending attributed to a sport event" (Malfas *et al.*, 2004:2012). In terms of the economic benefits, one of the major benefits of hosting a mega-event is the instant boost that it gives to tourism (Kearney, 2005:4). Tourism spending creates rapid cash flow into the local economy, stimulating the service sector long before, and after the actual event (Kearney, 2005:4). Barnard (2006:29) asserts that the risks in hosting an event lie in investing enormous amounts of money in projects that might never be profitable, such as developing a large stadium that will not again be used to its full capacity. Barnard (2006:38) asserts that it is during a mega-event that its impacts are the greatest. The author continues by stating that careful planning and co-ordination is necessary to ensure the smooth running of the event, and to minimise any negativities. Price inflation for tourism goods and services, and opportunity as well as substitution costs relate to the economic cost of tourism (Kim & Petrick, 2005:25). Pillay and Bass (2009:76) state that:

> While there might have been low- and intermediate-skilled job creation opportunities in the construction and built environment sectors ahead of the 2010 World Cup™, that these jobs concerned were mostly likely to have been short-term and/or temporary employment opportunities, involving a limited number of people.

Pillay and Bass (2009:88) affirm that the likely impact of hosting a World Cup has a direct affect on host cities and the poor/marginalised communities in particular. The Anti-Privatisation Forum (APF) (2010:1) affirm that criticisms against the 2010 FIFA World Cup™ on the poor emerged from the civil society sector and non-government organisations (NGO). For example, the APF (2010:1) contended that:

The massive amounts of public funds that were used to build new stadiums and the related infrastructure for the 2010 FIFA World Cup™ only served further to deny poor people the development, and the services that they have been struggling to obtain for several years.

In the case of the 2000 Sydney Games, the total economic stimulus ranked among the highest during the time of the Games (Matthewman, Kamel & Beame, 2009:5). Overall, the benefits represented clear, lasting financial rewards for the substantial investments made by many interest groups in the city, in the region and even in the country as a whole (Matthewman *et al.*, 2009:5). After successfully hosting the Nagano Olympics in 1998, and a series of world events, Japan once again wanted to use a sport mega-event to act as an economic generator to enhance the quality of life of the residents, and to create a 'sense of belonging' and local identification (Western Cape Government, 2007:19). The 2002 Japan and South Korea World Cup saw a trend of less popular matches being poorly attended, which reduced the total potential revenues (Chen, 2008:51). Matthewman *et al. (*2009:5) also note that the 2008 Beijing Olympic Games stimulated economic growth in terms of the realisation of necessary infrastructure investments, which led to improvements in the overall production conditions for domestic and foreign enterprises. This made investing more attractive for private enterprises in Beijing (Matthewman *et al.*, 2009:4). These social impacts will be discussed further in section 2.5.3.

Van der Merwe (2007:68) indicates that the mega-events that are hosted in developed nations can be viewed as a mixed blessing. The author notes that, while these events promise to provide a range of opportunities, they are often associated with much controversy and can lead to heavy, financial losses, if they are not carefully planned. Furthermore, it is contended that a number of other unintended consequences in social, cultural, and environmental areas can occur, while the financial losses can be pre-empted through a cost-benefit analysis. Surendranath and Boojihawon (2011:7) note that the scale and scope of these benefits such as the expansion of the country's international profile, an addition to the country's GDP, the upgrading of its infrastructure, and an increase in international exposure for its business community would have been inconceivable without South Africa's hosting of the World Cup. Pillay *et al.* (2009:68) assert that the intangible 'feel good' factor and people's perception of the hosting of mega-events should be factored into the assessment of its economic benefits.

An economic impact assessment by Grant Thornton (2003) of South Africa's 2010 FIFA World Cup™ bid and the 2004 Inspection Group Report for the 2010 FIFA World Cup™ underlined some of the possible benefits that hosting the 2010 FIFA World Cup™ would have for the economy (Bohlmann & Van Heerden, 2005:3). The assessment, found that "the staging of the World Cup in South Africa would create direct and indirect economic benefits for the country's economy, with minimal tangible and intangible costs" (Bohlmann & Van Heerden, 2005:3). However, it must be noted that the economic benefits of hosting an event can greatly alter and improve the social impacts of hosting an event in the minds of the residents, and that such benefits are, therefore, an integral part of the social dimension of hosting such an event (Bohlmann & Van Heerden, 2005:3). Barnard (2006:17) also states that:

> The success of an event can be measured by assessing the difference in economic impacts between: the same events, as they are held year after year; or between different events that are held in the same city; or between events held in different host cities.

Pillay and Bass (2009:79) predicted, in the year preceding South Africa's hosting of the 2010 World Cup™, that it was likely to see close to 200 000 visitors in 2010, as well as a boost to the economy, in the region of R60 billion, and the creation of 150 000 new jobs, all due to the World Cup hosting. The expectation, in respect of the government and the OCs was that in the short-term, 159 000 jobs would be provided, a contribution of R151.1 billion would be made to the GNP, and tax revenues of R7.2 billion would also be gleaned from the event (NCDO, 2008:11). Cottle (2010:3) predicted the total World Cup expenditure to be R55.3 billion, of which 16.0% would have been spent by foreigners (in the shape of the tourists, the teams, the FIFA OC, the media, the sponsors and the broadcasters). In addition, for both the pre- and post-World Cup, Cottle (2010:5) projected the number of annual sustained jobs to be 695 000 in total. Furthermore, 280 000 of these annual jobs would be sustained throughout 2010. This prediction proved to be optimistic, as the number of estimated jobs sustained came close to 130 000, which was created by providing infrastructure for the mega-event (Cottle, 2010:5).

As mentioned previously, Pillay and Bass (2009:79) estimated that fewer jobs would be sustained during the hosting of the 2010 FIFA World Cup™ than was predicted by Cottle (2010:5). Grant Thornton (2010:23) predicted that 373 000 visitors would come to South Africa for the 2010 FIFA World Cup™, would stay longer than for the event itself, and would spend more than the average tourist. This estimated figure was higher than that which was predicted

by Pillay and Bass (2009:79). These authors argue that, "whereas there might have been low-and intermediate-skilled job creation opportunities in the construction and built environment sectors before the hosting of the 2010 FIFA World Cup™, they were likely have been mostly short-term employment opportunities". Therefore, such employment does little, overall, to help reduce the unemployment rates existing in the country at the time, and had only very little impact on poor communities hoping to benefit from the 2010 FIFA World Cup™ (Pillay & Bass, 2009:76). Cottle (2010:9) affirms that a large portion of the workers who were involved in contributing their labour to the World Cup later were forced to join the informal economy, due to the massive job losses that occurred as a whole, after the completion of the 2010 FIFA World Cup™ projects in South Africa, in order to sustain a livelihood. Therefore, with all major construction projects completed for the 2010 World Cup™, these jobs have all but disappeared (Cottle, 2010:5). The rise in jobless growth indicates the growth of poverty and inequality in South Africa, whereby the 2010 FIFA World Cup™ has sustained this problem (Cotle, 2010:5). The researcher finds that Grant Thornton's employment figures were exaggerated, with most employment being in the form of short-term and indirect jobs (Cottle, 2010:5). Furthermore, Grant Thornton (2011:12) established that some 350 000 foreign tourists spent around R8 billion during the World Cup event, with a total economic impact of around R18 billion, which were based on SAT research, on border arrival statistics, and on additional research. The actual figures for foreign tourists arriving for the 2010 event were lower than the predicted figure of 373 000 foreign visitors, which proves to be an ambitious statement by Grant Thornton in 2010.

According to the results of the PGWC (2011a:11) who conducted a study on the 2010 FIFA World Cup™ stories and successes, the following economic results of the 2010 FIFA World Cup™ were highlighted:

- Over 309 000 foreign tourists came to South Africa for the main purpose of attending the 2010 FIFA World Cup™ compared to the 200 000 visitors Pillay and Bass (2009:79) predicted.
- Most foreign tourists came from such countries as the USA (30 100), Germany (8 600), the Netherlands (8 700), the UK (22 800), Brazil (14 800), and Australia (12 200). Of these, 5.0% the foreign tourists indicated that they visited other African countries during their trip to South Africa (South African Tourism (SAT), 2010:20).
- Europeans spent the most, contributing just over R950 million in revenue, being nearly a quarter of the total amount of revenue generated by the tourists who visited South Africa for the mega-event (refer to sub-section 2.5.1.1).

- Nationally, the R11.7 million investment in 10 world class stadiums created 66 000 new construction jobs. This generated R7.4 billion in wages, with R2.2 billion going to low-income households, and so contributing to a reduction in poverty. As the country spent up to R700 billion on new roads, bridges and dams, many of the construction workers who were retrenched after the completion of the World Cup projects were recruited over the three years following the 2010 FIFA World Cup™ (South Africa.info, 2010:1). However, only temporary employment was provided which created a false sense of national economic improvement (Al-Khalil, 2015:1).

- South Africa's government spent R33 billion on infrastructure, and on other preparations for the 2010 FIFA World Cup™, which is lower than the predicted figure of R55.3 million by Cottle (2010:3). Of this amount, R15 billion was spent on upgrading train stations near stadiums; on improving roads; and on the massive facelift that was given to the country's airports. However, this staggering amount alone shows the magnitude of the responsibility that is attached to hosting a sport mega-event, and the extensive costs that are involved in doing so. In terms of the hosting of a mega-event such as the World Cup, the majority of economic spending comes from the national and the local government, in respect of the infrastructure and operational expenditure (Cottle, 2010:3).

Given South Africa's economic limitations, critics argue that the scarce resources provided by the government for the 2010 FIFA World Cup™ should have been used to fight poverty, rather than to build stadiums (Surendranath & Boojihawon, 2011:8). In terms of tourism, Cape Town and the Western Cape specifically, a survey was conducted by Grant Thornton in South Africa on behalf of the Minister of Tourism at the time, Marthinus van Schalkwyk, identifying Cape Town as the host city that affected the best value for money during the 2010 FIFA World Cup™ (PGWC, 2011a:198). Also, the amount of income that was generated from the hospitality establishments concerned provided a relatively good indication of the economic effect of the 2010 FIFA World Cup™. A further discussion on the behavior of tourists during the hosting of the 2010 FIFA World Cup™ follows.

2.5.1.1 Tourist behavior patterns

The 2010 FIFA World Cup™ attracted many (79.0%) foreign tourists to South Africa (CoCT, 2011:24). For most (88.0%) visitors, the 2010 FIFA World Cup™ was the primary reason for visiting Cape Town (CoCT, 2011:25). In terms of the main port of entry for visitors, 50.0% noted Cape Town, followed by Johannesburg (48.0%), Durban, and other (1.0% each) (CoCT, 2011:24). The match schedule also influenced the distribution of visitors to the host city

destinations (CoCT, 2011:70). Most (81.0%) of the tourists were overnight visitors to Cape Town, and stayed more than 5 nights, with an average length stay of 13 nights (CoCT, 2011:69). The total spend amount for all visitors was just over R92 million (excluding domestic and international travel), with the average total spend per person in Cape Town being almost R30 000 (CoCT, 2011:69). Gauteng which hosted the majority of the matches, was the most visited province during the event, with 223 039 foreign tourists, followed by the number of visits that were made to the Western Cape (108 384), and to KwaZulu-Natal (83 819). According to Cape Town Tourism's Tourism Barometer for the second quarter of 2010, the occupancy rate for the month of June in the Western Cape was 68.0%, as compared with 49.0% for the same month in 2009 (PGWC, 2011a:158). In addition, Cape Town International Airport processed just over 1 million arriving and departing passengers between 1 June and 17 July 2010. An average of 115 000 people per day, amounting to over 3 million in total, visited the Victoria & Alfred Waterfront over the month-long tournament period (in comparison to the 2009 average of 60 000 during the winter months, and of 87 000 during the summer months) (PGWC, 2011a:11). In terms of Green Goal initiatives, some tourists (42.0%) noted that environmental considerations were important in their choice of accommodation, with very few (14.0%) tourists indicating that they never separated their wet and dry waste (CoCT, 2011:70). The behavior of tourists is not unimportant but rather that they receive a full critical analysis in their own right.

2.5.1.2 Infrastructure

Physical infrastructure provision is often cited as being a key benefit of such mega-events as the Olympics and the 2010 FIFA World Cup™. The provision includes transport infrastructure, stadium construction, landscape improvements, and housing development (NCDO, 2008:15). The major challenge that was faced by all the stadiums concerned, was the government spending of up to R400 billion on the infrastructure over a period of five years, stretching from 2006 to 2010 (Western Cape Government, 2007:11). In terms of previous mega-events, the Athens saw infrastructural benefits,

> with a new airport and metro system opening on the eve of the 2004 Olympic Games, while a set of walkways through the Acropolis, which had been planned for 150 years, was finally auctioned off leading up to the games (Chen, 2008:51).

Together with the global boom in construction that was taking place at the time (for the 2008 Olympics in China, and for the 2012 Olympics in London), the human and the material

resources involved were highly constrained, pushing prices to record levels (Western Cape Government, 2007:19). Ritchie and Adair (2006:166) point out that Green Point's location, close to a national and international tourist hub, enhanced the viability and sustainability of the Cape Town Stadium after 2010, given the existing tourism infrastructure. The PGWC (2011a:116) adds that the large-scale infrastructure projects that have transformed the city include road upgrades, the R406 million spent on the Athlone Stadium, and the R54 million upgrade of the Philippi Stadium and of the Cape Town Stadium in Green Point, along with the upgrading of sport facilities across the province, resulting in the creation of multiple jobs in the construction sector. With regards to Philippi Stadium, the capital injection in the area has resulted in social and economic benefits for the Cape Flats in general, and for the local community in particular (PGWC, 2011a:125).

These above-mentioned infrastructure upgrades have helped to prevent unskilled and semi-skilled workers from dropping back into unemployment during the global recession (PGWC, 2011a:116). At the time of the current study, although the construction of the major infrastructure projects for the 2010 FIFA World Cup™ had come to an end, other projects were being implemented by all spheres of the government which would help to keep the economy growing in the long-term (PGWC, 2011a:211). When looking at Cape Town Stadium, it was noted that the local preference was for the upgrading of the existing Athlone Stadium, which was located in a coloured township (Maharaj, 2011:56). The author explains that FIFA opposed the Athlone option, because it avoided exposing international television audiences to the poverty prevalent in the surroundings. A huge concern was that no consideration was given to the sustainable validity of the stadiums after the World Cup, and that they were likely to be 'white elephants', this led to making them a burden on South African taxpayers, who would have to pay the maintenance costs involved (Maharaj, 2011:56). Instead of using scarce state resources to lower the existing high levels of socio-economic inequality, the government transferred R25 billion to the Gautrain project, which excluded the commuters in areas such as Soweto and Diepsloot (Bond, Desai & Maharaj, 2010:422). After the hosting of the 2010 FIFA World Cup™, Cape Town Stadium is operating in an extremely challenging environment (CoCT, 2012:4). The current usage of the Stadium is restricted by current land use zoning, and commercial activities are not allowed unless its related to approved events (CoCT, 2012:4).

Bohlmann (2006:11) states that "the large number of single-purpose stadiums built for the hosting of the 2002 FIFA World Cup™, in both Japan and South Korea, has in effect, led to an oversupply of large stadiums of this nature". The author says that the municipalities concerned have admitted that the stadiums in South Korea are less likely to be used in the future, and they

have already discussed alternative means of taking advantage of the multi-billion dollar facilities. Although the need for better planning and communication with regard to the future use of the event facilities is needed, the 2002 FIFA World Cup™ turned out to be a successful event for South Korea, without many societal and cultural problems (Bohlmann, 2006:11). In Cape Town alone, approximately R14.5 billion was spent on infrastructure development in preparation for the mega-event (PGWC, 2011b:27). In the Western Cape, during the construction of the Cape Town Stadium, more than 2 500 workers were employed on site, and almost 1 200 artisans received training from the contractors involved (PGWC, 2011b:27). The following sub-section analyses environmental impacts of mega-events, with emphasis on South Africa's hosting of the 2010 FIFA World Cup™.

2.5.2 Environmental impacts

Dodouras and James (2004:5) assert that the positive aspects of the environmental impacts of mega-events relate to:

> The new physical infrastructure constructed, such as the stadia, the transport infrastructure, the airport capacity and the upgrades in water and sewerage services that might not have been politically or financially feasible without the event.

A high level of carbon emissions has been reported "as coming from the increased air traffic resulting from soccer teams and fans travelling increased distances abroad to attend the Games, as well as from the travel that occurs between widely separated host cities" (Plantive, 2010:1). South Africa is a long-haul destination, which meant that the international air travel involved in foreign visitors attending the 2010 World Cup™ significantly increased the extent of the carbon footprint of the event (CoCT, 2011:25). Transport-related activities tend to contribute greatly to the carbon footprint impacted by events of international importance, accounting for up to 50.0% of the energy use in South Africa (South Africa. DEAT, 2010:57). In terms of public transport, the Green Goal Programme (see the discussion of the Green Goal Programme below) targeted at least 50.0% of all spectators travelling to and from the 2006 FIFA World Cup™ matches in Germany by public transport (Western Cape Government, 2007:32). In addition, the results indicate that an average of 70.0% travelled by public transport.

Koenig and Loepkey (2009:14) note that the environmental impacts of mega-events are often overlooked. Kim, Gursoy and Lee (2006:89) state that the perceived negative physical and

environmental impacts involved included changes in land use, the pollution of beaches, lakes, and rivers, and the deterioration of cultural or historical resources. Such sport mega-events as the 2010 FIFA World Cup™ have the potential to cause major environmental impacts (PGWC, 2011a:12). Such impacts is caused by damage to the natural spaces and to biodiversity occurring in the vicinity of the mega-event; the consumption of such non-renewable resources as energy and water; the emissions that are exuded into the atmosphere; and the generation of large amounts of waste (CoCT, 2011:16). However, mega-events also present an opportunity to introduce green technologies to the areas concerned, to raise awareness of key environmental issues, and to promote sustainable lifestyles (CoCT, 2011:16). Event greening is the process whereby the planning and organising of mega-events strives to support sustainable development objectives (PGWC, 2011b:42).

In addition, the Host City Agreement that was entered into between FIFA, the 2010 FIFA World Cup™ OC, and the cities concerned, which was signed in March 2006, included a commitment to uphold the principles of environmental protection (PGWC, 2011b:43). As an integral part of the strategy for the delivery of the 2010 FIFA World Cup™, a programme that was known as 'Green Goal' was established in 2007 (PGWC, 2011b:43). It was based on the German experience of the 2006 FIFA World Cup™, taking into account the environmental, the economic, and the social consequences of hosting the event. The Green Goal Programme focused on incorporating responsible decision-making into the planning, the organisation, and the implementation of the event, in order to leave behind a positive environmental legacy. The main objective of the 2010 Green Goal Programme was to (PGWC, 2011b:43):

- Mitigate negative environmental impacts
- Leave behind a positive environmental legacy
- Minimise waste
- Raise environmental awareness
- Mitigate the events' carbon footprint

The 2010 FIFA World Cup™ also brought renewed attention to the challenge of generating power without an unfavourable environmental impact (Plantive, 2010:1). The author acknowledges that the new stadia that were built for the event included such environmentally friendly features as natural ventilation and rain water capture systems. The hosting cities of Johannesburg, Cape Town, and Durban undertook large-scale tree planting projects, in an attempt to absorb the excess carbon dioxide that was formed by those attending the event, while the city of Durban started to invest in hydro and biomass power projects inspired by the

37

2010 FIFA World Cup™ (Plantive, 2010:1). To date a total of 361,000 indigenous trees have been planted as a result of the World Cup (Department of Environmental Affairs (DEA), 2011:32). For example, the city of Durban partnered with the Wildlands Conservation Trust to plant 104,000 indigenous trees on an 82 hectare site within Buffelsdraai Landfill buffer zone contributing to beautifying the city of Durban (DEA, 2011:32). Furthermore, a biodiversity showcase garden was constructed in the Green Point Park which adds to the environmental legacy left behind regarding landscaping during the hosting of the 2010 event (CoCT, 2011:87). The renewed sense of environmental responsibility encouraged by the 2010 FIFA World Cup™ represents an opportunity for South Africa to position itself, in the coming years, as a leader in the use of clean coal technology (Creamer, 2009:1). Furthermore, the aim of the Green Goal Programme was "to reduce water consumption, specifically potable (drinking) water, through the use of efficient fixtures, controlled irrigation, and raised public awareness" (CoCT, 2011:39).

In terms of water conservation, the Host City Cape Town is estimated to have achieved a 27.0% water use reduction (CoCT, 2011:39). Thorough planning for waste management was implemented effectively which ensured that the waste diversion exceeded way above the national target which was 20.0% (CoCT, 2011:47). Fan targeted areas in the CoCT (e.g. Fan Walk, around stadia, and Fan Jols) accumulated dry waste reaching a total of 9 tonnes, and wet waste collected during the hosting of the event was 14 tonnes (40-60% reduction and diversion from landfills) (CoCT, 2011:50). Therefore, Host City Cape Town exceeded the two national targets, which were a 20.0% waste-to-landfill reduction, and 50.0% of fans travelling to matches by public transport and on foot (CoCT, 2011:39). It is clear that the objectives were met to reduce the overall environmental impact and leave a positive legacy (CoCT, 2011:39). It is hoped that the success of the Host City Cape Town Green Goal Programme will serve as encouragement to the greening efforts of those planning upcoming sport mega-events, such as Russia in 2018 and Qatar in 2022.

2.5.3 Social impacts
Many destinations are bidding for the right to host sport mega-events because of the benefits attached, which can include:

> Creating better social interaction; stimulating the local economy and showcasing the region to the world; developing facilities and infrastructure; allowing for increased entertainment and social opportunities; and fostering a sense of pride and identity as a result of hosting a sport event (Swart, Bob & Arrey, 2008:123).

As a result of the above, the impact of sport mega-events can greatly affect the quality of life of local residents. Kim and Petrick (2005:25) note that sport mega-event authorities tend to show a great interest in the economic criteria relating to the hosting of an event, and they tend to ignore investigations into the social impacts of such an event on the host communities.

In relation to the 2010 FIFA World Cup™, the Centre on Housing Rights and Evictions (COHRE) (2007:29) states that FIFA World Cup™ events had a significant negative impact upon the housing rights of the local populace, despite FIFA's attempt to embrace socially responsible ideals, and its commitment to doing so. COHRE, in particular, illustrates how the clean-up programmes that have been associated with the hosting of World Cup events has led to the displacement of homeless people, especially near stadium venues (COHRE, 2007:29). Swart and Bob (2009:129) note that the residents of host localities, especially those residing close to the stadiums hosting the event, are the stakeholders who are directly impacted by these mega-events. The hosting of such mega-events as the 2010 FIFA World Cup™ can have serious implications for the residents, including the poorer segments in society, who are impacted by the event (Swart & Bob, 2009:115). The social dimensions of hosting events are important, not only because of the general well-being of the local residents and of the tourists concerned, and the experiences that each group has at the hands of the other (Barnard, 2006:30). Badly managed events can also have insurmountable effects on the social life and the structure of communities (Getz, 1997:43). The author states that:

> Such effects could include the loss of the use of amenities, owing to the noise of the crowds; resentment regarding the inequitable distribution of costs and benefits; and the inflation of the prices of goods and services that can upset the housing markets, and that can impact most severely on the low-income groups involved (Getz, 1997:43).

Social benefits include the development of sports, arts, and culture, as well as the opportunity that is granted for the integration of communities, and for the improvement of skills through training (PGWC, 2011a:37). Further to spreading the benefits of the 2010 FIFA World Cup™, various volunteering opportunities were made available to the locals, in terms of which they were recruited and trained, on numerous occasions to assist with various 2010 FIFA World Cup™-related projects, such as Fan Jols (forms part of an education programme in preparation for the 2010 FIFA World Cup™), Team Base Camps, and other tourism-related activities and events. The above mentioned training equipped the volunteers with essential skills that assisted

them in obtaining future employment (PGWC, 2011a:141). With regards to crime and safety, South Africa is known for its high crime rates and is often seen as being an unsafe destination (PGWC, 2011b:72). However, the hosting of the 2010 FIFA World Cup™ presented an opportunity for all South Africans to display their hospitality by welcoming all visitors, and to exhibit their competence in respect of hosting the tournament in a safe environment (PGWC, 2011b:72). It is important to note that assessing the perceptions of residents toward mega-events is one potential indicator within the broader social impact assessment of mega-events and this sub-section follows.

2.5.3.1 Residents' perceptions of hosting sport mega-events

George (2005:400) describes perception as being a "process by which a person selects, organises, and interprets information inputs to create a meaningful picture of the world". Ritchie, Shipway and Cleeve (2009:143) believe that "the concept of social impact assessment (SIA) and more broadly, of sustainability, stresses the importance of adopting a long-term approach and of integrating community interests into decision-making". Banjo (2011:416) argues that two of the main stakeholders who are involved in mega-events, namely the government and the local residents, play crucial roles in the planning and in the operation of such events, and they are most affected by them. The author further states that their perceptions are vital to the success of an event, and to its sustainability. Ap (1992:665) indicates that:

> Understanding residents' perceptions and attitudes towards the impacts of tourism allows for proper planning and policy creation to take place in order to ensure the successful development, marketing and operation of existing and future tourism projects.

Pillay and Bass (2009:81) note that, whereas participation in the decision-making process is important, the impact of the 2010 FIFA World Cup™ would be best realised if one understood what the public was thinking about it (i.e. their perceptions of the event). Fredline (2004:169-170) argues that the range of factors informing residents' reactions to events includes:

> The anticipated direct benefits to accrue therefrom, such as the financial opportunities that become available through employment or ownership, and the residents' perceptions of justice regarding the distribution of costs and benefits concerned.

A number of studies (Fredline & Faulkner, 2000:763; Gursoy & Kendall, 2006:603; Chain, 2009:4) have emerged, that measure residents' attitudes towards sport tourism events. Those who reside in the vicinity of sites where mega-events are held have customarily been expected by the government concerned to embrace tourism, which is perceived as a positive way of bringing economic benefits into communities (Buch, 2006:12). However, residents' attitudes towards tourism might not always be known, either because they are not being considered, or because the locals tend to remain 'silent' on issues that affect them (Buch, 2006:12). The author notes that "the intrinsic dimension of social impacts takes into account that the host community is heterogeneous, and that different residents perceive impacts differently". The intrinsic variables observed are proximity to the sport mega-event, the extent of involvement in the mega-event, and community attachment (Buch, 2006:13).

In accordance with SET, the residents who gain employment through an event, or those who perceive that the industry in which they work benefits from the hosting of an event, would be expected to derive a greater benefit from the event than other residents do. The former would, therefore, be likely to have more positive perceptions of the event than the latter would (Ritchie & Adair, 2006:168). SET is used to understand people's reactions towards tourism ventures (Chain, 2009:53). Turco *et al.* (2002:158) and Kim *et al.* (2006:87) state that SET suggests that local residents are likely to form perceptions that, most probably differ from one another, based on the expected value of the exchange prior to its actual exchange occurrence. The authors state that the local residents are likely to form their own pre-conceptions and images, based on the individual's value system and experiences. This theory will be discussed further under the section, conceptual framework. Kim *et al.* (2006:87) point out that it is rare to find studies being carried out on the residents' perceptions of impacts before and after the event that report on the comparison of the perceptual difference of the two periods.

In addition, event organisers generally only take into consideration the economic implications of the hosting of an event, and tend to ignore the residents' perceptions. However, the latter provides an important non-economic dimension for gauging how events benefit, or impact on, the host community (Swart *et al.*, 2008:125). Ritchie and Adair (2006:155) believe a range of factors contributes to residents' reactions to sport events, which is important for event planners and managers to understand, for two main reasons. Firstly, large-scale events are associated with a range of both positive and negative impacts that, in addition to accruing to the community at large, also tend to have a differential effect on individuals within the community (Ritchie & Adair, 2006:155). Secondly, if event planners and managers want their event to be successful,

then it is strategically important to ensure that the locals are on their side (Ritchie & Adair, 2006:155). High levels of discontent amongst the local population can lead to behavioral responses that might jeopardise the long-term success of an event (Ritchie & Adair, 2006:156). The authors also state that disaffected residents might manifest their disgruntlement at the hosting of an event by forming protest groups, and by voting against the public officials who support the event. In the instance of the 2010 FIFA World Cup™, how some of the Green Point residents contested the building of Cape Town Stadium is discussed in the next section of this thesis.

From an international perspective, Ohmann *et al.* (2006:144) argue that, although their study reflects, overall, agreement in the perceptions expressed by Munich residents of the general absence of bad fan behavior during the 2006 FIFA World Cup™ in Munich, it also highlights the differences in people's perceptions encountered. For example, the drunkenness of some fans was accepted as a predictable effect of the events by some residents, whereas it was considered as the most common form of hooliganism by a small percentage of residents (11.6%), who had confirmed its occurrence during the 2006 FIFA World Cup™. Apart from the increase in noise that was experienced during the event, other perceived social impacts were mostly positive, including the sense of security, the party atmosphere, and the friendliness of the people concerned, which underlined the overall positive evaluation of the 2006 FIFA World Cup™ (Ohmann *et al.*, 2006:145). Ohmann *et al.* (2006:129) also revealed that the impacts were mainly perceived to be positive in terms of urban generation, increased sense of security, positive fan behavior, and the overall atmosphere surrounding the events. They further note that fewer residents perceived negative impacts related to an increase in the levels of crime and, prostitution, and the displacement of local residents. The study also revealed that perceptions were not dependant on such socio-demographic factors as age, gender, or length of residence (Ohmann *et al.*, 2006:129).

Zhou (2006:5) conducted a study on the residents' perceptions of the 2008 Beijing Olympic Games, in which it was found that the majority of the local respondents perceived the impacts of the Olympic Games positively, with 96.0% indicating support for the Games. A mega-event impact scale, based on the residents' perceptions of the impacts of the 2008 Olympic Games was developed (Zhou, 2006:5). The author further states that "the scale comprised 20 impact items with four factors, namely: social-psychological impacts; urban development impacts; economic development impacts; and social life impacts". The majority of the respondents were found to have perceived the impacts of the 2008 Olympic Games positively, especially those

that were related to the social-psychological, the urban development, and the economic development factors (Zhou, 2006:5). Respondents did not report any further negative impacts, besides such tangible impacts as traffic congestion and damage to the environment (Zhou, 2006:5). Furthermore, the residents' perceptions of overcrowding and the higher prices charged during the Games were mixed. Residents were classified into two groups: 'embracers' and 'tolerators'. Three of the most significant factors that, overall, influenced residents' perceptions of the 2008 Olympics were identified as residents' attitudes towards government performance, their desire for more tourism development, and their tourism industry work experience (Zhou, 2006:5).

Banjo (2011:418) examined the differences in residents' perceptions of the impact of the America's Cup prior to, during, and following the completion of the event. The author used 14 items to compare residents' responses towards the event's impact, specifically in relation to 'economic impact' and 'physical congestion' (Banjo, 2011:418). The author further states that the respondents interviewed changed their perceptions and viewed the impacts as less negative with regards to physical congestion, one year before the event was staged, compared to one year after the event when respondents indicated a higher level of perception of both economic impact and physical congestion. Banjo (2011:418) also stated that:

> When the perceptions of living conditions in the city where the Cup was held were measured over three time points, the residents responded by saying that the level of living conditions was enhanced after the event was held, therefore, the America's Cup can be seen to have had a positive influence on the living conditions in the host city.

Turning to the 2010 FIFA World Cup™, it was briefly mentioned above that disaffected local residents might form protest groups to jeopardise the success of the event. Dentlinger (2007:1) reported that the CoCT received notification of objections to the building of the Cape Town Stadium in Green Point from residents living in Green Point, Sea Point, and Mouille Point. It was further reported that the residents expressed concerns related to the potential traffic, noise, and accumulation of anti-social elements that the presence of the Stadium might generate, as well as about how such factors might negatively impact on property values. Chain (2009:34) notes that the strongest opposition came from the Cape Town Environmental Protection Association (CEPA), which staged protests, and which initiated court actions to prevent the CoCT from building the World Cup Stadium in Green Point. CEPA highlighted the negative impacts of the

mega-event and tourism that would result from the building of the Stadium and staging the event in the Green Point area (Chain, 2009:35). Furthermore, CEPA highlighted a few other concerns: the commercialisation of the Green Point Common, which, up until that stage had been a public recreation space; the fact that a casino may operate in the stadium after the event; the increased traffic gridlock; and the risk of crippling rates bills that might result from cost overruns (Chain, 2009:35). The Executive Mayor of Cape Town at the time, Helen Zille, warned the residents that if the city did not host a semi-final match, it would be the biggest loser of all (CoCT Metropolitan Municipality, 2008:1). However, CEPA, after legal confrontations with the city, finally reached a so-called 'compromise scenario' regarding the building of the stadium on the designated site (CoCT Metropolitan Municipality, 2008:1).

In 2007, the Human Sciences Research Council (HSRC) conducted a survey of expectations of South Africans with regards to the 2010 FIFA World Cup™ (Cottle, 2010:2). The author argued that half (50.0%) of the respondents perceived job creation and economic growth to be the main benefits of South Africa hosting the event. About one-third of those surveyed believed that they would personally benefit from the event through the provision of job opportunities, and 50.0% believed that the resulting economic benefits would be lasting (Cottle, 2010:2). The HSRC (2008:1) also conducted a survey of public perceptions and attitudes regarding the 2010 FIFA World Cup™ as part of a broader annual longitudinal survey on South African social attitudes. Pillay, Bass and Roberts (2008:1) indicated in their findings from their longitudinal survey on South Africans' attitudes to both the 2010 FIFA World Cup™ and to sport and recreation activities in general, that the respondents consistently perceived the event to have created social and economic opportunities. Notably, these findings are consistent with the results obtained from the study conducted by Swart and Bob (2009) on the 2010 FIFA World Cup™ venue selection in Cape Town, and are explored further in this section.

Chain (2009:4) examined the Green Point residents' perceptions of the 2010 FIFA World Cup™, and of the impacts of the Cape Town Stadium being built in the area. Green Point Stadium was renamed to Cape Town Stadium by the CoCT after this study was conducted. The key focus was on investigating the levels of awareness, the perceptions, and the attitudes of informal residents living in closest proximity to the Cape Town Stadium. Similarly to the findings of Swart and Bob (2009:47), high levels of awareness, as well as a considerable amount of support and positive perceptions, were found relating to the hosting of the mega-event. However, suggestions were offered regarding the improvement of communication and the dissemination of information by the stakeholders. The residents' primary concern prior to the hosting of the

event was the anticipated increase in the crime rate, and in the safety and security of the visitors concerned (Chain, 2009:4). Overall, the residents had high expectations regarding the social and economic impacts of the event.

Swart and Bob (2009:47) analysed the residents' perceptions of the 2010 FIFA World Cup™ stadium development in Cape Town, specifically looking at the Athlone and Green Point suburbs in Cape Town. One hundred residents were interviewed in both Athlone and Green Point, which were the two potential locations for stadium development in Cape Town. Spatially-based random sampling was used in both the communities (Swart & Bob, 2009:49). The authors state that Athlone is a historically coloured residential area, with an unemployment rate of 18.0% during the year of the study (2009) and a 22.0% poverty rate. In contrast, Green Point is a historically white residential area, with an unemployment rate of 12.0%, by the time the study was conducted, which is located in close proximity to the city centre (Swart & Bob, 2009:49). Athlone is a lower-income residential neighbourhood in comparison to Green Point (Swart & Bob, 2009:50). The focus of this study was to examine the perceptions and the reactions of the residents of the two areas (Green Point and Athlone) towards the proposed stadia development in their suburbs, and regarding the potential of the 2010 FIFA World Cup™, amidst the contentious debates surrounding stadium development in the run-up to the event (Swart & Bob, 2009:49). Green Point was eventually chosen as the official competition venue for the 2010 FIFA World Cup™, whereas the Athlone Stadium was chosen as a training venue, leaving the city with a long-term benefit in the form of a key legacy that emerged from the event (Swart & Bob, 2009:50). Key findings of the study revealed that a considerable amount of support and a substantial number of positive perceptions had been generated around South Africa's hosting of the 2010 FIFA World Cup™. However, the residents were concerned regarding the distribution of anticipated benefits, and the potential impacts of the stadiums on their lives (Swart & Bob, 2009:56).

Bassa and Jaggernath (2010:121) investigated Durban residents' perceptions of the 2010 FIFA World Cup™ and the Moses Mabhida Stadium prior to the hosting of this mega-event. Durban is regarded as "one of the fastest growing urban areas in the world, with a population of over 3 million people" (Bassa & Jaggernath, 2010:126). The study area comprised of predominantly formal housing with only 3.0% of residents living in either informal or traditional homes (eThekwini, 2011:1). Furthermore, the Moses Mabhida Stadium "is a world-class, multi-functional stadium that has been built adjacent to the ABSA Stadium, in place of the old Kings Park Stadium and was completed in November 2009" (eThekwini, 2008:1). A systematic

sampling approach was used, interviewing 100 residents living within 2km's of the stadium. The key findings revealed that South Africans had a positive attitude towards the hosting of the 2010 FIFA World Cup™ and most residents had high expectations regarding the social and economic impacts of the event (Bassa & Jaggernath, 2010:121). The local residents were more concerned with social impacts in comparison to economic impacts (Bassa & Jaggernath, 2010:139). There were also concerns over increasing noise pollution, traffic congestion, increase in crime, cost of living and possible increases in rates and taxes after the hosting of the event.

Chain and Swart (2010:166) undertook research investigating Green Point residents' perceptions, attitudes and views of the 2010 FIFA World Cup™, specifically in relation to the Cape Town Stadium in Green Point. The authors state that residents' perception on participation via public viewing was rated the highest, followed by watching on television and the lowest form of participation was a spectator at live matches. Residents raised concerns about the negative environmental impacts of the event, despite the city's proposal to 'green' the event (Chain& Swart, 2010:166). Residents also expressed social concerns with respect to inconveniences related to traffic congestion and crime. Notably, the results support the concept of PVAs to increase access to the event and acts as an indicator of resident support for the event. Attention should also be given to issues concerning accessibility and affordability of tickets for informal residents (Chain & Swart, 2010:160).

Bob and Majola (2011:387) conducted a study in Makhowe a rural community in KwaZulu-Natal, which assessed rural community members' perceptions of the costs and benefits of South Africa's hosting of the 2010 FIFA World Cup™, and the impacts they anticipated. Generally, the community supported South Africa's hosting of the event and expected direct benefits (Bob & Majola, 2011:387). Both negative and positive experiences and legacies were anticipated. The majority of the respondents highlighted that the positive benefits were linked to national pride, nation building and infrastructural development. The main negative considerations were limited job creation, disruption of lives, crime and traffic related problems (Bob & Majola, 2011:386). The links with tourism enterprises, mainly game parks, located close to rural communities were shown to be important for helping rural communities leverage benefits.

Focusing on post-event studies, Briendenhann (2011:5), in terms of the economic and tourism expectations related to the 2010 FIFA World Cup™, from a resident's perspective, adopted a quantitative approach that explored the perceptions and the expectations of South Africans after the hosting of the mega-event. The research was conducted among 668 respondents in eight of

the nine host cities, in seven of the country's provinces (Briendenhann, 2011:5). The findings indicate that, whereas the African respondents were less supportive of the negative connotations involved, they were more realistic in relation to the anticipated benefits, such as job creation and entrepreneurial opportunities (Briendenhann, 2011:5). Conversely, white South Africans were more supportive of the negative connotations of the event, but also had high expectations in terms of the economic impacts such as job creation and an increase in tourism. The findings also revealed that the expectations were that the economic benefits would bypass the poor, with the rich and wealthy maintaining the economic security (Briendenhann, 2011:5).

Achu and Swart (2012:33) investigated African immigrants' perceptions of the 2010 FIFA World Cup™ and its African legacy. The study offers insight into the way in which a sample of 400 migrants in and around Cape Town viewed and framed experiences of the post-event. The key findings of the study reveal that majority of resident African immigrants in Cape Town perceived the event has benefited African citizens in terms of job creation, accelerated the development of African football, increased tourism and investment opportunities in Africa.

Bama and Tichawaa (2012:22) investigated Green Point residents' perceptions of the 2010 FIFA World Cup™ post the event. The key findings of the study highlighted that residents generally had positive perceptions and attitudes towards South Africa's hosting of the event. Post-event perceptions highlighted socio-economic benefits and costs, social problems and an improved outlook on the post-event usage of event-related infrastructure such as stadiums.

There are limited longitudinal studies of residents' perceptions of mega-events. An exception is Ritchie's (1985) study of the 1998 Olympic Winter Games. The study examined the changes in residents' perceptions and attitudes over the 12-month period between March 1983 and March 1984 (Ritchie, 1985:28). The author points out that the respondents in March 1984 had a higher level of awareness of the 1980, 1984, and 1988 Olympic Games, than did the respondents over the period of March 1983. About 74.0% of the respondents mentioned that they had received value for the cost of the Olympic Saddledome, with 63.0% admitting that they had visited the facility (Ritchie, 1985:30).

Drawing on the SET (an in-depth discussion is found in sub-section 2.6.1), Waitt (2003:194) investigated the changes in enthusiasm reflected between the March 1998 survey and the September 2000 survey, which was conducted during the Olympics that were held in Sydney.

There were positive responses during the Olympics, compared to the 1998 survey, on these items:

> The desire to be a volunteer at the Sydney Olympics; the feelings of a sense of community spirit as a result of Sydney 2000; the feelings of pride in both Sydney and Australia; and the feelings of excitement about the event (Waitt, 2003:212).

Furthermore, the results of the current study indicated that those who had families with dependent children, who came from non-English speaking backgrounds, and who perceived the event's economic benefits as outweighing the costs involved, were the most enthusiastic during the Olympics (Waitt, 2003:212).

The longitudinal study that was conducted by Kim and Petrick (2005:35-37) on the residents' perceptions of the impacts before and after the 2002 FIFA World Cup™ in South Korea indicated that five dimensions were produced from a factor analysis of 22 positive items, and 8 negative items. The positive impact items comprised: "tourism resource development and urban revitalisation; image enhancement and consolidation; economic benefits; interest in foreign countries or their cultures; and tourism infrastructure development" (Kim & Petrick, 2005:35-37). Moreover, the results indicated that the residents living in Seoul perceived a relatively high level of positive impacts from the World Cup, with image enhancements and consolidation perceived to be the most likely positive impact. The authors note that the negative impact items included: a negative economic perspective; disorder and conflicts; and traffic problems and congestion. It was highlighted that differences were found in several aspects including: the benefits of cultural exchange; social problems; economic benefits; natural resources; cultural development; traffic congestion; pollution; price increase; and construction costs. Most Koreans interviewed, nevertheless, perceived the World Cup as being successful (Kim & Petrick, 2005:35-37).

Kim *et al.* (2006:93) focused on the same longitudinal study, highlighting different aspects, and found that the residents' perceptions of the impacts of the 2002 FIFA World Cup™ had changed drastically after the mega-event. They found that, before the event, the residents held high expectations of the World Cup, anticipating many economic and cultural benefits for their communities, although they were aware that such benefits would come at a cost. Furthermore, after the event, the residents realised that the anticipated benefits had been lower than expected; in particular, the economic benefits were a major disappointment. The 2002 World Cup™ was regarded as a successful event for the South Koreans, with no huge societal

problems occurring at the time, apart from the dissatisfying economic gains resulting from the games (Kim *et al.*, 2006:95).

A study of the residents' perceptions of tourism impacts, using data from the Sunshine Coast in Australia, investigated whether a change had taken place, in the residents' perceptions of living and tourism impacts on the Sunshine Coast, between 2008 and 2009 (Sharma & Dyer, 2012:37). The authors assert that, between 2008 and 2009, the residents' perceptions that tourism was likely to have a positive impact on the cultural identity of their community had increased enormously. The study also found that, between 2008 and 2009, there was a huge decrease in the number of residents' concerns regarding traffic congestion; noise and pollution; crime rates; the destruction of the natural environment; and the overcrowding of beaches; and outdoor facilities in the community (Sharma & Dyer, 2012:37). No visible differences in residents' perceptions of the conservation of natural resources; of the creation of employment; and of the possibility of having more cultural exchanges between tourists and residents due to tourism were revealed (Sharma & Dyer, 2012:37). Several authors (Kim *et al.*, 2006:88; Ohmann *et al.*, 2006:136; Chain, 2009:53) argue that measuring the perceptions of mega-events often lacks credibility and objectivity, due to the varying nature of residents' views. However, it is important to assess their attitude towards the impacts of major events both before and after they take place. The importance of the role of community involvement in the hosting of sport mega-events follows.

2.5.3.2 The role of community involvement in hosting sport mega-events
According to Gursoy and Kendall (2006:617), the support and the involvement of the locals are required for three important reasons:

> Firstly, they are often asked to vote for tax increases to support the development of infrastructure and facilities. Secondly, a friendly and hospitable local population is critical in transforming a mega-event into an urban festival that is capable of providing a memorable experience for residents and guests alike. Finally, local support and involvement are likely to increase the longevity of positive impacts on the local community.

It is imperative that event organisers should re-examine the plans and the activities associated with the event, to ensure that community legacies are derived from hosting the event (Swart *et al.*, 2008:131). Swart *et al.* (2008:132) further state that there should be some sort of

consultative process to ensure that the locals have a say in the planning and in the management of the event, as doing so could provide sufficient space to leverage community benefits for the residents who live within the vicinity of the event areas. A community can be defined as "a collection of people who share a geographical territory, and who have some measure of interdependency, which provides a reason for them living in the same place" (Johnson, 2000:53). Pearce, Moscardo and Ross (1996:81) describe community participation as "the involvement of individuals within a tourism-oriented community in the decision-making process with regards to the huge manifestations of political and socio-economic activities". Such involvement also initiates volunteering, which provides happy and healthier residents, and also promotes greater participation in general matters (e.g. community meetings), than might otherwise be the case, thus creating more active and concerned citizens (Buch, 2006:24). The author argues that community values should be central to the decision-making process in building a community-based vision. Having the community values in common translates into a sense of community well-being, and into the promotion of a sense of full community participation, which the residents ultimately share with the visitors (Derrett, 2003:49).

Getz (1991:235) indicates that a successfully implemented programme of local involvement has the potential to benefit both the host community and the organisers of the event, and that, as such, a close examination of community involvement in the planning process for mega-events is warranted. Steyn and Spencer (2011:195) note that communities need to be made aware of the benefits of tourism; of the opportunities available to them, and of the social; the economic; and the environmental impacts (i.e. triple bottom line) associated with tourism. Furthermore, there is a need to develop skills that are relevant to the industry (Steyn & Spencer, 2011:195). Jamal and Getz (1995:194) also argue that active community participation in tourism development is important, because tourism planning and development can be adjusted as the related perceptions change within the community.

Gursoy and Kendall (2006:606) state that, for a mega-event to be successful, the understanding and the participation of all stakeholders in the process is critical. A longitudinal approach is required to better understand these perceptions, and how or why they might vary over time. Turco *et al.* (2002:1) indicate that community involvement in hosting a mega-event is an important element in ensuring that the outcome is successful. They also note that the wants and needs of the residents are often the most neglected when there is planning underway to host sport mega-events (Turco *et al.*, 2002:145). Swart and Daniels (2008:68) highlight in their research, of which one aspect was the Western Cape citizens' 2010 expectations, that the

provinces' residents were misinformed about the specific process entailed in the planning for the event. They further argue that the residents received little information about planning targets at provincial or urban level, and they were also misinformed about aspects related to FIFA regulations and requirements. More information awareness regarding the World Cup needs to be distributed, and business opportunities should be provided to the local residents. Apart from assessing public participation in the decision-making process, it is also important to establish whether the local residents will benefit from the earnings that are associated with a mega-event, and whether these earnings will likely occur after the conclusion of the event (Pillay & Bass, 2009:81).

Turco *et al.* (2002:145) also note that the successful planning and implementation of an event cannot be achieved without extensive attention being paid to community involvement. Hiller (1998:55) adds that mega-event impacts are complex, and that they must be viewed as being similar to other developmental impacts. The author further notes that organisers are more interested in marketing the bid to local residents, rather than listening to what they have to say. Therefore, the real issue is as to whether organisers are committed to being socially responsible and to allowing for public participation, rather than to public buy-in (Hiller, 1998:55). Involving communities in tourism initiatives is a long, time-consuming and difficult process, with many pitfalls (Tourism KwaZulu-Natal, 2004:1). Also, miscommunication and the misinterpretation of information has the potential to sour relations between stakeholders, which might cause irreparable damage and the failure of initiatives (Tourism KwaZulu-Natal, 2004:1). However, Swart and Bob (2007:373) note that the FIFA World Cup™ can have numerous benefits. They state the following:

> In addition to leaving a lasting legacy for the hosts through the development of international standard sporting facilities and related infrastructure upgrades, the hosting of this event provides the countries and the cities involved with high-profile promotion of their products and services, which are, consequently, given global exposure.

The authors also state that successfully hosting an event provides a head start for bidding with regards to mega-events after the World Cup. Furthermore, the lessons learned by governments, sport bodies and business tend to play a major role in the further development of the sport tourism sector. A discussion of the importance of mega-event legacies for future sport mega-events follows.

2.5.4 Mega-event legacies

A legacy consists of the actual impacts that the host destination experiences as a result of holding an event. It is usually conceptualised as the positive benefits, rather than the negative impacts, that arise from such an event (NCDO, 2008:14). The hosting of a mega-event should not be viewed as a strategy on its own, but it must, rather, be built into a nation's social and economic development plan as a whole (Kearney, 2005:8). By devoting the amount of time, and by dedicating the resources required for planning and implementation, hosts can secure a positive future for the host nation or city long after an event concludes (Kearney, 2005:8). However, there may be other intangible benefits, as Ritchie (2000:156) indicates: The idea underlying legacy creation is that "it represents something of substance that will enhance the long-term wellbeing of destination residents in a very substantial manner". Fairweather, the former CEO of Stellenbosch University Sports Performance Institute, describes legacy as (NCDO, 2008:16):

- Ensuring that as many sustainable benefits as possible are generated by the event for the host city, region, and country.
- Delivering these benefits well before, during, and long after the event for all stakeholders and communities.
- Having a legacy vision and plan to leverage every possible opportunity.

Event legacy, as used by the IOC, "captures the value of sport facilities and public improvements being turned over to communities, or to sports organisations, after the Olympic Games" (Preuss, 2007:209). The author argues that the meaning of the word 'impact' has to be distinguished from the meaning of the word 'legacy'. According to Preuss (2007:210), a legacy is "planned and unplanned, positive and negative, intangible and tangible structures that were created through a sport event and remain after the event". The impact is caused by a "short-term impulse, such as, an exogenous shock (e.g. the consumption of event visitors) that occurs to the economy, in a direct form, through the event" (Preuss, 2007:212). The author further asserts that, although economic mega-event impacts are strong, they are short-term, and therefore do not form part of a lasting legacy, albeit forming part of a short-term legacy.

Manzenreiter (2004:308-309) notes that, although all matches at the 2002 FIFA World Cup™ in Japan were well-supported, the stadiums were not regularly used after the event, and post-event cost-benefit analyses have illustrated that a negative financial legacy has been left behind by the event. The author elaborates that this legacy is the result of numerous factors, including over-investment in too many new stadiums; too much reliance on sport infrastructure as an

economic driver, overlooking other infrastructure and economic drivers; and the high costs incurred by the building and maintenance of stadiums that are only suitable for highly professional events. The legacy of the 2010 FIFA World Cup™ differed from that of other mega-events:

> By virtue of the extension of its benefits beyond the host country, the host's commitment to making the continent-wide legacy a core focus of the preparations, and the African Union's active involvement in ensuring continent-wide 'ownership' of other 2010 legacy (South Africa 2010, 2010:1).

Preuss (2007:223) argues that in order to have an understanding of the legacies of mega sport-events for the tourism sector, further research should be undertaken that attempts to develop approaches and methodologies to address obstacles to the measurement of sport mega-event legacies. According to the results of the NCDO (2008:7), the measurement concerned should not only take place before and during the event, but also in the years to come, because legacy is the most important development objective. The PGWC (2011a:17; 56; 59; 60; 126; 169) highlights the following legacies of the 2010 FIFA World Cup™:

- FIFA president Sepp Blatter opened the first Football for Hope Centre on 5 December 2009, in Cape Town's biggest township, Khayelitsha, the day after the final draw for the 2010 FIFA World Cup™ took place. The Centre forms part of the social responsibility campaign for the 2010 FIFA World Cup™ in South Africa. As part of the campaign, 20 centres are being built in disadvantaged areas across Africa to tackle the issue of HIV/Aids in communities, and to serve as a platform for improving the educational and health levels of the general populace.
- The Interdisciplinary Centre of Excellence for Sport Science and Development (ICESSD) was established at the University of the Western Cape (UWC), with its inauguration occurring just before the 2010 FIFA World Cup™. ICESSD is Africa's first tertiary centre to promote sport for social change, with the intention of advancing sport's capacity to improve the health and well-being of disadvantaged communities.
- Using soccer as a vehicle for social transformation, conflict prevention and peace building, the event brought together everyone from volatile, formerly segregated communities in South Africa to share the joys of soccer. They were, thus, enabled to learn life skills that were capable of transforming them into individuals who were equipped to live together peacefully, and to participate in the peaceful development of the nation.

- A provincial legacy of the 2010 FIFA World Cup™ includes the development of a Strategic Sport and Recreation Facilities Framework, in order to improve the usage of sport facilities in the local areas, to minimise the capital expenditure that is required for such facilities, and to ensure their optimal use.

- The Provincial Department of Health in the Western Cape devised a plan after 2007 in preparation for the 2010 FIFA World Cup™. As part of this planning, certain hospitals in both the public and the private sector were identified as being 'designated hospitals'. They were selected on the basis of their geographical proximity to the planned events, as well as to the Cape Town Stadium. A health legacy was left behind as these hospitals put into being operational plans for 2010 that ensured that they were in a position to continue to offer services to the citizens of the province.

- Ensuring that the legacy of the 2010 FIFA World Cup™ should benefit the people of the Western Cape, a 10 year lease agreement for the management of Philippi Stadium was signed with Philippi-born Siviwe Mpengesi, CEO of Chipcor Constrution (Pty) Ltd. Part of the legacy condition of the lease is the promotion of youth development through football, information technology (IT) skills, football coaching, health care, and nutrition training.

Berg (2010:1) states that, in terms of the social legacy left by the 2010 FIFA World Cup™, the following was noted:

> The event marks a major positive point in South Africa's history, second only to the historic end of apartheid, and to the election of Nelson Mandela as the president of the young democracy in 1994.

Swart and Bob (2010:81) assert that an imperative part of the social legacy of mega-events is the change that they bring about in the perceptions of the local residents of the host city or region. Newton (2008:147) observes that:

> South Africa has paid serious attention to the possible legacy of the World Cup, and has set a comprehensive development agenda, in which the tournament is regarded as a catalyst for poverty alleviation, and as an opportunity to undo the urban segregation of the past.

An economic legacy remains from the event, *a*s the country has invested in new, upgraded and extended highways, new bus lines, new and extended rail networks, and in the upgrading of

airports and seaports (Surendranath & Boojihawon, 2011:14). The authors continue by stating that the country has also conducted much-needed improvements in its policing, justice, and immigration systems, with 40 000 new police officers having been recruited for the 2010 FIFA World Cup™, with them remaining part of the South African Police Services (SAPS) staff after the World Cup had ended.

Swart and Bob (2007:378) indicate that, in recent years, sustainable development issues have emerged as a key concern for sport tourism destinations. In addition, for a sustainable legacy to succeed beyond the 2010 FIFA World Cup™, South Africa should take full advantage of the widespread interest and resources that have been made available to develop a strategic framework for sport tourism (including policy formulation and implementation) which should form an integral part, and the key outcome, of the planning that was embarked on for 2010 (Swart & Bob, 2007:389). Nationally, the 2010 FIFA World Cup™ helped to unify and to strengthen the sense of a South African identity among the citizens who were previously divided (Swart & Bob, 2010:82). As a host city, Cape Town worked to ensure that, not only was the tournament itself a resounding success, but also that the citizens themselves continued to reap the benefits of the event long afterwards (PGWC, 2011a:49). Attention is now turned to the conceptual framework of this study.

2.6. Conceptual framework

A conceptual framework helps to frame the research questions, design and outcomes and draws on concepts from various theories and findings to guide the research (Green, 2014:37). Two sociological theories explain the reason for the support of mega-events in different regions (Rocha, 2012:41). Therefore, a description of the social exchange theory (SET) and social representations theory (SRT), as well as the integration thereof, follows which are relevant to resident perception studies.

2.6.1 Social exchange theory (SET)

SET proposes that individuals interact with other individuals because they are expecting benefits to derive from this relationship (Rocha, 2012:41). As SET is based on the "foundation of a cost-benefit relationship, residents' positive or negative perceptions can be explained by looking at the perceived benefits received, compared to the cost outlays" (Buch, 2006:13). Hritz and Ross (2010:21) affirm that the SET is a social, psychological and sociological perspective that describes social change as a process of negotiated exchanges between individuals or groups. In the context of mega-events, the benefits should outweigh the costs for the residents,

so that they are encouraged to extend a sense of friendliness, courtesy and hospitality to event goers, and to tolerate such inconveniences as queuing, the sharing of facilities, crowding, and noise (Waitt, 2003:196). The author also states that residents tend to evaluate tourism/mega-events as being either positive or negative in terms of the expected benefits, or costs, deriving from the services that they supply (Waitt, 2003:195).

This conceptual framework has been useful in considering both positive and negative outcomes (Buch, 2006:18). SET suggests that residents tend to exhibit a positive attitude towards tourism as long as the perceived benefits exceed the perceived costs (Yutyunyong & Scott, 2009:2). The authors add that "SET assumes that social relations involve an exchange of resources among groups seeking mutual benefits from exchange relationships". Yutyunyong and Scott (2009:5) concur that "SET has a social psychological and a sociological perspective that explains the phenomena of social change and stability as a process of negotiated exchanges between people in society". The authors argue that all human relationships are formed by the comparison of alternatives, and by the use of a subjective cost-benefit analysis. For example, when a person perceives the costs of a relationship as outweighing the perceived benefits, then the theory predicts that the person will choose to leave the relationship (Yutyunyong & Scott, 2009:5). The authors point out that when looking at the social exchange process model as a theoretical basis, it is important to understand why residents perceive tourism impacts either positively or negatively.
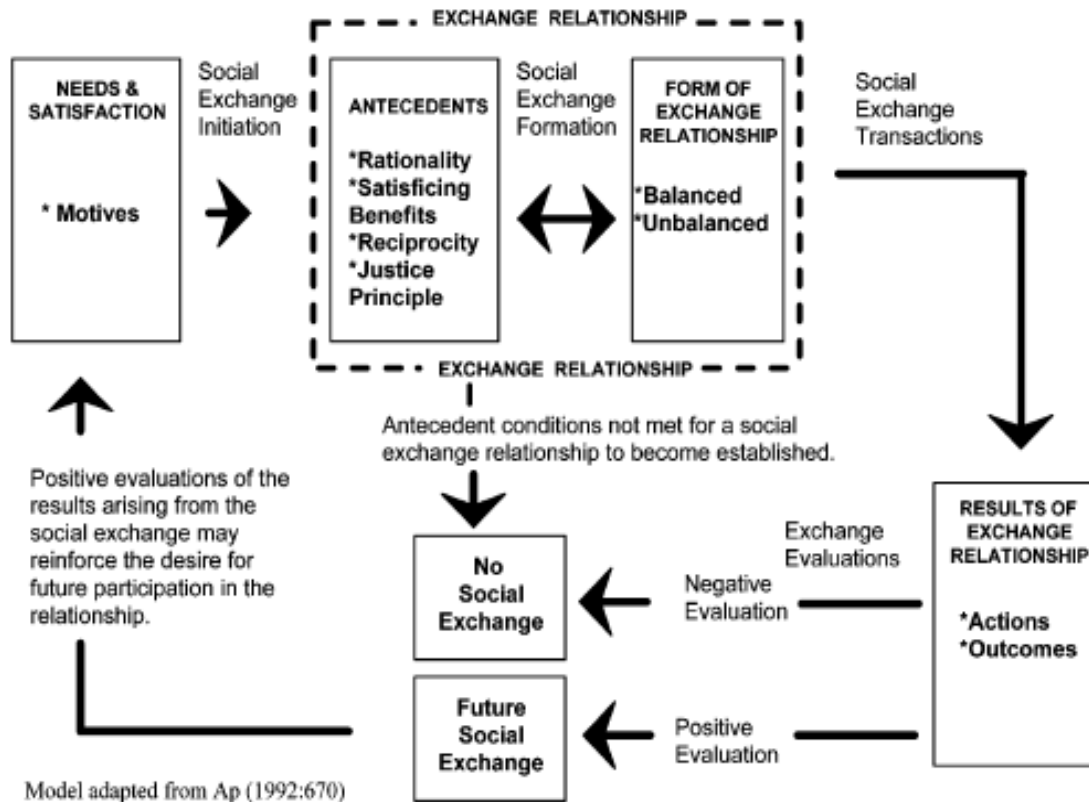
Figure 2.1: A model of the social exchange process (Ap, 1992:670)

Figure 2.1 illustrates a model of the social exchange process. The model represents that "residents tend to re-evaluate the perceived consequences of the exchange transaction within a dynamic social setting" (Waitt, 2003:196). However, it is important that their re-evaluation remains positive if they are likely to continue to participate in future exchange behavior (Waitt, 2003:196). The author further elaborates that a positive perception occurs when both actors involved have high levels of social power within the exchange relationship. In contrast, negative perceptions are related to the existence of low social power levels among the actors, since they perceive that they will gain little or nothing from the exchange (Waitt, 2003:196). The model was also based upon the concept of the exchange relation, in terms of which the resident is more likely to be favourably inclined towards, and supportive of, tourism development if he/she perceives more benefits than costs resulting from tourism development (Ap, 1992:670). An individual who perceives that benefits results from an exchange is likely to evaluate it positively; one who perceives costs as resulting from the exchange is likely to evaluate it negatively (Yutyunyong & Scott, 2009:6). Waitt (2003:196) argues that this theory suggests that residents' evaluations of tourism are dependent upon the relationship that is formed between the residents and the event's organisers. The author argues that the residents who live in close proximity to heavy tourism concentrations (e.g. those that are experienced on the occasion of mega-events

being held at the Cape Town Stadium) are more likely to be negatively-minded towards mega-events, by virtue of their greater exposure to its negative externalities, such as traffic noise, congestion, and litter, than are the residents who are farther away from such concentration.

Waitt (2003:196) affirms that residents are assumed to obtain a satisfactory, reasonable, or acceptable level of benefits from a social exchange relationship rather than the maximisation of benefits therefrom. Consequently, a resident will only develop a positive attitude if the expected benefits meet an acceptable, agreed level of satisfaction (Waitt, 2003:196). It is therefore important to analyse residents' perceptions and the social exchange (positive or negative) taking place.

2.6.1.1 SET and residents' perceptions

"The perceptions of the social and cultural impacts of sport mega-events are likely to differ across resident socio-demographic profiles, as each segment has its own social exchange relations with the other stakeholders who are involved in hosting the mega-event" (Waitt, 2003:196). An example is, when a vendor may maintain a positive attitude towards the World Cup as they view the event as an opportunity to sell products and gain economic benefits (Bassa & Jaggernath, 2010:124). Conversely, a tenant may perceive a mega-event negatively due to a higher rental fee which they have to pay, as a consequence of the increase in rental fees and real estate prices (Bassa & Jaggernath, 2010:124). For some, public expenditure on sports and transport infrastructure may never be justified (Waitt, 2003:213). In Sydney, this was the case among elderly respondents, who had more negative perceptions (Waitt, 2003:213). Such findings suggest that residents' perceptions of the economic impacts arising from hosting a mega-event have the potential to undermine public confidence in the event (Waitt, 2003:213). The researcher highlights that decision-makers need to understand the full range of the impacts of mega-events and how these impacts are distributed across informal communities. In terms of residents' support, identifying the level of support from different strata of the hosting society in advance helps organisers to manage this support while preparing to host the event (Rocha, 2012:41). Residents might use tangible clues (such as work done so far) to express support for an event (Rocha, 2012:41). Pearce *et al.* (1996:59) suggest that "the social representations theory (SRT) would form a better framework than SET, since the latter theory does not consider that residents' perceptions are formed within a social context". Therefore, the next section discusses SRT, which examines the relationship between social benefits and social interaction, and its effect on residents' social representations in terms of tourism developments and its impacts (Yutyunyong & Scott, 2009:6).

2.6.2 Social representations theory (SRT)

SRT suggests that individuals create representations about everything based on the interaction between received information from outside (e.g. media) and their own values (Rocha, 2012:41). Fredline and Faulkner (2001:113) assert that SRT suggests that the way in which people feel about hosting an event within the community is "affected both by their direct experience and by personal and societal values" and it is transmitted throughout the community, with it being shared by groups with similar experiences and values. SRT describes how and what people think in terms of their everyday experience, and how a wider social reality influences their thoughts (Yutyunyong & Scott, 2009:7). Yutyunyong and Scott (2009:7) argue that "the concept of SRT was advanced in France during the 1960s by Moscovici, who has defined 'social representatives' as being a multi-faceted concept that focuses on systems of values, ideas, images and practices that have the following two-fold functions":

- Establishing an order that enables individuals to orient themselves.
- Facilitating communication among members of a community, through adopting a code for naming and for classifying unambiguously the various aspects of their world.

Yutyunyong and Scott (2009:7) assert that SRT includes the contents of everyday thinking, which gives coherence to the beliefs, ideas, and connections that people create. SRT is especially appropriate when the topic of study involves "multiple social perspectives, when it provides challenges, difficulties, and conflicts due to a change; and when it features the communication of ideas in the public arena" (Yutyunyong & Scott, 2009:9). The study of tourism and of host community reactions to it is, therefore, well suited for investigation in terms of the SRT framework (Pearce *et al.*, 1996:59). Yutyunyong and Scott (2009:9) further assert that the examination of values as possible predictors of residents' perceptions translates into an in-depth study of how individuals' value and beliefs are formed, shared, and transmitted, within a community.

2.6.3 Integration of SET and SRT

A linkage between SET and SRT provides a theoretical framework for examining how social exchange impacts on the social representatives of tourism development and on the social impacts (Yutyunyong & Scott, 2009:12). In addition, a conceptual framework enables the investigation of the sharing of SRT between individuals and groups. Therefore, the integration of SET and SRT theoretically provides an alternative research framework by means of which to identify residents' perceptions of tourism development and its impacts, with regards to the

optimising of benefits and the minimising of problems regarding the impacts of tourism development (Yutyunyong & Scott, 2009:12), such as the 2010 FIFA World Cup™.

Figure 2.2 illustrates the integration between SET and SRT. Yutyunyong and Scott (2012:13) point out that the diagram above compares the social representations between those residents who are involved in the tourism industry and not those who are not involved in the tourism industry. A summary of the contents of this chapter follows next.
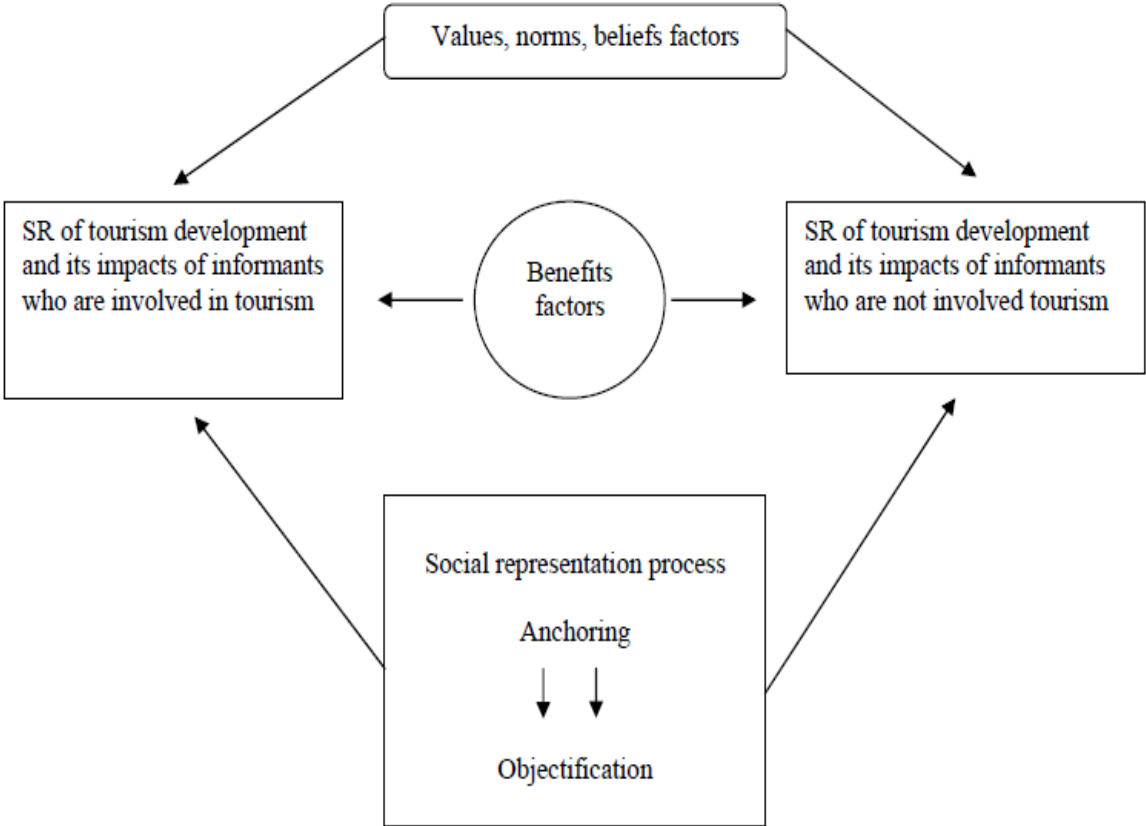
Figure 2.2: Integration of SET and SRT (conceptual framework) (Yutyunyong & Scott, 2009:12)

2.7 Summary

The first section of this chapter highlighted the link that exists between sport and tourism. However, even though a symbiotic relationship exists between the two, there is still a lack of common definition of both sport and tourism. This chapter also examined South Africa's interest in bidding and hosting of the 2010 FIFA World Cup™. An in-depth look at the significance of mega-events and the impact it has on South Africa as a host country was explored. The last section of the chapter highlighted the importance of measuring residents' perceptions, because community views might be different before, during, and after an event. Investigating the residents' perceptions prior to an event helps event-organising governing bodies and authorities to identify concerns and expectations prior to a game of international importance, so that problems can be promptly and properly addressed (Kim *et al.*, 2006:94). Therefore, it is of utmost importance that the community should play an active role in planning for the hosting of sport mega-events, so as to avoid disgruntling the residents and minimising further negative impacts on informal settlements. In the case of the Joe Slovo community, the residents struggle to cope with such pressing social issues as housing problems, infrastructure, and basic facilities. An important part of the sport event planning and management process is the consideration of the potential impacts of events, and how these might affect the quality of life for the local residents. The SET and SRT, and the integration thereof were outlined as key theories underpinning the conceptual framework in relation to understanding residents' perceptions. A key focus of sport mega-events should be the legacy that they leave behind. This chapter further provided the framework for the research methodology chapter that follows.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

According to the NRF, research is "original investigation that is undertaken to gain knowledge and/or to enhance understanding" (NRF, 2005:8). This chapter provides a detailed plan of the research methodology used to gather empirical data in order to achieve the research objectives set for the current study. It includes the background to the case study, and discusses informal settlements in South Africa. The main objective of this study was to understand the level of awareness, perceptions and attitudes of Joe Slovo informal residents regarding the potential impacts of the 2010 FIFA World Cup™. The research design, research population and sample selection of the study are defined in this chapter. The sample size and sampling procedures will be clearly identified. A description of the data collection method is provided and the role of research ethics and the ethical treatment of respondents is emphasised. The data analysis and the presentation of the findings will be discussed, and the limitations and the delineation of the study are given. A summary concludes this chapter.

3.2 Background to the case study area: Joe Slovo informal settlement

Langa township, which was established in 1927, was one of only three areas in greater Cape Town where African people were officially permitted to reside during the apartheid era (Tapscott, 2011:58). The said author elaborates that:

> Although a proportion of the population was defined as permanent residents, a large proportion was considered to consist of migrant labourers, who would eventually return to their designated ethnic homeland in the Eastern Cape.

During the 1960s and the 1970s, Langa was comprised of low-cost houses for the relatively small number of families living legally in Cape Town, together with a series of single-sex hostels, to which large numbers of migrant workers were consigned (Tapscott, 2011:58). In addition, with the progressive unravelling of the apartheid policy in the 1980s, increasing numbers of women illegally joined their partners in the hostels and brought a more balanced demographic makeup to the area. Since no informal housing was permitted by the authorities, many families were forced to rent shacks in the backyards of those occupying formal housing (Tapscott, 2011:58). The name 'Langa' was proposed, due to its connection with many African royals, as well as due to it being an abbreviation of the name of the Chief of the Amahlubi tribe, Langalibalele, who

had led a rebellion in 1873, and who was banished to Robben Island (Coetzer, 2009:6). The author states that Langa was established "for the implementation of 'village life' to have an uplifting effect on the 'class' of person for whom the place was designed". According to Coetzer (2009:6), Langa was seen:

> As a place that was divided between those who were understood to be permanent married residents of Cape Town and those who were single, with the latter social status being further differentiated between men and women.

Originally, the residential requirements were considered to be 500 cottages, one hostel for 2 000 single men, and one hostel for 100 single women (Coetzer, 2009:6). Tapscott (2011:59) states that, with the collapse of apartheid in the late 1980s and 1990s and with the ending of the influx control laws that inhibited the movement of black people into the cities, there was a large and rapid influx of people into the greater Cape Town area. The author further states that the rapid growth of an informal settlement on the outskirts of Langa began in the mid-1990s and that it rapidly gained momentum thereafter. The settlement that is known as Joe Slovo is named after the African National Congress (ANC) stalwart and first Minister of Housing in Nelson Mandela's Cabinet, and is situated along the N2 freeway that runs between the airport and the Cape Town central business district (CBD) (Tapscott, 2011:59).

The Joe Slovo informal settlement had its origins in apartheid policies that restricted the migration of black people into the urban areas (Tapscott, 2011:60). The author notes that the first informal settlements in the area were built on the outskirts of Langa in the late 1980's, but were subsequently destroyed by the authorities. In 1993, with the imminent collapse of the apartheid government, households began settling in the area once again (Tapscott, 2011:60). In South Africa, with the beginning of democracy in 1994, settlements in the area grew at a rapid pace, leading to, by 2003, there being 5 451 informal dwellings in the Joe Slovo area (Development Action Group (DAG), 2007a:5). Joe Slovo is one of Cape Town's largest informal settlements, situated about 10km from the city centre (Chenwi, 2008:14). The author states that the informal housing structures of which the settlement is built are mostly composed of combustible materials, with odd assortments of wood, plastic and corrugated iron. Overcrowding, fires, floods, unhealthy conditions, and crime are characteristics of the area (Chenwi, 2008:14). The author highlights that the government has selected to do a 'roll-over' upgrade in Joe Slovo, as opposed to an *in situ* upgrade. Roll-over upgrades require the removal of residents from the informal settlement to be upgraded to a temporary relocation area (TRA),

while i*n situ* upgrades do not require relocation and involve minimal disruption to the siting of informal dwellings (Chenwi, 2008:14). At the time of the upgrading, the majority of Joe Slovo residents had moved into the area from the Eastern Cape (Tapscott, 2011:67). The author further notes that:

> Those moving in from the Eastern Cape have tended to have a greater degree of social cohesion, since it is known that migrants to cities frequently seek out family members, relatives or people from their home areas in establishing an urban base.

Whilst there is undoubtedly competition amongst the inhabitants of informal settlements for space and resources, the close proximity of neighbours, and the need for some form of social order in daily life helps to forge a sense of group solidarity in such areas (Tapscott, 2011:67). In addition, the author states that such feelings of solidarity played an important part in subsequent efforts to mobilise the Joe Slovo community to resist relocation and to campaign for their own houses.

The informal dwellings of hundreds of residents of Joe Slovo were in the process of being upgraded, leading to them facing eviction, so that the sites on which they had been living could have formal housing erected on them. The result was a number of riots, giving rise to several cases that was presented before the High Court, and, subsequently, before the Constitutional Court (Chenwi, 2008:14). In May 2005, the National Department of Housing (NDoH) announced the launch of the Gateway housing project as part of a broad programme to eradicate shack dwellings in the major cities of South Africa (Tapscott, 2011:59). The author states further that many of the occupants of backyard shacks, had been on the municipal housing waiting-list from 10, to 20 years. As such, the allocation of housing was regarded by the displaced occupants as being inherently unjust, particularly as they had at no stage been consulted on the allocation process used. The following section focuses on informal settlements in South Africa.

3.2.1 Informal settlements in South Africa

In the early 1990s the housing or shelter needs of informal dwellers was not regarded as a priority by the government, nor was there a policy as to how to deal with informal settlements (DAG, 2007b:9). At the time, it was perceived that informal settlements were simply land invasions, and the policy adopted in response to such 'hijacking' of land was to eliminate the growth of informal settlements by evicting those who opted to live there, which, in the process,

denied them of their rights to adequate housing, health and the right to work (Klug & Vadwa, 2009:43). The growth of informal settlements in all major cities and towns in South Africa is reflected in the inadequacy of human settlements to date (Klug & Vadwa, 2009:37). They further point out that there are two characteristics that stand out when observing informal settlements. Firstly, the inadequacy of the human living and working conditions in the settlements and, secondly, the prevalence of non-formal multiple livelihood strategies adopted by the households and families living in such settlements (Klug & Vadwa, 2009:37).

Since the mid-1990s, South African cities, particularly in the six metropolitan areas, have been undergoing rapid urbanisation (South Africa. NDoH, 1994:9). In 1994, it was estimated that a minimum of 150 000 new households, or just over half million people, a year would accommodate themselves in informal dwellings (South Africa. NDoH, 1994:9). In 2007, the Community Survey claimed that there was a drop in the percentage of informal dwellings from 12.3% in 2001 to 9.7% in 2007 (Klug & Vadwa, 2009:38). However, it is often difficult to obtain reliable figures regarding the settlement backlog in South Africa (Victor, 2009:3). At one extreme, Statistics South Africa (StatsSA) claims that in 2007, about 1.2 million dwellings were in existence in the informal settlements in South Africa (Misselhorn, 2008:14). In contrast, StatsSA (2007:21) argues that the figures of families living in informal settlements decreased from 16.4% in 2001 to 14.4% in 2007. Misselhorn (2008:15) remarks that the number of informal dwellings are repeatedly used as the foundation for counting, and not the number of sub-families that might live in a single dwelling. The change in the terminology from 'household structure' to 'informal dwelling' is significant, in that it gives insight into the change that has taken place in the approach to informal settlements (Klug & Vadwa, 2009:45). The authors reviewed four of the six metropolitan municipalities, namely Johannesburg, eThekwini, Cape Town and Ekurhuleni, and two small local municipalities, Kwadukza and Bushbuckridge. At the time of the current study, the selected metropolitan municipalities contained the largest number of people living under informal housing conditions (Klug & Vadwa, 2009:38).

With regards to the credibility of data, StatsSA data is based on those who are willing to identify themselves. In many parts of the urban centres, a high level of foreign migrants who are present in said areas refuse to be identified, fearing that them doing so would lead to reprisals and deportation (Klug & Vadwa, 2009:38). The authors also note that, in post-apartheid South Africa, the participation of those who live in informal settlements in the formal economy is limited. Those who live in such settlements are forced to create multiple livelihood strategies, primarily within the informal sector, without any state assistance or intervention to enable them to

reconcile their aspirations and needs with the demands made by active role-players in the advanced skill-based economy (Klug & Vadwa, 2009:38). The provision of permanent services and of housing to poor households has largely been relegated to a supply-driven production of Reconstruction and Development Programme (RDP) 'matchbox' houses by municipalities, resulting in the continuance of social inequalities and spatial marginalisation (Klug & Vadwa, 2009:39). The RDP is the strategy that has been adopted by the South African government by means of which to implement the fundamental transformation of the country (South Africa. DEAT, 1996:5). The Programme is based on the notion that the principles of reconstruction and development are part of an integrated process, which can integrate growth, development and reconciliation into a unified programme (South Africa. DEAT, 1996:5).

Informal settlements are common physical entities within the makeup of South African cities (Busgeeth & Van den Bergh, 2008:21). The authors state that such settlements have increased in number from 1 049 million dwellings in 1994 to 1 376 million in 2004, and were projected as continuing to increase to 2.4 million in 2008. The existence of informal settlements is fast becoming a serious problem, since they accommodate a large proportion of the urban population who live in sub-standard living conditions (Busgeeth & Van den Bergh, 2008:21). The authors describe informal settlements as consisting of shacks, squatter areas, shanty towns and irregular settlements. Notwithstanding the name that is used to describe the phenomenon concerned:

> The common features that distinguish these settlements from formal ones are that they do not adhere to local building codes; they have either low, or no, levels of infrastructure; they are either poorly serviced, or not serviced at all; they totally lack security of tenure; and they are characterised by a relatively non-functional layout (Busgeeth & Van den Bergh, 2008:21).

Chenwi (2008:13) adds that "the continued presence and growth of informal settlements with little or no access to services and infrastructure, is a common feature in South Africa". One of the fundamental difficulties that authorities face when planning how best to respond to the formation and growth of informal settlements, is the lack of spatial and temporal data available (Busgeeth & Van den Bergh, 2008:21). The authors point out that several reasons exist for the lack of data on informal settlements, including the dysfunctional structure and high building density involved, which make it difficult to conduct surveys. Such aspects will be further discussed in the next section (research design). The settlements are dynamic, with frequent

population fluctuations, to the extent that the erection or the removal of structures often happens overnight (Busgeeth & Van den Bergh, 2008:22). Huchzermeyer, Karam, Stemela, Siliga and Frazenburg (2006:20) note that the mushrooming of informal settlements is a result of the slow delivery of state-subsided low-cost housing.

Informal settlements are a manifestation of poverty, social and economic exclusion, social inequality, marginalisation and discrimination (Chenwi, 2008:13). The author notes that "most households in informal settlements are poor and vulnerable, with generally low incomes, resulting in such severe social problem as crime, drugs, alcoholism, domestic violence, community conflict and dependence on welfare". The government has responded to the rapid growth of informal settlements by developing programmes that are aimed at eradicating these settlements concerned (Chenwi, 2008:14). The author further states that, in October 2004, a National Housing Programme, 'Upgrading of Informal Settlements Programme' (UISP), was adapted in response to the policy called Breaking New Ground (BNG): A Comprehensive Plan for the Development of Sustainable Human Settlements policy, dated August 2004. The above programme is designed to facilitate the *insitu* upgrading of informal settlements in a structured way (National Housing Code, 2009:16). It includes the possible relocation and resettlement of people on a voluntary and co-operative basis, as may be appropriate (National Housing Code, 2009:16). However, since the inception of BNG, its pilot project (the N2 Gateway project, Joe Slovo) has been at the centre of contention (Bolnick, 2010:3). Additionally, the said plan has primarily encouraged the private sector to return to the housing subsidy market, due to a shift away from the low-profit margins involved. Huchzermeyer (2009:59) states that to date, municipalities have not necessarily opted for abiding by the new programme when intervening in an informal settlement. The author notes that, a few years later, the campaign's plan to change mindsets has not been breaking the ground that it was intended to, in terms of the national housing policy refinement of 2004. Huchzermeyer (2009:60) also states that the informal settlement upgrading programme lacks a 'paradigm shift', as it projects a different approach for dealing with informal settlements.

3.2.2 Upgrading of informal settlements
The South African government plans to upgrade 500 000 shacks in informal settlements by 2014, through the provision of the associated basic services and land tenure rights (South Africa.info, 2010:1). The new plan, which was to upgrade 125 000 informal dwellings annually over the 4 years preceding 2014, in terms of the National Upgrading Support Programme (NUSP), was an attempt to step up the delivery of affordable housing (South Africa.info,

2010:1). Victor (2009:35) asserts that upgrades need to be seen as a sensible mode to face the challenges of urbanisation and poverty eradication across the cities of developing countries, and not only to construct new models and paradigms of urban inclusion and planning. As settlement upgrading is seen as the least costly, and possibly the only viable, option left, local communities must be assisted with, and skilled on, how best the local people can help themselves (Victor, 2009:37). Furthermore, the members of the community, including professionals, need to be trained in the addressing of housing problems. Misselhorn (2008:3) argues that:

> Because of the constraints imposed on the rolling out of conventional housing, the reality is that the majority of informal settlements have still not received development attention, whether in the form of a full upgrading, or in the provision of interim interventions to mitigate substandard living conditions.

The National Housing Programme tends to be premised predominantly on the theoretical assumptions of what is practical and desirable (Misselhorn, 2008:4). The author further states that individuals who are in policy-making positions often tend to be over-optimistic, because they fail to understand the reality of the settlement and delivery issues as they impact on the ground. Given this background to Joe Slovo informal settlement, the research design of the study is presented next.

3.3 Research design

In order to achieve the objectives of the current study, known and acceptable methods of obtaining data were used, both qualitative and quantitative (Ntloko & Swart, 2008:81). Welman *et al.* (2005:8) assert that:

> The purpose of quantitative research is to evaluate objective data consisting of numbers, whereas qualitative research deals with subjective data that are produced as a result of the mental outlook of the respondents or the interviewees concerned.

These authors further state that researchers using quantitative methods try to understand the facts of a research investigation from an outsider's perspective. In contrast, researchers using qualitative methods try to achieve an insider's view by talking to interviewees, or by observing their behavior in a subjective way. They believe that the first-hand experience of the interviewee under investigation produces the best data (Welman *et al.*, 2005:9). Denzin and Lincoln (1994:4)

note that "the word 'qualitative' implies an emphasis on processes and meanings that are not rigorously examined or measured (if they are measured at all) in terms of quantity, amount, intensity or frequency". Therefore, qualitative studies can be used successfully to describe groups and communities (Welman *et al.,* 2005:188). Cooper and Schindler (1998:132) explain that "descriptive research is concerned with finding out considerations of who, what, where, when, or how much while the objective of exploratory research is to discover future research tasks". They note that the immediate purpose of exploratory research is usually to develop hypotheses or questions for further research. The research design of the current study made use of descriptive research.

3.3.1 Primary sources

Personal face-to-face interviews were conducted, and questionnaires were used, as the primary data collection method for capturing information related to Joe Slovo residents' awareness, perceptions and attitudes toward the impacts of the 2010 FIFA World Cup™. Interviews were conducted in an informal manner to gather data on residents' perceptions and awareness of, as well as attitudes towards, South Africa's hosting of the 2010 FIFA World Cup™.

3.3.2 Secondary sources

The following secondary sources of information were consulted: journals; textbooks; industry literature; government publication; databases; Internet sites; conference papers; accredited academic journals; electronic journals and other published literature. In addition, the review of current and past literature provided an informed understanding of the context of sport tourism events and of its perceived impacts on the host communities (consisting of residents).

3.4 Descriptive research

The descriptive research design consisted of empirical survey, using personal face-to-face interviews with members of the Joe Slovo community, consisting of informal residents residing in close proximity to Cape Town Stadium. The research population, the sample selection and the data collection method are discussed in the following section.

3.4.1 Research population and sample selection

The Western Cape, comprising a total area of 129 462km², lies at the southern tip of Africa (South Africa.info, 2014:1). The province is the country's fourth largest, being only slightly smaller than the Free State. It makes up 10.6% of South Africa's land area, and, in mid-2010,

was inhabited by a population of 5.2 million people (South Africa.info, 2014:1). Cape Town nestles in the curve of Table Mountain at the start of the hook-shaped Cape Peninsula, which ends in the jagged cliffs of Cape Point (South Africa.info, 2014:1). Cape Town is the oldest city in the country, and is currently the legislative capital of South Africa (Moore, 1989:122). Figure 3.1 illustrates the siting of Langa in relation to Cape Town (Google Earth, 2014:1).
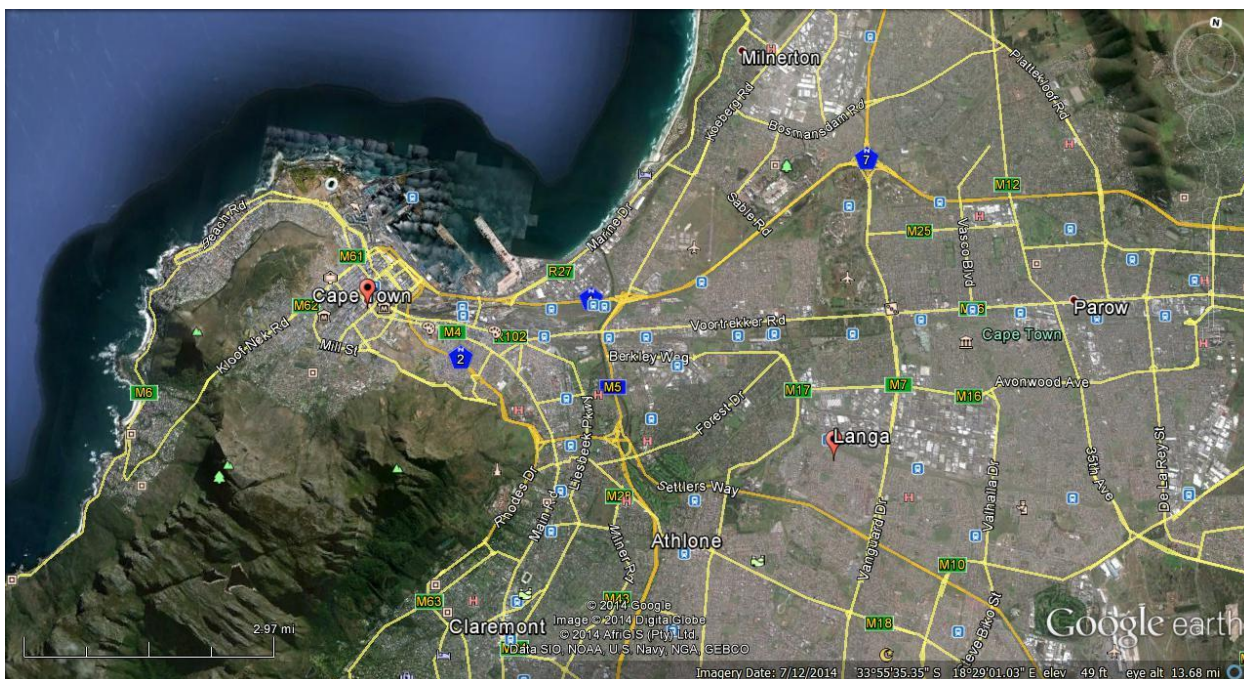
Figure 3.1: Map of Cape Town, showing Langa
(Google Earth, 2014:1)

The Joe Slovo informal settlement was established in the early 1990s, by former occupants of the Langa hostels and by people who had been living in backyard shacks (CoHRE, 2009:11). The original settlement was well located with respect to the transport nodes, the educational facilities and the economic opportunities that were available at the time (De Satge, Kahanovitz, Kubukeli & Tissington, 2009:3). The result was that it became one of the fastest growing informal settlements in the Cape Town (De Satge *et al.,* 2009:3). A dwelling count that was conducted in May 1996 found that there were 1 195 informal homes in Joe Slovo (De Satge *et al.,* 2009:4). The authors further note that the number of dwellings increased to 2 153 by May 1998, and by 2000, the number having grown to 4 300 dwellings, showing an increase of 100.0% over two years. CoHRE (2009:32) identified that, by 2003, there were 5 431 dwellings in Joe Slovo. Joe Slovo residents are part of Cape Town's urban poor communities, with many of the inhabitants being migrants from the Eastern Cape and other rural areas. According to the

70

CoCT (2005:31), most residents of Joe Slovo were born in the Eastern Cape, having moved to Cape Town as young adults. The percentages, in terms of origin, were found to be as follows:

- Eastern Cape - 96.1%
- Western Cape – 2.2%
- KwaZulu-Natal – 0.5%
- Gauteng – 0.7%
- Free State – 0.2%

With the Joe Slovo settlement being relatively close to the Cape Town CBD, the rail access to the city and its location in respect of, and proximity to, employment opportunities in nearby Epping, Pinelands and Cape Town's CBD made it a prime location for migrants, as rigid apartheid spatial planning began to fall apart (CoHRE, 2009:11).

Figure 3.2: Boundaries of Langa
(Adopted by CoCT, 2012:1)

Some of the relatively early residents of Joe Slovo recount clearing the land and bush in the area to build their homes, while having to face repeated intimidation and attempts to demolish their shacks by the CoCT (CoHRE, 2009:11). Gradually, in the late 1990s as the settlement

grew, so did access to basic services and amenities (CoHRE, 2009:26). Figure 3.2 highlights the areas surrounding Langa and Joe Slovo informal settlement in Cape Town.

3.4.2 Data collection, involving the use of a questionnaire

A questionnaire was used to assess the levels of awareness, perceptions and attitudes of Joe Slovo residents, in relation to the 2010 FIFA World Cup™. Systematic, stratified random sampling was used in order to gain a broad representation of respondents within the area of study. According to Trochim (2006:1), several major reasons exist for preferring stratified random sampling over simple random sampling. Firstly, the author asserts that the former method of sampling assures the possibility of representing not only the overall population, but also key subgroups, especially small minority ones, of the population. Secondly, such sampling generally allows for more statistical precision than does simple random sampling (Trochim, 2006:1). However, this will only hold true if the strata or groups are homogeneous in composition. According to Hunt and Tyrell (2001:1), the advantages of stratified random sampling include the following:

- Stratification will always achieve fairly great precision, provided that the strata have been chosen so that members of the same stratum are as similar as possible in respect of the characteristic of interest. The current study allowed for stratifying by area, in order to ensure that all areas of location were included in it.
- Stratifying a sample is often administratively convenient. Interviewers can be specifically trained to deal with a particular age group, a certain ethnic group, or employees in a particular industry.
- This type of sampling ensures better coverage of the population than that which can be obtained with simple random sampling.

In order to draw valid conclusions from empirical studies, it is necessary to use assessment instruments that have previously been tested for their validity and reliability (Ouzouni & Nakakis, 2011:239). The said authors assert that reliability refers to "the repeatability and reproducibility of a set of measurements in yielding a consistent result, to the homogeneity if an instrument, and to the degree to which it is free from random error". In contrast, validity is defined as the extent to which an instrument measures what it planned to measure (Kimberlin & Winterstein, 2008:2278). Trochim (2006:18) identifies the following questions that should be asked when considering the criteria involved, when evaluating instruments.

- To assess the reliability of the instrument, the following questions should be asked:

- Will the evaluation process designed consistently measure what it is required to measure?
- In a self-designed an instrument, will people be likely to interpret questions asked in the same way each time that they are asked?
• To assess the validity of the instrument, the following question should be asked:
- Will the information collection methods you designed produce information that measures what it is said is being measured?

With regards to the reliability of the instrument that was used in the current study, the questions were clear, and definitions and terms were provided if the interpretation of a question was incorrect (Trochim, 2006:18). With regards to the validity of the instrument that was used, the questions were linked to the research objectives set, and no time was wasted on asking irrelevant questions (Trochim, 2006:18). Empirical surveys, using face-to-face interviews to complete questionnaires, were conducted in residents' homes. The structured interviews allowed the researchers to focus the respondents on a particular topic of interest, and gave the researchers the opportunity to test out their preliminary understanding, while still allowing ample opportunity for new ways of seeing and understanding to develop (Cohen & Crabtree, 2008:1). The questionnaire was based on the survey instrument that was developed by Fredline and Faulkner (2002) and Fredline (2004). Approval to use this instrument was given by Fredline, and the survey was modified and adapted to suit the South African context. Chain (2009) and Bama's (2011) studies on the 2010 FIFA World Cup™ made use of the above survey instrument.

The questionnaire, which incorporated both open- and closed-ended questions, was designed for, and adapted to, the South African context, in consultation and conjunction with the supervisor concerned. The questions were related to the awareness, the perceptions and the attitudes regarding South Africa's hosting of the 2010 FIFA World Cup™, and the about impacts of the mega-event on the residents concerned (refer to the survey questionnaire in Appendix B). The instrument featured six sections, namely:
• Residents' awareness of the 2010 FIFA World Cup™.
• Residents interest in soccer.
• Involvement in the 2010 FIFA World Cup™.
• Perceptions and attitudes towards the impacts of the stadiums used.

- Residents' perceptions and attitudes, which used a Likert-type rating scale to ask for the level of agreement with statements ranging from 'strongly agree' to 'strongly disagree', and also a 'neutral response'.
- Residents' profiles, including their age, education level, employment status, monthly income, gender and historical racial classification.

Ohmann *et al.* (2006:137) argue that using open-ended questions in respondent completed questionnaires is not advised, as the respondents are then required to write lengthy answers that lead to the risk of the questions concerned being ignored. Therefore, using an interviewer-completed technique allows for such questions to be effectively answered and captured effectively (Ohmann *et al.,* 2006:137). However, Welman *et al.* (2005:74) note that the advantage of asking open-ended questions is that the respondents' answers are not influenced by the interviewer. The authors also state that a closed-ended question is one that offers the respondents a range of answers from which to select. In the case of a self-completed questionnaire, a range of answers is set, with the respondents being asked to choose the most relevant answer available (Welman *et al.*, 2005:175). Both open- and closed-ended questions were included in the current study.

3.5 Pilot study

A pilot study is a 'pre-study' of the fuller study, and plays a very important role in the development of measurement instruments (Welman *et al.,* 2005:184). Welman *et al.* (2005:148) further elaborate that it is useful to test out a new instrument before administering them to the actual sample when they are developed. The said authors note that:

> The process of 'testing out' is done by means of a pilot study, which entails administering the instrument to a limited number of subjects from the same population as that for which the eventual project is intended.

In the current study, the questionnaire was pilot tested to assess the respondents understanding of the style of questions and to monitor the time that it would take, on average, to complete the interview. The above was done in the actual field and environment in which the household surveys took place. It was found necessary to clarify some of the words such as 'legacy', and it was noted that the asking of some questions resulted in similar answers being given. The questions concerned were, therefore, simplified, and if there was any confusion,

definitions were provided by the fieldworkers to clarify the terms used, in order to increase the number of household surveys being completed.

3.6 Translation of questionnaire

Several authors (Hewson & Martin, 1991:123; Robinson, 1997:233; Price & Oshima, 1998:3) concur that:

> The cross-cultural literature indicates that obtaining a valid translation of an instrument is not a simple matter of directly translating one language into another, but it involves transferring certain cultural elements.

Venuti (2000:11) notes that translation is viewed as an interpretation that reconstitutes and transforms foreign texts. In addition, the author points out that it is difficult to remain faithful to the original (question) when translating, because of the difference in grammatical categories in the different languages. One can argue that survey translation might result in misinterpretations and misunderstandings that affect the outcome and the quality of data obtained.

Harkness and Schoua-Glusberg (1998:96) assert that, whether self-administered or read out by interviewers, the questionnaire text determines what is said to, or read by, the respondents. The goal, when using a questionnaire, is to obtain as many accurate responses as possible with regards to the open-ended questions (Harkness & Schoua-Glusberg, 1998:96). Moreover, the researcher should be aware that translation might decrease the quality of the data obtained. Also, additional time, effort and costs are involved in translating a questionnaire, as can be seen below (Harkness & Schoua-Glusberg, 1998:117):

- *Time organisation.* The time allotted for the overall study must allow enough time for translation, assessment, revision, pre-testing and the production of the final version of the translated questionnaire.
- *Funding allocation.* Poor instrument adaptation can be costly in terms of data quality.
- *People and skills.* Survey translators should be bilingual, professional translators and people with knowledge of empirical social science research, in the case of such research being undertaken.

Given the above, there were limited resources for translating the measurement instrument that was used in the current study. However, the fieldworkers were familiar with the home language of the respondents, and therefore could translate any questions that were not understood in

English. Mkoka, Vaughan, Wylie, Yelland and Jelsma (2003:265) confirm that caution needs to be exercised when using a questionnaire in a culture and language that is different from the originally developed and validated one. Also, the validity of a cross-cultural research questionnaire might be open to question. As a result of the above, it is important to convey the intended message of the questions in a questionnaire, whether or not the questionnaire is translated (Mkoka *et al.*, 2003:266).

3.7 Subjects of the study and fieldworkers employed

The Joe Slovo informal settlement was demarcated by means of identifying different zones and the target population that was located within the area of the study. With over 10 000 residents, Joe Slovo is one of the largest informal settlements in Cape Town (CoCT, 2001:1). According to the 2005 statistics (CoCT, 2005:8), almost 20 000 residents were living in the informal settlement. Based on the population size and the statistical table consulted (Isaacs & Michael, 1981:193), a sample size of 370 households (370 respondents) within the area was established by using the systematic, stratified random sampling method. Using this method, the data was collected from the residents who lived either in standard houses or in 'ironwood shacks', using the interviewer-completed surveys. Every 30th household was surveyed in order to ensure consistency in the current study. Upon selection of the respondents, the person who was primarily responsible for running the household was interviewed. If a chosen household was not available, or if the proposed respondents declined to participate in the study, the appropriate member of a neighboring household was interviewed, with the approach described being adopted in the remaining households surveyed. Joe Slovo informal settlement was divided into six zones, with the zones concerned being zones 30, 31, 32, 18, 1, and zone 2. Each zone represented approximately 50 respondents, in order to reach the sample size of 370 household respondents. Figure 3.3 shows the different zones and street layouts of Langa identified.

Six students at the Cape Peninsula University of Technology (CPUT) were selected to interview the respondents. Each of the students was enrolled at CPUT for either undergraduate or postgraduate studies. They had to have an understanding of how to gather information and they also had to know to ensure that the respondents completed the questionnaire accurately. They were also expected to be familiar with the subject area of sport mega-events and tourism, and had to have adequate communication skills to be able to communicate effectively with the respondents. The students who administered the questionnaire were fluent in Xhosa, which enabled them to translate the questionnaire if the respondents found it difficult to communicate in English.

The students were also briefed on the following areas: the ethical treatment of the respondents; how to convey the meaning of the questions, and how to encourage the respondents to co-operate during the interview; and how to cope with potential challenges encountered during the data collection. The importance of completing the questionnaires accurately was emphasised, and the students were told to note the date and zone name on which the interview was conducted, in order to ensure that the data obtained were of high quality. The interviewers were also trained always to introduce themselves to prospective respondents by outlining the purpose of the study. A letter of introduction was presented which indicated the researcher's details, the name of the university and the purpose of the survey. The letter also contained an explanation of the respect granted the confidentiality of the respondents interviewed in the study (refer to Appendix A).

In addition to the above, the task team leader of the Joe Slovo residents was contacted in order to ask permission to interview the Joe Slovo residents. The request was accompanied by a letter that was returned to the researcher, on being signed. This action formed part of the ethical requirements, as per the details contained in the following section. Verbal consent was required for participation. The researcher started the data collection three months prior to the hosting of the 2010 FIFA World Cup™, in order to gather the required information from the intended sample size of 370 households. The respondents were at no time forced to answer the questions asked (with the participation of the respondents being both voluntary and confidential). The next section discusses the research ethics abided by in the study, and the ethical treatment of the respondents, in more detail.
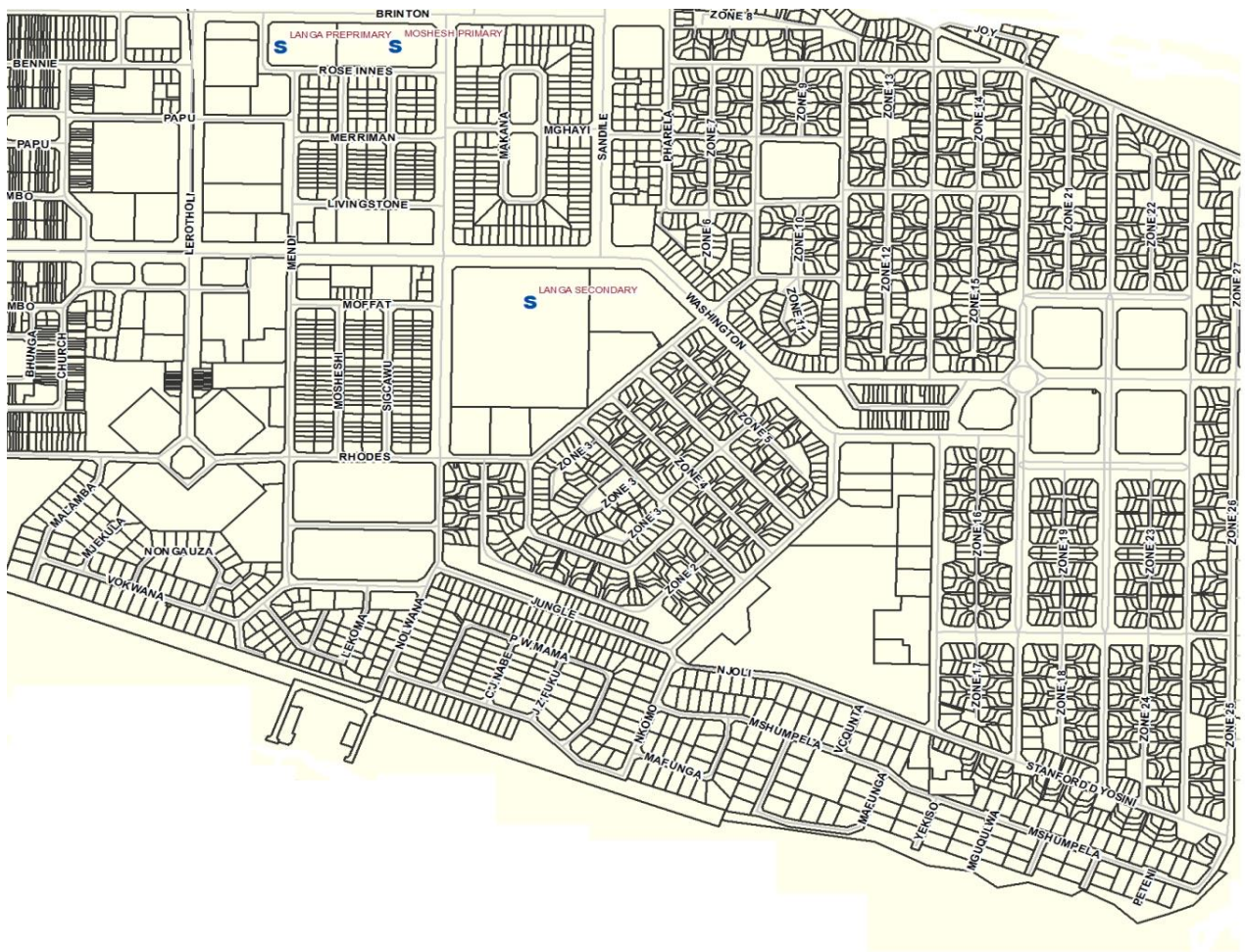
Figure 3.3: Street layout of Langa, Joe Slovo
(Adapted from CoCT, 2012)

3.8 Research ethics

Research ethics are "a set of principles or guidelines that assist the researcher in making difficult research decisions and in deciding which goals are most important in reconciling conflicting values" (Belmont Report, 2004:49). The general principles that concerns codes of research ethics are, firstly, "that no harm should befall the research subjects, and, secondly, that the subjects should take part freely in the study, based on their informed consent" (Welman *et al.*, 2005:181).

3.8.1 Ethical treatment of respondents

With respect to ethical considerations, the main aim of the interviewers was to protect the rights of the respondents, and to assure their right of privacy and confidentiality of information. According to Orb, Eisenhauer and Wynaden (2001:93) harm can be prevented or reduced

through the application of appropriate ethical principles. The respondents should be given the assurance that they will be indemnified against any physical and emotional harm (Welman *et al.*, 2005:201). Prior to the commencement of the study, the fieldwork researchers were briefed to make sure that they adhered to ethical guidelines and to all due research when interviewing the respondents.

Welman *et al.* (2005:201) note that the researcher should get the necessary permission from the respondents after they are thoroughly and truthfully informed about the purpose of an interview and an investigation, when such components form part of a study. The authors further state that researchers should be cautious against manipulating respondents, and against treating them as objects or numbers, rather than as individual human beings. According to the American Psychological Association (APA) Ad Hoc Committee on Ethical Standards in Psychological Research (1982:1) guidelines for the ethical treatment of human subjects include the following:

- The investigator respects the individual's freedom to decline to participate in, or to withdraw from, the research at any time.
- The investigator protects the participant from physical and mental discomfort, harm and danger that might arise from research procedures.
- Before the data are collected, the investigator provides the participant with information about the nature of the study, and attempts to remove any misconceptions that might have arisen about it.
- The information gathered about a research participant during the course of an investigation is confidential, unless otherwise agreed upon in advance.

In the current study, a letter of approval (CPUT ethical clearance letter) consenting to Joe Slovo informal residents partaking in the 2010 FIFA World Cup™ study was requested from the Joe Slovo Task Team Co-ordinator (refer to Appendix C). The interview only proceeded when the prospective respondents verbally agreed to participate in the study. That the information obtained was strictly confidential was emphasised, as well as the fact that the respondents were free not to answer any questions that made them feel uncomfortable, and that they were able to withdraw from the study at any stage (Appendix C).

3.9 Data analysis and presentation of the findings

In the current study, the data preparation included editing, coding and data entry. Secondly, the data obtained was explored and examined to establish meaningful descriptions, patterns and relationships that occurred with them. The statistical package for the social sciences (SPSS)

software (version 21) was used to analyse the quantitative data. The qualitative data collected was examined, explored and displayed, and meaningful themes, trends, patterns and relationships were extracted from them. Frequency tables and bar charts were presented to illustrate and to display the key findings made.

3.10 Limitations of the study

The following limitations and challenges of the current study were identified:

- The questionnaire was in English, and needed to be translated, by the fieldworker, into isiXhosa where necessary in order to reduce any language barriers encountered. Such translation only took place when it was required, as the majority of the residents understood the English language and could respond meaningfully to the questions asked. Noticeably, their level of education determined how accurately questions were answered and understood (Chapter Four). The translation of a questionnaire can be time-consuming and can involve additional costs, as was previously discussed (refer to 3.4.2 and 3.6).

- The respondents were unwilling to participate in the study, as they perceived the World Cup as not benefiting them directly.
  Respondents were not very eager to participate in the study, because they perceived as being too long and time-consuming.

- Potential respondents expected to receive financial compensation for participating in the study.

- Current living conditions (e.g. the lack of formal sanitation facilities) translated into lack of motivation to answer the questions asked. The majority of the respondents expressed their low morale and complained about their poor living conditions, which impacted on their attitudes and perceptions when answering questions regarding to the 2010 FIFA World Cup™.

- The respondents perceived that no results or feedback would be communicated by the researcher once the study was completed.

- Research was conducted mostly over the weekends, as many of the residents worked during the week. The result was that the study took longer to complete than it otherwise would have.

Steps taken to reduce limitations:

- IsiXhosa-speaking students were selected as fieldworkers, so as to reduce any language barriers that might otherwise have existed.

- Building relationships with the respondents and creating a relaxed atmosphere helped to enable the fieldworkers to probe into their backgrounds and where they came from, so that the questions were found to be easier to answer than they might else have been.

- The fieldworkers worked in pairs in order to cover a wider area (consisting of different zones), helping to ensure that all areas covered by the location were included in the study, and also facilitating the provision of mutual assistance when any queries arose.

- The wish of certain prospective respondents not to be included in the study were respected, in which case a member of the following household, if willing, was interviewed.

3.11 Delineation of the study area

The research study focused on the residents residing in an informal settlement within close proximity to Cape Town Stadium in Green Point at the time of the 2010 FIFA World Cup™ (refer to section 1.9).

3.12 Summary

This chapter discussed the research methods used in the current study in order to achieve the set research objectives. When considering the exploratory research, secondary sources of information were consulted, and a review of both past and current studies was undertaken, in order to establish the impact that a mega-event had on residents' perceptions. The descriptive research design incorporated primary data that were collected in the Joe Slovo informal settlement, in which area 370 residents, residing in close proximity to the Cape Town Stadium, were interviewed, using empirical surveys. The research population, the sample size, and the sampling procedures were described and discussed. Data collection methods and the role of research ethics were also discussed. The ethical treatment of respondents was outlined, and the importance of ethical integrity was highlighted. The data analysis methods and presentation of findings were clarified. Lastly, the limitations and delineation of the study were noted at the end of the chapter. The following chapter outlines the findings and analysis of the data collected.

CHAPTER FOUR
RESEARCH RESULTS AND DISCUSSION OF THE FINDINGS

4.1 Introduction

Chapter Three of the current study outlined the research methods used in this investigation to explore the levels of awareness, as well as the perceptions and attitudes, of residents, living within close proximity of the Cape Town Stadium in Green Point, with regards to the 2010 FIFA World Cup™. The descriptive research design consisted of interviewer-completed questionnaires that were administered using systematic, stratified random sampling, in order to gain a broad representation of Joe Slovo respondents residing in the above-mentioned area. The 370 respondents were the targeted sample size, as well as being the actual response rate. The fieldwork was conducted over a four week period, three months prior to the hosting of the 2010 FIFA World Cup™. The limitations and the challenges of the study were noted in the previous chapter. In line with the key objectives of the study, comparisons will be drawn from the work of Chain (2009) and Bama (2011), which carried out similar studies within a 1 km radius of the Green Point suburb on residents' perceptions of the 2010 FIFA World Cup™ and its impacts, in order to ascertain if any shift in perceptions had occurred, albeit the differences in context. Chain (2009) and Bama (2011) focused their studies on the perceptions of formal residents living in a formal setting within close proximity of the Cape Town Stadium (a year before and three months before), whereas the current study emphasises the perceptions of informal residents three months prior to the hosting of the 2010 FIFA World Cup™.

This chapter sets out the findings, the analysis, and the discussion of the responses received from the informal residents concerned with this study. Tables and figures are used to present the findings. The following section highlights the key findings emerging from the socio-demographic profile of the respondents.

4.2 Socio-demographic profile of the respondents

The socio-demographic profile of the respondents presents the results in terms of the residents' age, gender, race, marital status, employment status, highest educational level, and monthly household income. The next sub-section presents the results, in the form of the age distribution of the respondents concerned.

4.2.1 Age of the respondents

The age of the respondents who were interviewed in the Joe Slovo informal settlement ranged from 18 to 70 years. The age group category from 21 to 30 years achieved the highest response rate (49.2%) among the residents who completed the surveys, in comparison to the 61 to 70 years old age group (0.2%), which was shown to exhibit the lowest response rate. Furthermore, most of the respondents (93.5%) were 40 years old or younger, which is indicated in Table 4.1. The average age of respondents in the current study was 29.1 years, therefore the 21 to 30 years age group showed a particular interest in soccer in the Joe Slovo informal settlement. The following sub-section presents the gender distribution of the respondents concerned.

Table 4.1: Age group of the respondents (in %) (n=370)	
Age group	Total (in%)
18-20 years	11.6
21-30 years	49.2
31-40 years	32.7
41-50 years	4.1
51-60 years	2.2
61-70 years	0.2

4.2.2 Gender of the respondents

The findings suggest that the majority (73.0%) of the respondents involved in the study were of the male gender, whereas 27.0% of the respondents were of the female gender (Figure 4.1). The current study concurs with Rubin's (2009:268-269) reportage of most football fans as being men. Matheson and Congdon-Hohman (2011:4) assert that soccer is regarded as a male-dominated sport, in terms of both participation and support, which is evident from the findings that have been made in this respect. The prevalence of men supporting soccer is partly due to the general image of sports as being masculine in nature, which, even more particularly, prevails in terms of soccer (Matheson & Congdon-Hohman, 2011:4). Sub-section 4.2.3 that follows discusses the marital status of the respondents concerned.
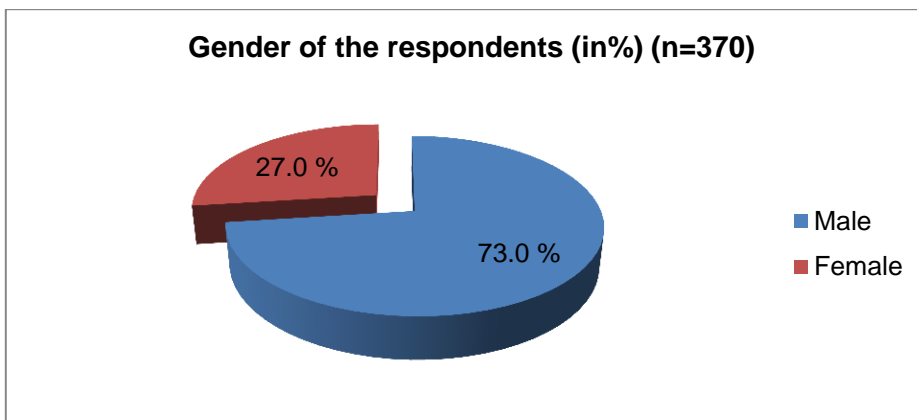
Figure 4.1 Gender of the respondents

4.2.3 Marital status of the respondents

Table 4.2 outlines the marital status of the respondents residing in Joe Slovo informal settlement. The results presented the majority (80.5%) of the respondents to be single, with those who were married comprising of 17.9%, and those who were separate or divorced constituting 0.8% each. The historical race category of the respondents is presented next.

Table 4.2: Marital status of the respondents (in %) (n=369)	
Marital status	Total (in %)
Single	80.5
Married	17.9
Separated	0.8
Divorced	0.8

4.2.4 Historical racial category of the respondents

The Joe Slovo residents who were surveyed indicated that the majority (98.3%) of the informal residents residing in Joe Slovo had immigrated from the Eastern Cape, and fell under the African historical racial category, as is indicated in Table 4.3. The purpose of their stay was mainly to be close to their work, and so as to provide for their families back home. They, therefore, formed part of the target audience for this particular study. Based on the historical racial category of the respondents who completed the questionnaire, African people (98.3%) made up the majority of the total population, followed by Indian people (1.1%), Colored people (0.3%) and White people (0.3%). The following sub-section discusses whether the respondents considered themselves as part of the majority group, or as part of a minority group, in South Africa.

Table 4.3: Historical race category of the respondents (in %) (n=367)	
Historical race category	Total (in %)
African	98.3
Indian	1.1
Colored	0.3
White	0.3

4.2.5 Group identity in South Africa

This question, in particular, required the respondents to indicate whether they saw themselves as part of the majority group, or as part of a minority group, in South Africa. The findings in Table 4.4 indicate that almost all of the respondents (95.6%) felt that they were part of the majority in the country, followed by those who considered themselves as being in the minority (2.5%). Of the respondents, 0.8% felt that neither of the above statements was correct, and 1.1% expressed uncertainty on the issue.

Table 4.4: Whether the participants saw themselves as part of the majority group, or as part of a minority group in South Africa (in %) (n=359)	
Self-perception	Total (in %)
Majority	95.6
Minority	2.5
Neither	0.8
Not sure	1.1

Sub-section 4.2.6 outlines the factors used to determine group identity.

4.2.6 Factors used by the respondents to determine their group identity

In the follow-up to the previous sub-section, the respondents were required to ascertain from a list of factors why they considered themselves to be part of the majority or as part of a minority group, in South Africa. Figure 4.2 indicates that the majority (88.5%) of the respondents considered their language to be the determining factor, followed by their race (80.1%), whereas others considered such factors as where they lived (67.3%), their religion (62.1%), their political affiliation (48.1%), and their ethnicity (48.1%). With South Africa recognising eleven languages as official, it is evident that language plays an important factor in the informal community under study. This contributing factor helps to entitle the community members, in terms of their self-

perception, to a sense of empowerment, and also as a means by which they can identify themselves with their racial origins which was found to be African (98.3%) in the majority of cases, as is indicated in Table 4.3.
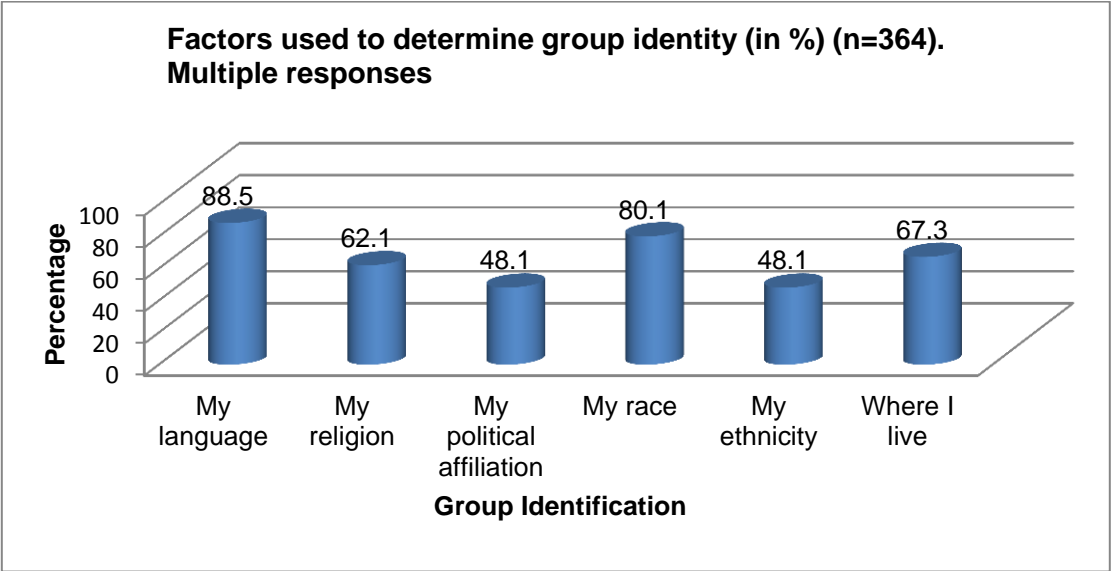
Figure 4.2: Factors used by the respondents to determine their group identity

4.2.7 Highest educational level of the respondents

Table 4.5 indicates the results as to the respondents' highest educational qualifications. The majority of the respondents (54.5%) had completed their secondary schooling, with 18.0% holding a certificate/diploma, whereas 16.4% had completed their primary schooling. Those who had completed a partial primary schooling accounted for 4.1%, with those who were in possession of an undergraduate degree forming 3.3% of the total. Those respondents who attained a postgraduate degree formed 1.6%, and respondents with no formal education at all also amounted to 1.6%. Other respondents, as is also indicated in Table 4.5, represented 0.5% of the total. Almost 80.0% of the respondents were found to have completed either their primary or their secondary schooling. Most of the residents were found not to have a higher degree, which might be linked to the high unemployment levels that were encountered, as are depicted in Figure 4.3 in sub-section 4.2.8. The following sub-section outlines the employment status of the respondents that were surveyed in Joe Slovo.

Table 4.5: Highest educational level of the respondents (in %) (n=367)	
Highest educational level	Total (in %)
Secondary schooling completed	54.5
Certificate/Diploma	18.0
Primary schooling completed	16.4
Partial primary schooling completed	4.1
Undergraduate degree	3.3
No formal education	1.6
Postgraduate degree	1.6
Other (specify)	0.5

4.2.8 Employment status of the respondents

In Figure 4.3, the relatively high unemployment rate is evident as the majority of the respondents (33.8%) indicated that they were unemployed. In 2005, it was reported that 39.5% of the adult population in the Joe Slovo informal settlement was unemployed and looking for work (CoCT, 2005:42). The students/scholars who were interviewed accounted for 20.6% of the total percentage of interviewees, in which cases the household was run by the individuals concerned, due to their parents being deceased, or due to them having been left behind in the Eastern Cape when those concerned moved to the city. This percentage was followed by that of the labourers/unskilled workers (12.8%), and by that of those who were self-employed, in terms of them owning 'spaza' shops in the community (7.8%).

The percentage of respondents who ran their own business in the community (i.e. in the form of hairdresser outlets, bed & breakfast accommodation, or as tour guides) came to 7.0%, whereas those in sales/marketing, and those who were artisans/technicians amounted to 4.4%, respectively. A minority of the respondents indicated that they were professionals (3.9%), whereas those who were retired came to 2.1%. Administrator/managerial positions were held by 1.7% of the respondents, with home executives accounting for 0.5%. The monthly household income of the respondents is presented in the following sub-section.
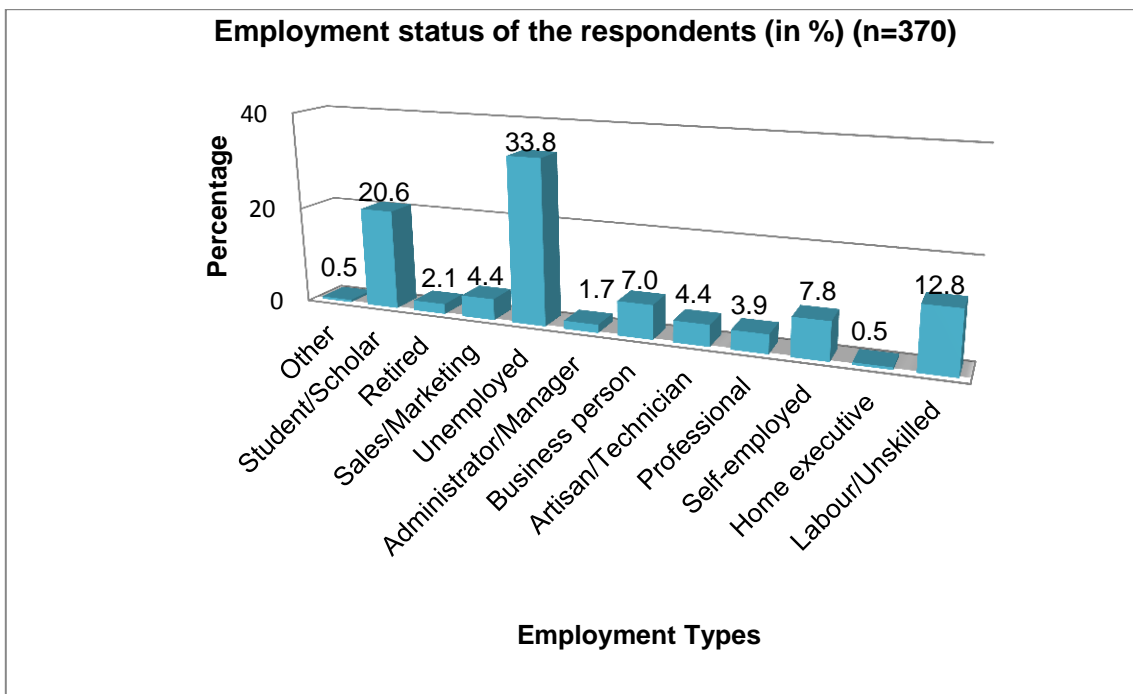
Figure 4.3: Employment status of the respondents

4.2.9 Monthly household income of the respondents

In terms of income, half of the respondents (50.0%) indicated that they received between R0 and R10 000 per month in income, whereas 48.2% indicated that they received no form of income. Those earning between R11 000 and R20 000 per month accounted for 0.8% of the total, whereas those earning between R21 000 and R30 000 per month accounted to 0.5% of the total. Almost half (48.2%) of the respondents indicating not receiving any form of income were influenced by the relatively high levels of unemployment as per Figure 4.3, and lower levels of education as outlined previously. Table 4.6 clearly illustrates that the informal residents of Joe Slovo either had no income at all, or that they received less than R10 000 per month, due to the poverty levels that were experienced in the community. The average monthly household income of the respondents was R4 032.65, which is a decrease from the average income of respondents that was reported in the Bama (2011:73) study, in which the average income of the respondents was said to be R13 550.63 a month, as well as to that which was reported in Chain's (2009:73) study, in which the respondents were said to earn an average income of R10 092 a month. The contributing factor to the discrepancy in average income due to the current study interviewing informal residents in the Joe Slovo informal settlement is evident, whereas Chain (2009:73) and Bama (2011:73) surveyed formal residents in the Cape Town's Green Point suburb, who are, in general, known to have a higher disposable income than do the residents living in an informal settlement.

Table 4.6: Monthly household income of the respondents (in %) (n=370)	
Monthly household income	Total (in %)
None	48.2
0 - R10 000	50.0
11 000 - 20 000	0.8
21 000 - 30 000	0.5
31 000 - 40 000	0.5
41 000 - 60 000	0.0

In the current study, a chi-square analysis was conducted to assess the relationships between the different socio-demographic factors involved and a range of variables associated with hosting the 2010 FIFA World Cup™. A chi-square statistical test "is the primary statistic that is used for testing the statistical significance of the cross-tabulation table" (Qualtrics.com, 2011:2). In terms of the above-mentioned analysis, there is no relationship between the variables concerned if the variables are independent (bear no relationship towards one another), which indicates that the results of the statistical test will be 'non-significant' (Qualtrics.com, 2011:2).

However, if variables are related, then the results of the statistical test will be 'statistically significant', meaning that there is some relationship between the variables. If the variables are related, then it can be said that the results are 'statically significant' and that the p-value is less than, or equal to, 0.05, meaning that the variables have a low chance of being independent. In the current study, the relationships that were found to be significant ($p<0.05$), and which are highlighted in Table 4.7, include the following:

- Employment vs. spectator status at soccer matches (0.001).
- Employment vs. volunteer status at soccer matches (0.000).
- Employment vs. increase in crime that was perceived as likely to be experienced during the event (0.000).
- Monthly household income vs. spectator status at soccer matches (0.010).
- Monthly household income vs. attendance at 2010 matches (0.005).
- Monthly household income vs. the status of being directly employed to work at soccer matches (0.041).
- Monthly household income vs. income-generating opportunities linked to the event (0.005).
- Monthly household income vs. the increase in crime that was perceived as being likely to be experienced during the event (0.003).
- Gender vs. current attendance at matches at league or national level (0.000).

Table 4.7: Chi-square results of socio-demographic factors (n=370), with statistical significance at 0.05					
	Employment status	Monthly household income	Gender	Age	Historical race category
Spectator status at soccer matches	0.001	0.010	0.152	0.103	0.103
Attendance at 2010 matches	0.103	0.005	0.339	0.822	0.419
Directly employed at soccer matches	0.870	0.041	0.532	0.483	0.983
Income generating opportunities linked to the event	0.059	0.005	0.697	0.640	0.981
Volunteer status at soccer matches	0.000	0.931	0.941	0.090	0.976
Currently attending matches at league or national level	0.174	0.507	0.000	0.294	0.545
Increase in crime likely to be experienced during the event	0.000	0.003	0.218	0.496	0.250

The residents, in response to being asked to indicate their levels of awareness of South Africa's hosting of the 2010 FIFA World Cup™, gave the responses that are discussed in the following section.

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

The importance of residents' awareness of the hosting of sport tourism events is crucial, as it is a clear indication how much they are likely to support such an event. This section presents key findings with regards to the awareness of the Joe Slovo informal residents who were interviewed regarding South Africa's hosting of the 2010 FIFA World Cup™.

4.3.1 Major sport tourism events held in South Africa during 2010

As is shown in Table 4.8, an overwhelming majority (97.8%) of the respondents in the current study responded positively with regards to their awareness of the major sport events that were held in South Africa during 2010. However, a few of the respondents (0.3%) stated that they were unaware of such events, whereas 1.9% were unsure about them. Given that the informal settlement in question is in close proximity to the Cape Town Stadium, it was not surprising that there was a high level of awareness of South Africa's hosting of such events.

Table 4.8: Awareness of major sport tourism events held in South Africa during 2010 (in%)(n=370)

Awareness of the event	Total (in %)
Yes	97.8
No	0.3
Not sure	1.9

4.3.2 Awareness levels of 2010 event held in South Africa

Table 4.9 presents the findings as to which major sport tourism event was being held in South Africa in 2010. Notably, the majority (99.7%) of the respondents identified the FIFA World Cup™ from among the four listed events, whereas 0.3% of the respondents identified a Golf Tournament.

Table 4.9: Major sport tourism event held in South Africa in 2010 (in %) (n=370)

Major sport tourism event	Total (in %)
FIFA (Soccer) World Cup™	99.7
Golf Tournament	0.3
Cricket World Cup	0.0
Rugby World Cup	0.0
Other (specify)	0.0

Those respondents (0.3%) who chose the latter as their response were unaware, or unsure, of the major sport tourism event (2010 FIFA World Cup™) that took place at Cape Town Stadium in 2010 (refer to Table 4.8). In Bama's (2011:74) study, all (100.0%) of the Green Point residents chose the FIFA World Cup™ from a list of five events, which is reasonably close to the finding that was made in this regard in the current study, despite the informal setting in the latter case.

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

Multiple communication methods were indicated by the respondents as the preferred means by which to disseminate information pertaining to the development of the event to the residents concerned (refer to Figure 4.4). The majority of the respondents indicated that they were informed of the event primarily by means of television (75.7%), with the next highest percentage (31.9%) stating that they were alerted to the event by means of the radio, followed by the percentage (15.9%) that was alerted by means of the newspaper. Other types of communication included the internet (3.2%), friends (2.4%), short message services (2.2%), e-mails (2.2%) posters (1.6%), and other (0.3%), with the percentages concerned being relatively low. The results confirm Swart and Bob's (2009:125) statement that "event organisers of mega-events should consider a range of communication strategies and present information in a style that is easily understood by local residents". Moreover, Bassa and Jaggernath (2010:132) express their belief that community involvement, and the provision of sufficient information is vital in order to ensure community buy-in in the case of a mega-event. A discussion of the residents' awareness of the 2010 event follows.
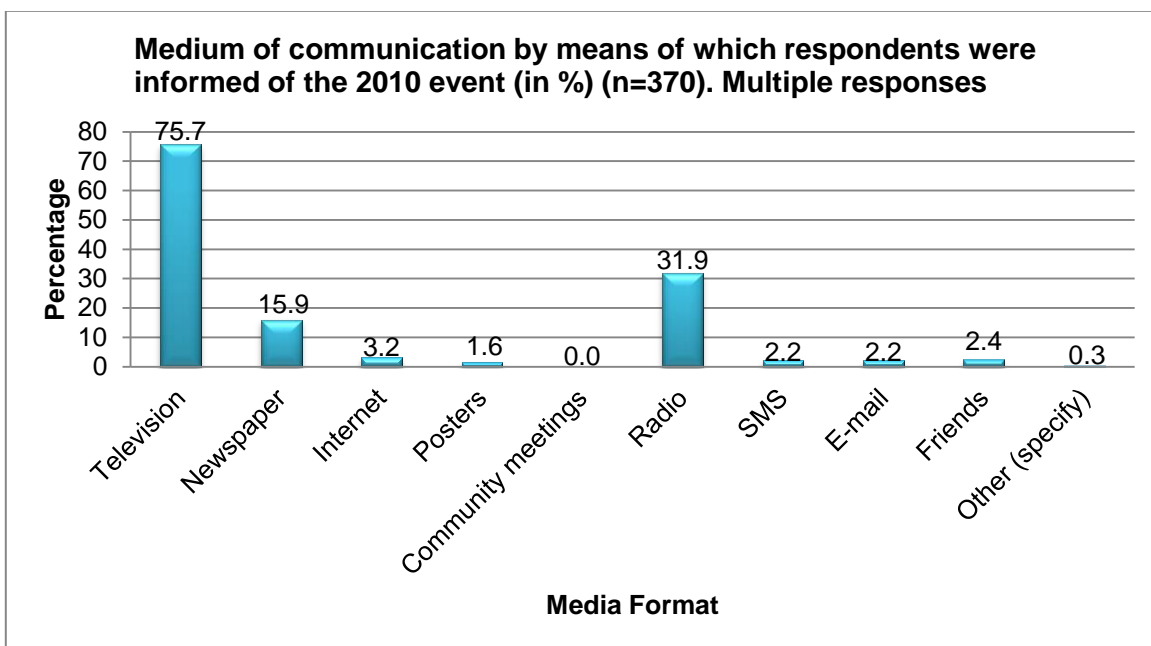
Figure 4.4: Medium of communication by which the respondents were informed of the 2010 event

4.3.4 Awareness of the competition venue built for the 2010 event

The majority of the respondents (73.8%) indicated that they were aware of the competition venue that was built in Cape Town. Very few (15.1%) of the respondents were unaware of it,

whereas 11.1% were not sure of it (see Table 4.10). Pillay *et al.* (2009:7) state that "the CoCT wanted to construct a new Stadium in the suburb of Athlone, believing that such a sitting would contribute to the development of the part of Cape Town concerned". The authors state that the decision was finally made to build Cape Town Stadium in Green Point, due to the location of the suburb concerned, which could show the city off to its best advantage. The construction of the Cape Town Stadium was the biggest single infrastructural investment made by the host city of Cape Town (CoCT, 2011:28). The Cape Town Stadium, which was highly contested, presented a host of possibilities for the media coverage of the stadium location (Pillay *et al.*, 2009:7). It was, therefore, not surprising to find that the majority of the respondents were aware of the competition venue. The authors further state that the residents were concerned that this particular Stadium would become a 'white elephant', because of the cost of maintenance that would be involved after the hosting of the mega-event had ended.

Table 4.10: Awareness of the competition venue built for the 2010 event in the broader Cape Town area (in %) (n=370)	
Competition venue built	Total (in %)
Yes	73.8%
No	15.1
Not sure	11.1

In the current study, the residents were seen to understand that Cape Town Stadium (within the ambit of the broader Cape Town area) was to be used as the competition venue for the playing of most of the matches concerned. However, their responses reflected that they were not as aware of the dedicated legacy stadium as would have been desired, as is further discussed in sub-section 4.3.5 which follows.

4.3.5 Awareness of any new sport facility built, or upgraded, for the 2010 FIFA World Cup™

The responses to the follow-up question to the preceding question indicated that the majority (70.0%) of the respondents were aware of the sport facility being built, or upgraded, for the 2010 event within the broader Cape Town area. A few of the respondents (30.0%) were unaware of any sport facility being built, or upgraded, near the Joe Slovo settlement, as is indicated in Figure 4.5.
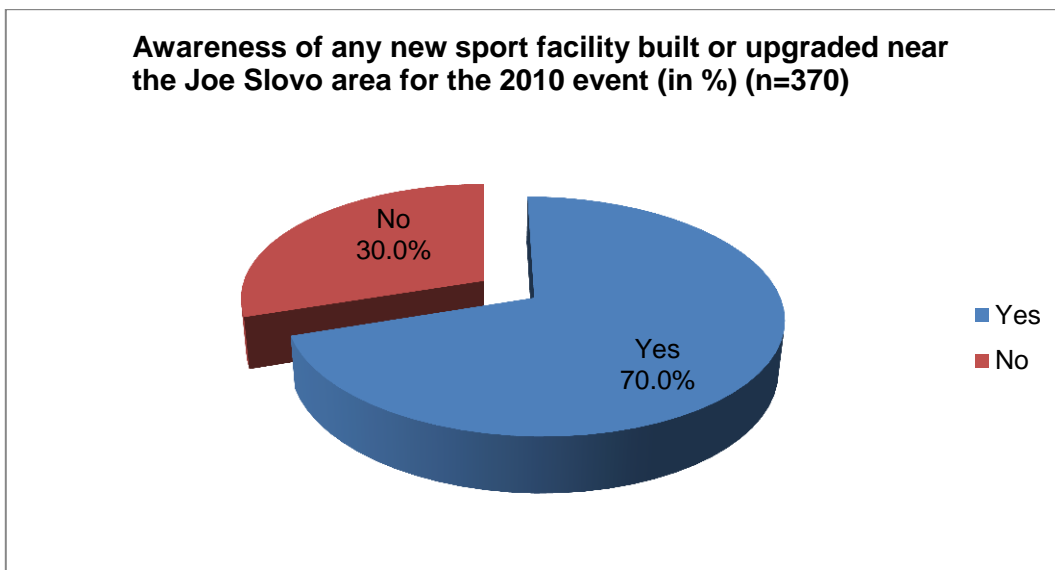
Figure 4.5: Awareness of any new sport facility built, or upgraded, for the 2010 FIFA World Cup™ event

4.3.6 Awareness of any 2010-related legacy projects conducted near the Joe Slovo community

The respondents, in another follow-up question, were asked to indicate the extent of their awareness of any 2010-related legacy projects that were conducted near the informal settlement (see Figure 4.6). Less than 30.0% of the respondents stated that they were aware of the 2010-related legacy projects that were conducted near the Joe Slovo area, while most (72.2%) of the respondents indicated that they were not. This is surprising, as the findings obtained below affirm residents' awareness, or lack thereof, of the event-related infrastructure, consisting of legacy projects built for the 2010 event. The lack of awareness of legacy projects could be attributed to confusion about the meaning of the term 'legacy'. Similar confusion, in relation to legacy projects, was found by Chain (2009:76) among the residents, with, two years later, Bama (2011:77) sharing similar findings. In addition, in common with Bama's (2011:77) study, a lack of communication between the residents and the event organisers was highlighted, which might have contributed to the contentious debates that were held surrounding Cape Town Stadium and its development. Chain (2009:76) also stresses that it appears that the stakeholders' efforts to increase the residents' awareness of the 2010 event's plans and developments did not achieve their desired effect. However, one year after Chain's (2009) study was conducted in Green Point, the informal residents in Joe Slovo are still not clear on the meaning of legacy, despite the focus on the importance of keeping the 'legacy alive' with regards to sport mega-events.
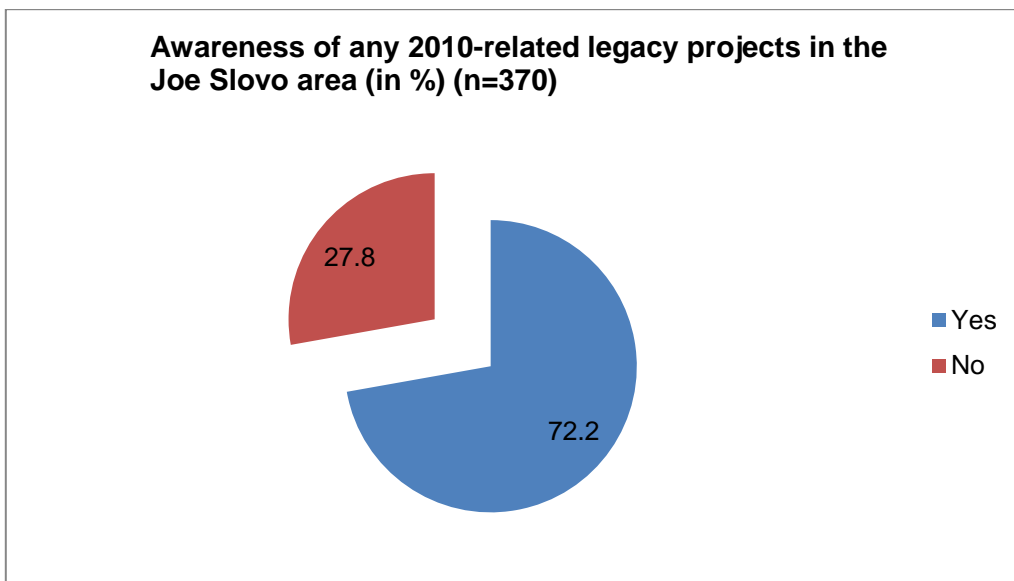
Figure 4.6: Awareness of any 2010-related legacy projects in the Joe Slovo area

4.3.7 Identification of 2010-related legacy projects

As was outlined in Chapter Two, Preuss (2007:210) states that legacy is "planned and unplanned, positive and negative, intangible and tangible structures that were created through a sport event and will remain after the event". The author further elaborates that sport mega-event legacies "indirectly stimulate the economy and other activities in the host cities" (Preuss, 2007:223). The HSRC (2011a:82) describes the concept of legacy as a positive inheritance for future generations that consists of things that add value to their lives (e.g. the Green Goal Programme, the fan walk in Cape Town, etc.). Therefore, legacy projects should not only be visible, producing tangible benefits for years after the event, but they should also anticipate the future (HSRC, 2011a:82). Regardless of the low response rate (27.8%) obtained in this regard, it remains imperative to scrutinise the residents' awareness with regards to their knowledge of, or in terms of their ability to identify, 2010-related legacy projects conducted in the Joe Slovo area. Therefore, of the respondents who acknowledged that they know about the 2010-related legacy projects (n=70), over half (65.7%) identified Cape Town Stadium, whereas Gugu Stebe (a cultural site attraction in Langa) and Langa Railway were both identified by 7.1%.

Furthermore, 5.7% of the respondents identified infrastructure upgrades (e.g. roads, sports-fields, etc.), whereas arts and crafts were identified by 4.4% as a legacy project, followed by the 2.9% who, respectively, identified Langa Sport Complex and Iziko Cookery School (a local cuisine cookery school in Langa). In addition, the N2 Gateway project, Bontelanga Bridge (a bridge adjoining both Bonteheuwel and Langa, and symbolising the sense of solidarity and friendship felt between the two communities), and Moses Mabhida Stadium were identified by

95

1.4%, respectively. However, residents could not associate with legacy projects in the Joe Slovo area, but when probed further they identified legacy projects within the broader Cape Town area (see Table 4.11). The upgraded Athlone Stadium serves as a Western Cape 2010 legacy project and was used to host international warm up matches (Swart & Bob, 2009:121). In addition, to Athlone Stadium, Philippi Stadium was also chosen by the CoCT, and by the Western Cape Government, as a second official training venue, in terms of the venue specific training sites that were allocated for the event (Chain, 2009:34). The Stadiums concerned were used by participating teams as training venues in the build-up to the event. Swart and Bob (2009:50) indicated that "the legacy stadia that were sited in appropriate locations were aimed at boosting the promotion and the development of sport for disadvantaged communities".

Table 4.11: Identification of 2010-related legacy projects in Joe Slovo and the broader Cape Town area (in %) (n=70)	
Legacy project	Total (in %)
Cape Town Stadium	65.7
Gugu Stebe	7.1
Langa Railway	7.1
Infrastructure upgrade	5.7
Arts and crafts	4.4
Langa Sport Complex	2.9
Iziko Cookery School	2.9
N2 Gateway project	1.4
Bontelanga Bridge	1.4
Moses Mabhida Stadium	1.4

4.4 Residents' interest in soccer

This section highlights the residents' acknowledged level of interest in soccer in terms of their status as a spectator, and as a recreational activity. Their attendance level at soccer matches, at both league and national level, is also discussed. In line with the research objectives, residents' attitudes toward soccer were analysed to assess whether their responses are different given the various levels of interest.

4.4.1 Interest in soccer as a spectator

The results that are summarised in Figure 4.7 show the respondents' interest in soccer, in terms of their status as a spectator. Of the respondents, 62.0% declared that they were avid fans of the sport, and that they always tried to attend matches, or to watch them on television, whereas 25.0% stated that they were interested in the sport, and that they watched it when they could.

Furthermore, 11.6% of the respondents noted that they were not particularly interested in the sport, but that they enjoyed watching it when was presented in Joe Slovo community, opposed to the 1.4%, who stated that they had no interest in the, sport or in the associated festivities, even when they were held in the Joe Slovo area. With regards to the above percentages, one can say that the percentage of respondents who declared a certain level of interest in the sport was high in terms of participating in it as a spectator or fan. Twynam and Johnston (2004:242) note that "event support most likely relates more to a 'community's attachment' to a particular sport, rather than it does to their interest in hosting a mega-event to this nature".
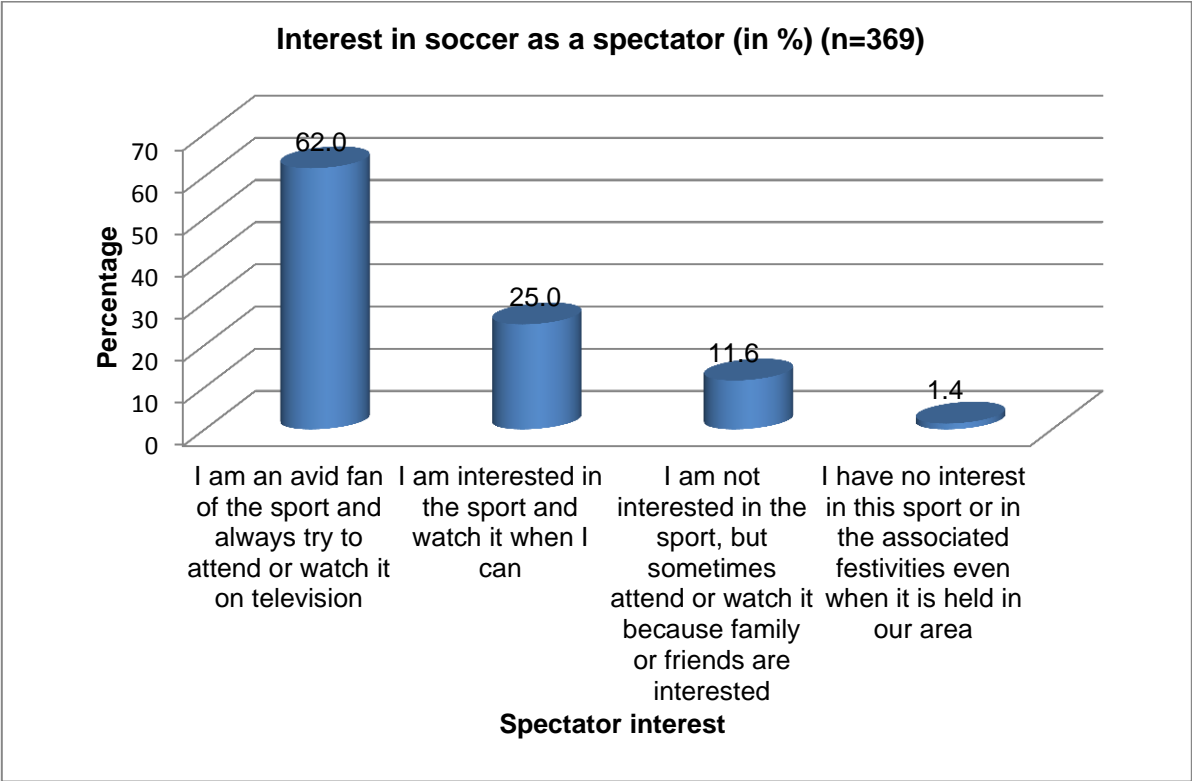
Figure 4.7: Interest in soccer as a spectator

4.4.2 Interest in soccer as a recreational activity

Figure 4.8 reveals the amount of interest expressed by the respondents in soccer as a recreational activity. Many of the respondents (25.9%) stated that they participated in the sport at club level, whereas 25.4% participated regularly in the sport. These percentages were followed by the 19.5% who stated that they occasionally participated in the sport, with 17.0% indicating that they regularly participated in the sport on informal level. A few of the respondents (12.2%) declared that they had absolutely no interest in participating recreationally in the sport.
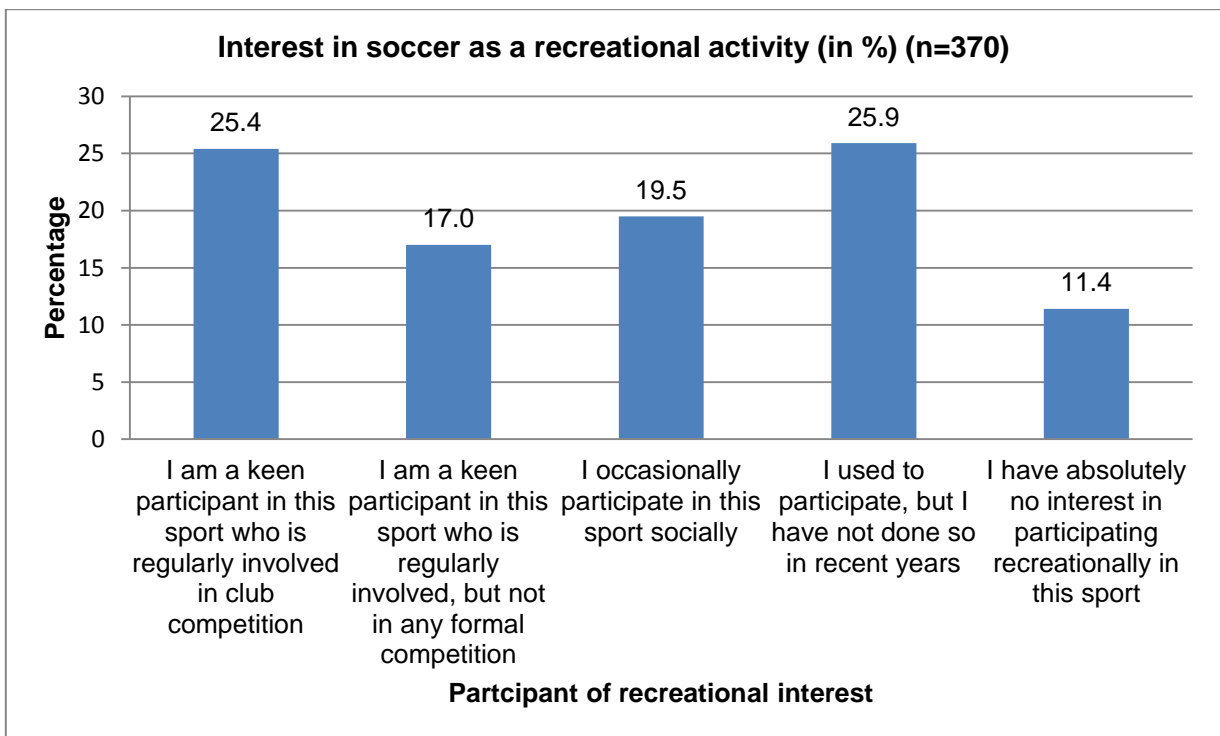
Figure 4.8: Interest in soccer as a recreational activity

4.4.3 Interest in soccer matches at league or national level

As illustrated in Figure 4.9, the majority of the respondents (72.4%) indicated that they attended matches at league or national level, whereas 27.6% indicated that they did not, again demonstrating the degree of interest in soccer among the residents concerned. The Green Point study on residents' perceptions by Bama (2011:81) indicated that 33.0% of the respondents attended soccer at league or national level and 67.0% had no interest. Chain (2009:77) shared similar findings to Bama's (2009) formal study, where 32.3% of the respondents indicated that they do attend matches in Cape Town at league or national level. This ascertains that respondents in the current study showed a higher interest than those in the latter study indicating the informal residents' support for soccer matches at league or national level. Furthermore, the results indicate that over time 20.0% more people visited stadiums to watch matches at league or national level as their level of interest in soccer increased.

Interest in soccer at league or national level (in %) (n=370)
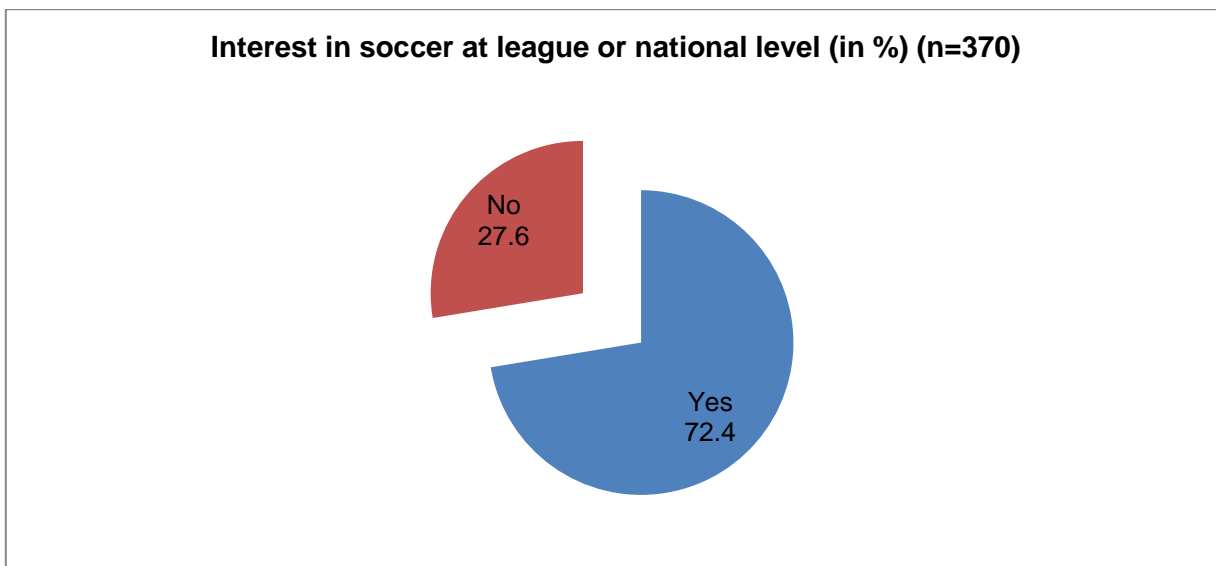
Figure 4.9: Interest in soccer at league or national level

4.4.3.1 Reasons for residents' interest in soccer matches at league or national level

Over half of the respondents (71.0%) expressed an interest in the game of soccer, while 8.7% indicated that it was due the opportunities that they gained to meet up with their friends that they were interested in soccer at league or national level (see Table 4.12). The relatively low percentage (5.9%) of respondents who stated that they wanted to support the development of the sport was followed by the percentage of respondents who stated that they saw the sport was a way in which to relax (4.9%). A further 4.2% of the respondents were sponsored, in their attendance of such games, by the company for which they worked, while 3.1% received complimentary tickets to watch the game at league or national level. Of the respondents, 2.2% indicated other reasons, such as the lack of spare time, that their work kept them busy, and there being insufficient publicity events as some of the reasons for their non-attendance of soccer matches at league or national level.

Table 4.12: Reasons for residents' interest in soccer at league or national level (in %) (n=286). Multiple responses

Reason for interest in soccer	Total (in %)
Interest in soccer	71.0
Ability to meet with friends	8.7
Desire to support the development of sport	5.9
A way in which to relax	4.9
Need to attend, as their company sponsored the game	4.2
Complimentary tickets	3.1
Other	2.2

4.5 Residents' attendance at the 2010 FIFA World Cup™ matches

To ascertain whether the respondents were planning to attend matches during the 2010 event, they were asked to indicate their willingness to attend the matches concerned. The majority of the respondents (70.3%) indicated that they did not intend to attend any 2010 matches, whereas 29.7% indicated the opposite (see Table 4.13). The respondents, who were from the Joe Slovo informal settlement, indicated that they could not afford to attend the matches concerned. As was mentioned in sub-section 4.2.9, a factor possibly accounting, at least partly, for the low attendance involved were the high unemployment levels (48.2%) prevailing in the Joe Slovo settlement at the time of the study. Mega-events are generally perceived as being expensive to access, as noted by Zhang (2007:110).

Table 4.13: Residents' attendance at 2010 FIFA World Cup™ matches (in %) (n=370)

Residents' attendance at matches	Total (in %)
Yes	29.7
No	70.3

4.5.1 Host cities where residents attended matches during the 2010 event

Of the 29.7% of the respondents who indicated their willingness to attend the matches during the 2010 event, 89.2% stated that Cape Town was the city where they planned to attend matches during the event (see Table 4.14). Furthermore, 4.5% of the respondents aimed to attend games in Port Elizabeth, and 2.7% had scheduled to attend matches in Johannesburg. A few of the respondents (1.8%) chose Polokwane as their venue for watching matches, followed by 0.9%, who indicated that they wished to attend matches in Bloemfontein and Pretoria, respectively. However, none of the respondents indicated Durban, Nelspruit, or Rustenburg as their venue of choice for attending matches. It is not surprising that Cape Town Stadium was the

chosen venue by most of the respondents, due to the distance that the respondents would have had to travel to the other cities, and due to their relatively close proximity to the Stadium concerned.

Table 4.14: Host cities where residents attended matches during the 2010 event (in %) (n=111). Multiple responses	
Host cities	Total (in %)
Cape Town	89.2
Port Elizabeth	4.5
Johannesburg	2.7
Polokwane	1.8
Bloemfontein	0.9
Pretoria	0.9
Durban	0.0
Nelspruit	0.0
Rustenburg	0.0

4.5.1.1 Residents' preferred means of travel to stadiums

The respondents were then asked to indicate the type of transportation that they preferred to use in order to reach the stadiums. Table 4.15 shows that 42.7% of the respondents preferred to use a taxi, followed by 28.1% who preferred using the bus, while 21.8% indicated that they preferred to use their own vehicle. A few of the respondents (4.2%) stated that they would be travelling by means of a hired vehicle, while 2.1% selected air travel, and 1.1% stated 'other', thus referring to their use of the train for transportation. None of the respondents selected 'conducted tour' as their choice of transportation, which is not surprising as most residents planned to watch matches in Cape Town where they reside.

Table 4.15: Residents' preferred means of travel to stadiums (in %) (n=96). Multiple responses	
Residents' preferred means of travel	Total (in %)
Taxi	42.7
Bus	28.1
Own vehicle	21.8
Hired vehicle	4.2
Aeroplane	2.1
Other	1.1
Conducted tour	0.0

4.5.1.2 Amount residents spent (in Rands) on tickets for the 2010 event

Of those who indicated a willingness to attend matches (n=95), 25.7% of the respondents stated how much they were prepared to spend on tickets for the 2010 event. The findings show that 75.8% of the respondents stated that they were prepared to spend less than R250 per ticket, while 16.8% indicated that they were prepared to spend between R250 and R500 a ticket. In addition, 3.2% of the respondents were willing to spend between R750 and R1000 per ticket. A further 2.1% of the respondents were prepared to spend between R501 and R750 per ticket, with an equal percentage, who gave 'other' as their response, indicated that they were willing to spend more than R1000 per ticket. Category 4 tickets (i.e. cheapest tickets), which were reserved for purchase by South African nationals, were put on sale exclusively in Rands (Fifa.com, 2012:1), as is illustrated in Table 4.16. As was previously discussed, ticketing prices were divided into four categories, with most of the respondents opting for purchasing their tickets from those that were made available under category 4 (see Table 4.17). Overall, the respondents concerned could only afford to pay R140 per ticket (less than R250) in the group match category, as the other categories were more expensive. It is not surprising that many of the residents could not afford to purchase tickets at this price, as it was still relatively high, for those living in impoverished communities.

Table 4.16: Ticket prices for the 2010 FIFA World Cup™ matches (in Rands, including value added tax)

Categories	Category 1	Category 2	Category 3	Category 4
Opening match	3,150	2,100	1,400	490
Group matches	1,120	840	560	**140**
Round of 16	1,400	1,050	700	350
Quarter finals	2,100	1,400	1,050	525
Semi-finals	4,200	2,800	1,750	700
3rd/4th place match	2,100	1,400	1,050	525
The final	6,300	4,200	2,800	1,050

(Fifa.com, 2012:1)

Table 4.17: Amount (in Rands) residents spent on tickets for the 2010 event (in %) (n=95)

Amount (in Rands) residents spent	Total (in %)
<250	75.8
250-500	16.8
501-750	2.1
751-1000	3.2
>1000	2.1

4.5.2 Reasons for residents not attending any 2010 FIFA World Cup™ matches

Of the respondents (n=243), 65.7% had previously indicated that they would not be watching matches during the 2010 event. As can be seen in the Table 4.17, 75.8% of the respondents indicated that they were willing to spend less than R250 per ticket. As, illustrated in Table 4.6(giving the monthly household income) above, 48.2% of the respondents reported receiving no income. It is therefore, not surprising that the majority (73.7%) of the respondents were not able to afford to buy tickets (as can be seen in Figure 4.10) in order to attend matches during the 2010 event. As the main reason given for not attending any 2010 matches, 7.0% of the respondents indicated that they had a problem with transport, whereas 7.0% indicated that they preferred to watch the game on television, with 7.4% declaring their lack of interest in soccer. A few of the respondents (4.5%) expressed a desire to attend the PVAs, whereas 0.4% stated that they did not feel safe enough to attend the matches.

The findings in Bama (2011:87) indicated that of the respondents, 60.3% planned to attend the 2010 event, where 26.5% of the respondents were willing to spend between R250 and R500 a ticket. Those respondents who would not be watching any matches accounted for 39.8%, whereby 40.9% were not interested in soccer, 31.1% stated they were not able to afford tickets for the 2010 event, 12.8% preferred to watch matches on television, whereas 7.6% were concerned about security and safety issues, and 3.0% highlighted transport issues. However, the findings in Chain and Swart (2010:158) illustrate that of the 49.1% respondents who stated unwillingness to attend 2010 matches, 34.9% indicated that they were not interested in soccer, whereby 27.8% preferred to watch it on television, and 20.1% could not afford tickets. Notably, there was a higher lack of affordability of tickets (73.7%) in the current study when compared to both Green Point formal studies, which can be attributed to the difference in monthly household income (refer to sub-section 4.2.9), and informal residents' willingness to watch matches on television and PVAs as explained next.
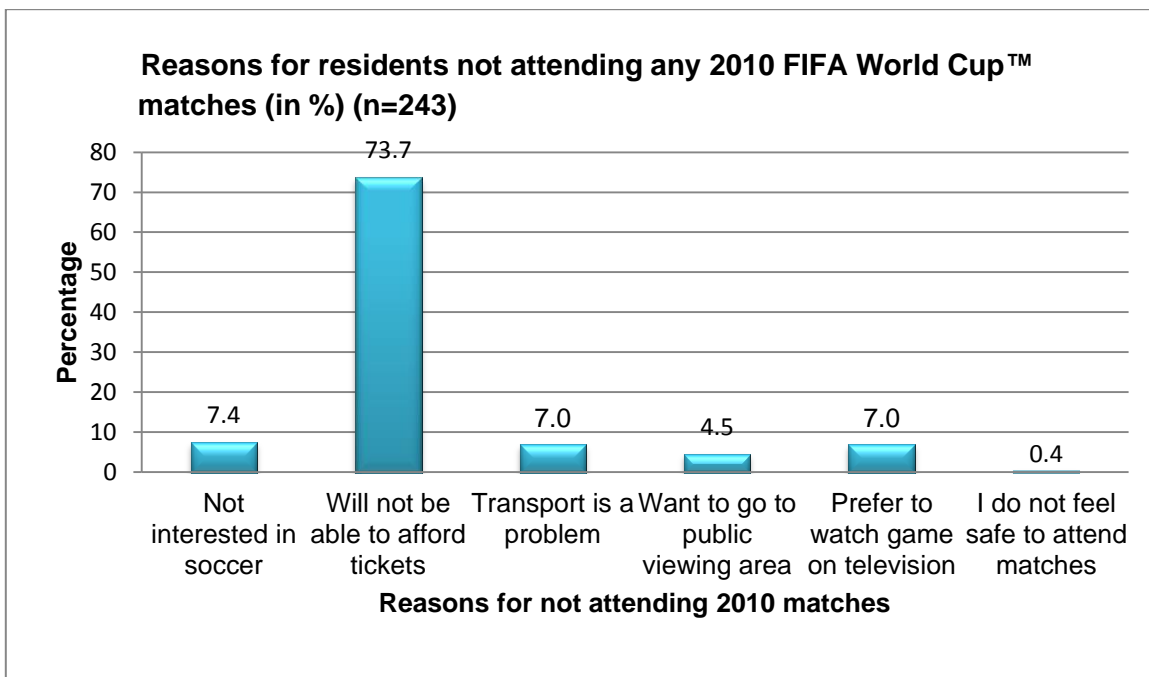
Figure 4.10: Reasons for non-attendance of the 2010 event matches

4.6 Residents' willingness to watch matches on television

The findings, as expressed in Table 4.18, reveal that the overwhelming majority (93.2%) of the respondents indicated their willingness to watch matches on television, while only 6.8% indicated that they were not willing to do so. A substantial number (93.2%) of residents were eager to watch matches in the comfort of their own home. Bama's (2011:88) study revealed similar findings in terms of which 90.5% of the residents stated that they preferred to watch the matches on television. However, the difference between Bama (2011) and Chain's (2009) study on formal residents in Green Point, and the current study on informal residents in Joe Slovo, points to informal residents' low attendance at matches that could mostly afford to watch matches on television, and PVAs compared to the formal residents that showed a higher attendance and monthly income level. Again, this demonstrates the low income levels of informal residents residing in the Joe Slovo area (refer to sub-section 4.2.9). It is evident that the respondents preferred television as one of the most notable means of information dissemination in relation to sport mega-events as also found in Chain's (2009:87) study. The next section discusses the respondents' willingness to watch matches at PVAs.

Table 4.18: Residents' willingness to watch 2010 matches on television (in %) (n=370)	
Residents' willingness to watch matches on television	Total (in %)
Yes	93.2
No	6.8

4.7 Residents' willingness to watch matches at PVAs

Table 4.19 reflects the high percentage (81.1%) of respondents' willing to watch the matches at PVAs, for which there was no charge. Daniels (2012:85) states that "PVAs are designated viewing areas for the local public, and for international tourists who lack tickets for matches". In the current study, the respondents expressed a willingness to take part in the festivities related to the event, which contributed to its success. However, a few of the respondents (6.8%) indicated that they were not willing to watch matches at the PVAs. Swart and Bob (2009:53) affirm that PVAs create opportunities for accessing the matches, and promotes social interaction. The authors concerned also note that the use of PVAs tends to enhance the development of civic pride. Again, when compared to Bama (2011:89) and Chain's (2009:79) study of Green Point residents, residents' willingness to watch matches at PVA's were 67.3% and 63.7% respectively. The results were much higher for informal residents (81.1%) in the current study, as they could not afford tickets in comparison to the formal residents in Green Point. As the 2010 matches drew near, residents' willingness to participate in watching matches at PVAs increased as the excitement of the event drew closer.

Table 4.19: Residents' willingness to watch games at PVAs (in %) (n=333)	
Residents' willingness to watch games at PVAs	Total (in %)
Yes	81.1
No	8.9

4.7.1 Residents' willingness to pay for access to PVAs

Despite the free access to 2010 events enabled by the provision of PVAs, a willingness was expressed that they were willing to pay for access to PVAs, the majority of the informal residents (68.9%) stated that they would be willing to pay, while 31.1% declared that they would not, as can be seen in Table 4.20. The findings in Chain and Swart's (2010:159) Green Point study indicates that 54.1% felt that access to PVAs should be free while 45.9% of the respondents indicated that they would pay for access. In addition, the results of the current study show a

slight increase in the percentage involved in relation to the findings that were made by Bama (2011:90) that 63.7% of the respondents in the study concerned were willing to pay for accessing PVAs, whereas 36.3% felt that such access should be free. However, informal residents' willingness to pay (68.9%) to watch matches at PVAs were slightly higher than those of formal residents (63.7%), which indicates the sense of excitement felt by the informal residents as the event drew closer, especially in terms of them not easily being able to afford to purchase tickets. It can be noted that respondents connected their attendance to view soccer matches to the lack of affordability of the tickets, but were willing to pay a small fee (less than a R100) in order to pay for access to PVAs. The next section describes the residents' involvement in the 2010 event.

Table 4.20: Residents' willingness to pay for access to PVAs (in %) (n=370)	
Residents' willingness to pay for access to PVAs	Total (in %)
Yes	68.9
No	31.1

4.8 Residents' involvement in the 2010 event

The majority of the respondents (69.3%) indicated that their involvement in the 2010 event was limited to them being spectators at the various soccer matches (Figure 4.11). Some respondents (15.2%) indicated that they were uncertain about their involvement, with 5.0% stating that they had volunteered for duties at soccer matches. Those who were involved with participating in income-generating opportunities linked to the event accounted for 4.4% of the total number of respondents, followed by 4.1% who were directly employed at the 2010 soccer matches. The level of support gained by residents' involvement in the 2010 event as a spectator at soccer matches was crucial, especially in the light of how contentious the debate had been regarding the location of the stadium (Pillay *et al*., 2009:7). A chi-square analysis was done of the respondents' involvement in the 2010 FIFA World Cup™.
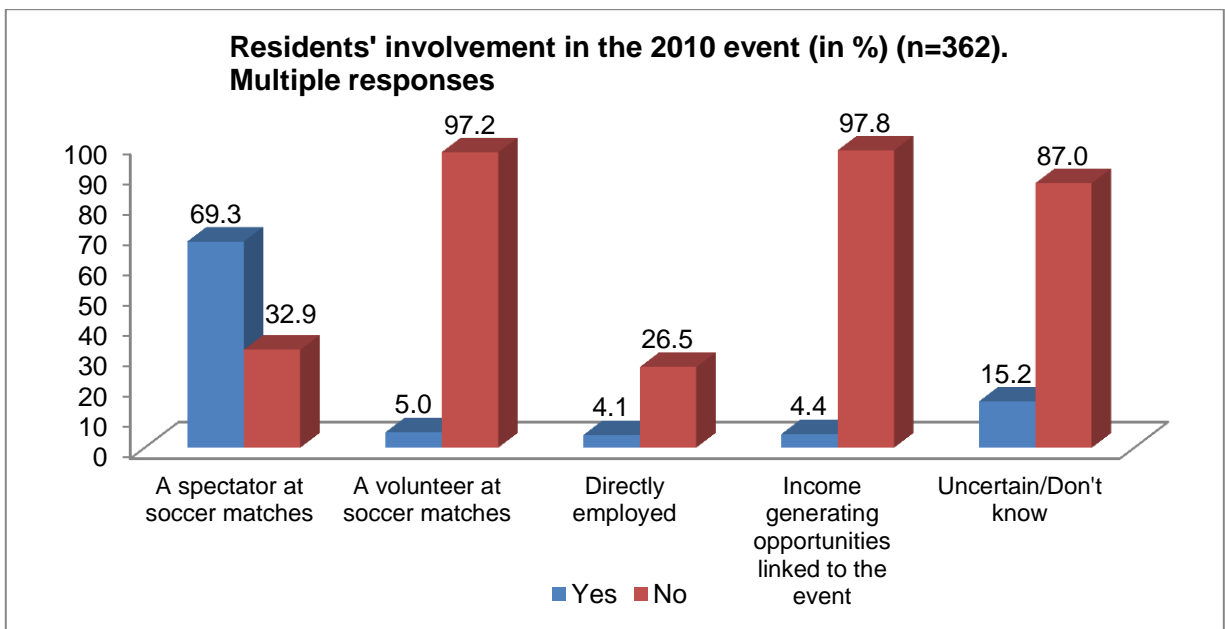
Figure 4.11: Residents' involvement in the 2010 event

The relationships that were found to be significant (p<0.05) are highlighted in Table 4.21.

They include the following:

- Attendance at 2010 matches vs. being a spectator at soccer matches (0.00).
- Attending matches at national or league level vs. being a spectator at soccer matches (0.00).
- Willingness to pay to view 2010 matches at PVAs vs. being a spectator at soccer matches (0.013).

Capacity of involvement	Attendance at 2010 matches	Attending matches at national or league level	Willingness to pay to view 2010 matches at PVAs	Watching 2010 matches on television
Directly employed	0.755	0.271	0.013	0.002
Volunteer at soccer matches	0.076	0.575	0.832	0.007
Income generating opportunities	0.892	0.814	0.988	0.934
Spectator at soccer matches	0.000	0.000	0.469	0.008

Table 4.21: Chi-square results regarding respondents' involvement in the 2010 FIFA World Cup™ (n=370), with a statistical significance of 0.05

4.8.1 Residents' willingness to be updated on the 2010 event and its related opportunities

In addition, so as to ascertain the residents' involvement in soccer, the respondents were asked to indicate their willingness to be updated on the event and its related opportunities. The findings, as are illustrated in Table 4.22, show that an overwhelming majority (91.9%) of the respondents expressed a wish to be updated on events and on the related opportunities. As has already acknowledged, local community support is of utmost importance to the successful organisation of events, and to tourism in general (Nkemngu, 2012:110). Ntloko and Swart (2008:80) state that "involving people of the host community, either directly or indirectly, in the process is an essential part of both sport and tourism, and it is important for the sustainability of such events". Swart and Bob (2009) conducted a study on residents' perceptions on venue selection with regards to the 2010 FIFA World Cup™ stadium development and its potential impacts and specifically looked at the Athlone and Green Point suburbs in Cape Town, as mentioned previously. The above-mentioned authors note that the local residents were not given much opportunity to raise their own views with regards to South Africa's hosting of the 2010 event. They have been found to state, frequently, that their views, although being raised by a variety of politicians and government officials who speak on their behalf, may be manipulated by such individuals, who are intent on serving their own interests. In comparison to Chain's (2009:81) study, the majority (79.4%) of the respondents indicated a willingness to be updated about the event, as opposed to an overwhelming 91.9% in the current study. It can be argued that Green Point residents had more access to information than informal residents and closer to the event more needed to be updated.

Table 4.22: Residents' willingness to be updated on the 2010 event and its related opportunities (in %)(n=367)	
Residents' willingness to be updated	Total (in %)
Yes	91.9
No	8.1

4.8.1.1 Preferred medium of communication for updates on the 2010 event and its related opportunities

Multiple types of communication were suggested for updating respondents on events and on stadium developments related to the 2010 event (see Table 4.23).

Table 4.23: Preferred medium of communication for updates on the 2010 event and its related opportunities (in %) (n=370). Multiple responses

Preferred medium of communication	Total (in %)
Television	60.5
Newspaper	8.9
Internet	1.1
Posters	1.6
Community meetings	0.5
Radio	16.2
Short message services	20.8
E-mail	6.2
Friends	0.8

Most of the respondents (60.5%) chose television as their preferred medium of communication, while 20.8% preferred using short message services, 16.2% indicated the radio, with 8.9% indicating the newspaper. Preference for other mediums of communication included that for e-mail (6.2%), posters (1.6%), friends (0.8%), and community meetings (0.5%).

4.8.2 Suggestions for improving communication regarding the 2010 event and its related opportunities

A follow-up question to the preceding question was aimed at eliciting suggestions from residents regarding how to improve the use of different mediums of communication for promoting the 2010 event and its related opportunities. Of the respondents, 21.3% had suggestions on how to improve the communication levels concerned. The respondents indicated that a wide range of communication strategies should be implemented by key 2010 stakeholders, so as to make the relevant information easily accessible to them the residents impacted on by the sport mega-event.

Table 4.24: Suggestions for improving communication regarding the 2010 event and its related opportunities (in %) (n=79)

Suggestions	Total (in %)
Use of television and radio	27.9
Use of advertising	21.5
Distribution of posters throughout the area	20.2
Erection of billboards in the area	10.1
Involvement of the locals in decision-making	7.6
Running of awareness campaigns	5.1
Increase in marketing	3.8
Interaction of soccer spokespeople with the community	3.8

Of the respondents who had suggestions regarding the mediums of communication (n=79), 27.9% suggested using television and radio, 21.5% suggested using advertising, 20.2% suggested distributing posters, while 10.1% suggested using billboards in the area (see Table 4.24). A further 7.6% suggested involving the locals in decision-making, whereas 5.1% stated that awareness campaigns should be implemented, followed by the percentage that recommended an increase in marketing (3.8%), and an equal percentage that advised that soccer spokespeople should interact with the community (3.8%). The following section of this chapter focuses on the residents' perceptions of, and their attitudes towards, the hosting of the 2010 event.

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

In order to determine the perceptions and the attitudes of the informal residents, the respondents were asked to rate their level of agreement with a range of relevant statements pertaining to the 2010 FIFA World Cup™. A Likert scale was used, with the following options being made available as responses: SA=strongly agree; A=agree; N=neutral; D=disagree; SD=strongly disagree. The strongly agreed and agreed, and the strongly disagreed, and disagreed responses were grouped together to allow for a greater understanding of the results.

4.9.1 South Africa's readiness to host the 2010 event

As is illustrated in Table 4.25, when the respondents were asked whether they felt confident that South Africa was ready to host the event successfully, the overwhelming majority (94.0%) strongly agreed and agreed with this statement. Only a few of the respondents (2.1%) indicated a neutral response to the issue, with the remaining 3.9% strongly disagreeing or disagreeing with the above statement. A comparison with Bama's (2011:96) findings shows a similarity in the confidence levels encountered, as 84.0% of the respondents shared similar views to those reflected in the current study. Bama (2011:96) states that the positive results met with in this respect reflect high levels of belief in South Africa's capacity to host an event as the 2010 FIFA World Cup™, which seems to be the case in this study as well.

Furthermore, the results of this study indicate that a large majority (91.7%) of the respondents strongly agreed or agreed that the hosting of the 2010 event resulted in South Africa leaving a legacy. Again, very few respondents (3.5%) strongly disagreed or disagreed, with the statement. The above results support what had been found in the study previously conducted by Bama

(2011:97), in terms of 81.0% of the respondents who were in agreement. Most residents indicated that lasting legacies have been left for the host country (Bama & Tichaawa, 2012:22). Swart and Bob (2009:50) argue that "the legacies and the benefits that are left by mega-sport events are sometimes questionable in terms of whether or not they are realised after the event". As is the case with the current study, the authors further highlight that their findings indicated an 81.0% agreement that the 2010 FIFA World Cup™ would be the best World Cup ever held, and that it would leave positive legacies for South Africa. Bassa and Jaggernath (2010:133) investigated Durban residents' perceptions of the 2010 FIFA World Cup™, and of the Moses Mabhida Stadium, prior to the hosting of this mega-event. The authors concerned confirm that "the positive attitude that was expressed towards South Africa's hosting of the FIFA World Cup™ can be attributed to the residents' interest in soccer as a spectator and as a recreational activity", as was previously discussed (Bassa & Jaggernath, 2010:133). In the current study more than half of the respondents (62.0%) declared that their interest in soccer as a spectator was because they were avid fans of the sport.

Table 4.25: South Africa's readiness to host the 2010 event (in %) (n=370)					
South Africa's readiness to host the 2010 event	SA	A	N	D	SD
I feel confident that this event will be successfully hosted by South Africa.	67.0	27.0	3.9	1.6	0.5
The hosting of the 2010 FIFA World Cup™ in South Africa will result in the country achieving a legacy.	57.6	34.1	4.8	2.7	0.8

4.9.2 Impacts of infrastructural development

Table 4.26 reveals the findings related to the infrastructural development and service delivery impacts of the 2010 FIFA World Cup™. The majority of the respondents (83.7%) strongly agreed, or agreed, that infrastructural development has taken place mainly near the stadiums. A few (11.2%) indicated a neutral response to the statement whereas only 5.1% strongly disagreed or disagreed, with the statement. Upgrades were done to the Victoria and Alfred Waterfront, to the Cape Town International Airport, and to the Cape Town Railway Station, which were considered to be near to the Cape Town Stadium.

The statement was posed that the facilities created for the event could be used in the long-term by the local residents. Of the respondents, 81.3% strongly agreed or agreed, with the statement, whereas 9.8% indicated a neutral response to it. A few of the respondents (8.9%) strongly disagreed, or disagreed with the statement. Therefore, it can be seen that the residents felt that

the facilities that were created for the event could be used by the local residents in the long-term, despite the fact that they also recognised that the infrastructural development concerned took place primarily only near the stadiums. The finding concerned is of particular importance, given that Joe Slovo is an impoverished community, and that many residents also noted the opportunity costs associated with hosting the 2010 event, as is mentioned later in sub-section 4.9.4. Furthermore, these results contradict the pre-event findings made by Bob and Majola (2011:387) who found that a few of the respondents (11 out of 100 respondents) of Makhowe, a rural community in KwaZulu-Natal, as mentioned previously, indicated that the infrastructure developed for the event would not be accessible to the local communities participating in the study. A notable shift in perception was also found in relation to Chain's (2009:92) study, which suggests that only 14.2% of the respondents agreed that the use of the facilities created for the event could be used in the long term, as opposed to the 81.3% that agreed with the contention in the current study. One should note that the contexts of the above studies are different, formal versus informal, and rural versus urban. Green Point residents living in close proximity, feel a more direct impact as opposed to informal residents.

Table 4.26: Infrastructural development impacts (in %) (n=370)					
Infrastructural development impacts	SA	A	N	D	SD
Infrastructural development will take place mainly near the stadiums.	40.5	43.2	11.2	3.5	1.6
I think that the facilities created for this event will be used in the long term by the local residents.	39.7	41.6	9.8	6.2	2.7

4.9.3 Economic impacts

With regards to the economic benefits referred to in Table 4.27, most of the respondents (78.7%) strongly agreed, or agreed, with the statement that the hosting of the event would ensure extended shopping hours in the area of the event. Of the respondents, 15.3% expressed their neutrality on the statement, indicating their uncertainty about the issue, whereas 6.0% either strongly disagreed, or disagreed, with it. Furthermore, the statement was posed that the prices of goods in the area would increase, due to the hosting of the event. Of the respondents, the majority (78.6%) strongly agreed, or agreed, with the statement, followed by the 13.6% who were neutral on it, and the 7.8% who strongly disagreed, or disagreed, with it.

With regards to the statement that the opportunities for black economic empowerment (BEE) would improve as a result of South Africa's hosting of the 2010 FIFA World Cup™, 74.4% of the respondents strongly agreed, or agreed, with the proposition, whereas 18.3% were neutral on it. The residents' responses, as indicated in Table 4.27, with regards to their disagreement with the statement accounted for 7.3% of the total number of responses. The OC noted that "the number of BEE opportunities in Cape Town had improved, with 57.0% of the procurement for the Cape Town Stadium having been sourced from BEE companies, and with an 88.0% black population representation being found among the construction workers on the Stadium construction site" (CoCT, 2009:1). Additionally, the government negotiated that 30.0% of the budget of the OC should be allocated to BEE, and to SMEs in terms of its procurement policy (HSRC, 2011b:13). Therefore, the above results support the veracity of the perception. The residents' responses also indicated that the majority (73.3%) of the respondents strongly agreed, or agreed, that the 2010 FIFA World Cup™ only benefited the rich and big businesses, while 15.1% were neutral on the issue. In addition, 11.6% strongly disagreed, or disagreed with the statement. Although not everyone might have directly benefited from the event economically, the trickle-down effect can be deemed to have filtered down to the local community, due to the increase in spending in the local area as discussed next.

Table 4.27: Economic impacts (in %) (n=370)					
Economic impacts	**SA**	**A**	**N**	**D**	**SD**
The hosting of this event will ensure extended shopping hours in the area of the event.	24.6	54.1	15.3	4.9	1.1
I think that the prices of goods in the area will increase due to the event.	38.9	39.7	13.6	6.2	1.6
Black economic empowerment opportunities will improve.	24.1	50.3	18.3	5.4	1.9
The 2010 FIFA World Cup™ will only benefit the rich and big businesses.	33.0	40.3	15.1	7.8	3.8
The hosting of this event will lead to increased spending in the local area, thus ensuring economic benefits for members of the local community.	25.7	44.3	18.4	8.6	3.0
The hosting of this event has ensured employment opportunities for local community members.	25.1	37.3	22.5	11.9	3.2

The majority of the respondents (70.0%) strongly agreed, or agreed, that the hosting of the event led to an increase in spending in the local area, thus ensuring the accrual of economic benefits to members of the local community. Some respondents (22.5%) expressed their uncertainty on the issue, whereas 11.6% strongly disagreed, or disagreed, with the statement.

There was less agreement (62.4%) with the statement that the hosting of the event ensured employment opportunities for the locals, while 15.1% strongly disagreed, or disagreed, with the statement. Similar findings were found in Bama's (2011:99) study, in terms of which the majority (69.5%) of respondents agreed with the related statement, while 17.5% expressed their neutrality on it, followed by the 13.0% who disagreed with the statement. The sub-section that follows considers residents' perceptions with regards to the public money and funds used for the 2010 FIFA World Cup™.

4.9.4 Public money/funds used for the 2010 FIFA World Cup™

When assessing the residents' level of agreement towards the use of public money/funds, the findings suggest that the majority (77.1%) of the respondents strongly agreed, or agreed, with the statement that the use of public funds in support of the event was acceptable, whereas 8.7% strongly disagreed, or disagreed, with the statement concerned (refer to Table 4.38).

Another statement was posed that too much money was being spent on the 2010 event, and that it could, preferably, be spent on other activities. Of the respondents, 75.1% strongly agreed, or agreed, with the statement, whereas 16.0% indicated their neutrality on the issue. A few (8.9%) of the respondents expressed their disagreement regarding the statement. The current study supports Bassa and Jaggernath's (2010:133) contention that residents felt that too much money was being spent on the 2010 FIFA World Cup™ that could have been spent on other activities. In addition, the authors state that the residents were concerned about the large amounts of public funds that were being used on the mega-event. Duminy (2012:45) also argues that instead of spending billions of Rands in preparation for the event, the money could have been directed towards meeting the infrastructural, health, and education needs of South African citizens.

Table 4.28: Public money/funds (in %) (n=370)					
Public money/funds	**SA**	**A**	**N**	**D**	**SD**
I feel that the use of public funds in support of this event is acceptable.	31.4	45.7	14.2	7.3	1.4
Too much money is being spent on the 2010 event that could, preferably be spent on other activities.	44.3	30.8	16.0	6.2	2.7

4.9.5 Social impacts

As was discussed in the literature review in Chapter Two, Barnard (2006:38) asserts that "it is during a mega-event that its impacts can be seen to be the greatest". In the current study, it was found that the social issues that arose were traffic congestion and higher incidences of crime, both of which factors made demands on the normal running of operations.

It is worth highlighting that the overwhelming majority of the respondents (90.5%) in the present study were found to strongly agree, or to agree, with the statement that they felt proud that South Africa was hosting the 2010 event, whereas 7.3% were neutral on it, as is illustrated in Table 4.29. A few (2.2%) of the respondents strongly disagreed, or disagreed, with the statement. The current study supports Cornelissen and Maennig's (2010:109) statement that "national pride and international recognition tend to be more prevalent among the host communities, as opposed to economic gains". Again, the overwhelming majority of the respondents (90.3%) strongly agreed, or agreed with the statement, expressing a feeling of pride that the event was being hosted in their town, city or area, whereas 7.0% were neutral on the statement. A further 2.7% indicated their strong disagreement, or disagreement, with regards to the statement.

Bama (2011:44) states that one of the most recognisable social effects of mega-events is the growing recognition of the 'feel-good' factor. The findings concur with those of Cornelissen and Maennig (2010:109), who found that the 'feel good' effect was one of the most fulfilling outcomes of the 2006 FIFA World Cup™. The boost in the national image and civic pride initiated an increase of the 'feel-good' factor (Cornelissen & Maennig, 2010:109). The authors further state that this kind of dynamic was the most important long-term outcome of hosting the 2010 FIFA World Cup™ in South Africa, with the results of the current study seeming to support this finding. Nkemngu (2012:109) notes that "mega-events have been known to boost the sense of morale and pride in a country". However, while the impact was extensive, in terms of social cohesion and nation-building, during the hosting of the 2010 FIFA World Cup™, concern was expressed regarding the sustainability such cohesion, and regarding the failure to put appropriate mechanisms and programmes in place (HSRC, 2011b:13). This ensured that the momentum around the social cohesion was sustained (HSRC, 2011b:13).

The statement was posed that an "increase in crime will be experienced due to the event". Over half of the respondents (58.6%) agreed with the statement, whereas 31.0% strongly disagreed, or disagreed with it, and 10.3% were neutral on it. The degree of agreement that was expressed

with the statement in the current study (58.6%) was less than that which was noted by Bama (2011:104), who indicated that 71.0% of the respondents agreed that an increase in crime will be experienced during the 2010 event. Given the different contexts, formal versus informal residents, it is evident that Green Point residents were more concerned about the impact of crime opposed to informal residents that face these challenges on a day-to-day basis. South Africa is known for its high crime rates, with the country often being perceived as an unsafe destination (PGWC, 2011a:72). Surprisingly, there was a decrease in the perception of crime levels from 58.6% to 22.9% when compared to the post study of residents' perceptions of the 2010 FIFA World Cup™ by Swart and Jurd (2012:48), indicating successful implementation of security infrastructure during the 2010 event. In addition, the perception of crime levels were low in relation to other social factors such as traffic congestion (84.0%) and excessive noise levels (68.2%) when analysing residents' perceptions in the current study.

Additionally, one of the perceived social impacts of the 2010 event was that the event will cause an increase in the amount of traffic congestion that will be experienced in the local area. The majority of the respondents, 84.0% strongly agreed, or agreed, with the statement, whereas 9.0% were neutral on it, followed by 7.0% who strongly disagreed, or disagreed, with it. The findings that were depicted in Table 4.29 were similar to those drawn by Bama (2011:104), in whose case 89.4% of the respondents agreed that traffic congestion will be experienced during the hosting of the 2010 event. The results in Chain's (2009:97) study, 89.0% were found to agree with the statement that traffic congestion will be experienced during the 2010 event. Therefore, traffic congestion was perceived as a major concern by the local residents, with it being felt slightly less by those informal residents (84.0%) staying further away from Cape Town Stadium opposed to Green Point residents (89.0%) which resided closer to Cape Town Stadium.

The following statement declared that "the 2010 event stimulates training and skills development" for members of the community. The findings suggest that the majority (75.7%) of the respondents were in agreement on the issue, whereas 14.9% expressed a feeling of neutrality about it. A further 9.2% of the respondent disagreed with the statement. In support of this perception, it is highlighted, in the PGWC (2011a:37), that "the social benefits involved included the opportunity to integrate the communities, and to improve skills through training". A high percentage of the respondents (71.0%) strongly agreed, or agreed, that the 2010 event only benefited some members of the community, whereas 16.9% stated their neutrality on the issue. A lower percentage of the respondents (12.1%) indicated that they strongly disagreed, or

disagreed, with regards to the statement as opposed to the 71.0% in the current study. A 16.6% increase in the level of agreement can be seen in relation to Bama's (2011:106) findings, with 54.4% of the respondents expressing their agreement with the statement. This indicates that the vast majority of the respondents felt that, as the challenges of social inequality and poverty still exist, the stakeholders concerned should address the matters with urgency. However, the above results must be clearly seen to represent different contexts, with those residing in impoverished informal communities clearly feeling more strongly about the social inequalities involved. Furthermore, the majority of the respondents (70.8%) indicated that entertainment opportunities related to the event were provided for local the residents, followed by 17.3%, who indicated their neutrality on the issue, and 11.9%, who indicated that they strongly disagreed, or disagreed, with the statement concerned. The results marked a shift from Bama's (2011:106) findings, in which 59.7% of the respondents indicated that the locals would benefit from the entertainment opportunities created by the 2010 event and were thus a lot more positive in the current study.

Many of the respondents (68.2%) strongly agreed, or agreed, that the event would lead to excessive noise, which would annoy the local residents, while the minority (17.9%) expressed their disagreement with the statement. The findings concur with those of Chain (2009:97), which were made in a formal setting, and in which 77.0% of the respondents agreed that noise pollution would be experienced during the 2010 event. Bama (2011:105) notes that 69.3% agreed that the event would lead to noise pollution, and that certain results were to have been expected, especially in regards to the use of the 'vuvuzela'. The instrument, which is known to generate significant amounts of vibration and noise pollution, was perceived by the respondents as inconveniencing their personal lives. Therefore, noise pollution was seen to have a contributing negative impact with regards to the event. The current informal study also supports Swart and Bob's (2010:85) finding that the negative social outcomes (i.e. noise pollution, traffic congestion) of mega-events are some concern to communities as they affect the quality of life of local residents hoping that benefits would derive from the mega-event.

Furthermore, slightly more than half of the respondents (55.7%) strongly agreed that extensive alcohol abuse by persons attending the event tended to lead to spectator hooliganism, while 32.7% declared their disagreement with the contention. This percentage was followed by the 11.6% of respondents who noted their neutrality on the issue. In Bama's (2011:107) study, 69.6% of the respondents agreed that the event would lead to hooliganism, which shows a higher percentage than the figures in the current study. Chain (2009:99) notes that 58.7% of the respondents perceived hooliganism to take place between rival fans which is slightly more when

compared to the current study. Warner (2013:3) elaborates on the matter in stating that "the emergence of football hooliganism demonstrates what can happen when the expression of pride in a team boils over into acts of violence, which is thought to symbolise the strength of nationalist passions". The author states that hooliganism provides an illustration of how deeply loyalty to a team and to a country can be rooted in the hearts of the fans concerned. In addition, a statement was presented to the respondents that an "increase in vandalism will be experienced due to the hosting of the 2010 event". Of the respondents, 50.6% strongly agreed, or agreed, with the statement, whereas 34.6% strongly disagreed, or disagreed, with it. Bama (2011:107) states that less than half of the respondents (48.1%) perceived vandalism to occur at the 2010 event, which indicates a lower response rate than current study. It is worth noting that in relation to social concerns, hooliganism and vandalism showed lower figures compared to traffic and noise and not a major concern during the event (refer to Table 4.29).

Table 4.29: Social impacts of the 2010 FIFA World Cup™ (in %) (n=370)					
Social impacts	SA	A	N	D	SD
I feel proud that South Africa is hosting the 2010 FIFA World Cup™.	57.8	32.7	7.3	1.4	0.8
I feel proud that this event is hosted in my town, city, or area.	50.3	40.0	7.0	1.1	1.6
An increase in crime will be experienced due to this event.	28.6	30.0	10.3	21.9	9.2
This event will cause an increase of traffic congestion within the local area.	40.8	43.2	9.0	5.1	1.9
The event will stimulate training and skills development opportunities for members of the community.	30.8	45.1	14.9	6.5	2.7
The 2010 event will only benefit some members of the community, thus leading to an increase in the social inequalities experienced.	30.5	40.5	16.9	8.9	3.2
Entertainment opportunities related to the event will be provided for local residents.	32.2	38.6	17.3	10.3	1.6
The event will lead to excessive noise which will annoy the local residents.	36.8	31.4	13.9	12.2	5.7
Extensive alcohol abuse by persons attending the event will lead to spectator hooliganism.	25.7	30.0	11.6	22.2	10.5
An increase in vandalism (damage of properties) will be experienced due to the hosting of this event.	24.1	26.5	14.8	24.9	9.7
Terrorism will be a concern during the event.	30.0	16.8	16.7	25.4	11.1

In the following statement, the respondents were asked to indicate their response in relation to terrorism concerns during the 2010 event. Almost half of the respondents (46.8%) strongly agreed, or agreed, with the proposition that terrorism would be a concern during the event,

whereas 36.5% indicated that it would not, followed by the 6.7% who were neutral on it. Peter (2011:1) underscores that international sport events are popular targets for terrorists, because they tend to attract media from around the world, making (the threat of) a public display of violence a viable means by which to raise matters of urgency to the perpetrators concerned. However, there were no attempted terrorist attacks during the hosting of the 2010 FIFA World Cup™. Despite the social concerns mentioned above, the residents' level of support for the 2010 event was still relatively high. The following sub-section covers the regional showcase of the 2010 FIFA World Cup™.

4.9.6 Regional showcase

Another statement was posed that "the event will attract tourists to the area", in response to which an overwhelming majority (91.9%) of the respondents strongly agreed, or agreed, with the statement, followed by the 5.9% who were neutral on the issue, and then by the 2.2% who stated that they strongly agreed, or disagreed, with it. In addition, the statement was posed that the event would increase positive media coverage of the area concerned. The results indicate that the majority (86.9%) of the respondents strongly agreed, or agreed with the statement, whereas 8.3% were neutral on it. Very few (4.9%) of the respondents strongly disagreed, or disagreed, with the statement. An overwhelming majority (96.5%) of respondents in Bama's (2011:110) study perceived the "event would attract tourists to the area", and 88.5% of the respondents agreed that the "event would improve positive media coverage to the area". Chain (2009:102) notes in his study, that 93.9% of "tourists will be attracted to the area", and that the "area will be showcased in a positive light" through media coverage (90.1%), which presented similar results to the current study. The findings concerned highlight the potential of sport mega-events to attract large audiences that, inevitably, attract media attention. Notably, the current study, and the residents' perceptions of the different socio-demographic backgrounds (of the informal Joe Slovo vs. the more formal Green Point) presented similar findings.

South African Tourism (2011:1) states that 390 000 tourists arrived in South Africa for the purpose of attending the 2010 FIFA World Cup™, so the results are not surprising. The findings in the current study also revealed high levels of agreement with the 2010 event as being a regional showcase (see Table 4.30). The statement was posed that the "event will showcase South Africa in a positive light". Most of the respondents (86.4%) strongly agreed, or agreed, with the statement, whereas 7.9% expressed their neutrality on it. A few (5.7%) of the respondents strongly disagreed, or disagreed, with the statement. A similar response was given in Bama's (2011:110) findings, in terms of which 83.7% of the respondents agreed with the statement. Bama (2011:110) also states that the receipt of a high positive rate in this regard

suggests that the 2010 event might have been heralded as giving South Africa an opportunity to become more internationally recognised and competitive. Chain's (2009:102) results in relation to the event showcasing the area in a positive light, showed to be slightly higher (91.0%) than the current study.

With regards to the statement that "crime will showcase South Africa in a negative light", 71.7% of the respondents surveyed agreed with the statement, whereas 14.9% disagreed with it. A further 14.0% of the respondents were neutral on the statement. In comparison, Bama (2011:111) highlighted that 51.8% of the respondents agreed with the possibility that this would be the case. Therefore, the informal residents' perception of prevailing levels of crime serving to showcase South Africa in a negative light was higher than that which was expressed by the Green Point residents, albeit the different contexts (refer to sub-section 4.9.6). Again, this could be attributed to the high crime levels in the Joe Slovo informal settlement opposed to the Green Point suburb. Although the findings indicate a negative perception of crime, few or no, serious crime cases were reported during the hosting of the 2010 event, due to the visible increase in the amount of safety and security that was made available. There was a high level of concern of crime levels before the hosting of the 2010 event, however, this was reduced post-2010 which confirms the actual crime levels were lower than residents perceived. The fact that the country was able to host an event with negligible, if any, crime and crime-related incident occurring as a result of the event, justifies claims by researchers that crime reporting in South Africa might exaggerate the extent of crime being perpetrated in the country (Bama, 2011:111).

Table 4.30: Regional showcase (in %) (n=370)					
Regional showcase	**SA**	**A**	**N**	**D**	**SD**
The event will attract tourists to the area.	50.8	41.1	5.9	1.4	0.8
The event will increase positive media coverage of the area.	41.4	45.4	8.3	4.1	0.8
The event will showcase South Africa in a positive light.	48.6	37.8	7.9	3.5	2.2
Crime will showcase South Africa in a negative light.	27.3	43.8	14.0	12.7	2.2

4.9.7 Environmental impacts

The respondents were asked to indicate their level of agreement with statements regarding the environmental impacts resulting from South Africa's hosting of the 2010 FIFA World Cup™ (see Table 4.31). In recognition of the waste production that is associated with the hosting of large-scale events, the majority of the respondents (63.5%) felt that the hosting of the event would lead to a significant production of waste, while 15.7% were neutral on the issue, and a further

20.8% disagreed with the statement made in this respect. Nearly 60.0% of the respondents strongly agreed, or agreed, that the event increased the amount of air pollution in the local area, whereas 21.9% that they strongly disagreed, or disagreed, with the contention. A further 18.9% of the respondents were neutral on the issue. Pellegrino, Bam and Dutiro (2010:2) contend that:

> The large amount of carbon emissions that was blamed on the World Cup at the time was largely due to the increased air traffic resulting from the soccer teams and fans travelling increased distances to attend the matches, as well as to South Africa's reliance on coal for 90.0% of its energy.

Therefore, the above results support this finding as more than half of the respondents (60.0%) indicated that the hosting of the event increased air pollution in the local area. The statement of whether the event had no significant negative environmental impacts was posed, in response to which by over half of the respondents (57.3%) agreed, followed by 20.8%, who disagreed. Of the respondents, 22.7% were neutral on the issue, indicating that the residents were uncertain about the negative impacts of the environment. The results obtained indicate a notable shift from Bama's (2011:112) study, being from a more negative (15.3%) to a positive (57.3%) position in the current study. It could be argued that informal residents are probably less educated about environmental impacts, therefore, the key stakeholders should implement environmental-awareness mechanisms to alleviate any environmental concerns, and to increase the levels of residents' awareness.

Furthermore, the respondents were asked whether the environment was being degraded due to the hosting of the 2010 event (see Table 4.31). Almost half of the respondents (48.4%) strongly agreed, or agreed, with the statement. Surprisingly, 28.9% of the respondents were neutral on the issue, whereas 22.7% indicated that the strongly disagreed, or disagreed, with the statement. Bama's (2011:111) study showed similar results (49.5%), in terms of which the respondents agreed with the statement that the environment was being degraded. Dodouras and James (2004:281) attest to the reality that "the greatest ecological threats that any form of mass tourism creates, lie in the infrastructure required to support it which translates into irreversible, environmental degradation". The results of the current study support the above statement where almost half of the respondents (48.4%) agreed that the environment was degraded due to the hosting of the 2010 event. Gaffney (2013:3928) agrees that the FIFA World Cup™ had major negative impacts on the environment. Therefore, operational policies should be implemented in order to minimise negative environmental impacts. For example, the Green

Goal Programme, which was first implemented during the 2006 FIFA World Cup™ in Germany, had already been initiated to reduce the environmental impact of FIFA World Cup™ events, and to support the establishment of a sustainable legacy (PGWC, 2011b:14). Furthermore, the host city of Cape Town "exceeded the national targets for waste to landfill reduction, and for the use of public and non-motorised transport by a large margin, thereby reducing the environmental impact of the event" (PGWC, 2011b:10). The findings that are reflected in Table 4.31 indicate that the majority (57.3%) of the respondents agreed that no significant environmental impacts would occur during the hosting of the 2010 event.

Table 4.31: Environmental impacts (in %) (n=370)					
Environmental impacts	**SA**	**A**	**N**	**D**	**SD**
The hosting of the event will lead to a significant production of waste.	20.3	43.2	15.7	17.8	3.0
The hosting of the event will increase air pollution in the local area.	18.4	40.8	18.9	19.7	2.2
The event will have NO significant negative environmental impacts	20.8	36.5	22.7	12.2	7.8
The environment will be degraded due to the hosting of the event.	17.3	31.1	28.9	19.5	3.2

4.9.8 Sport impacts

The respondents were asked to indicate their level of agreement with a range of statements regarding the anticipated sport impacts of the 2010 event (refer to Table 4.32). In response to the statement regarding the residents' awareness of soccer due to the hosting of the 2010 event, the majority (71.8%) of the respondents strongly agreed, or agreed with it, whereas 21.9% stated that they strongly disagreed, or disagreed with it. Very few of the respondents (6.3%) remained neutral on the statement. The findings also revealed a growing awareness of sport, which was not surprising, "as soccer is usually seen as a predominantly black sport" (Swart & Bob, 2004:1316), as previously mentioned in sub-section 2.4.3. Furthermore, 70.8% of the respondents agreed that they were more interested in soccer due to the hosting of the 2010 event, while 21.6% disagreed with the statement concerned. A few (7.6%) of the respondents were neutral on the issue. However, when the statement was posed that the respondents "will consider participating in soccer in the near future", over half of the respondents (60.7%) strongly agreed, or agreed, with the statement, followed by the 21.0% who were neutral on it. Of the respondents, 17.5% indicated that they strongly disagreed, or disagreed, with regards to the statement. In comparison, Bama's (2011:113) findings showed that 30.5% of the respondents

agreed that the event would encourage more residents than in the past to engage in sport activities. The reason for the higher positive response rate met with among the informally housed community, compared to that encountered among the formally housed community discussed by Bama (2011:113), indicates the stronger sporting culture of soccer experienced in the former community, which was predominantly black in terms of racial composition. Such sport mega-events as the 2010 FIFA World Cup™ have the capacity to transform the nation in terms of its participation in sport, as well as in nation-building.

Table 4.32: Sport impacts of the 2010 FIFA World Cup™ (in %) (n=370)					
Sport impacts	SA	A	N	D	SD
I am more aware of soccer due to the hosting of this event.	45.9	25.9	6.3	10.5	11.4
I am more interested in soccer due to the hosting of this event.	44.6	26.2	7.6	13.8	7.8
I will consider participating in soccer in the near future.	48.6	21.1	12.8	11.6	5.9

4.10 Perceived overall beneficiaries of the 2010 event

The groups that are indicated in Table 4.33 were perceived to benefit the most from the 2010 event. It is clear from the findings concerned that the local residents perceived big business (in terms of 47.1% of the respondents), followed by the wealthy and the rich (in terms of 28.4% of the respondents) to benefit most from the 2010 event. To a lesser extent, other beneficiaries include people living in towns and cities (11.1%), the poor and disadvantaged (8.6%) and people living in the rural areas (4.5%). The unemployment rate is still an issue of concern for communities living in poor conditions as the majority of the informal residents indicated that the 2010 FIFA World Cup™ only benefited the rich and big businesses.

In comparison to the current study, Chain's (2009:106) study indicated similar results where most of the respondents showed businesses (45.9%) to benefit more from the event, followed by the wealthy and rich (17.2%) and people living in town and cities (10.8%). Bama (2011:116) found in his study that, in terms of 57.0% of the respondents, big business would be the overall beneficiary, whereas 23.9% of the respondents noted that the wealthy and the rich would benefit most from the hosting of the event in South Africa. Despite the different contexts and socio-demographics in the different communities, the findings presented are similar for both formal and informal residents. Therefore, it is imperative that the locals be informed about the exact nature of the benefits that can be expected from a mega-event, particularly in relation to job creation, and in terms of the opportunities granted to participate in the local economy (Bassa &

Jaggernath, 2010:139). Bama (2011:117) notes that the benefits of mega-events are usually concentrated around urban areas, especially the host cities, although informal settlements are likely to benefit from the trickle-down effect of the distribution of benefits resulting from these events.

Table 4.33: Perceived overall beneficiaries of the 2010 event (in %) (n=359)	
Perceived overall beneficiaries	Total (in %)
Big business	47.1
Wealthy and rich	28.4
People living in towns and cities	11.1
The poor and disadvantaged	8.6
People living in rural areas	4.5
Others	0.3

4.11 Summary

Chapter Four in the current study discussed the findings related to residents' perceptions of, and attitudes towards the 2010 FIFA World Cup™, as well as in relation to the impacts of the event. The socio-demographic profile of the 370 respondents surveyed revealed that 73.0% of them were male, whereas 27.0% were female. The majority of the respondents (97.6%) residing in Joe Slovo were found to fall under the African historical racial category. Furthermore, the average monthly household income of the informal residents was R4032.65. The respondents' surveyed ranged from 18 to 70 years of age, with 29 years being the average age. Nearly all of the respondents (97.8%) were aware of the 2010 FIFA World Cup™ being held in South Africa, indicating that they were informed of the event by means of television (75.7%) and radio (31.9%). The findings also suggest that 70.0% of the residents surveyed were knowledgeable about the event-related infrastructure, and especially about the competition venue, as the Cape Town Stadium. However, the residents were not as aware (27.8%) of the legacy projects that were being conducted in the Joe Slovo area. The residents' support for the 2010 event was relatively high, with (93.2%) indicating that they considered watching the relevant matches on television, whereas 81.1% attended PVAs. The willingness to pay to watch matches at PVAs, was stated by 68.9%, however, the attendance of 2010 FIFA World Cup™ matches was said to be relatively low (29.7%). The residents also expressed interest in attending soccer as a spectator (61.9%), and in attending matches at league or national level (72.4%). Ultimately, the residents were aware of the event, and they were interested in participating in future soccer events.

The social concerns that were highlighted by the residents' surveyed were traffic congestion (84.0%), the fact that the 2010 event only appeared to benefit some members of the community (71%), the excessive noise levels (68.2%), and the crime rate (58.6%) attendant on hosting the 2010 event. In addition, the respondents felt that although the use of public funds was acceptable (77.1%) too much money was being spent (75.1%) on the 2010 event. Key concerns were also raised about the levels of effective communication and about the dissemination by the key stakeholders regarding the planned stadium developments by key stakeholders, which required addressing. In the light if the above, mega-events should be planned to benefit the local communities directly.

Overall, the residents expressed positive attitudes towards the hosting of the 2010 event perceiving that an event of this magnitude would leave positive legacies behind as well as increase international tourist figures. Despite the lack of tangible benefits, especially in relation to income-generating opportunities, there was generally overwhelming support for South Africa's hosting of the 2010 event (refer to Table 4.25). These findings suggest that, even in impoverished communities, people are attracted to the hosting of sport mega-events whether or not they benefit directly from the event, which highlights the importance of the social benefits that are associated with such hosting.

CHAPTER FIVE
CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The preceding chapter presented, analysed and discussed the findings obtained from the primary investigation into residents of the Joe Slovo informal settlement. The discussion in the opening chapters presented an overview of sport tourism mega-events as well as South Africa's hosting of the 2010 FIFA World Cup™. The chapters also elaborated on the residents' perceptions of mega-event impacts, and their remaining legacies. Furthermore, the research methodology was presented, together with a description of the background of the Joe Slovo informal settlement, and how the data was collected for the current study. The target population of this research study was the informal residents living in close proximity to the Cape Town Stadium. The sample size was 370 respondents, and systematic, stratified random sampling was used so as to gain a broad representation of the respondents within the mentioned area of study.

The final chapter of this thesis summarises the study, as well as presenting the conclusions drawn from the primary and secondary findings of the study, and setting out the recommendations for, and the discussion of, future research, as well as the limitations thereof. Therefore, the current chapter is aimed at planning for future mega-events to be held in South Africa and on the rest of the African continent.

5.2 Conclusion of the research objectives

The research findings in the current study were analysed in terms of the following research objectives:

- To evaluate the informal residents' level of awareness of the 2010 FIFA World Cup™.
- To evaluate the informal residents' perceptions of, and attitudes towards, the impacts of the 2010 FIFA World Cup™.
- To identify the impacts (economic, social, and environmental) of the 2010 FIFA World Cup™ on the informal residents living in close proximity to the Cape Town Stadium.
- To evaluate the informal residents' level of interest in the 2010 FIFA World Cup™, with regards to the game of soccer.

The following discussions present the conclusions to the study according to the four objectives presented.

5.2.1 Conclusion: Objective one

The first research objective of this study was aimed at evaluating the residents' level of awareness regarding the 2010 FIFA World Cup™, three months before the event commenced. In terms of the event itself, an overwhelming majority (97.8%) of the residents' surveyed indicated their awareness of a major sport tourism event being held in South Africa in the year 2010. Almost all (99.7%) of the respondents identified the FIFA World Cup™ from four listed events (Table 4.9) as the major sport tourism event being held in South Africa in 2010, which showed similar results to Bama's (2011:74) findings. The majority (70.0%) of the respondents stated that they were aware of the sport facility being built within the broader Cape Town area, in relation to residents' awareness of any new sport facility built, or upgraded, during the 2010 event.

In terms of the residents' awareness of the competition venue built in their area, the majority (73.8%) of those interviewed indicated that they were aware of the Cape Town Stadium, which was the competition venue where all of the matches were played. However, most of the residents (72.2%) were not as aware of the 2010-related legacy projects held in the Joe Slovo area as they were of those within the broader Cape Town area, and specifically in relation to the Cape Town Stadium. Less than 80.0% of the respondents agreed that their level of awareness increased, in relation to soccer due to the hosting of the 2010 event. Overall, the residents' level of awareness was found to be high with regards to the hosting of the 2010 event, which was crucial to the success of the tournament, as such awareness helped to determine their level of involvement and support, as is discussed further next.

5.2.2 Conclusion: Objective two

The second objective of the study was aimed at evaluating Joe Slovo residents' perceptions of, and attitudes towards, the hosting of the 2010 FIFA World Cup™. Key findings from the primary data collected revealed that, generally, there respondents surveyed felt that the event, which was heralded as a 'once in a lifetime opportunity' for the country, would leave a legacy. Moreover, 81.3% of the respondents felt that the facilities created for the event would be used in the long-term. The current study also presented that, of the respondents, 75.1% agreed that too much money was being spent on the 2010 event. Therefore, the results of this study supports Bassa and Jaggernath's (2010:133) finding that the residents felt that too much money was being spent on the 2010 event that could preferably have been spent on other activities. Less than 70.0% of the respondents indicated that their involvement in the 2010 event was limited to them being spectators at the matches. In terms of the residents' support for the event, an

overwhelming majority (94.0%) of those surveyed indicated that South Africa would be able to host the event successfully. Almost all (99.7%) of the respondents indicated the 2010 FIFA World Cup™ to be the major event in question, suggesting extremely high levels of awareness and support for the event. The findings support contentions by Gursoy and Kendall (2006:608) that residents will in all likelihood support mega-events if they believe that the anticipated benefits will be more than the costs.

Furthermore, the respondents' perceptions of, and attitudes regarding, the regional showcase of the event highlighted the fact that the residents felt that the event would attract tourists to the area (91.9%), and that it would also lead to an increase in the positive media coverage (86.9%) of South Africa. Most of the residents (86.4%) believed that the 2010 event would showcase South Africa in a positive light. Similarities to Chain's (2009:103) findings were noted, in terms of the likelihood of the 2010 event showcasing the area in a positive light (91.0%), of it attracting tourists to the area (93.9%), and finally of the area being so showcased by means of positive media coverage (90.1%). Bama (2011:123) found similar findings in his study on formal residents in Green Point. Overall, the residents felt proud that South Africa was hosting the 2010 FIFA World Cup™, as could be seen by their positive perceptions of, and attitudes towards, the hosting of the 2010 event.

5.2.3 Conclusion: Objective three

The third objective was aimed at identifying the impacts (economic, social, and environmental) of the 2010 FIFA World Cup™ on informal residents living in close proximity to the Cape Town Stadium. In terms of the economic impacts, the findings suggest that 47.1% of the big businesses were perceived as benefiting the most from the 2010 event, followed by the wealthy and rich (28.4%). In summary, the residents' concerns were raised in relation to the unequal distribution of perceived benefits with regards to socio-economic opportunities, in relation to too much money being spent on the event that could, preferably, be spent on other activities, and in terms of facilities being used in the long-term by local residents. The informal residents in the current study also expressed a belief that the prices of goods increased in the area, due to the event. The results also support Cottle's (2010:12) finding that most, if not all, of the public spending benefits accumulated from the 2010 event bypassed most of the residents. It is important for the above concerns to be addressed.

In relation to social impacts, social concerns were raised regarding the possibilities of traffic congestion, of an increase in crime levels, of extensive alcohol abuse, of increased noise

pollution, and of heightened cost of living during the hosting of the event. The findings in the current study state that traffic congestion (84.0%) and high noise levels (68.2%) ranked higher than an increase in crime levels (58.6%) and extensive alcohol abuse (55.7%), as displayed in Table 4.29. Generally, residents' perceptions with regards to the social concerns mentioned were relatively high, even though, in reality, when the time came, they did not take place. The findings support those of Kim *et al.* (2006:93), who conducted a study into the impacts of the 2002 World Cup on South Korea, noting that traffic congestion was one of the biggest concerns in this regard. Green Point residents' perceptions were highlighted by Chain and Swart (2010:163), who assert that their perceptions of the social impacts of the event relate to issues of traffic congestion, and to increases in crime levels as being their major concern, although the entertainment value of the event was also recognised. However, Bama (2011:104) revealed similar findings with regards to informal residents' social concerns, which involved the unequal distribution of perceived benefits, traffic congestion, event-related crime, increased noise pollution, and a heightened increase in the cost of living. Again, this informal study shared similar findings with both formal studies above, except the increase in crime levels which were much higher than anticipated in the current study. These social concerns, although they were minimal, should not be overlooked. Furthermore, this study identified some of the perceived benefits identified, which included:

> The event stimulated training and skills development opportunities undertaken for the members of the community; the entertainment opportunities derived from the event provided for local residents; employment opportunities for locals; facilities that could be used in the long-term; and the country achieving a legacy after successfully hosting the 2010 event.

In terms of the environmental impacts, the residents stated that they felt that, due to the hosting of the 2010 event, there was a significant production of waste, as well as an increase of air pollution. Less than half of the respondents (48.4%) felt that the environment was degraded due to the hosting of the event and generally had mixed responses with some concern towards environmental impacts. The residents suggested the need for effective and regular communication with the 2010 event stakeholders, so as to reduce the negative impacts of the event.

5.2.4 Conclusion: Objective four

The last objective of the current study was aimed at evaluating the residents' interest in soccer with regards to the 2010 FIFA World Cup™. The findings suggest that 62.0% of the informal residents surveyed expressed an interest in soccer as a spectator. The individuals concerned stated that they were fans of the sport, and that they always tried to attend matches, or to watch them on television. Also, the majority (72.2%) of the informal residents indicated that they attended matches at league or national level, again demonstrating their interest in soccer. Furthermore, almost 71.0% of the informal residents surveyed declared that their level of interest in soccer increased, due to the hosting of the 2010 event (refer to Table 4.32).

Only a few (29.7%) of the respondents indicated that they would attend any of the 2010 FIFA World Cup™ matches. As was previously discussed, with an average household income of R4032.65 per month, it was not surprising that residents could not afford to attend the matches, with almost half of the respondents indicating that they could not afford to purchase tickets to do so. The reasons that were given for not attending any 2010 matches were: insufficient transport to and from matches; the sense of a lack of safety; and their preference for watching the matches concerned as they were shown on television. Respondents were willing to pay R250 for tickets which would enable them to buy C4 tickets at R140 (Table 4.16) for group matches as they could only afford this category. Similarly, 36.8% of the informal residents attended 2010 matches post-event, indicating a slight increase from the current study (pre-event), where 29.7% of the respondents attended 2010 matches (Swart & Jurd, 2012:48). It is evident that there was excitement with regards to informal residents attending the 2010 event as the event drew closer.

The results of this study are in stark contrast to those of Bama (2011:84), in relation to the residents' willingness to attend 2010 matches (60.3%). The distinction between the two studies reflects the different socio-demographics of the two areas concerned, and points to the different levels of resident involvement in the 2010 FIFA World Cup™. Within a formal context, when compared to the studies of Chain (2009) and of Swart and Bob (2009), in which 50.9% and 54.0% of the respondents, respectively, indicated that they would be attending the 2010 matches, there was an indication that the residents' level of interest in watching matches at the 2010 event had increased. However, the findings that are presented in the current study serve to highlight the low level of attendance (29.7%) at the matches by the residents living in informal communities, due to their inability to afford to purchase tickets.

Furthermore, the majority (93.2%) of the respondents indicated that they would watch matches on television, whereas 81.1% indicated their willingness to attend PVAs during the 2010 event. Of the respondents, 68.9% indicated their willingness to pay to watch the matches, with over half of the respondents indicating their willingness to pay an average of R20 per ticket in order to watch matches at PVAs, even though such attendance was free in 2010. The respondents' willingness to pay for access to such amenities shows their level of support for the event. The results show an increase from those in Bama's (2011:90) study, in which 68.9% of the respondents stated a willingness to pay to watch matches at PVAs, as opposed to the 36.3% who had expressed their willingness to do so in the earlier study. In the current study, the informal residents showed more interest in watching matches at the PVAs and on television, due to such viewing being less expensive than it would otherwise have been to purchase tickets to attend the 2010 matches that were held at the different stadiums.

Almost all of the residents (91.9%) highlighted concerns regarding the need for an increase in communication and for the effective dissemination of information. In effect, by increasing the effective reach of the communication channels available, the residents' level of awareness regarding the event, according to them, would be raised. The enhanced communication of relevant information would also assist in minimising the negative outcomes of mega-events. Most of the respondents (60.5%) chose television as their preferred medium of communication in the current study, while 20.8% preferred using short message service, 16.2% indicated the radio, and 8.9% indicated the newspaper. Bama (2011:93) shared similar findings in his study on formal residents in Green Point.

Almost all (91.9%) of the respondents indicated a willingness to be updated on the event, as opposed to 79.4% in Chain's (2009:81) study. Of the respondents, 21.3% had suggestions on how to improve communication regarding the 2010 event and its related opportunities. The medium of communication that ranked the highest were television and radio (27.9%), advertising (21.5%), and the use of distributing posters (20.2%). In light of the above, one can conclude that all the objectives of the current study have been met.

5.3 Recommendations

This section provides the necessary recommendations that are being made for the attention of the event stakeholders for the next FIFA World Cup™, and for future sport mega-events. Also, the stating of future research directions communicates various future research opportunities, which are discussed next. Firstly, the stakeholders should keep the locals informed about issues

relating to the event by implementing appropriate communication strategies and consultation mechanisms (Chain, 2009:114; Swart & Bob, 2009:125). Doing so could assist in minimising the potential disruptions that residents experience before an event, during its preparation phase, and after the event (Chain, 2009:114). Nkemngu (2012:107) underscores that:

> In order to maximise the contribution made to the hosting of such mega-events as the FIFA World Cup™, local community members should be involved in every phase (i.e. in the defining, the planning, the execution, and the closing phases).

The findings revealed that the informal residents should be better informed about sport mega-events that are held in close proximity to their community than they have been in the past, as well as regarding the benefits that such an event can bring. Ntloko and Swart (2008:90) state that:

> If the host community and particularly that portion of the community that is in close proximity to the site of the event, is aware of an event, the tourists who attend the event can expect better host and guest relations than there might otherwise have been.

In support of Ahmed and Pretorius' (2010:292) finding, consultation with community leaders and informal residents is necessary with regards to the development plans that are related to sport mega-events. Community participation and involvement have also been emphasised as an important element in ensuring the success of a mega-event. The findings revealed that the majority of the residents indicated their involvement in the 2010 event as being limited to that of being a spectator at the soccer matches, including those that were shown at the PVAs and on television. However, most of the residents expressed their desire to be actively involved in the hosting of mega-events.

Chain (2009:114) asserts that steps should be taken to increase community participation and involvement in the planning and management of events at a stadium. Ntloko and Swart (2008:90) note that broad public participation with the local community using available and recognised community structures is recommended, so as to:

- Determine the views and understanding of the public about the event.
- Assess the community's understanding of the impacts that, are associated with the event.

- Educate the community, where doing so is necessary.

Secondly, the current study recommends that longitudinal research be undertaken to evaluate any changes that occur in informal residents' perceptions, and in the way in which residents feel towards an event, which might change over time. The pursuit of such studies would allow key event stakeholders to understand the residents' perceptions, and it would enable them to use the information effectively, so as to better engage with the community with regards to the hosting of future sport mega-events. Furthermore, the management must ensure that responsible tourism business practices are followed, by helping to ensure that sustainable environmental management policies are in place prior to the event. Such policies must be maintained as a blueprint for any other future events that will take place at the stadium, so as to minimise any negative environmental impacts involved (Smith & Fox, 2007:1130). In effect, economic and social impacts should be maximised by weighing the factors concerned (in terms of both their positive and negative aspects), as well as the outcomes that can be produced, by an event. The limitations of the study are outlined in the next section.

5.4 Limitations of the study

In addition to the limitations of the study that were set out in Chapter Three, the following challenges were identified:

- Firstly, the perception that the questionnaire was lengthy disinclined respondents from participating in the study.
- Secondly, the questionnaires were only provided in English; however, the fieldworkers translated questions into isiXhosa where doing so was found to be necessary. As was noted in Chapter Three, translation of the questionnaires would have been too time-consuming, as well as involving additional costs and challenges.
- Lastly, the respondents were reluctant to participate in the study, as they perceived the 2010 FIFA World Cup™ not to benefit them directly.

5.5 Future research directions

The findings of the current study provide a basis for the development of an understanding of residents' perceptions in the future with regards to sport mega-events. Looking to the future, a longitudinal study should be conducted into informal residents' perceptions of mega-events, especially of those residing in close proximity to the event, who should be monitored in this respect. Moreover, few studies have examined the informal residents' perceptions post-event,

which can still play an important role in informing mega-event organisers, host destinations, and policy-makers about attitudes and experiences of such residents (Swart & Jurd, 2012:50). Kim *et al.* (2006:87) state that "the SET suggests that local residents are likely to form perceptions that differ based on the expected value of the exchange before the actual exchange occurs". It would be interesting to find out from an *ex post* study how much residents' would have been willing to invest in the social exchange enterprise provided by the 2010 event. Duminy (2012:55) asserts that a gap exists between the expectations and the outcomes in hosting mega-events and their contribution towards the socio-economic development of South Africa and other developing countries. Therefore, since the studies related to the 2010 FIFA World Cup™ were previously conducted in the Green Point suburb, follow-up studies should continue in informal settlements within close proximity of the event, covering the period both before and after the mega-event in the form of longitudinal studies, so as to assess the changes registered in the residents' perceptions of, and attitudes towards, the event.

Furthermore, the development paradigm should be interrogated, in order to adopt a more livelihood- or needs-based approach (Duminy, 2012:57). The author also states that civil society and the communities involved should be included, and recognised, in the planning and development process. Therefore, the stakeholders' efforts need to be increased with regards to informing the informal residents of plans and developments related to future mega-events (Duminy, 2012:57). It is also important for the government to provide the residents with information as to how the stadiums and other infrastructures are to be utilised once an event is over (Bassa & Jaggernath, 2010:139). Such ongoing communication is needed to create awareness among those impacted on by the event. Also, further post-event research is encouraged among the host communities, so as to assess the actual socio-cultural, environmental, and economic impacts of the event on these communities.

5.6 Summary

The introductory chapter presented an introduction, and background, to the research problem, with regards to the 2010 FIFA World Cup™. The chapter described the aims, the objectives, the significance and the relevance of the study undertaken. In addition, the delineation, the significance, and the expected outcomes, the results, and the contributions of the research were discussed.

Chapter two consisted of a literature review of previous written studies concerning prior sport mega-events. A theoretical framework for sport tourism events was provided by means of

defining the key terms, the definitions and the terminology used in reviewing the relevant literature. The first section of this chapter contextualised sport tourism events, describing the nature of sport and mega-events, the relationship between sport and tourism, and the nature of sport tourism events in South Africa. The second section in the chapter outlined the making of South Africa's 2006 and 2010 FIFA World Cup™ bids, FIFA's background, and the role played by South Africa as a host nation. Lastly, the third section of the chapter examined the legacy impacts of sport tourism events, with specific reference to sport mega-events, to an appropriate conceptual framework of social exchange theory (SET), and to social representations (SRTs), setting the context for the residents' perceptions of sport mega-events.

Chapter three highlighted the background to the study (Joe Slovo informal settlement) and to the composition of informal settlements in South Africa. In addition, the chapter presented the research design, the research population, and the sample selection used in the study. It also set out the data collection methods employed, the guidelines followed in the ethical treatment of respondents, and the limitations of the research.

Chapter four analysed, and discussed, the findings emanating from the data collected, in relation to the research objectives set out in Chapter one. Tables and figures were used to present the findings, so as to make the findings more accessible to the reader.

The final chapter has presented the conclusions drawn, the recommendations made, based on the findings obtained. It has further considered the limitations of the study, as well as the future research directions involved. The concluding remarks are now presented.

5.7 Concluding remarks

The current study contributes to the current body of knowledge on the residents' perceptions of sport mega-events in Cape Town and South Africa. It also provides a basis for post-event studies in the given field. In line with the informal residents' expressed fears that they did not benefit from the 2010 event, the reality is that the daily hardships that they encounter in having to live in shacks and in having to make a living so that they can feed their families remain as burdensome as before. However, despite the difficulties they were found to have positive perceptions of the 2010 FIFA World Cup™, and to support the event in any way that they could. With great significance in this respect, the event organisers and the government should realise the importance of involving members of the public at large, but specifically those from the disadvantaged communities, in such events. Through such involvement, the communities

concerned could come to partake in the preparation for the hosting of future mega-events, thus enabling them to start feeling 'part of the process' and to improve their quality of life.

The recommendations that have been made in relation to the current study could be shared with event organisers and with the 2010 OC, so as to enhance levels of community participation, and so as to facilitate better planning than before with regards to the post-event usage of stadiums, as well as in relation to future marketing events. The current study could also be used as a blueprint for event planners, so that they can better understand the informal residents' perceptions of, and attitudes towards, the 2010 FIFA World Cup™, especially in terms of those residing in close proximity to the event.

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APPENDICES

Appendix A: Cover letter for questionnaire

Cape Peninsula
University of Technology

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

23 April 2010

TO WHOM IT MAY CONCERN

Dear Sir/Madam

The questionnaire attached has been designed to assist with my thesis on "**A pre-evaluation of residents' perceptions of the 2010 FIFA World Cup: A case study of an informal settlement in Cape Town, Western Cape"**. The main objective of this study is to investigate the perceptions and attitudes of Joe Slovo informal residents, which is in close proximity to Cape Town Stadium.

Your kind co-operation will be much appreciated.

The questionnaire has been designed to be completed in the least possible amount of time and it is trusted that the completion thereof will not unduly inconvenience you.

Your kind willingness to participate is voluntary and confidential.

Thank you,
Megan Jurd.

Appendix B: Pre-event survey

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

1. Event awareness

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

Yes	No	Not sure

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

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

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

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

2. Residents awareness and of 2010 FIFA World Cup?
2.1 Are you aware of the competition venue that was built in your area for the FIFA World Cup?

Yes	No	Not sure

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

Yes	No

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

Yes	No

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

_____

_____

3. Residents Interest in soccer

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

I am an avid fan of the sport and always try to attend or watch it on TV	
I am interested in the sport and see it when I can	
I am not 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	

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

I am a keen participant of this sport who is regularly involved in club competition	
I am a keen participant of this sport who is regularly involved but not in any formal competition	
I occasionally participate in this sport socially	
I used to participate but I have not done so in recent years	
I have absolutely no interest in participating recreationally in this sport	

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

Yes	No

3.3.1 If yes, why?

Interest in soccer	Complimentary tickets
Ability to meet with friends	Want to support the development of the sport
A way to relax	Company sponsored the game, have to attend
Other (specify)	

3.3.2 If no, why? _____

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

Yes	No

3.4.1 If yes, where?

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

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

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

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

< 250 (specify)	250-500	501-750	751-1000	> 1000 (specify)

3.4.2 If no, why will you not be attending any World Cup matches?

Not interested in soccer	Will not be able to afford to purchase tickets
Transport is a problem	Want to go to a public viewing area
Prefer to watch game on TV	I do not feel safe to attend matches
Other (specify)	

3.5 Will you consider watching the match on television?

Yes	No

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

Yes	No

3.6.1 Would you pay to attend a match at a public viewing place (big screens)?

Yes	No

3.6.2 How much are you willing to pay?_____

4. Involvement in 2010 World Cup

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

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

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

Yes	No

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

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

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

4. Perceptions and Attitudes:

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

CODES
SA = Strongly Agree A = Agree N = Neutral D = Disagree SD = Strongly Disagree

	SA	A	N	D	SD
South Africa's readiness to host the event					
I feel confident that this event will be successfully hosted by South Africa					
The hosting of the FIFA World Cup in 2010 will result in South Africa achieving a legacy					
Perceived infrastructural development and service delivery impacts					
Infrastructural development has taken place mainly near the stadiums					

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

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

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

5. Resident profile

5.1 What is your age?

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

5.2 Gender

Male	Female

157

5.3 Marital Status

Single	Married	Separated	Divorced	Widowed

5.4 Historical racial category

African	Indian	Colored	White	Not applicable/ no response

5.5 Do you see yourself as part of a minority or majority in your country?

Majority	Minority	Neither	Not sure

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

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

5.6 Highest Educational Level attained

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

5.7 Employment Status

Student/Scholar	Retired	Sales/marketing	Unemployed
Administrator/Manager	Business person	Artisan/technician	Professional
Self-employed	Home executive	Labour/unskilled	Other

5.8 Monthly income in rands

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

Fieldworker to note the location of the interview_____.

Thank you for your participation/contribution to the study

Appendix C: CPUT ethical clearance letter

2010/04/23.

A.Swart
Joe Slovo
Task Team Co-ordinator

**Cape Peninsula
University of Technology**

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

19 April 2010

Mr. M. Zulu
Joe Slovo Task Team
Langa
7455

Dear Mr. Zulu

RE: REQUEST FOR A LETTER OF APPROVAL CONSENTING TO JOE SLOVO RESIDENTS' 2010 FIFA WORLD CUP STUDY

This letter serves to inform the community of Joe Slovo Park that Megan Jurd is currently completing a Masters of Technology Degree in Tourism and Hospitality Management at the above educational institution.

She is conducting research on the 2010 FIFA World Cup™ with specific reference to the Joe Slovo residents and will also be assisted by other post graduate students of the same institution.

The title of this study is: **"An evaluation of the residents' perceptions of the 2010 FIFA World Cup. A case study of an informal settlement in Cape Town, South Africa".**

The main objective of the study is to investigate the perceptions and attitudes of Joe Slovo residents, which is the closest informal settlement to the Cape Town Stadium, with regards to the 2010 FIFA World Cup™. This study will serve as baseline study for another study that will be conducted three months after the World Cup. These studies form part of a broader range of studies concerning the management and impacts of the 2010 FIFA World Cup™.

Face-to-face interviews, together with the use of questionnaires and will be used to

record the residents' responses. Kindly note that the residents' participation is voluntary and all information will be treated with confidentiality. The disclosure of personal details is under no circumstances encouraged.

The study will add to on-going knowledge and a broader spectrum of information on the impacts of mega-events such as the 2010 FIFA World Cup in South Africa on an informal settlement such as Joe Slovo Park.

It would be appreciated if you could assist by providing a letter of approval (or signing this letter) allowing Ms. Jurd to conduct this study (pre-event study) on the Langa community in partial fulfillment of the degrees requirement, and as part of the broader 2010 study (post-event study).

Thank you in advance.

Yours sincerely

Professor Kamilla Swart
Faculty of Business
Tel +27 21 460 4242
Fax + 27 21 460 1317
e-mail: swartk@cput.ac.za

Appendix D: Map of the informal settlements