



**AN EVALUATION OF THE 2010 FEDERATION OF INTERNATIONAL  
FOOTBALL ASSOCIATIONS (FIFA) WORLD CUP™ ON BUSINESS  
ESTABLISHMENTS: A CASE STUDY OF A SUBURB IN CAPE TOWN**

by

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**Dissertation submitted in fulfilment of the requirements for the degree**

**Master of Technology: Tourism and Hospitality Management**

**in the Faculty of Business and Management Sciences**

**at the Cape Peninsula University of Technology**

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**Cape Town**

**December 2015**

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## DECLARATION

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

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## **ABSTRACT**

Local business concerns and perceptions are generally neglected in relation to mega-event research, as most studies have, so far, focused on the broader economic impacts, as well as on the social impacts, and, more recently, on the environmental impacts of mega-events. South Africa being afforded the opportunity to host the 2010 FIFA World Cup™ created much excitement for all, and especially so for the business market. This is because the market in question is at the forefront of providing goods and services to the much anticipated increased number of tourists, whether such goods and services consist of the provision of accommodation, food and beverage, or entertainment, as well as ancillary products and services.

The focus of the study was on gaining an understanding of the awareness and the impacts of the 2010 FIFA World Cup™ on businesses, especially those situated within close proximity of the Cape Town Stadium. The study was conducted three months before, and three months after, the event. The investigation explores the level of perceptions, attitudes, and experiences of the businesses in relation to the 2010 FIFA World Cup™, while simultaneously highlighting their experiences with the event. The primary objective of this approach was to ascertain whether there were any changes between the initial perceptions, and the experiences, among businesses in relation to the event. The five objectives guiding the study involved investigating: (1) business managers' and owners' perceptions and experiences of the event; (2) the impacts of the World Cup on businesses; (3) the level of business support for the event; (4) the impacts of leveraging initiatives on businesses; and (5) recommendations aimed at maximising the opportunities granted by future mega-events for businesses. During the pre- and post-event study, a total of 145 surveys were administered to the business owners and managers of SMMEs, using the stratified random sampling method, of which, 72 responded during the pre-event study and 104 during the post-event study.

Key findings of the study revealed that there was a high level of awareness about the event among the business sector during both the pre- and post-event study. The majority of businesses during both surveys were in support of, and

maintained an interest in, the 2010 event, with many of them attending matches and watching matches at the Public Viewing Areas concerned. High levels of confidence were expressed in the event, with post-event responses being significantly higher than the pre-responses. Furthermore, it was also evident that the majority of the businesses, in both the pre- and post-event study, held the event in high esteem, in terms of its ability to attract tourists and future businesses to the area, and create positive media coverage. Further, they also perceived the event to be positive because of its ability to create opportunities for increased business activity, specifically in terms of business turnover and profits. During both the pre- and post-event study, but especially so in the latter case, which was marked by a significantly higher number of responses, respondents indicated that the event had positively impacted on their business. Although, very few respondents during the pre-event study suggested that the event would only benefit the rich and big business, in the post-event study, the responses received were significantly different, with the majority having come to agree that this had, in fact, been the case (showing an almost reverse situation between the pre- and post-event responses).

Crime, vandalism, and terrorism were raised as major issues during the pre-event study, with such concerns being expressed by significantly fewer of the respondents during the post-event study. The respondents also had mixed feelings about the event, and about its ability to create, and to sustain, employment, owing to the fact that many of the businesses had, themselves, not employed additional staff for the event. Moreover, almost all of the respondents, during both the pre- and post-event study, indicated that the event had neither created opportunities for business linkages and for increased business flow (in the form of additional deals), nor for partnerships. The majority of businesses further expressed support for South Africa's hosting of future mega-events.

The most notable recommendations arising from the study included the need for a more effective communication strategy, or unit, that would communicate the opportunities granted by the event, and the nature of the progress of the event, to the business sector in order to ensure cohesiveness and the involvement of all parties concerned. Additionally, increased consultation with local businesses throughout the event process is required, so that the benefits and the drawbacks

are highlighted. The study also strongly recommends the need for increased longitudinal research in this area, to assist with the effective evaluation of the short-term, the medium, and the long-term impacts and legacies of mega-events.

## **ACKNOWLEDGEMENTS**

I wish to thank the following individuals for their assistance with this dissertation:

- Professor Kamilla Swart (dissertation supervisor), for her diligence, guidance, motivation, and support throughout the course of this study.
- Narriman and Moegamat Rifaat Waggie for their constant support, patience, motivation, and guidance.
- Ms Corrie Uys, for her assistance with the use of the Statistical Package for the Social Sciences (SPSS).
- My friends, for their motivation, encouragement, and support during my studies.

In addition to the above, the researcher would also like to express thanks to the many others, colleagues, family, and friends, who have contributed their time, knowledge, and support to the successful completion of this study.

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## GLOSSARY

<b>Terms/Acronyms/Abbreviations</b>	<b>Definition/Explanation</b>
ALP	African Legacy Programme
AsgiSA	Accelerated and Shared Growth Initiative of South Africa
B&B	bed and breakfast
BEE	black economic empowerment
CAF	Confederation of African Football
CBD	central business district
CHEC	Cape Higher Education Consortium
CoCT	City of Cape Town
CPUT	Cape Peninsula University of Technology
DEA	Department of Environmental Affairs
DEAT	Department of Environmental Affairs and Tourism
DTI	Department of Trade and Industry
FIFA	Federation of International Football Associations
GCIS	Government Communication Information Systems
GDP	gross domestic product
GNP	gross national product
GNTB	German National Tourism Board
GPCA	Green Point Common Association
GPCID	Green Point City Improvement District
HSRC	Human Sciences Research Council
ICC	International Cricket Cup
IDC	Industrial Development Corporation
LOC	Local Organising Committee
NGO	non-governmental organisation
OBR	Olympic Business Roundtable
OC	Organising Committee
PDI	previously disadvantaged individual
PGWC	Provincial Government of the Western Cape
PIMS	Political Information and Monitoring Service
PVA	public viewing area
RWC	Rugby World Cup
SAFA	South African Football Association
SAST	South Africa Sports Tourism
SEDA	Small Enterprise Development Agency
SMME	small, medium and micro enterprises
SPSS	Statistical Package for the Social Sciences
TEP	Tourism Enterprise Programme
TGCSA	Tourism Grading Council of South Africa
UNEP	United Nations Environment Programme
UNWTO	United Nations World Tourism Organisation
UWC	University of the Western Cape
V&A	Victoria & Alfred



# **CHAPTER ONE**

## **INTRODUCTION TO THE STUDY**

### **1.1 Introduction**

Sport tourism has become an important tourism niche market globally, but especially in South Africa (Bohlmann & Van Heerden, 2005:2). Bohlmann and Van Heerden (2005:3) further argue that, since the abolishment of apartheid, the country has come to be seen as a popular tourist destination. The result is that South Africa is making a concerted effort to bid for the hosting of mega-events, especially for those of a sporting nature, as the country, as a whole, has realised the benefits that come from being affiliated with hosting events of such a magnitude. The increased number of events, especially for those of a sporting nature, has resulted in a significant increase in the size of the sport and leisure industry.

In 1998, during the African Cup of Nations, the South African Football Association (SAFA) announced its intention to launch a bid to host the 2006 FIFA World Cup™. According to Cornelissen (2004:1297), the aim of the slogan 'It's Africa's turn!' was to indicate to the rest of the world that Africa had never before been given the opportunity to host a major event of this magnitude. Unfortunately, South Africa's bid was unsuccessful, and Germany was awarded the opportunity to host the 2006 FIFA World Cup™ (Alegi, 2001:12). This decision led to an outcry of marginalisation from African countries, and resulted in the implementation of the continental rotation bidding system, introduced by FIFA, resulting in the bid for the 2010 FIFA World Cup™ being limited to countries from the African continent.

During the 2010 bidding process, both South Africa and Morocco submitted strong bid documents, and since both countries bid for the 2006 World Cup, this rekindled rivalry between the two countries (Cornelissen, 2004:1295). In May

2004, FIFA President, Sepp Blatter, announced South Africa's hosting of the 2010 FIFA World Cup™. This marked the occasion as the first time that an African continent was allowed to host the FIFA World Cup™, and it undoubtedly provided great opportunities and costs for South Africa and for the Western Cape (Donaldson & Ferreira, 2007:354).

In the Western Cape, the Cape Town Stadium, which is situated at a point along a pristine coastline, and which is in close proximity to beaches, as well as to the attractive Victoria & Alfred (V&A) Waterfront, to the central business district (CBD), and to an attractive nightlife, was to be the focal point during the 2010 FIFA World Cup™. The reason for this was due to it having been chosen as a host venue for the 2010 FIFA World Cup™ matches (Environmental Partnership, 2006:10).

Initially, when it was decided that Green Point, which is now famous as the site of Cape Town Stadium, would be a host venue, much contestation existed among the residents of the suburb, as they opposed the plans to refurbish, and to upgrade, the Cape Town Stadium (City of Cape Town, n.d.a). However, after much discussion between the City of Cape Town (CoCT) and the Green Point Common Association (GPCA), which was a representative body for the Green Point residents, an agreement was reached. This agreement involved granting an opportunity for the local residents to become a part of the planning phase, whereby they would be able to provide input regarding the design and progress of the Stadium (CoCT, n.d.a).

The sentimental value of the Green Point Stadium for the locals was that the Stadium, for many years, had served as a venue for such community sporting activities as horse riding, cricket, rugby, and cycling, for many communities, interested groups, etc. of the city. However, the Stadium had deteriorated over the years, and, when the Western Cape was selected as a favourable host venue, it became evident that an exciting opportunity existed for a new stadium to be built (CoCT, n.d.a).

The newly erected Stadium is “reasonably well located in terms of road network, being directly adjacent to the Western Boulevard” (Planning Partners, 2006:11). The area is well served with public transport, as there is a constant flow of buses and taxis along the Western Boulevard and Beach Road, with the closest railway station being approximately 2.5km away.

Planning Partners (2006:12) further asserted that the Cape Town Stadium was suitable as a host venue because of its first-class setting, its ability to host an event of the magnitude of the World Cup, its rich history, and the availability of such amenities as restaurants, hotels, and guest-houses, which are key drawcards for tourists. Within the area, there exists a diverse business market, consisting of, among others, restaurants, bars, hotels, guest-houses, curio stores, nightclubs, and boutiques, that would be affected by having Cape Town Stadium as a venue for the hosting of 2010 FIFA World Cup™ matches.

Mabugu and Mohamed (n.d.:8) indicate that the event could have brought about both positive and negative impacts on the businesses in the area. Positive impacts included an increase in turnover for the businesses, infrastructural development, an ability to create partnerships and viable linkages between businesses, an increase in profits, and the enhancement of the image of the businesses affected. However, even though the said events had the potential to have positive spin-offs, they further argue that the negative impacts that are affiliated with hosting events of this nature cannot be ignored; these include traffic congestion, the unequal distribution of benefits, pollution, and the wasting of public money in preparation for the event, being but a few of such impacts that one could mention.

In addition, it is important to note that various policies, such as the 2010 FIFA World Cup™ South Africa by-laws formulated by the CoCT to regulate the marketing, advertising and administration activities during the 2010 FIFA World Cup™, could have impacted on the economic turnover of local street traders and businesses during the event (CoCT, n.d.a:27).



As with previous studies conducted on past World Cups, one of the most recent, the Germany 2006 FIFA World Cup™, was noted as being a major success for the destination. The event enhanced the image of Germany, so that the country is now ranked the second-best tourism destination in the world (German National Tourism Board, n.d.:3). The hosting of the event not only benefited the nation's economy tremendously, but it also injected a sense of national pride into the local community (German National Tourism Board, n.d.:4).

A study that was conducted by Allmers and Maennig (2008:16), during the period of the 2006 Germany World Cup, reported that every sixth business expected to experience positive effects from the World Cup, as a result of the rising demand from tourists, the improved image of Germany, and the enhanced infrastructure. Such factors, they believed, would lead to the promotion of long-term growth and employment for the country. Furthermore, Allmers and Maennig (2008:9) suggest that the short-term impact of the 2006 Germany World Cup was not as large as was previously purported. However, image enhancement, and the establishment of the destination as a suitable business location, were achieved.

As a result of the 'African World Cup' being hosted by South Africa, this study is of key importance in determining the perceptions of the impacts of the 2010 FIFA World Cup™ on the business sector situated within the surrounding areas of the competition venue within the Western Cape.

The current chapter, therefore, provides a brief introduction and background to the study, including the definitions of key terms and concepts used in the research. It also highlights the problem statement, the research questions, the aim and objectives of the study, the research methodology adopted in the study, and, lastly, the structure of the study.

## **1.2 Clarification of basic terms and concepts**

### **1.2.1 FIFA World Cup**

FIFA, which is a football tournament that is owned and managed by FIFA, is held every four years. It was founded in 1904, and is based in Zurich (FIFA.com, n.d.a). The tournament comprises 64 matches, involving 32 teams, which compete over a period of a month in the host nation(s) (South Africa 2010, 2008). There are two stages in the tournament: a group stage, during which teams compete in eight groups of four teams each; and the knockout stage, which takes the form of a single elimination tournament (South Africa 2010, 2008). FIFA's main mission is to use football as a symbol of hope and integration to touch the world, to protect football standards, to encourage competition, and to promote solidarity in the world game (FIFA, n.d.).

### **1.2.2 Football**

According to the South African government (South Africa 2010, 2008), football is a game that is played by two teams. The main aim of the game is to kick an inflated leather ball into the opponent's goal. In certain countries, the game is also referred to as soccer.

### **1.2.3 Hallmark events**

Ritchie (1984:2) postulates that hallmark events are considered to be:

major one time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination, both in the short-term and the long-term. Furthermore, these events rely on their success, uniqueness, status, or timely significance to create interest and attract attention.

### **1.2.4 Legacy**

Legacy, in the context of sport mega-events, is outlined by Preuss (2007:211) as referring to all the "planned and unplanned, positive and negative, tangible and intangible structures" that have been created by a sport event. Such structures remain long after the event itself.

### **1.2.5 Mega-events**

Mega-events are considered “large due to ... [their] ... world importance and high profile, which have a major impact on the image of a host city” (Weed & Bull, 2004:165). Furthermore, Roche (2000:1) states that such events have a dramatic character, mass popular appeal, and international significance.

### **1.2.6 Perception**

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

### **1.2.7 Precinct**

Precinct, in the present context, refers to the balance of the space outside the stadium and its precinct. According to the CoCT (2006:20), it is a purpose-designed space that contains a series of structuring elements and spaces.

### **1.2.8 Soccer fans**

Soccer fans are also referred to as football fans and, together with the consumers, are the fulcrums upon which sport leverages its popularity (Smith & Stewart, 2007:155). Horne (2006:26) states that it is the fans who watch the live television broadcasts, who listen to the radio commentaries, who read the sports pages of the daily newspapers, who log onto sports websites, who buy sport-branded merchandise, and who travel extensively to attend events.

### **1.2.9 Sport event tourism**

Sport event tourism comprises all events in which the primary purpose for the travel is to engage, and to participate, in, or to view, sport activities (Turco, Riley & Swart, 2002:3).

### **1.2.10 Sport tourism**

According to Standeven and De Knop (1999:12), sport tourism involves:

all forms of active and passive involvement in a sporting activity, participated in casually or in an organised way for non-commercial or business and commercial reasons that necessitate travel away from home and work locality.

### **1.2.11 Tourism**

Tourism can be defined as the activities of persons travelling to a location outside of their usual environment for no longer than one consecutive year, for the purpose of leisure, business and other concerns that are unrelated to the exercise that is conducted for remuneration within the place to which the visit is paid (United Nations World Tourism Organisation, 2011).

### **1.2.12 Tourist**

A tourist is defined as any person who is not a permanent resident of a place or region, and who usually stays at least one night in a place (United Nations World Tourism Organisation, 2011). According to Reisinger and Turner (2003:37), a tourist is a “temporary visitor staying at least 24 hours” in the region visited for the purpose of leisure (holiday, sport, study, and recreation), business, family (visiting friends and relatives), or for attending meetings and conferences.

## **1.3 Statement of the research problem**

Due to the fact that the 2010 FIFA World Cup™, to be hosted by South Africa, was to be the first of its kind to be held on the African continent, it would, undoubtedly, create benefits for the country, and for the economy, as a whole. However, even though there were many benefits that were likely to accrue to businesses associated with hosting an event of this magnitude, one should not ignore the potential negative impacts that were potentially connected to such a hosting. Such challenges as a lack of local business involvement in the event, congestion, crime, and overcrowding, among other impacts, might have shaded the perceptions, and the experiences, of local businesses.

Having mentioned the above, in terms of which the promotion of the event has been explained as having been that of an African World Cup, and due to the fact that limited knowledge exists about South Africa’s hosting of an event of this

magnitude, it was felt necessary to conduct a case study on the business impacts of the event. The study in question was, therefore, aimed at determining the perceptions, attitudes and experiences of formal businesses with regard to South Africa's hosting of the 2010 FIFA World Cup™.

#### **1.4 The aim and objectives of the study**

This section discusses the intended aim and objectives of the study.

##### **1.4.1 The aim of the study**

The aim of the study was to ascertain the impacts of the 2010 FIFA World Cup™ on businesses situated within close proximity of the Cape Town Stadium. This investigation explored the level of perceptions, attitudes, and experiences of the businesses in relation to the 2010 FIFA World Cup™, as well as highlighting the positive and/or negative aspects of their experience. The specific research objectives are outlined below.

##### **1.4.2 The research objectives of the study**

*Research objective 1* was aimed at investigating the business (within a 2km radius of the Stadium) perceptions and experiences of the 2010 FIFA World Cup™, and to ascertain any changes that occurred between the pre- and post-event study.

*Research objective 2* was aimed at discerning any changes that occurred pre- and post-event in terms of impacts, particularly in terms of the businesses concerned.

*Research objective 3* was aimed at exploring the level of business support for the 2010 FIFA World Cup™.

*Research objective 4* was aimed at understanding the impacts of the leveraging of business initiatives in relation to the 2010 FIFA World Cup™.

*Research objective 5* was aimed at devising recommendations as to how businesses could possibly maximise benefits from the hosting of future mega-events in South Africa.

## **1.5 Research questions**

The following research questions were devised on the basis of the objectives listed in 1.4.2 above:

- What were the businesses' perceptions and experiences of the 2010 FIFA World Cup™, and was there a difference in businesses' responses pre- and post-event?
- What impacts and legacies (if any) can be identified due to South Africa's hosting of the 2010 event?
- To what extent were businesses in support of the 2010 FIFA World Cup™?
- What impact did the leveraging opportunities have on the businesses concerned?
- What recommendations can be made for the hosting of future mega-events?

## **1.6 Research design and methods**

### **1.6.1 Research design**

The 2010 FIFA World Cup™ was identified as a key area of opportunity, not only for growth and development, but also for businesses (formal) to capitalise on the proposed opportunities. This study, therefore, was aimed at ascertaining the impacts of the 2010 FIFA World Cup™ on the businesses situated within close proximity of the Cape Town Stadium. It also explored the level of perceptions, attitudes, and experiences prevailing among said businesses.

In order to satisfy the expressed aim of the study, standard quantitative methods were used to collect the data, and so as to meet the research objectives identified above. Both primary and secondary data sources were employed in the study.

#### **1.6.1.1 Primary data**

For the purpose of this study, the primary data sources that were employed in this investigation consisted of questionnaires that were administered to the

relevant target sample via email and face-to-face interviews. The reasoning behind, and the explanation for, deploying such a method is explained below.

The use of a questionnaire contributed to the process of investigation undertaken in the study. This method of primary data collection is regarded as being commonly used (Clark, Riley, Wilkie & Wood, 1998:91). In most cases, questionnaires are directed at a specific type of individual. For the purpose of the current study, they were directed at business managers and owners. The questionnaire included both close-ended and open-ended questions. The above-mentioned researchers further suggest that close-ended questions are useful, as they are considered to be easily quantifiable, whereas the open-ended questions posed in the questionnaire were used to gather additional information from the respondents concerned.

#### **1.6.1.2 Secondary data**

Secondary data sources, such as journal articles, books, Internet websites, reports on sport tourism events, and government publications, were used to provide background information and references for the study. The approach adopted provided a holistic understanding of sport tourism events, while simultaneously contextualising the intent of the study.

#### **1.6.1.3 Sampling**

The target population in the study involved all local businesses situated within the Green Point precinct. A total of 145 business owners and/or managers were surveyed and approached to answer the questionnaire. The aforesaid businesses included restaurants, boutiques, curio stores, nightclubs, hospitality establishments (i.e. accommodation), and all other businesses operating in the area. According to the database accessed via the Green Point City Improvement District (GPCID), at the time of the study there were 226 businesses operating within the Green Point precinct (i.e. around the Cape Town Stadium). A more detailed discussion of the methodology employed is presented in Chapter Three of this study.

### **1.6.2 Method of data analysis**

The Statistical Package 18 for the Social Sciences (SPSS) software was used to analyse the data obtained. The overview of the analysis, which is provided as evidence for the study, is presented in the form of descriptive statistics, tables, and bar and pie charts, as well as graphic presentations.

### **1.7 Motivation for the investigation**

Promoting the hosting of a large international event not only serves to promise that the event will be exciting, but it also creates the expectation of a positive return on investment in it. The tourism industry is, on average, most likely to be among the main beneficiaries of an event like the World Cup. The projections that were made for the previous World Cups, such as for the 2006 Germany World Cup, estimated that the approximately 340 000 tourists who would visit the destination that was acting as a venue for the World Cup would be likely to spend up to US\$1.1billion in total (Allmers & Maennig, 2008:2).

South Africa's hosting of the 2010 FIFA World Cup™ was regarded as being likely to attract investment to the area, leading to growth in the gross domestic product (GDP), due to the expected influx of tourists to the area. Consequently, all businesses, including those that fell within the ambit of the tourism, the food and beverage, and the ancillary service industries, stood to benefit economically from the World Cup. However, the unequal distribution of benefits could have resulted in some businesses benefiting significantly from the country's hosting of the event, whereas others did not benefit at all.

The current study, therefore, was set to evaluate businesses experiences, and to investigate whether the projections of the 2010 FIFA World Cup™ had been realised by the local businesses. The anticipated research would also contribute to the existing body of knowledge regarding the study area, by providing guidelines as to how business establishments could work together in future in order to benefit from such a sport mega-event as the 2010 FIFA World Cup™.



## **1.8 Format and style of the dissertation**

The study is presented in the five chapters that are discussed below.

### **Chapter One: Introduction to the study**

The first chapter, which is the introductory chapter, has provided the background to the research problem, and a general overview of mega-events, specifically focusing on the 2010 FIFA World Cup™. Furthermore, the chapter has also emphasised the aims and objectives of the study, as well as the research methods employed to collect both the primary and secondary data involved.

### **Chapter Two: An overview of tourism, sport tourism, mega-events, and their perceived impacts on businesses in relation to South Africa's hosting of the 2010 FIFA World Cup™**

With reference to various literature sources, Chapter Two presents a review of the literature relating to the topic under study. A review of the impacts of sport tourism and mega-events, as well as of the effect of the perceptions of mega-events on the business market, is discussed. Furthermore, South Africa's successful bid to host the 2010 FIFA World Cup™ is also discussed.

### **Chapter Three: Research design and methodology**

Chapter Three describes the research methodology used for the study. It documents the questionnaire design, the instruments used for collecting the data, the sample size, and the survey population.

### **Chapter Four: Research findings, analysis and discussion**

Chapter Four discusses the findings that were obtained from the questionnaires, in relation to the theoretical overview provided.

### **Chapter Five: Conclusions and recommendations of the study**

Chapter Five, which is the final chapter of this study, provides a summary of the findings, the conclusions, and the limitations of the study. Suitable recommendations are also provided in this chapter.

**CHAPTER TWO**  
**AN OVERVIEW OF TOURISM, SPORT TOURISM, AND MEGA-EVENTS, AS WELL AS THEIR PERCEIVED IMPACTS ON BUSINESSES IN RELATION TO SOUTH AFRICA'S HOSTING OF THE 2010 FIFA WORLD CUP™**

**2.1 Introduction**

In recent years, sport tourism has become an important niche market, and it has, therefore, received a growing amount of attention (Lee & Taylor, 2005:595). Furthermore, Lee and Taylor (2005:595) have ascertained that this is due to the fact that the hosting of sport events is seen as a catalyst for generating significant revenue, and it is also seen as being a major economic contributor to host cities, regions, and countries. Kotze and Visser (2008:61) highlight that the sport tourism industry has emerged as one of the fastest growing areas in the leisure travel market. Fourie and Santana-Gallego (2011:1364) note that, even though such mega-sport events as the World Cup and the Olympic Games are scheduled to be held once in every four years in different parts of the world, the occurrence of such events offers the possibility of great benefit to the host destination. The aforementioned researchers further suggest that the growing number of bids from countries around the world to host mega-events suggests that the benefits involved, whether they be tangible or, more frequently, intangible, tend to outweigh the costs involved.

Since South Africa's abolishment of apartheid in 1994, the destination has come to be seen as favourable to tourism (Bohlmann, 2006:383). From then onwards, the country has embarked on a strategy of hosting sporting events, particularly mega-events, to achieve various national goals, and, in particular, to project an image of a 'new South Africa' (Lepp & Gibson, 2011:211). Swart and Bob (2009:114) suggest that the lifting of the political sanctions for the country signified the start of the making of an increasing number of bids for mega-sport events, so as to secure international recognition, and to serve as a catalyst for socio-economic development. In 2010, South Africa hosted the nineteenth FIFA World Cup™ between 11 June and 11 July, with Cape Town being earmarked as

one of the ten host cities that would serve as a major drawcard for both domestic and international tourist arrivals during the event (Swart & Bob, 2009:118).

The previous chapter provided an overview of the current research study, highlighting its aim and objectives. The following chapter, using various literature sources, aims to provide an overview of the concepts of tourism, sport and sport tourism, and mega-events in general, as well as to highlight South Africa's hosting of events, in particular. Furthermore, the chapter also aims to discuss the hosting of the 2010 FIFA World Cup™ in South Africa, with special reference to the potential impacts of the event on the business sector in the Western Cape, across the triple bottom line, meaning economically, socially, and environmentally, highlighting the significance of the 2010 FIFA World Cup™ for South Africa, as well as the challenges that have been faced as a result of hosting this prestigious event.

The following section will define and discuss the concepts of 'tourism' and 'sport tourism'.

## **2.2 'Tourism' and 'sport tourism' defined**

Tourism is a global phenomenon that has shown substantial growth over the years. It is one of the fastest growing industries, with the United Nations World Tourism Organisation (UNWTO) describing it as the most remarkable economic and social phenomenon to take place during the past century (StatsSA, 2005-2007).

### **2.2.1 Definition of tourism**

Although tourism lacks a common definition, according to the UNWTO (2011), it can be defined as:

*... activities of persons travelling to places outside their usual environment for not more than one consecutive year, either for leisure, business and*

*other purposes that are not related to the exercise of an activity remunerated from within the place visited.*

Mill and Morrison (1992:9), as cited in George (2001:17), indicate that; “tourism is the term given to the activity that occurs when tourists travel”. They furthermore indicate that the tourism activity encompasses all the stages that are involved in travel, from the planning of the trip, the physical travel to the place, the stay itself, and the return, as well as the reminiscences about it afterwards. Tourism includes the activities that the traveller undertakes as part of the trip, the purchases made, and the interactions that occur between host and guest (Mill & Morrison, 1992:9). In contrast, Standeven and De Knop (1999:3) describe tourism as the “temporary movement of people beyond their own home and work locality involving experiences unlike those of everyday life. The experiences might take place as part of a holiday or as an ancillary of business travel”.

From the above, it is evident that the common dimension of tourism is expressed in spatial terms, according to which tourism is said to involve the travel of ‘non-residents’. In order to be classified as a tourist, an individual must leave, and then eventually return to, their original home. Furthermore, the second dimension is that the trip should be characterised by a “temporary stay away from home for at least one night” (Hinch & Higham, 2004:4).

### **2.2.2 Definition of sport**

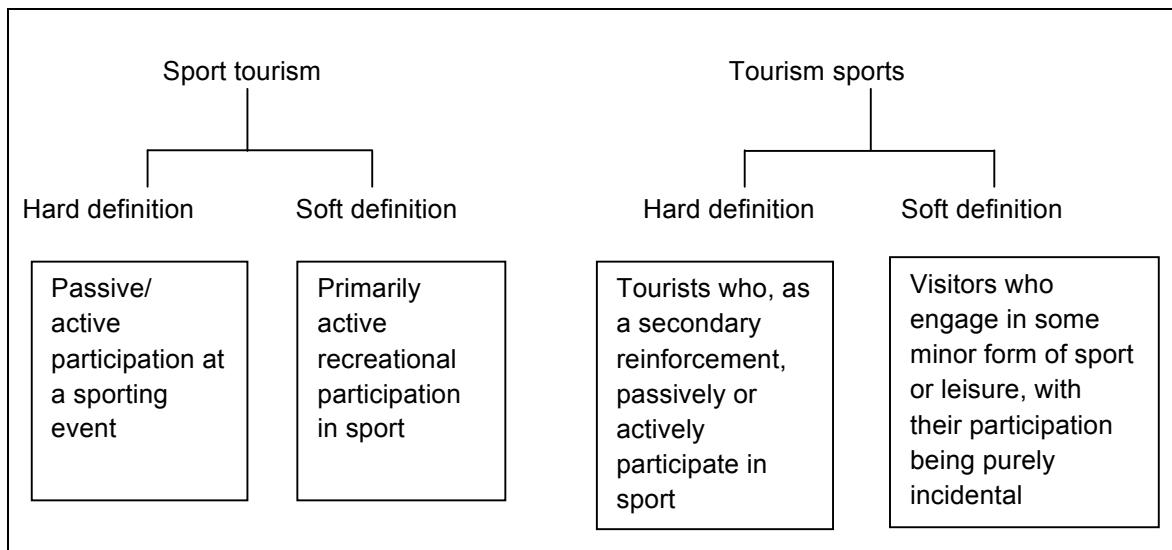
Standeven and De Knop (1999:7), in their assessment of sport, suggest that a universally accepted definition of sport does not exist; however, it can be characterised as an activity that involves a form of competition that is governed by a set of rules. Although it tends to be well organised and structured, it, nevertheless, maintains an element of spontaneity, and requires the exertion of complex strength and skill. Considering this, Hornby (2005:1425) describes sport as an “activity that one can do for pleasure and that needs physical efforts or skills, usually done in a special area and according to fixed rules”. Having

discussed the tourism and sport concept, the following section defines and discusses sport tourism.

### 2.2.3 Definition of sport tourism

Gammon and Robinson (2003:22) suggest that sport tourism can be categorised according to various definitions, namely sport tourism and tourism sports. However, each such category can be further divided in terms of a hard, or a soft, definition.

As illustrated by Turco, Riley and Swart (2002:8) in Figure 2.1 below, the hard definition referred to above alludes to the active or the passive participation in a competitive sporting event, to which sport tourists travel. They do so specifically, so as to participate either actively or passively in the sporting activity concerned, with the purpose of the travel primarily being related to the sport event. The soft definition of sport tourism refers to tourists who travel, and who are primarily involved in actively participating in a sporting event, for recreational reasons (Turco et al., 2002:8).



**Figure 2.1: Sport and tourism definitions**

(Source: Gammon & Robinson, 2003:23)

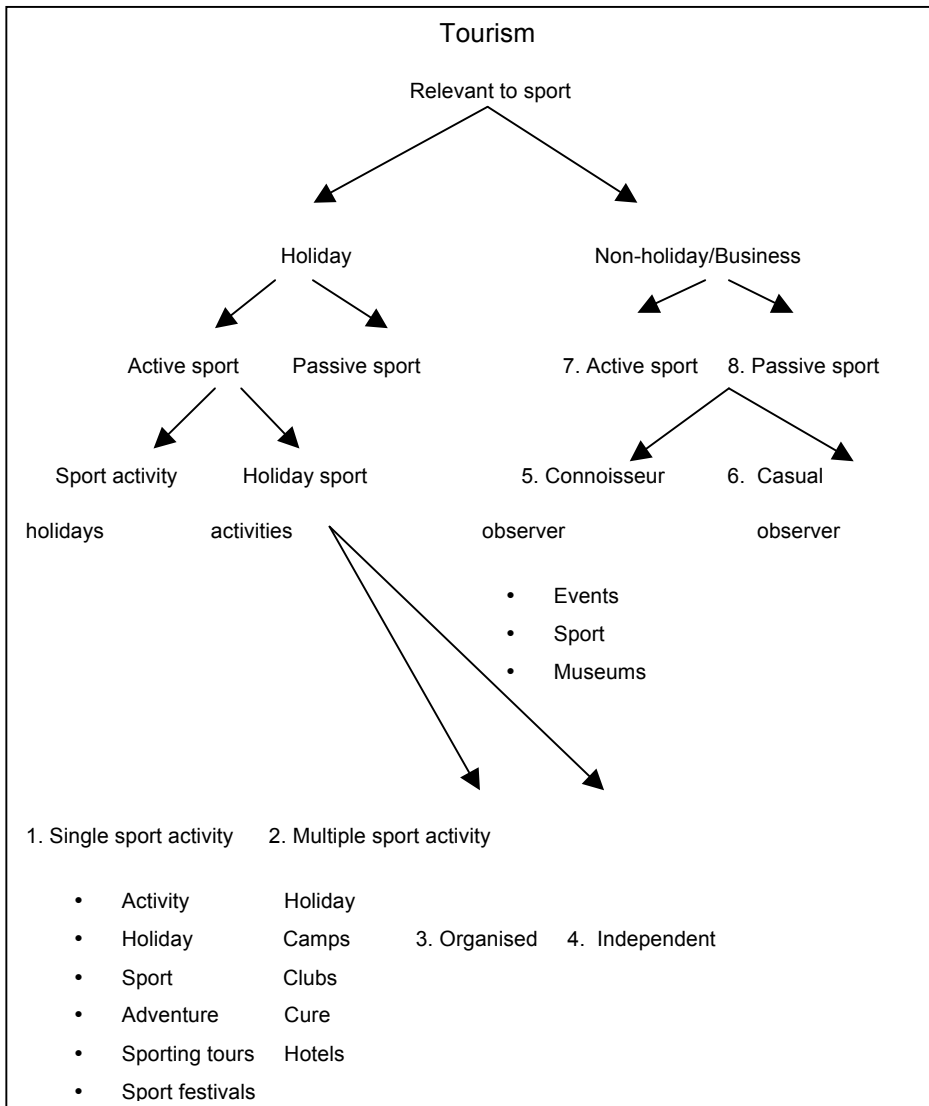
According to Getz (1997) and Hall (1992), as cited in Law (2002:141-142), sport tourism has become increasingly prominent in the tourism industry, as such tourism tends to: draw tourists to an area; create an opportunity for the destination to be placed on the tourist map; draw tourists outside the main tourist season; attract the interest of the media; increase the profile of the area; create a favourable destination image; combat negative images; attract investment; and assist with the regeneration and the improvement of the infrastructure. Standeven and De Knop (1999:12) describe sport tourism as “all forms of active and passive involvement in sporting activities, participated in casually or in an organised way for non-commercial or business/commercial reasons that necessitate travel away from home and work locality”. Getz (1997:10) further suggests that sport events not only involve the travel of tourists and spectators, but also that of competing teams and their entourages. The result is that they have a great impact on the tourism industry.

Although tourists might visit a destination for the sole purpose of participating in, or attending, sport, sport attractions can also be supplementary activities for tourists while they are visiting a destination. Tourists who use “sport tourism as a secondary or peripheral attraction within the host communities” (Turco et al., 2002:3) usually have a disposable amount of time available to them, and, therefore, tend to engage in sport tourism as a means of passing their time. This engagement can be used as a means by which to “further satisfy visitors’ needs, extend their length of stay in the host community, and even stimulate economic activity” (Turco et al., 2002:3).

Gibson (1998:156) recognises three broad categories of sport tourism: the watching of sport events; the visiting of sport-related attractions; and active participation in sport. The first category referred to above entails watching sport events, or participating in sport event tourism, including attending such mega-events as the FIFA World Cup™ and the Olympic Games. The second category includes celebrity, or nostalgia, sport tourism, which involves visiting such famous sport-related attractions as the basketball Hall of Fame, sport museums, and famous sport venues, of which one of the most notable is the Olympic Stadium in

Barcelona (Gibson, 1998:156). Lastly, the third category, according to Gibson (1998:156), includes active participation in sport tourism, or active sport tourism, which comprises travel by individuals to participate actively in such sports as golf, skiing, tennis, fishing, mountain biking, or scuba diving.

As indicated in Figure 2.2, Standeven and De Knop (1999:12-13) classify sport tourists into two categories: active, or passive, tourists. Active sport tourists include those tourists who travel to a destination primarily to participate in sport, whereas passive sport tourists include those who travel to a destination as casual observers, and who have extensive passive involvement in the sport activity, since they watch it as spectators or officials (Standeven & De Knop, 1999:12-13).



**Figure 2.2: Eight types of sport tourism**

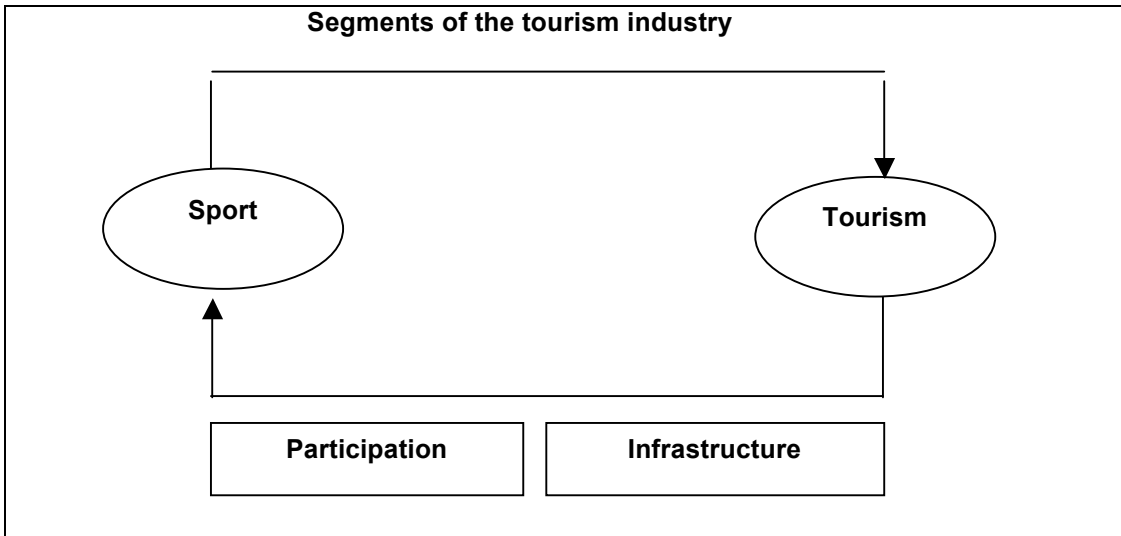
(Source: Standeven and De Knop, 1999:13)

### 2.2.4 The interrelationship of tourism, sport and sport tourism

In the light of the preceding subsections, it is, therefore, evident that the concepts of tourism, sport, and sport tourism are interrelated. Standeven and De Knop (1999:5) describe the relationship between sport and tourism in the modern world as being symbiotic, as, in addition to seeing sport as influencing tourism by offering a range of visitor experiences, they also see tourism as aiding with sport activities, by drawing spectators and participators to the destinations at which



sport events are held. The relationship between sport and tourism is illustrated in Figure 2.3 below.



**Figure 2.3: Basic model of sport tourism**

(Source: Standeven & De Knop, 1999:5)

In view of the above explanations of tourism, sport, and sport tourism, the following section of the current dissertation will discuss events as a component of sport tourism, with the aim of highlighting the significance of events, specifically sport mega-events, and how they have contributed to the growth of sport tourism.

### **2.3 Events as a component of sport tourism**

In recent years, “events have become a major component of sport tourism and significant in terms of tourist numbers and economic impact” (Getz, 2003:49). Sport event tourism has, over the years, become a highly desirable niche market (Getz, 2003:49), because events of this nature play a pivotal role in leveraging tourism for the host destination (Chen & Funk, 2010:239). Getz (2003:49-50) further explains that destinations, globally, have incorporated sport event tourism into their strategies, due to the economic and social benefits associated with such tourism. More recently, there has been a dramatic growth in the amount of sport tourism undertaken, which can be attributed to: an increase in the amount of leisure time available, the improvement in transport; the change in people’s

attitudes and values; globalisation; corporate capitalism; and the media (Weed & Bull, 2004:10).

Weed and Bull (2004:163) state that, due to the growth in the number of large-scale international competitions taking place, the number of tourists travelling to cities to experience sporting events and to support their teams, has increased dramatically. As a result, cities have been encouraged to upgrade their existing facilities, or to create new ones. Sport events range from small-scale to large-scale events, with the pinnacle of events being the mega-event.

The following section, therefore, focuses on mega-events. It provides a definition of the concept of mega-events, a description of the characteristics of mega-events, the main reasons for the hosting of such events, and a discussion of the factors that have fostered their growth.

#### **2.4 Mega-events**

According to Law (1993:97), the term 'mega-event', in an urban context, describes large events that are of global importance, and which have a major impact on the image of the host destination (Weed & Bull, 2004:165). Roche (2000:1) describes mega-events as "large-scale cultural (including sporting and commercial) events, which have a dramatic character, mass popular appeal and international significance". Cornelissen (2005:139) suggests that mega-events can be differentiated by their size, scope and appeal. As highlighted by Fourie and Santana-Gallego (2011:1365), the hosting of mega-events creates lucrative opportunities for the host destination by encapsulating large potential benefits within their ambit. Such mega-events as the 2010 FIFA World Cup™ have the widest reach in terms of prestige, attendance, interest, and, particularly, publicity (Cornelissen, 2005:139). Moreover, Lepp and Gibson (2011:214) suggest that mega-events are 'out of the ordinary', international, and so big that they tend to attract a large number of international television audiences "that surpass [the number attracted by] any of the other major sport events".

Emery (2002:317) posits that whether an event is considered 'mega' depends on: the quality of the sporting competition; the number of participants and spectators; their socio-economic impact; the quantity of resources involved; the degree of media coverage; and the amount of attention paid, in terms of their international appeal. Such events as the FIFA World Cup™, as discussed by Lorde, Greenidge and Devonish (2011:350), are referred to as being major because of their attendance numbers, their target market, the level of financial involvement of the public, and the construction of the facilities involved. Furthermore, Emery (2002:317) states that the management of mega-events is complex, involving three types of project complexities, as are highlighted below:

- **Organisational complexities:** Such complexities involve the number of people, departments, organisations, and nations involved; the need to work with international stakeholders; and the need to rely on a large number of volunteers.
- **Resource complexities:** Such complexities involve the amount of resources utilised, in terms of the project, time, capital, and processes.
- **Technical complexities:** Such complexities involve the level of innovation employed in the product and project processes.

Hiller (2000:439) suggests that mega-events can be classified as short-term, high-profile events, like the Olympics and World Fairs, which are usually thought of in terms of their tourism and economic impacts. Furthermore, Hiller (2000:439) contends that expenditures on facility and infrastructure preparation, as well as the revenues from visitor spending, event receipts, and media exposure, form the baseline of much mega-event analysis.

Sport mega-events have become a vital and large part of the sport tourism industry, as they generally encourage an increase in revenue for local businesses. This is due to the increased visitor spending involved, as well as the creation of substantial economic benefits for the host city concerned (Barghchi, Omar & Aman, 2009:185).

Getz (1997) and Hall (1992), as cited in Law (2002:141), list the main reasons for the growth of mega-events, especially in recent times, as being the following:

- to offer a high-quality cultural or sporting experience;
- to involve the community in the arts, and in sport;
- to encourage participation in the arts, and in sport;
- to promote civic pride;
- to attract visitors into the area, and to put the place on the tourist map;
- to attract people outside the main season;
- to attract media attention, to raise the profile of the area, to create a favourable image, and to combat any negative image, so as to attract investment from outside the area;
- to add animation and life to existing attractions;
- to encourage repeat visits;
- to assist in the regeneration, and in the improvement, of the infrastructure of the area;
- to lever government grants for sport, and for arts and culture;
- to emulate the success of other communities; and
- to develop niche markets in a developing marketplace.

The growth of mega-events, as identified by Horne and Manzenreiter (2006:3-8), has resulted from new technological developments in mass communication, and from the formation of sport–media–business alliances fostered by new technologies of mass communication. In addition, the promotional opportunities made available for cities and regions have grown exponentially (Tomlinson, Bass & Pillay, 2009:3).

As contested by Weed and Bull (2004:162), in the urban areas, there is a greater focus on spectator sports than on participatory activities, because of the stadiums and the facilities that have, usually, already been developed for the home teams. With the growth of large-scale international competitions, the number of tourists travelling to cities to experience sporting events, and to support their teams, has increased dramatically, encouraging cities to upgrade their existing facilities, or to create new ones (Weed & Bull, 2004:163).

Urban areas are ideal locations for the hosting of mega-events, because of their infrastructural facilities, including the existence of major transport routes and networks, as well as large catchments, and such supporting facilities as bars, accommodation, restaurants, and clubs. These facilities may also form part of the

attractiveness of the destination for the tourist travelling to the event (Essex & Chalkley, 2003:5).

## **2.5 FIFA**

The following subsection provides an overview of the FIFA World Cup™, including a description of the history of the event, and of the success story of FIFA, since its inception in 1930.

### **2.5.1 History of FIFA**

The FIFA World Cup™, which is occasionally referred to as the Football World Cup, but which is most commonly called the Soccer World Cup, is an international association football competition that is contested by the men's national teams from the countries that are members of FIFA, the sport's global governing body (FIFA.com, n.d.a). The World Cup is considered to be the most prestigious competition of FIFA that is held in keeping with its statutes (South Africa. Department of Sports and Recreation, 2007). It can, therefore, be seen as FIFA's most valuable asset (Alegi, 2001:2).

The championship has been held every four years, since its inception in Uruguay on 18 July 1930. The only exceptions have been the years 1942 and 1946, due to the events taking place preceding, and during, World War II (South Africa. Department of Sports and Recreation, 2007). Since its first tournament, the World Cup has grown significantly in scope, with it currently being seen as one of the most popular sporting events in the world. From the 1930s until 2002, when South Korea and Japan co-hosted the World Cup, the games were held in Europe and the Americas (FIFA.com, n.d.a).

The tournament consists of two parts: the qualification phase, and the final phase (with the latter officially being referred to as the World Cup finals). The qualification phase, which currently takes place over the three years preceding the finals, is used as a means of determining which teams qualify to play in the finals. The current format of the finals involves 32 teams competing for the title, at

venues within the host destination (nation), over a period of approximately one month. The World Cup finals is the most widely viewed sporting event in the world, with an estimated 715 million viewers, worldwide (South Africa. Department of Sports and Recreation, 2007). However, according to Ehrmann and Jansen (2012:3-4) 700 million people worldwide tuned in to watch the 2010 final match between Spain and the Netherlands, surpassing the number of viewers for the 2008 Beijing Olympics opening ceremony.

In the tournaments held so far, only eight nations have won the title. Brazil is the most successful World Cup team, having won the tournament five times, followed by Italy, with four titles, whereas Germany holds the third position. Other former champions include Uruguay (which won the inaugural tournament), Argentina, England, and France (FIFA.com, n.d.a). Spain having won the title to the 2010 FIFA World Cup™, and Germany holding the title to the 2014 FIFA World Cup™.

The next section will discuss sport tourism in South Africa. It will, firstly, highlight South Africa's involvement with tourism sport tourism in particular, and it will then discuss South Africa's involvement in the hosting of international events.

## **2.6 Sport tourism in South Africa**

Before South Africa's first democratic elections in 1994, the country's tourism industry did not flourish, due to various sanctions that were imposed on the country, as well as due to the unfavourable political environment. However, following the lifting of political sanctions on South Africa, the country was able to pursue the possibility of hosting sport events, in particular mega-events (Kotze & Visser, 2008:64).

South Africa Sports Tourism (SAST) was initiated by the government in 1997, with the aim of maximising the potential of sport tourism in South Africa (Swart & Bob, 2007:383). Swart and Bob (2007:383) further contend that SAST was formulated to serve as an umbrella endeavour, whereby existing events may receive unified promotional support, and additional sporting events and

recreational activities can be developed to the greatest benefit of the tourism sector. In addition, South Africa's extensive recreational resources can be publicised for both potential international and potential domestic tourists. Furthermore, they suggest that sport tourism initiatives in South Africa are closely equated with sport tourism events.

With the development of world-class venues, supporting infrastructure, top international events, and South Africans' passion for sport combine to make the country a huge drawcard for sports fans. As a result, more than 10% of foreign tourists come to South Africa to watch, or to participate in, sport events, with spectators accounting for 60% to 80% of these arrivals (South Africa.info, n.d.a). Furthermore, sport tourism has been acknowledged to be a niche product, and it is estimated that the industry contributes approximately 2% to the gross national product (GNP) of the country (South Africa.info, n.d.a). Hritz and Ross (2010:122) state that the growth of hosting sport events is due to the fact that major sporting events have the potential to contribute significantly to the economy and to the number of tourists in a city or region. Furthermore, they also indicate that the industry is viewed as a catalyst for economic growth, especially in the urban areas.

Kotze and Visser (2008:64) state that South Africa's sport tourism strategy rests on four pillars, including the following:

- "Bids for the hosting of major sports events;
- Promotion of home-grown sports events;
- Promotion of the country as a destination for training; and
- Promotion of South Africa as a destination for social participants in sports".

They further state, due to the political and economic stabilisation of South Africa, the country is becoming one of the preferred tourist destinations, and it is slowly becoming one of the most popular attractions, in the world. Such stabilisation has also led to tourism becoming a major contributor to the growth of sport tourism in South Africa. Kotze and Visser (2008:64) ascertain that South Africa's marketing

of sport events has become an important facet of such events, assisting with the growth of the tourism industry.

Having briefly documented the evolution of sport tourism in South Africa, next follows a discussion of South Africa's hosting of major international sport events.

## **2.7 Hosting of international sport events**

The current section discusses South Africa's involvement in the hosting of major events and how, as a developing country, South Africa has come to be one of the most favourable destinations for the hosting of events.

After South Africa's elections in 1994, the country recognised its potential for hosting high-profile sport events (Kotze & Visser, 2008:63). The reason for this is that sport mega-events can foster nation-building, and act as economic and development catalysts. As a result thereof, the country was provided with the opportunity to host its first major event, the Rugby World Cup (RWC), in 1995. As argued by Chalip (2006:121), the opportunity to host the RWC was presented to South Africa, at a time when the country was "endeavouring to create national unity", in the wake of its divisive apartheid history. The event was successfully hosted, with South Africa winning the tournament as well. The successful hosting of the 1995 RWC "appeared to capture the imagination of the nation and provided a focal point for the country's multi-racial aspirations" (Van der Merwe, 2007:72), especially since the nation was characterised through the 'one team, one nation' slogan employed. The successful hosting of the event proved to the world that it was not only capable of successfully hosting mega-events, but that, as a developing nation, South Africa can make a real success of events of this nature (South Africa.info, n.d.b.). Furthermore, Rogerson (2009:339) suggests that South Africa's hosting of the event also heralded the country's "re-entry into the global community", showed off the 'new' South Africa, and aroused confidence about the country and its capabilities as regards the hosting of international sport mega-events.



Shortly after the successful hosting of the 1995 RWC, South Africa seized the opportunity to host various pan-African events, such as the African Cup of Nations and the All Africa Games (Van der Merwe, 2007:72). South Africa successfully hosted the African Cup of Nations, and ex-President Nelson Mandela was honoured the trophy in respect of South Africa's Bafana Bafana soccer team (Kunene, 2006:369). The event ran smoothly, with stadiums being filled to capacity, and it simultaneously sparked popular support among the "black community" (Van der Merwe, 2007:72). This signified the growth in support of sport in South Africa, while, at the same time, creating opportunities for nation-building (Labuschagne, 2008:5).

In 2003, South Africa made a decision to co-host the Cricket World Cup, together with Zimbabwe and Kenya. The event was linked with ex-President Thabo Mbeki's vision to revive the African continent socially and economically "through the African Renaissance" (Van der Merwe, 2007:73). South Africa 'Africanised' the Cricket World Cup, in line with its motivation to help eliminate the broader inequalities between the Anglo-Saxon world and Africa (Van der Merwe, 2007:73). The event was successfully staged, and well supported, with day/night matches.

In 2007, South Africa hosted the International Cricket Cup (ICC) Twenty20 World Championships, which left the country well-equipped with exceptional facilities, and with the knowledge that it possessed sufficient expertise to host an event of this nature. As a result, it was said that "South Africa [had] met and exceeded the expectations" of the ICC Board with its brilliant hosting ability (The South Africa Good News, 2006). The successful hosting of the ICC Twenty20 World Championships increased the hopes of, and fuelled optimism among, the concerned parties regarding the 2010 event (South Africa.info, 2007).

Post-apartheid South Africa has hosted various events, showcasing to the world the country's capabilities in terms of event hosting. The South African Football Association (SAFA), in 1998 "signalled an intention to bid for the 2006 FIFA

World Cup™” (Cornelissen, 2004:1296). Furthermore, Cornelissen (2005:144) indicates that South Africa’s bid for this event was an attempt for the country to showcase its “peaceful democratic transition and [to] eliminate the rising concerns over the country’s political instability”. However, much uncertainty continued to exist, as South Africa’s bid for the 2006 World Cup required a relatively high level of investment (Cornelissen, 2004:1294). Along with this, South Africa had failed in its bid to host the 2004 Olympic Games.

South Africa’s decision to bid for the 2006 FIFA World Cup™ was primarily taken on the grounds of economic and developmental reasons, as the country knew that hosting an event of this magnitude would serve as a catalyst for infrastructural development and improvement (Cornelissen, 2005:143).

Three key objectives, as depicted below, were identified by Alegi (2001:3) regarding South Africa’s motives for hosting the 2006 FIFA World Cup™. Firstly, Alegi (2001:4) highlights that the hosting of the event was seen as being capable of encouraging capital construction, and of increasing the country’s visibility, in terms of the development of an economic strategy that promised substantial benefits, especially for the tourism industry. He, furthermore, suggests that South Africa’s Bid Committee argued that the event could be used as a tourism exercise, with the hosting of the FIFA World Cup™ being used as a catalyst to consolidate the country’s position as the top tourist destination in Africa, and to foster an increase in tourist arrivals in South Africa. Secondly, making the bid to host the FIFA World Cup™ was thought, also, to assist with the implementation of national pride and unity, and that it could, therefore, eliminate the political discrimination and segregation issues that existed at the time, due to the past apartheid regime. Alegi (2001:4) further illustrates that the World Cup bid laid a strong emphasis on the importance of black economic empowerment (BEE). Thirdly, the final objective, according to Alegi (2001:4-5), in bidding to host the 2006 FIFA World Cup™ was the offering of an opportunity to local powerbrokers to renegotiate, or to consolidate, their positions, in terms of the power structures

of South African sport and society. In contrast, Cornelissen (2006:145) notes that the third goal for the bid was to enhance the country's international status.

Cornelissen (2005:1297-1298) highlights that "one of the most significant qualities of the bid was its pan-Africanist basis", characterised by its logo and slogan: 'It's Africa's turn!' The logo was geared to conveying to the rest of the world the central idea that Africa, a large football region, had never before had the opportunity to host a spectacle of this magnitude.

During the bidding process, according to Cornelissen (2006:145), it became apparent that South Africa's chances of winning the bid were complicated, due to Morocco's attempt to bid for the World Cup as well, after its failed attempts in 1994 and 1998. The foundation of Morocco's bid document was similar to that of South Africa, with both countries using the concept of 'with Africa', and both countries, to win, depending on obtaining a great deal of support from the other African countries (Cornelissen, 2006:145). Furthermore, Cornelissen (2006:145) attests that, due to Morocco's delicate geographic and political position on the African continent, and due to its relationship with the Confederation of African Football (CAF), the impact of its use of 'Africa' was undermined by several sub-Saharan African countries questioning whether the country could, indeed, be classified as 'African'.

In 2002, it was announced that South Africa had lost the 2006 World Cup to Germany, by one vote (Swart & Bob, 2012a:435). As noted by Alegi (2001:12), the disappointing news was greeted with great negativity by the African countries, and by South Africa, in particular, because they regarded the decision as being patronising and racist towards Africa as a whole. South Africa's loss to Germany was highly disappointing, because the former country's political leaders saw the hosting of the 2006 World Cup as an opportunity by means of which to unite post-apartheid South Africa (Cornelissen, 2004:1301). Having been unsuccessful in their bid, South Africa viewed the setback as a lesson for the country, and

became even more determined to bid for, and to host, the 2010 FIFA World Cup™.

After the FIFA president, Sepp Blatter, had announced that Germany would host the 2006 FIFA World Cup™, it was decided that FIFA would implement a new rotation system, in terms of which the hosts would circulate among the six confederations. In 2002, the FIFA executive announced that the African region would be given the first opportunity to benefit from this recently adopted rotation system (Cornelissen, 2004:1299).

## **2.8 South Africa's bid for the 2010 FIFA World Cup™**

South Africa's losing of the bid to Germany for the hosting of the 2006 World Cup was used as a source of motivation, and as a learning curve, for the country, with it leading to the country signalling its intention to launch a bid for the 2010 FIFA World Cup™. In making such a bid, South Africa re-emphasised that being granted the opportunity to host the 2010 event would create a sense of pride and confidence in the country (South Africa, 2008:2). Furthermore, the bid also highlighted that the country would use the event as an opportunity to create social and economic opportunities, both within the country, and throughout Africa (South Africa, 2008:1). Apart from South Africa, four other African nations submitted bids to host the 2010 FIFA World Cup™, namely; Egypt; Libya and Tunisia (as potential co-hosts); and Morocco.

After it was decided that the co-hosting of tournaments was not allowed, Tunisia withdrew its bid. The Committee discarded Libya as a venue for hosting the mega-event, as it no longer met the criteria, as stipulated in the official list of requirements. Thus, only Morocco, South Africa, and Egypt remained as possible venues (South Africa 2010, n.d.).

During the 2010 bidding process, South Africa was confronted with its rival Morocco during the final bidding stage, due to both countries submitting strong bids (Cornelissen, 2007:244). Morocco's bid for the 2010 final focused on a

national developmental strategy, namely Vision 2010, whereas South Africa's bid emphasised its showcasing of the 2010 FIFA World Cup™ as an 'African World Cup', which captured the imagination of FIFA, the other African countries, and the African diaspora as a whole (South Africa, 2008:34). After one round of voting, the winning bid was announced, with South Africa being declared the winner of the privilege to host the world's second largest sporting event, thus defeating Morocco and Egypt in this respect. The results of the votes were as follows:

- The recipient of the most votes was South Africa, with 14 votes.
- The recipient of the second most votes was Morocco, with 10 votes.
- The recipient of the third most votes was Egypt, with 0 votes (South Africa 2010, n.d.)

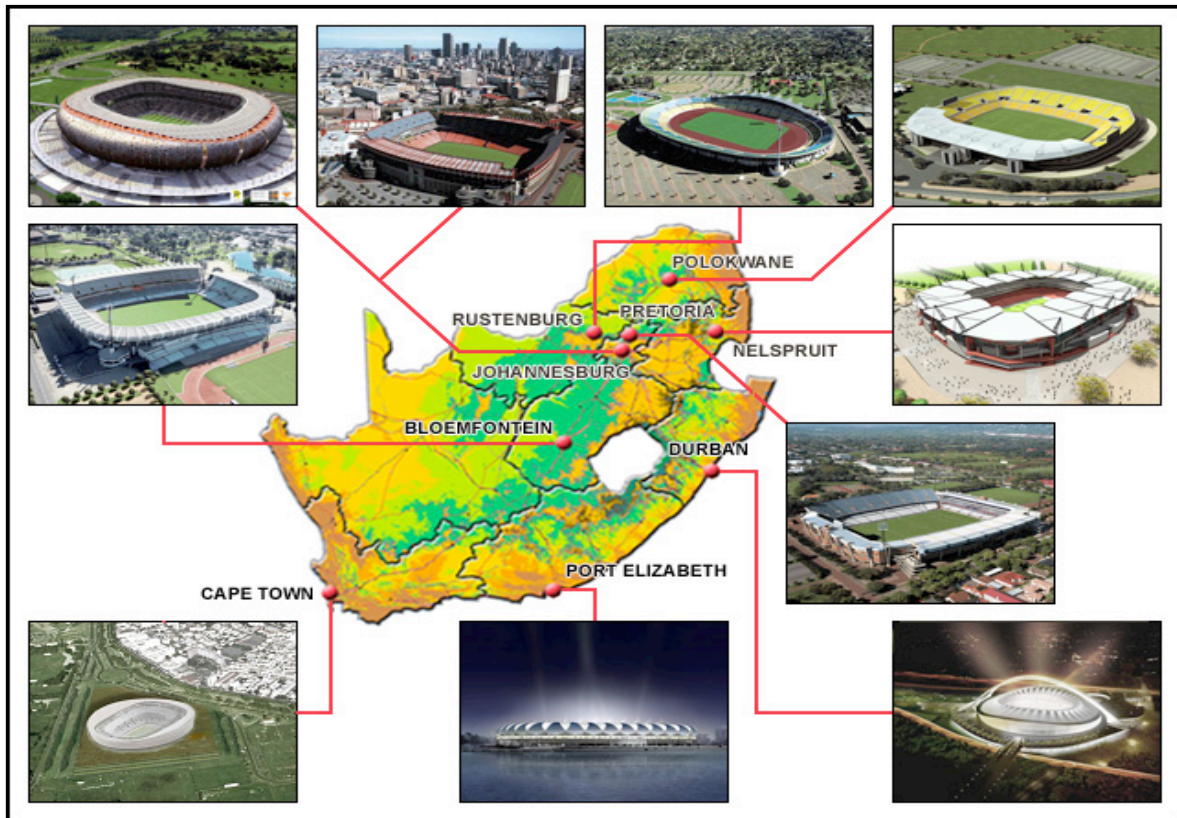
On 15 May 2004, Sepp Blatter announced that South Africa had won the right to host the world's largest sporting event after the Olympic Games, in terms of television audience (South Africa.info, n.d.a). Desai and Vahed (2010:154) state that the awarding of the opportunity to host the 2010 World Cup to South Africa was hailed as a 'great victory', and the cause of much celebration, because, for the first time, the tournament would be hosted on African soil. Furthermore, they contested that the wide exposure that was created by the 2010 event would provide an opportunity for Africa to showcase to the world that the continent had world-class infrastructure facilities.

For four weeks in 2010, South Africa would be the centre of the world, with an estimated 373 000 international visitors being expected for the event (South Africa.info, n.d.a), as well as an estimated three million spectators, and billions of television viewers (Madue, 2009:1). Once South Africa was announced as the host destination for the 2010 FIFA World Cup™, the following cities in South Africa were selected to host the football matches concerned:

- Cape Town;
- Durban;
- Johannesburg;
- Mangaung/Bloemfontein;
- Nelson Mandela Bay / Port Elizabeth;
- Nelspruit;
- Polokwane;

- Rustenburg; and
- Tshwane/Pretoria.

Figure 2.4 below illustrates the host venues for the 2010 FIFA World Cup™.



**Figure 2.4: Map of the selected host cities and venues in South Africa**

(Source: South Africa 2010, n.d.)

Semi-final matches were held in Cape Town, at the Cape Town Stadium, and in Durban, at the Moses Mahbida Stadium, with the final match, including the closing ceremony of the event, being held at the Soccer City Stadium in Johannesburg.

Having discussed the motives, and the aim, for South Africa's bid for the 2010 FIFA World Cup™, and what the South African government hoped to gain from hosting the World Cup, the next section of the current dissertation will briefly examine the legacy of mega-events, with special reference to the World Cup, and to the legacy thereof for South Africa.

## **2.9 The legacy of mega-events, and the African legacy**

As has previously been mentioned, legacy can be referred to as a mechanism for ensuring that as many long-term benefits as possible are generated for the host city, region, and nation of an event well before, during, and after the event has been hosted (Mann, 2008:2). According to Hiller (1998:47), legacies can be interpreted not only as permanent effects, but also as readjustments to normality, or as adaptations to changes brought about by an event. Gratton and Preuss (2008:1924) state that a legacy consists of all “planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer” than the actual event.

Chalip (2002:3) states that the leaving of a legacy is crucial to the optimisation of tourism benefits. Chalip (2002:4) further claims that an event that is successfully staged and financially managed leaves a positive legacy for the host city and nation, in terms of: the new and refurbished sport facilities and venues, as well as infrastructure; enhanced international recognition; the increased amount of tourism undertaken; the new trade opportunities and linkages provided; the expanded number of investment and marketing opportunities; and the increased amount of participation in sport. The issue of legacy is especially pertinent when it comes to the building of venues to support the event. This is because the host venue(s) creates a sense of ‘identity’ for the host destination and become the “epicentre of the tournament” (Street, Frawley & Coburn, 2014:104) during the event. While this holds true during the lead up and hosting of the event, very so often the stadium’s lack of use after the event results in the iconic structure becoming a ‘white elephant’ (Cottle, 2010). Cornelissen, Bob and Swart (2011b:308) further indicate that, in certain cases, the hosting of events can leave the host destination with large amounts of public debt, as was the case with the 1976 Summer Olympics that were held in Montreal.

A.T. Kearney (2005:1) emphasises that the hosting of mega-events can transform cities and nations, as events are simply hosted, whereas legacies are built from mega-events. Mann (2008:1) adds that a legacy must ensure that long-

term benefits are generated for the host city, region, and nation concerned before, during, and long after the event has been hosted.

Preuss (2007:1) contests that the FIFA World Cup™ is an event that requires a large amount of capital, as it is expensive to host. Even though the tournament takes place over a four-week period, the large amount of capital investment that is required for it is justified if the event creates positive long-term effects (Preuss, 2015:1). These effects are necessary, so as to combat the negative legacy that tends to be associated with stadium infrastructure, with the most notable cases in this regard being the 2004 Euro tournament in Portugal, and the 2002 FIFA World Cup™, which was co-hosted by Japan and Korea (Preuss, 2007:85). Due to the fact that the hosting of a mega-event transforms a city and costs a large amount of tax payer's money, policymakers, and the host society are focused on the positive legacies of the event (Preuss, 2015:1).

Preuss (2015:1) in a study conducted on the 2006 FIFA World Cup™ and its legacy for tourism, suggests three reasons for a positive legacy being valuable for both the host nation, and for FIFA. The following three points support the above statement:

- A positive legacy assists with the complaints relating to FIFA, and also provides evidence of why a World Cup has been good for the host country.
- It justifies using scarce public resources for the construction of stadia and general infrastructure, and also helps to ensure that all event structures that are necessary for the tournament are constructed, and ready, for the World Cup.
- It motivates other nations to bid to host future World Cups (Preuss, 2007:84).

It is for the above-mentioned reasons that legacy planning should help to ensure that such events as the World Cup assist with community development in the country concerned, and that the local residents are at the forefront, in terms of benefiting from the event.



Chappelet and Junod (2006:84) assert that legacy can be distinguished into five types:

- **Sporting legacy:** This refers to the sporting facilities built, or renovated, for the event and that are designed to serve some purpose after the event has been hosted.
- **Urban legacy:** This refers to the buildings that are constructed for the mega-event, but which do not serve a sporting purpose.
- **Infrastructural legacy:** This refers to the networks, including transport and telecommunications, that are overhauled for the mega-event, and that are maintained after the event.
- **Economic legacy:** This includes the establishing of non-tourism-related businesses that are attracted to the host region, and which allow for leveraging opportunities to be opened up.
- **Social legacy:** This refers to the experience, and to the perceptions, of the local residents, with regard to the event.

Preuss (2015:2-5) explains that legacies often increase the likelihood of upcoming opportunities, and only when the opportunities are used, a new impact is triggered. He further states that legacies often last longer than the event, consists of changes that bring positive and negative outcomes, and often develops indirectly by the event. While the hosting of events can lead to positive and negative legacies, Preuss (2015:13) suggests that time and duration are important factors when considering 'legacies'. With this being said, the effects of the legacy can differ where some legacies such as emotions or political reputation are often felt in the short-term, and infrastructural developments are felt more in the long-term. Further, it should also be noted that what could be perceived as a positive legacy, could also turn into a negative legacy, and vice versa (Preuss, 2015:14).

To ensure that the 2010 FIFA World Cup™ has achieved the goal of being an 'African World Cup', the following section of the current dissertation will highlight the African legacy, and its initiatives, in order to ensure that the benefits of the World Cup have, in fact, been widespread.

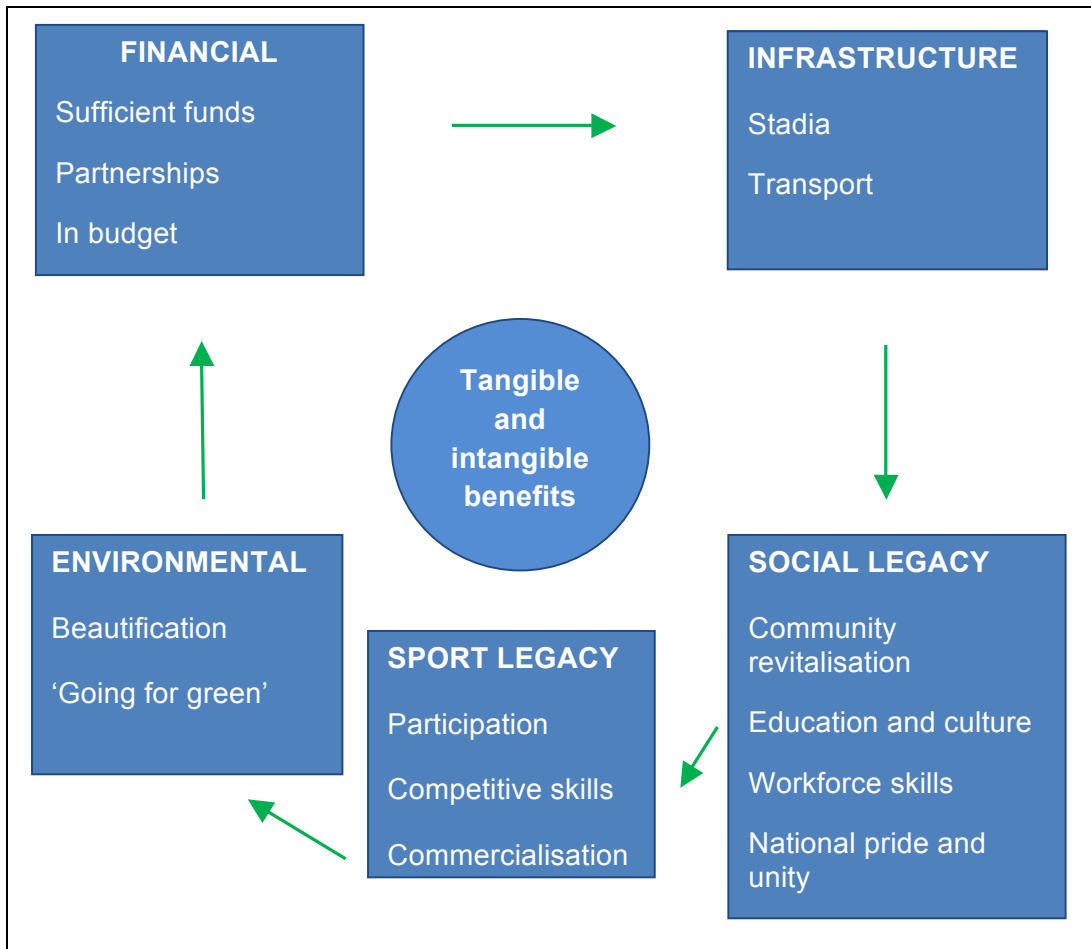
The African Legacy Programme (ALP) was initiated in 2006 to ensure that the objective of making the 2010 FIFA World Cup™ an African event would be

realised (South Africa, 2008:36). The initiative was intended to be the joint responsibility of the South African government and of the Local Organising Committee (LOC), and it was aimed at supporting the realisation of African Renaissance objectives, as well as at strengthening the development and the advancement of African football, while, simultaneously, overcoming any remaining Afro-pessimism (South Africa, 2008:36).

The vision for the 2010 FIFA World Cup™ in South Africa, according to Dlamini (2008:3), was to ensure that the African, and, more specifically, the South African, image, was strengthened, and to see that new partnerships with the world were promoted through the staging, and through the hosting, of a unique and memorable event. Dlamini (2008:3) further contests that, in order to deliver on the vision of the World Cup, South Africa would need to meet the requirements of FIFA, in terms of providing the appropriate infrastructure, stadia, transport, and safety and security during the event, as well as the administering of ticket sales, broadcasting rights, sponsorships, and merchandising. In addition to the above, she further notes that, with reference to the requirements of FIFA, South Africa was also expected to ensure that the country delivered on the legacy areas identified, including in the areas of economics, health and safety, social affairs, and infrastructure.

Furthermore, to achieve a positive long-term legacy after the event, the country was also required to focus on social issues, education, health, and arts and culture, as well as on the involvement of the youth, women, and the disabled, with regard to football development (South Africa, 2008).

As a result of Cape Town being a host venue, the Provincial Government of the Western Cape (PGWC) developed its own legacy programme, which it aimed to achieve as a result of the hosting of the 2010 FIFA World Cup™, as illustrated in Figure 2.5 below.



**Figure 2.5: Legacy of Cape Town and the Western Cape**

(Source: PGWC, n.d.:24)

Figure 2.5 above indicates that the CoCT and the Western Cape aimed to achieve five legacies as a result of the hosting of the event, namely: financial; infrastructure; social; sport; and environmental.

The following section provides a discussion regarding the significance of the 2010 FIFA World Cup™ for South Africa, highlighting the potential negative and positive impacts associated with hosting the 2010 FIFA World Cup™.

## **2.10 The significance of the 2010 FIFA World Cup™ for South Africa**

South Africa's hosting of the 2010 FIFA World Cup™ posed an outstanding opportunity for the country to increase the amount of international tourism that it experiences (Green, Lim, Seo & Sung, 2010:89), to modify its international image (Florek, Breitbarth & Conejo, 2008:199), to implement environmentally friendly processes for the hosting of the event (Otto & Heath, 2009:170), and to create economic benefits for the business sector (Chalip & Leyns, 2002:134). Cartwright (2012:127) states that, although the event concerned football, everyone involved, from politicians to business people, and from social justice movements to non-governmental organisations (NGOs), was hopeful that South Africa's hosting of the first African World Cup would boost their interests.

The following section discusses the impacts that were likely to be felt as a result of South Africa's hosting of the 2010 FIFA World Cup™. Using the experiences of previous World Cups, in particular the 2002 FIFA World Cup™ hosted in South Korea and Japan, as well as the 2006 German World Cup, the current section will discuss the impacts (economic, sociocultural, environmental, and business) that were likely to be experienced, due to South Africa's hosting of the 2010 FIFA World Cup™.

### **2.10.1 Economic impacts**

Although sport has always been an integral part of the South African culture, it is also, currently, becoming an increasingly important part of the economy (Bohlmann & Van Heerden, 2005:2). Swart and Bob (2012b:434) highlight that, since the country's readmission to international sport, it has increasingly used sport tourism events, specifically mega-events, as a catalyst for socio-economic development. Furthermore, South Africa's successful bid to host the 2010 FIFA World Cup™ posed a unique opportunity to assess the impact of such a large-scale event on a developing economy (Bohlmann & Van Heerden, 2005:2). Lorde et al. (2011:350) argue that the World Cup has the potential to generate a high level of tourism, media coverage, recognition, and economic benefits for the host destination concerned. Briedenhann (2011:5) also argues that mega-events are

perceived by stakeholders as catalysts for the garnering of economic, employment, and tourism benefits, while, simultaneously, upgrading sport and tourist infrastructure, so as to benefit all members of the local community, especially previously disadvantaged individuals (PDIs).

In support of the above, Allmers and Maennig (2009:500) and Hiller (1998:49) posit that the hosting of a large international sporting event promises not only the excitement of the event and media exposure for the host nation, but also creates the expectation of a positive return on investment, an increase in the number of tourist arrivals, infrastructural improvement and development, the creation of both short- and long-term employment, an increase in positive media coverage, the improvement of public transport facilities, an increase in investment opportunities, an improvement in the image of the host destination/region(s), as well as the enhancement of the spirit of nation-building and national pride. According to the resident perceptions' study in Cape Town that was conducted by Bob and Swart (2009:48), one of the tangible, long-term legacies with hosting the 2010 FIFA World Cup™ is the potential infrastructural benefits specifically pertaining to the stadiums, which includes both the upgrading of existing and the development of new stadiums. This, in turn, helps with job creation creating opportunities for the local residents to upgrade their standard of living, and road network improvements.

Crompton (1995:15) indicates that economic impacts can be seen as “the net economic change in a host community as a result of spending attributed to a sport event or facility”. With reference to the above, Turco et al. (2002:53) state that four primary considerations exist in terms of the assessment of the economic impacts of sport, as are highlighted below:

- The extent to which the different types of sport stimulate new spending within the economy;
- The extent to which sporting activities supports local income levels;
- The costs involved in providing the necessary sport infrastructure; and
- The degree to which sport-related spending occurs within the economy.

However, even though such events as the World Cup can bring about various positive impacts for the host destination, as has been highlighted above, there should be awareness that they can, at the same time, offset such negative impacts as price inflation, traffic congestion, law enforcement strain, and increased crime levels (Lorde et al., 2011:351). In support of the above, Van der Merwe (2007:68) posits that, while the hosting of the event promises numerous opportunities, such as job creation, and the making of a positive contribution to the host nation's GDP, there is much controversy surrounding the event, and, if the event is not properly planned, heavy financial losses can be experienced by the host destination concerned. These negative impacts, since they mostly tend to impact on the locals, can negate the need for them to travel away from the host destination to avoid the noise, traffic, and other disturbances that can occur as a result of the event (Allmers & Maennig, 2009:505).

The 2002 FIFA World Cup™, which was jointly hosted by South Korea and Japan, was broadcast to over 200 countries and regions, with coverage of over 41 100 hours reaching an estimated 28.8 billion television viewers (Grundling & Steynberg, 2008:15). Kim and Morrison's (2005:233) study of the changing image of South Korea among tourists after the 2002 FIFA World Cup™ suggests that, during the 2002 World Cup, South Korea received 230 000 international soccer fans during the event period, who, on average, spent US\$2242 per person. As a result of the World Cup, the direct effects of the total expenditures produced US\$1351 million of output, US\$307 million of income, and 31 349 full-time employment opportunities. They also produced US\$71 million of indirect taxes, and US\$713 million of value added (Kim & Morrison, 2005:233).

Kim and Morrison's (2005:245) study of the 2002 FIFA World Cup™ in South Korea suggests that the event made such a significant contribution to the change in image among foreign tourists in the country that they have come no longer to view South Korea as a small nation that is poor and weak (powerless), but as a country that is an attractive tourism destination. The change in perception, therefore, suggests that such an internationally significant event as the World

Cup can make a valuable contribution to changing the image of a country. Contrariwise, Kim, Gursoy and Lee (2006:93) also state that, in some instances, mega-events do not deliver the desired benefits, as was the case with the 2002 Korean/Japanese World Cup, when the most enduring legacy of the event was that it provided the local community with an opportunity to showcase their talent and to promote national consciousness (Lee & Taylor, 2005:602). As discussed by Donaldson, Cornelissen, Bob and Swart (2008:37), the joint Japanese/Korean hosting of the 2002 World Cup resulted in the stadia concerned being well-supported during match days. Despite this, however, the stadia were not used after the event, thereby resulting in a poor financial record for the event overall. They further note that the key reasons for this loss included over-investment in stadia, too much reliance on sport infrastructure as an economic driver, overlooking other infrastructure and high costs incurred by stadia, which are only suitable for professional events.

Allmers and Maennig (2009:505) further note that, for the 2006 German World Cup, it was projected that the event would generate roughly 340 000 foreign tourists, who were expected to spend about US\$1.1 billion in total. Moreover, the German government estimated the overall value to the economy of World Cup-induced activity to be around 3 billion Euros, in the build-up to the World Cup (German Tourism, 2006). In terms of investment potential, Hagn and Maennig (2009:3295) contest that, before Germany's hosting of the 2006 World Cup, it was estimated that the country could expect investments of around 6 billion Euros in connection with the World Cup competition, and from 1 to 2 million foreign visitors, which would have had a profound impact on employment and income for the destination concerned. They further contest that the income growth estimates fluctuated between 2 billion and 10 billion Euros, with the addition of 10 000 jobs also being forecast.

German Tourism (2006:6) stated that approximately 21 million people visited the official FIFA Fan Fests during the 2006 FIFA World Cup™ that was held in 12 host cities, with the total attendance in stadiums being approximately 3.3 million,

including an average of 52 500 spectators per game (Florek et al., 2008:200). Such figures exceeded all expectations, and further resulted in some cities having to expand the designated fan areas, in the middle of the tournament. Nine million people alone visited Berlin (one of the 12 host cities), with it being the first time that an event in Germany recorded more visitors than did the Oktoberfest, which is reputed as being the largest public festival in the world (German Tourism, 2006:6).

As further cited by the German National Tourism Board (GNTB) (n.d.:8), during 2006, average overnight stays in Germany increased by 31% in June, and by 11% in July. Hotel prices increased by 3.4% in June 2006, while, during the same period, retail trade rose by 1.9%, and transport services saw substantial growth. During 2006, Germany's Gross Domestic Product (GDP) grew by 2.4%, and 185 000 jobs were created nationwide. In 2006, Germany far exceeded its target of 5 million additional overnight nights for domestic and foreign visitors, generating 7.2 million overnight stays more than the previous year. Overnight stays rose by a further 3% to 10.6 million in 2007 (GNTB, n.d.:8).

Following on a prior "one-year reappraisal of the economics of the event" by Maennig (2007:2), Allmers and Maennig (2009:512) claimed that the 2006 World Cup was heralded as one of the best, and as one of the most economically important, events ever to be hosted in Germany. The GNTB (n.d.:7) explains that Germany's image improved significantly in Italy, Brazil, France, and the Netherlands, as a result of the former country's hosting of the event. This can be seen as being due to such gains as the creation of 60 000 new jobs, the presence of 340 000 foreign tourists at the destination, the tourist expenditure of 1.1 billion US\$, and the additional income of up to 3.5 billion US\$, from tourists and construction (Maennig, 2010:4). Literature pertaining to Germany's hosting of the 2006 FIFA World Cup™ suggests that the country is now viewed as an "ideal venue" for hosting international sporting events (GNTB, n.d.:7).



In the context of South Africa's hosting of the 2010 FIFA World Cup™, Cornelissen and Swart (2006:110) indicate that South Africa's bidding to host mega-events was likely to contribute significantly to the country's rate of development and growth. As a result of the benefits that were associated with the 2010 event, the South African government viewed the hosting of the 2010 FIFA World Cup™ as a strategy for fast-tracking economic development, which would ultimately result in poverty alleviation, through job creation, and through the creation of engines of growth (Briedenhann, 2011:10). Moreover, Walker, Kaplanidou, Gibson, Thapa, Geldenhuys and Coetzee (2013:80) explain that, in the light of South Africa being a developing nation, which is faced with severe poverty, health, and safety issues, the transformation of its image was an important facet for the country. They further suggest that, for FIFA, such an aspect was of much importance, and that South Africa's hosting of the 2010 event also served as a 'test case' for other developing nations who aspired to host World Cups.

Turco et al. (2002:54) state that direct economic benefits, as a result of an event, arise from tourists spending money on goods and services at the actual event, and on related activities, such as those that are involved with transport, food, accommodation, and memorabilia. Indirect economic benefits that occur as a result of the direct impacts concerned include increases in employment levels, and in the GDP. A world-class event of the nature of the 2010 FIFA World Cup™ was expected to attract from 50 000 to 70 000 non-local participants and spectators to Cape Town, who would all want to witness the spectacular event (CoCT, 2009a:15). Grant Thornton (2010), in their study (2007) forecasting the 2010 event, initially estimated that 483 000 visitors would come to South Africa for the event, but the figures concerned were later revised, with an updated estimate of 373 000 being announced in April 2010. The decline in estimated numbers, according to Du Plessis and Maennig (2011:355), was due to a number of reasons, such as: the economic recession; the geographic location of South Africa, in the light of it being a long-haul destination; and the crowding out of

'normal' tourists, due to the amount of noise, traffic jams, and other disturbances that were likely to be experienced at the time.

An economic impact assessment, projected by Grant Thornton in 2004, found that South Africa's hosting of the 2010 FIFA World Cup™ would be likely to create significant direct and indirect economic benefits for the country, with minimal tangible and intangible costs. As argued by Bohlmann and Van Heerden (2005:1), in their study on the pre-event impact of the 2010 event on the economy, positive impacts were found on most macroeconomic variables, including the GDP, and employment. Taking into account the economic benefits of the event, and the post-event phases of the World Cup, in order to determine the true worth of the event, in terms of the pre-event expenditure and the actual hosting of the event, it can be concluded that the impact of hosting a mega-event on the South African economy was, indeed, beneficial for South Africa and its economy, therefore supporting the findings of Bohlmann and Van Heerden (2005:1).

According to the Business Tourism and FIFA 2010 Soccer World Cup (2008), the 2010 FIFA World Cup™ was forecast to inject an estimated R21.3 billion into the South African economy – with R12.7 billion being in the form of indirect investment. It was also thought that it would further cause an upgrade and development of the South African urban transport infrastructure, as that it would, in addition, garner over 200 000 new tourists. In terms of employment, Campbell and Phago (2008:30) postulate that the upgrading and the construction of infrastructure for the event was a “welcome injection for the construction industry”, which was responsible for 5.4% of the related employment. Allmers and Maennig (2009:501) posit that the perceived economic growth, the employment creation, and the placement of South Africa on the global map were among the top benefits to have been gained from South Africa's hosting of the 2010 event.

Grant Thornton's (2010) forecasting studies estimated that R93 billion would be spent during the 2010 event. However, due to the significant increase in the

amount of government spending that was incurred for the event, major controversy was caused among the interested parties, as well as with the general public. During a follow-up study that was conducted in 2010 by the same firm, it was estimated that South Africa's hosting of the World Cup would contribute the following to the country:

- at least R51.1 billion to the GDP of the country between 2006 and 2010;
- the creation of 218 600 sustained construction jobs; and
- additional contributions to the GDP, due to job creation.

On the contrary, Swart and Bob (2012b:434) argue that the economic projections of the World Cup were often flawed, with the benefits being overestimated, and the costs being underestimated. Preuss (2006:2) also states that, due to the short-term nature of mega-events, the associated benefits are sometimes not realised and, in most cases, can, in fact, lead to a negative legacy. Du Plessis and Maennig (2009:56) suggest that the high level of investment in the infrastructure, and in the development of various aspects of the nation, that was brought about for the World Cup by the hosts, in the case of the 2006 German World Cup, the majority of the funds for the stadia were received from private clubs, due to the football 'novelty effect'. In the case of the 2010 FIFA World Cup™, the same could not have been expected from South Africa, as the funds for improvements and development would come primarily from public funds, which inevitably would impact on the economic turnover of the event (Du Plessis & Maennig, 2009:58). The above was clearly the situation for South Africa, since the initial costs to host the event almost doubled during the preparations for the event. In the end, it cost the South African government ZAR31 billion, and its host cities a further ZAR9 billion in direct payments (Cartwright, 2012:129). According to Idasa's Political Information and Monitoring Service (PIMS) (2010:8), the World Cup created 130 000 jobs directly, of which 66 000 were related to construction, and 415 000 jobs indirectly, which was lower than the number predicted by Grant Thornton, as has been discussed above.

As was previously debated, prior to the hosting of the 2010 event, Grant Thornton forecasted that 483 000 visitors would visit South Africa for the World Cup,

whereas only 373 000 visitors, in fact, arrived for the event (Grant Thornton, 2010). South African Tourism (2011:1), in their annual report for the year in question, stated that the country experienced its best tourism year ever in 2010, and that it had capitalised on the opportunities created by the event. The report further discusses the fact that South Africa's tourism industry is continually growing, with 309 554 tourists having travelled to South Africa for the primary purpose of attending the 2010 FIFA World Cup™, spending ZAR3.64 billion on shopping, food, and accommodation. The average length of stay by tourists during the event was 10.3 nights, with tourists from Australia and North America staying the longest. Furthermore, South African Tourism (2010:2) states that, in terms of South Africa's brand awareness, awareness of the country as a leisure destination increased by 9% following the event, and that, in terms of the intention to visit South Africa, the percentage increased by 35%. The report further states that, not only was the World Cup a major boost for tourist numbers, but that it also significantly elevated awareness of the country as a leisure destination, which could have been due to the 26 billion television viewings of the event (Cartwright, 2012:130), as well as to the improved infrastructure that would, inherently, continue to attract tourists to the destination. However, it should be noted that the global economic recession had a significant impact on the event, especially in terms of changing the market concerned, thereby leading to increased market segmentation, and to the changing of the product offerings involved (South Africa. South African Tourism, 2011:1). Furthermore, Statistics South Africa (2011) reports that 1 068 352 tourists visited South Africa during July 2011. The above figures, therefore, suggest that the South African tourism industry is increasing year by year.

Furthermore, although it has been argued that the majority of jobs that were created during the World Cup were temporary in nature, the workers who were employed for its duration acquired valuable job skills that could be used to benefit the South African economy, especially since tourism is an industry that was greatly affected by the global recession (PIMS, 2010:9). Mules and Faulkner (1996), as cited by Gratton, Shibli and Coleman (2005:44), point out that there is

not always an “unequivocal economic benefit” to the host city. Often, the staging of major events results in the city concerned losing money in the process, even though the host destination itself benefits greatly from the additional spending by tourists in general, as well as by the spectators and the attendees of the event.

Saayman and Rossouw (2008:3) argue that mega-events can lead to economic loss rather than gain, whereof the most notable examples are that of the 1972 Olympic Games, held in Munich, which led to a loss of £178 million, and the 1976 Games held in Montreal, with a loss of £692 million. Examples of this kind have given rise to various concerns among the nations who feel that the hosting of mega-events might not be economically viable for the country concerned. However, on the contrary, Maennig (2007:9) states that, although the impacts of the Olympic Games in 1972 were not visibly evident in the short-term, Munich experienced positive long-term effects, most notably in terms of an increase in income in the area.

Bowdin, Allen, O’Toole, Harris and McDonnell (2006:57) state that expenditure on the hosting of mega-events poses an opportunity cost of resources, which, otherwise, could have been spent on satisfying the more pressing needs of the various communities concerned. Allmers and Maennig (2008:36), in support of the above argument, posit that spending on infrastructure could displace public funds, thereby resulting in delays in the rollout of other projects that are more directly concerned with the well-being of the general public.

In contrast, Saayman (2001:99) contests that the hosting of mega-events can lead to various businesses increasing the prices of goods and services, due to the high levels of demand experienced. These price increases might have a ripple effect on the local citizens, and on the communities, of the country, because they are the ones to bear a great deal of the financial burden.

During South Africa’s hosting of the 2010 FIFA World Cup™, the country, undoubtedly, faced various challenges. According to Allmers and Maennig

(2009:513), the country's investment (US\$1.38 billion) in stadia development, and the further £1.6 billion spent on infrastructure development (Maennig & Schwarthoff, 2008:1), were among the key challenges experienced, due to the expenditure concerned having to be, almost exclusively, accounted for by the government. Du Plessis and Maennig (2011:349) acknowledge the success of the 2010 event as a "tournament" and as an "advertisement" for South Africa; however, they argue that the global recession, the exorbitant prices, the lower than expected number of tourist arrivals, and the overestimated forecasts could possibly have been the factors that resulted in South Africa not realising more positive short-term impacts from the event.

South Africa's hosting of the event has been heralded as a success, as it was only the third host country since 1930 to attract over three million paying spectators (Cartwright, 2012:127). Furthermore, it should also be noted that the benefits resulting from the World Cup, as outlined by Cartwright (2012:129), surpass the financial aspects concerned, with other benefits, such as the enhanced international profile, the rebranding opportunities, the change in international perceptions, the nation-building, and the improved infrastructure being among the other benefits that have been realised by South Africa as a result of its hosting of the 2010 FIFA World Cup™.

### **2.10.2 Sociocultural impacts**

Chalip (2006:109) argues that much attention has been given to the economic impact of events; however, there is growing concern about the social value of events, as all sporting events have a variety of impacts on the host community. The social impacts, according to Swart and Bob (2012b:442), often relate to the intangible experiences of the event that are felt among the attendees, the spectators, and the local communities. The hosting of major sporting events is often associated with the enhancement of a sense of pride and self-actualisation among the resident population, with it also often creating an opportunity for entertainment, and for the expression of a feeling of community or family togetherness (Fredline, 2006:136), as well as a feel-good effect (Walker et al.,

2013:80). Fredline (2006:136) further suggests that sporting activities may also act as a catalyst for promoting sport among the local community, which may have long-term benefits for health and fitness levels. However, Bob and Majola (2011:388) postulate that community support is underpinned by: the perceived opportunities and benefits; the perceived costs and inconveniences; the sources of information; the spatial proximity to the event activities; the interest in the event; the opportunity for increased criminal activities; and the identification of the event theme. Swart, Bob, Knott and Salie (2011:415) state that, for South Africa, since the occasion of the 2010 FIFA World Cup™ was the first time that an event of this magnitude was hosted by the country, there was much expectation and promise for the local citizens, and, therefore, it posed an outstanding opportunity for social unity and reconciliation among the local communities.

Hall (1992), as cited by Ohmann, Jones and Wilkes (2006:131-132), also highlights the fact that hosting mega-sporting events can be used as a mechanism to foster “expansion for cultural perspectives, a collective sharing of the event” and transforming ordinary places into sites where people can share excitement. Furthermore, Lamberti, Noci, Guo and Zhu (2011:1475) support the notion that the hosting of mega-events, especially by developing countries, can act as a stimulus for community participation and skills development. Bob and Majola (2011:388) further suggest that a sense of community pride and international recognition are among the main benefits for the host communities in South Africa.

It is important to note that the economic and social impacts of mega-events are closely related, which is apparent in the following discussions. Minnaert (2012:2) states that the hosting of mega-events for residents relates to an improvement in health, due to the active participation of locals in sports, as well as to: the promotion of healthy living by the event; skills development through volunteer activities at the event; and the enhancement of social capital, through the development of personal networks and communication links. In contrast, Lamberti et al. (2011:1477) argue that the hosting of mega-events can have a

significant impact on the host community, as it requires a large amount of public resources for infrastructure development, and it also leads to increased exposure and media criticism, which can bring about negative impacts for the host community.

Kim et al. (2006:88) argue that, even though events like the FIFA World Cup™ are one-time, short-term events, they can have long-term positive benefits for the host cities and communities. Such benefits include: tourism growth; international exposure of the destination, including the local communities; and improvement of the quality of life, especially for the locals. Furthermore, the researchers concerned indicate that the development, or the improvement, of the infrastructure, and of the superstructure, is also a significant benefit that is likely to emerge from the hosting of a major event like the FIFA World Cup™, because, after the event in question is staged, locals then have the opportunity to use, and to enjoy, the improved amenities (Kim et al., 2006:88).

Kim et al.'s (2006) study highlights that the 2002 FIFA World Cup™ that was hosted by South Korea and Japan might not have been economically beneficial for the hosts, but it, nevertheless, appeared to have generated certain societal and cultural benefits, as the local residents were given the opportunity to interact with tourists through cultural exchange. The street celebrations and the festivities in Korea were fundamental for the locals in terms of nation-building, especially among the younger generation (Kim & Morrison, 2005:233).

This change in the perception of South Korea could have come about as a result of the locals' dramatic display of support, in terms of which "22 million locals" united in the streets of Korea, nationwide, to support the Korean team during its matches. During the matches that were held, the locals also organised cultural programmes as entertainment for the local and international tourists who had travelled to watch the games (Kim & Morrison, 2005:234). The researchers concerned further state that this impressed the attendees, as well as the



television audience, around the world, showcasing the fact that the nation had united to celebrate the spirit of the event.

Having discussed the 2002 World Cup hosted by South Korea, the following section will briefly discuss the social benefits that Germany encountered, as a result of hosting the FIFA World Cup™.

Maennig and Porsche (2008:1) state that, for Germany, one of the main benefits that was realised as a result of the event was the ‘feel-good factor’, which led to an increased sense of civic pride and social cohesion. They further suggest that anyone who travelled to Germany during the 2006 event noticed the ‘feel-good effect’ of the event, especially among the local citizens, since the German citizenry had previously been viewed as being ‘cold and unfriendly’. In an attempt to alter this perception, the GNTB implemented a “national service and friendliness campaign”, during which 6 000 employees within the hospitality sector received training in how to present Germany as a warm and welcoming society (Maennig & Porsche, 2008:6).

According to Bauer and Bauer (n.d.:4-5), before Germany’s hosting of the World Cup, the country was stereotyped as having a “strong work ethic, discipline, and a strong will, but ... [lacking in] ... characteristics such as creativity and flexibility”. Bauer and Bauer (n.d.:12) further explain that approximately 18 million people experienced the Germany World Cup in fan zones, bars, restaurants, street-side cafés, beer gardens, and summer festivals. Public screens were erected all over Germany, with about 26.29 billion viewers watching the World Cup on television (Tomlinson et al., 2009:3). They further contest that this exposure provided Germany with a perfect opportunity to showcase to the world what the country had to offer, in terms of its new attitude, sense of hospitality, and welcoming atmosphere.

Germany’s slogan, “A time to make friends”, as discussed by Bauer and Bauer (n.d.:21), proved to be not just a magical catastrophe, but a description of reality,

due to, throughout the country, German flags, cheers, and the robust singing of the national anthem by jubilant crowds marked the local citizenry's 'unbridled patriotism'. Such a sense of conviviality had not been seen in Germany since before the days of World War II. Media sources from around the globe witnessed the change in Germany's image, as a keen sense of patriotism was projected throughout the country (Bauer & Bauer, n.d.:21). As a result of the 2006 event, Germany improved its image, especially with respect to tourism and culture (German Tourism, 2006:7).

South Africa used the impacts of previous events to assist with the successful hosting of the 2010 event, regarding the case of the 2006 German World Cup as an ideal case study, since both destinations had been victim to bleak histories. Keim (2003), as cited by Swart et al. (2011:417), posits that South Africa's hosting of the event could also be used to build social cohesion to address issues of exclusion based on race, gender, youth, and poverty, which was essential for the growth and the development of South Africa, within the broad social context. Briedenhann (2011:6) states that football is a sport that is primarily played, and supported, by the black population of South Africa, with it, therefore, not only being considered as 'just a game'. For South Africa, the hosting of the football tournament signified an opportunity to strengthen national pride, as well as to validate black South African culture (Briedenhann, 2011:7). Furthermore, Prayag, Hosany, Nunkoo and Alders (2013:631) postulate that the 2010 event created an opportunity for the country to address such societal problems as poverty and substandard living conditions, especially for the historically disadvantaged, as well as to redesign apartheid cities. Cornelissen (2011:510), in support of the above ideas, further suggests that the 2010 event was viewed as an "instrument to strengthen social bonds, in a transitional, increasingly violence-ridden society". Haferburg (2011:341) suggests that the implementation of various public viewing areas (PVAs) in host cities was used to narrow the gap between the different socio-economic groups in society, and to address the issues of inequality in South Africa.

Mega-events, according to Kim et al. (2006:88), are also, however, likely to create such societal problems as crime, which was probably one of the biggest concerns regarding the hosting of South Africa's World Cup. Swart, Bob and Turco (2011:227) highlight that the issue of crime was especially disconcerting, since it was a major criticism during the earlier bidding (1995-1997) for the 2004 Olympic Games, which had failed. Furthermore, the researchers concerned postulate that the issue of crime came under intense scrutiny during the lead-up to the World Cup, because of the country's prevailing crime levels. They further argue that, although South Africa had gained increasing popularity in the global tourism market, the country was still seen by many as being unsafe, and had even, in certain instances, been labelled as the 'crime capital of the world'. The issue was of particular concern, especially since the World Cup event was about to start, and it would, inevitably, deter tourists from wanting to visit South Africa and to travel to the country for the World Cup (Swart et al., 2011:226). According to the *Telegraph* (2010), house and business robberies, and car hijackings, were among South Africa's biggest crime threats at the time. However, the organisers were particularly concerned with the latter crime, since tourists would be likely to hire vehicles, causing opportunities for crime to increase in this regard. In addition to this, street muggings and robberies, which count for 60% of the country's criminal activities (Telegraph, 2010), were also a key concern among the organisers.

Addressing the issue of crime, as outlined by Swart et al. (2011:230-231) was, therefore, of paramount importance, so as to ensure the success of the World Cup, as the failure to cope with the issue would have impacted on:

- tourist arrivals in South Africa, as the overall experience of the tourists would have been jeopardised if they had felt unsafe, resulting in a negative experience;
- the amount of participation in activities by the tourists, as they would most probably have wanted to spend as little time as possible outside the comparative safety of their hotel room; and
- the desire to visit the country again, and to spread positive word of mouth about the destination to their friends and to their other family members.

PIMS (2010:11) highlights that both the LOC and the South African government were committed to ensuring the safety of football fans through the deployment of an additional 41 000 police officers, as well as through expending ZAR1.3 billion on improving the security for the event. PIMS (2010:11), furthermore, discusses that the increased visibility and security at the stadiums significantly decreased the crime levels, and created a collective feeling of safety among the masses, thereby resulting in enjoyable experiences for the attendees.

The above clearly shows that the 2010 FIFA World Cup™ posed an outstanding opportunity for South Africa. Socially, however, various negative factors should also be taken into consideration that could potentially have harmed the experience, such as “fans behaving in a rowdy or delinquent manner, intercultural interaction manifesting negatively” (Fredline, 2006:136-137), and an increase in crime levels, as well as in the levels of prostitution and sex tourism (Bird & Donaldson, 2009:34). Although these concerns had the potential to impact (negatively) on the event, they were unfounded during the 2010 event.

In order for South Africa to maximise the benefits, and for it to minimise the negative impacts of the 2010 FIFA World Cup™, as explained by Bob and Swart (2009:58), it was imperative for effective communication strategies and consultation mechanisms to be implemented by the event organisers and by the government officials, in order to ensure that information was communicated in a timely fashion to the residents and the locals. Furthermore, the information conveyed should include that pertaining to related opportunities and prospects to facilitate participation in the planning and decision-making processes (Bob & Swart, 2009:58).

### **2.10.3 Environmental impacts**

Sport tourism events occur in a variety of settings and modes, including those that are nature-based, those that are dependent on human-built structures, and some that are heritage-/history-based (Orams, 2005:248). As a result, such events can have various implications for the natural environment. Collins, Jones

and Munday (2009:828) postulate that environmental concerns have become increasingly important, due to the increasing need to host events in a sustainable manner. Swart and Bob (2012b:443) explain that the larger an event is, the greater are the impacts that are likely to be experienced, in terms of its extent. They further argue that mega-events, by their very nature, tend to leave a widespread global footprint, and to cause, thereby, substantial impacts on the environment. As a result of these growing concerns, increasingly, event committees are moving towards the hosting of 'green' sport mega-events, because of the associated negative impacts, such as the use of irreplaceable natural capital, and carbon emissions, which are major contributors to climate change (Collins et al., 2009:829). Furthermore, Collins et al. (2009:829) posit that, during the planning phase of the 2006 Germany World Cup, a 'Green Goal programme' was initiated by FIFA. The programme was aimed at minimising the use of natural resources, and also at hosting the most 'environmentally friendly' World Cup ever. The long-term plan with the programme was to ensure that future World Cups would adopt and implement the initiative.

Orams (2005:252) suggests that the impacts of mega-events can either be temporary or short-term, with them only occurring for the duration of the event, or they can be permanent or long-term, leaving a negative effect on the host environment, due to the hosting of the event. He further explains that the typical negative impacts that are associated with hosting mega-events include climate change, through the indirect contribution of the mega-events and the increased levels of gas emissions, which contribute to the overall amount of 'greenhouse gases' that are present globally. Mega-events can also result in the deterioration of air quality (FIFA.com, n.d.), due to the extensive use of vehicles to cater for the influx of tourists, as well as due to the construction of facilities for the event (Orams, 2005:253). He further explains that mega-events also tend to cause the removal of the top soil, as a result of the increase in foot traffic during the event. The extensive use of fresh water resources (FIFA.com, n.d.), as well as an increased amount of human waste products, often result from spectators and travellers tending to be neglectful regarding their behaviour away from home. The

disposal of their trash tends not to be of high priority to them, and, although there may be clean-up systems in place, much of the waste is usually still left behind, only to be washed away in the water, landing up in the streams and rivers (Orams, 2005:253-254).

As highlighted above, certain negative impacts are associated with the hosting of mega-events. However, there are also various positive impacts, such as the conservation and the preservation of the natural environment, through specific programmes and initiatives, in line with the fact that valuable natural resources are used for sporting activities. This has provided a justification for the continued protection and/or maintenance of such resources, as an alternative to their exploitation by such events (Orams, 2005:256). With the large influx of tourists who were expected to visit South Africa during the 2010 FIFA World Cup™, there was huge potential that the event could have had negative impacts on the natural and the built environment, if the event had not been properly planned and managed (CoCT, 2009a:9). Cooper, Fletcher, Wanhill, Gilbert and Shepherd (1999:457) postulate that environmental sustainability has become imperative to ensure that future generations are given an opportunity to reap the benefits that the natural world has to offer. Due to the rising concern for environmental sustainability, the South African government made a commitment to integrate environmental principles into the planning and the organising of the 2010 FIFA World Cup™ (CoCT, 2009a:4), as happened in the case of the 2006 Germany World Cup. In the latter case, the making of such a commitment resulted in the sensitisation of the local and international football community to ecological issues, and in the securing of a long-term foundation for environmental concerns in relation to national and international football (Öko-Institut.e.V., 2003).

The Department of Sports and Recreation (n.d.:77) was committed to greening the 2010 FIFA World Cup™, with the related aim being to increase awareness regarding, and to establish a foundation for, events in South Africa. Furthermore, this initiative also aimed to set new, and higher, standards for the greening of future events in South Africa, which could be achieved through the successful

implementation of initiatives, practices, and programmes that had minimal impact on the natural resource base (UNEP Climate Neutral Network, n.d.).

According to UNEP (2010), 'greening' initiatives for the 2010 World Cup included the furtherance of sustainable use of renewable energy, and the greening of public street and traffic lights, as well as the encouragement of tourists to make responsible travel choices while visiting South Africa. Such initiatives were in alignment with FIFA and its goal to ensure the 'greening' of World Cups, and further supported the notion of South Africa becoming a more responsible tourism destination (CoCT, 2009a:10). Furthermore, in a report by the CoCT (n.d.a:1) on the Green Goal Action Plan, the objectives of the Green Goal were stated as being to minimise the negative environmental impacts of the event, to leave a positive environmental legacy, and to mainstream sustainability considerations, in preparation for the 2010 event. Furthermore, a Green Goal Action Plan for the CoCT was implemented, under the guidance of the national plan, which was not much different to that which was embarked upon under South Africa's Green Goal Programme. In terms of the former Plan, the 'greening' of the event by the province was underpinned by such practices as: the sustainable procurement of goods and services; sustainable construction practices; waste management; water management; the implementation of energy-efficient programmes; air quality management; biodiversity conservation; social development; the conducting of responsible tourism; participation in communication, education and public awareness exercises; monitoring and evaluation; and the leaving of a positive greening legacy (CoCT, n.d.b:3-4).

The Department of Environmental Affairs (DEA) served as a strong support function to the LOC, in their efforts to ensure a 'greener' World Cup, in terms of which they were committed to supporting the host cities in their effort to implement 'greening' initiatives. The creation of a framework for the host cities thereby became apparent, with it being aimed at the setting out of practical objectives for the host cities. The various focus areas involved were: the minimisation of waste products; efficient energy consumption; the reduction of

carbon emissions (thereby encouraging the use of public transport and less use of private vehicles); the sustainable use of water resources; the conservation of biodiversity; the promotion of sustainable tourism practices within the industry; inclusive information sharing and dissemination; job creation; and sustainable procurement (DEA, 2010:23).

For the 2010 event, an Environmental Forum was established to plan, to coordinate, and to monitor national Greening 2010 activities related to stadia, fan parks, training grounds, accommodation facilities, and the networks and amenities that service and connect them (UNEP Climate Neutral Network, n.d.). South Africa's greening of the 2010 FIFA World Cup™ focused on the following four pillars:

#### **Pillar 1: Water**

In terms of this pillar, the following provisos applied:

- Portable water resources were to be protected, and consumption was to be reduced at the stadiums.
- Rainwater cisterns were to be installed at various stadiums.
- Rainwater management systems had to be implemented (UNEP Climate Neutral Network, n.d.).

#### **Pillar 2: Waste**

In terms of this pillar, excessive waste production was to be avoided (UNEP Climate Neutral Network, n.d.).

#### **Pillar 3: Energy**

In terms of this pillar, the following practices were adopted:

- The exploitation of energy resources was to be avoided, and energy efficiency was to be promoted.
- Energy efficiency was to be promoted through heat recovery, light management, and electricity savings (UNEP Climate Neutral Network, n.d.).

#### **Pillar 4: Mobility**

In terms of this pillar, the following provisos applied:



- The use of public transport was encouraged.
- The negative impacts of transportation on the environment were minimised.
- Public transport service providers who made use of energy-efficient practices were selected.
- Pedestrian areas were developed to encourage walking (UNEP Climate Neutral Network, n.d.).

The goals of the Green Goal programme (in the form of an action plan), as discussed above, were not only met, but also exceeded, according to the Green Goal 2010 Legacy Report (CoCT, 2009a). The report highlights that the CoCT exceeded its two national targets, namely: a 20% reduction in the amount of waste generated, and a 50% increase in the amount of travel that occurred by foot, and by means of public, and non-motorised, transport, especially on match days (CoCT, n.d.c:42). This meant that the city's attempt to decrease the negative environmental impacts of the event was successful, leaving a positive legacy for the event (CoCT, n.d.c:42). Furthermore, the report suggests that the event successfully "communicated, popularised and mainstreamed" the norms of sustainability among the public, and fostered conformance with the requirements of a more sustainable lifestyle. In terms of the 42 projects initiated for the event, 37 were successfully, or partially, implemented by the event. Of the projects, 17 are legacy projects, including energy efficiency and climate change, water conservation, integrated waste management, transport mobility and access, green building and sustainable lifestyles, and responsible tourism, to mention but some (CoCT, n.d.c:46-48).

In addition to the above, the CoCT, in its determination to ensure that tourism practices were responsible during the event, implemented a Responsible Tourism Policy (CoCT, n.d.a:88). The policy aimed to contribute positively to the conservation and the preservation of natural and cultural embracing; to minimise negative economic, environmental and social impacts; to increase the enjoyment of experiences for the tourists, through encouraging their cultural exchange with the locals; to encourage an attitude of respect between the tourists and the hosts; and to enhance the well-being of the host communities (CoCT, 2009b:1-2). The

CoCT (n.d.a:88) discussed the fact that, in 2009, the city was recognised internationally as a leading destination, in terms of responsible practices, thereby making Cape Town a “truly responsible destination”. Year on year, the city appears to be increasing its campaign in the direction of becoming a more responsible destination.

Having discussed the environmental impacts, the following subsection will provide insight into the impacts that were likely to be experienced by the business sector during South Africa’s hosting of the 2010 event.

#### **2.10.4 Business impacts**

The hosting of mega-events, according to Higham (1999:83), has various impacts on the host destination, such as in relation to: the major costs that have to be covered during the bidding process; the economic benefits from which the big businesses, rather than the host communities, tend largely to score; and the increases in rates and rent. Furthermore, he mentions that these effects can also have an impact on the local businesses. Du Plessis and Maennig (2011:350) suggest that the hosting of events is bound to lead to both winners and losers, as well as to unaffected parties, while, simultaneously, there are businesses that are able to benefit through the purchase of local merchandise by visitors, because ‘modern-day’ mega-events have become “commercial spectacles” that are geared to generate profit rather than events that provide entertainment and employment (Czeglédy, 2009:226). Cornelissen, Bob and Swart (2011a:305) postulate that the FIFA World Cup™ is perhaps the biggest event on the world sports calendar, due to the “commercial importance, volume of sponsorship, branding, marketing and merchandising” opportunities that the event attracts. Venter, Rogerson, Semens and Myres (2012:449) explain that the hosting of mega-events in a developing society is of particular significance, due to the promise that it holds for the host country’s entrepreneurial activity and emerging economies.

Kim et al. (2006:88) emphasise, that countries are increasingly competing against one another to host mega-events, due to the potential benefits that become available to the business sector, owing to the fact that mega-events can be a catalyst for business development (Rogerson, 2009:339). O'Brien (2006:240) postulates that the "business leveraging of mega-sport events is an emerging phenomenon" that has received significant attention over the past few years, due to the economic benefits that it offers for local businesses. Preuss (2000), as cited by Darkey and Horn (2009:77), indicates that the hosting of mega-events, especially in a developing society, offers opportunities for creating new trading partners, for attracting investment, for boosting tourism, and for creating new business. Saayman and Rossouw (2008:2) argue that mega-events create marketing opportunities that offer businesses unique chances to advertise products to a global audience, and to leverage import and export opportunities for businesses, as well as to attract increased investment.

Using literature from previous mega-events, such as the Olympic Games and the World Cups, the following section will discuss the impacts that the hosting of the 2010 FIFA World Cup™ had on the formal business sector in South Africa, including, but not limited to, small, medium and micro enterprises (SMMEs). Rogerson (2009:344) defines SMMEs as "producers and suppliers of arts and crafts products, as well as core tourism services including accommodation, food and beverage and tours". In South Africa, SMMEs, according to Kriel, Kloppers and Jama (n.d.:5), are essential, because they facilitate growth, assist with poverty reduction, and create a competitive and efficient market.

According to the study conducted by O'Brien (2006:246) on the 2000 Olympic Games, the Australian Government saw the 2000 Olympic Games as a unique opportunity for generating post-Games business benefits for the economy. However, a vital element, consisting of a suitable vehicle with which to leverage the global Games focus, was missing. The study further identified three main inductive codes as being central to leveraging: institutional support and legitimacy; public sector leadership; and recognition of the temporal dimensions

of leveraging. One of the key lessons learnt from the Sydney Games was that, to ensure the success of event leveraging, recognition was required of the importance of having to generate support from both the private and the public sector. This was because doing so fostered the increase in information flow and access to resources, and decreased the chances of organisational mortality (O'Brien, 2006:247). Furthermore, the above also reiterates that strong leadership is needed to ensure maximum benefits for locals.

O'Brien (2006:247) further discusses how, to ensure that organisational mortality would be non-existent or minimal, a cross-institutional taskforce, called the Olympic Business Roundtable (OBR), was convened to facilitate debate on leveraging. The OBR consisted of various role-players and stakeholders, including actors from federal and state governments, industry associations, and agencies that were responsible for policy development in the fields of tourism, agriculture, the environment, retail, hospitality, information technology, aquaculture, and sport. Such strategic alliances as the OBR are a common means of decreasing environmental uncertainty, and are characterised by exchanges and/or the co-development of rare and valuable resources. During the 2000 Olympic Games, the OBR also served as a network for international role-players, stakeholders, and all other interested parties to become a part of the Games through business networking and affiliations before, during, and after the staging of the event (O'Brien, 2006:247-248). As evidenced by the above, the initiatives that were undertaken by the Australian government were similar in nature to those that were created by the South African government for the 2010 event. Though the event that was hosted by Australia was the Olympic Games, and the one that was hosted by South Africa was the World Cup, both of the events concerned were considered 'mega', due to their size and scope, and, accordingly, brought with them similar benefits for the business sectors that were impacted on by the events.

As was established regarding those who underwent the experience of the 2006 Germany World Cup, every sixth business concerned expected positive effects

from the World Cup, as a result of the increased demand, in terms of tourists' consumption, and in terms of the transformed image of Germany, due to infrastructural development (DIHK Business Poll, 2006:1). Companies that have seen positive impacts on their businesses, as a result of the World Cup, have been very optimistic regarding their business prospects, especially in contrast to others (DIHK Business Poll, 2006:1). Maennig and Du Plessis (2007:582) report that, during the 2006 World Cup, all businesses, ranging from beer breweries, through the producers of tabletop football, aviation services that fly small private planes, the producers of soccer merchandise, and hotels, to taxi drivers experienced positive growth in their business, which suggests that many businesses, irrespective of their size and significance, experienced the World Cup positively.

A study review of the World Cup that was conducted by the Federal Government of Germany illustrates that, as a result of the positive media coverage received, Germany is now viewed as a good place for doing business and for trading in goods and services, not only in 2006, but also for many years to come ([Germany]. Federal Government of the Interior, 2006:27). The optimism of Germans, as a result of the World Cup, also made a significant contribution, as the review ([Germany]. Federal Government of the Interior, 2006:28) showed that the expression of such optimism by the Germans resulted in them being in "the mood to buy", leading to the monthly consumer climate index improving from 7.0 to 7.8 points in June 2006. Furthermore, according to the review ([Germany]. Federal Government of the Interior, 2006:28), the transport companies, the manufacturers, and the retailers of food and beverages reported significant increases during the World Cup.

The tourism industry expected approximately 5.5 million overnight stays at hotels during the World Cup year. According to the review ([Germany]. Federal Government of the Interior, 2006:29), Germany's Hotel and Restaurant Association expected the year to end with a 1.5% increase in sales after the World Cup, but, much to its satisfaction, Germany's hotel and catering industry

saw a 4% increase in revenues, compared to the same month in the previous year. This meant that, despite the decline in the number of sales recorded at the beginning of the year, the industry still managed to record an increase of 1% in the first six months of the year.

The GNTB (n.d.:7) states that Germany's hosting of the 2006 FIFA World Cup™ significantly improved its image for the rest of the world, whereby, by the year 2007, Germany had risen three places in the ranking to become number two in a worldwide image comparison. This, in essence, means that Germany, as a result of having hosted the 2006 FIFA World Cup™, has become a desirable holiday and business location. Furthermore, Hotelnewsnow.com (2011) reports that, since Germany hosted the World Cup in 2006, the tourism industry in the country has seen substantial growth and development, with it having been ranked in 2010 as the second most popular destination worldwide for Europeans, and as most popular in the European Union. *Travel Daily News* (2008) reported that approximately 361.8 million overnight stays were recorded by the Federal Government of Germany in 2007, signalling a 10.8 million increase post the 2006 World Cup.

With specific reference to the 2010 FIFA World Cup™, The Environmental Partnership (2006:19) indicates that the opportunities that were created for local businesses by the 2010 event include those in the field of: media; domestic transport; necessary infrastructure and information technology; safety and security; the hosting of event-related activities; accommodation; support services; advertising and marketing; arts and crafts sales; and the performances of locals during the opening and closing ceremonies.

Ngonyama (2010:169) argues that the anticipated arrival of foreign visitors in South Africa during the 2010 World Cup stood to create significant impacts for the hospitality and tourism sectors. Furthermore, it was estimated that these visitors would spend billions during the time of the event (Venezia, 2007:53). Since the announcement of South Africa's hosting of the 2010 FIFA World Cup™

in 2004, the South African private sector fixed investment grew by 72%, while business confidence increased by 16% (South Africa 2010 FIFA World Cup, n.d.). Gibson, Kaplanidou and Kang (2011:3) postulate that events hosted by destinations provide an opportunity for economic growth, with most benefits being realised in the accommodation and food industry, due to the attraction of tourists to the event who might, otherwise, not necessarily have travelled to the destination in question. Moreover, they state that attendees tend to spend their money at such facilities as hotels, restaurants, petrol stations, and other retail outlets. As a result of the anticipated arrival of tourists and the increased expenditure involved, Kriel et al. (n.d.:14) state that businesses, prior to the 2010 event, were confident about the event and its ability to create opportunities for growth for SMMEs. They further postulate that business owners were hoping to gain increased turnover thereby, which would be used to expand their business facilities.

Rogerson (2009:338) highlights that one of the main objectives of the 2010 event was to create opportunities for all businesses, especially for smaller enterprises, in order to ensure that the benefits were widespread, and to make sure that they were not only realised by the larger organisations. Chalip (2006:122) posits that, for the Summer Olympic Games in Australia, the economic role-players implemented various strategies for Australian business people to capitalise on the event, by means of networking and relationship-building with other business leaders across the globe. Darkey and Horn (2009:78) posit that South Africa winning the bid for the 2010 event has fostered the implementation of the Accelerated and Shared Growth Initiative of South Africa (AsgiSA). The AsgiSA, according to Darkey and Horn (2009:78) is an initiation by the government to foster economic growth, and to alleviate poverty, whereby tourism and hospitality SMMEs stand to benefit significantly.

A survey that was conducted by the Human Sciences Research Council (HSRC) (2008) illustrates that an overwhelming majority of respondents believed that small businesses would benefit greatly from South Africa's hosting of the 2010

World Cup, because, for the first time in history, FIFA contracted the services of non-hotel accommodation providers, such as national parks, bed and breakfasts (B&Bs), lodges, and guesthouses (South Africa 2010, 2007) for the players, for FIFA members, for the spectators, and for other parties. According to ex-SA Tourism chief executive, Moeketsi Mosola (South Africa 2010, 2007), the use of non-hotel accommodation posed an outstanding opportunity for SMMEs to benefit from the 2010 FIFA World Cup™. Moreover, Darkey and Horn (2009:80) state that, in South Africa, the bed and breakfast (B&B) sector is one of the fastest growing small enterprises. They further argue that the B&B sector poses great potential for the tourism sector, given that most of the emerging entrepreneurs in this sector are PDIs, thereby contributing to economic growth, and to the addressing of the economic inequalities in the country.

On the contrary, the opportunity for the provision of non-hotel accommodation was only available to accommodation establishments that had been graded by the Tourism Grading Council of South Africa (TGCSA) (South Africa 2010, 2007). Furthermore, in order to ensure that such a scheme was effectively implementable, the Department of Environmental Affairs and Tourism (DEAT) allocated financial resources to aid SMMEs with development, in order to ensure that they were able to reap the benefits of the 2010 World Cup (South Africa 2010, 2007).

According to South Africa 2010 FIFA World Cup™ (n.d.), the 2010 events offered an opportunity to speed up growth and development, and to increase marketing activities for South Africa and the continent as a whole, as well as an unprecedented opportunity to grow local entrepreneurship. Businesses, irrespective of their size, stood to benefit from the 2010 FIFA World Cup™, ranging from the more sophisticated financial services sector, right down to the informal trading sector (South Africa 2010 FIFA World Cup, n.d.). Furthermore, the report stipulates that the increase in business activity was owed to the influx of hundreds of thousands of visitors who travelled to South Africa for the event. It was proposed that the increased number of tourists travelling for the event would



boost the number of opportunities made available in the fields of: accommodation; health services; travel services; short-term insurance; event management; logistics; arts and crafts; and entertainment (South Africa 2010 FIFA World Cup, n.d.).

However, overpricing, especially among accommodation establishments, was of major concern among the event role-players. Even though the event posed opportunities for businesses to capitalise on the event, too much capitalisation, along with the charging of exorbitant prices, could harm the tourism industry, and the tourism destination, in the long-term (Cape Town Partnership, n.d.a.). Matheson (2006:9) suggests that businesses that charge relatively high prices, during the course of mega-events, can dissuade visitors from visiting a destination, both during and after the hosting of the event. In an attempt to prevent overpricing, Cape Town role-players signed a Code of Responsible Pricing for Cape Town, which was aimed at: charging fair and reasonable prices during the 2010 event; ensuring that tourism activities were sustained, so that a positive legacy was created during the event; and consumer protection, which prevented the charging of fees and costs that might otherwise have annoyed both the visitors, and the consumers (Cape Town Partnership, n.d.a).

In an effort to ensure that the businesses were able to gain leverage from the 2010 event, various initiatives by the South African government were established, so that the businesses could take full advantage of the event, and for them to become more involved with the 2010 FIFA World Cup™, in the ways described below:

- The primary role played by the Tourism Enterprise Programme (TEP) was to support the development, and the upgrading, of tourism organisations for the 2010 event. Furthermore, the TEP would also facilitate, and foster, commercially viable businesses, as well as create linkages between the organisation and other related buyers, suppliers, partners, and investor firms and corporations. This was especially in relation to the sustainable procurement of goods and services, as was previously discussed (Rogerson, 2009:342);
- The Small Enterprise Development Agency (SEDA) mainly served as a support function for emerging entrepreneurs, more specifically for the

- PDIs. During the 2010 FIFA World Cup™, SEDA's primary function was to ensure widespread participation by small businesses and cooperatives in the economic opportunities of 2010 (South Africa 2010 FIFA World Cup, n.d.); and
- The Industrial Development Corporation of South Africa (IDC) primarily contributed to the emergence of balanced sustainable economic growth in Southern Africa, while, simultaneously, providing funding of economically viable businesses that were related to the 2010 event (South Africa 2010 FIFA World Cup, n.d.).

Another initiative that was undertaken by the government was the South African procurement policy, with the aim of ensuring that all procurement for the 2010 event would be conducted in such a way as to improve the number of opportunities available to Black Economic Empowerment (BEE) SMMEs. According to the GCIS (2008:1), the BEE strategy is a government intervention that is intended to ensure that the PDIs, who were previously excluded from taking advantage of many opportunities, as a result of the apartheid era, were able to take full advantage of the 2010 FIFA World Cup™. As a result thereof, the South African government stipulated that the tendering processes relating to the 2010 event ought to be done in alignment with the BEE policy, in order to achieve the country's goals of growth and development by means of benefiting from the hosting of the event (Ngonyama, 2010:170). Furthermore, the South African government also made a concerted effort to ensure that the LOC, FIFA, and its commercial partners only procured services within the parameters of the empowerment policy (GCIS, 2008:2). As a result of the SMME and BEE strategy that was implemented by the aforesaid government, the Organising Committee agreed to procure 30% of the services and the products required operationally from small businesses and BEE companies, and 70% from organisations that were primarily run, and owned, by members of the black community, and by women (GCIS, 2008:2).

The GCIS (2008:2) further explains that the Proudly South African campaign, which was a partnership formed between the government, as led by the Department of Trade and Industry (DTI), business, labour, and community groups was implemented to encourage the purchase of locally made products. The

campaign was undertaken in an attempt to ensure that local businesses and entrepreneurs, irrespective of their size, were able to capitalise from the 2010 event. This implementation was seen as being a core element of the procurement practices, in the run-up to 2010.

Having discussed the above, the following section will briefly discuss the 2010 by-laws that were implemented to control the marketing, and the advertising, activities of the 2010 World Cup.

As a result of Cape Town being chosen as a host venue for the 2010 FIFA World Cup™ matches, the CoCT implemented a policy, the 2010 by-laws, which enabled the efficient running of the event in Cape Town (CoCT, 2008:3). According to the CoCT (2008:2), ambush marketing involves the marketing, the promotion and the advertising of, or the public relations pertaining to, services and products using words, sounds, or any other form of marketing that is, either directly or indirectly, related to the competition, and which “claims or implies” an affiliation with the competition, in order to capitalise on, or to benefit from, the event, without receiving authorisation from the FIFA competition holders. However, Chalip and Leyns (2008:547) state that marketing activities might not, necessarily, be required for businesses operating within the sport precinct, as such businesses, and their prime location, tend to serve as a promotion on their own, thereby not requiring the need to engage in further promotion and advertising activities. It can, therefore, be said that business location is an important variable, influencing which businesses are most likely to benefit from a mega-event.

The main objective of the above-mentioned by-law was to ensure the following:

- Advertising was to be regulated.
- The controlled access sites were to be correctly administered.
- Public spaces were to be maintained and managed, so as to ensure that they were always neat and tidy.
- The administration of special events was to be regulated.

- Road users were to be informed about road closures, detours, parking areas, directions, and alternate routes to and from the stadium, so as to ensure the smooth flow of traffic, and in order to avoid traffic congestion.
- Street trading was regulated (CoCT, 2008:10-11).

The CoCT (2008:12) further stipulated that no person, without having received prior approval from the City Manager of Cape Town, might engage in ambush marketing or advertising during the final draw, and for a period of one week immediately prior to, and one week immediately following, the final draw, as well as during the period of the competition, and for a period of two weeks immediately prior to the first match, and two weeks immediately following the final match. As was the case with the 2006 World Cup, the 'official provider' licence that was implemented by the Organising Committee meant that the sale of German beer and sausage was permitted inside the stadium, due to the beer and fast foods being provided by Anheuser Busch and McDonalds (Hall, 2006:61). While the above discussion focused on the pre-event impacts that were likely to be experienced by the business sector, the following paragraphs discuss the post-event impacts that were specifically experienced by the South African business sector.

According to the Cape Town Partnership (n.d.c.), businesses specifically in, or close to, the city centre, such as restaurants, hotels, and shopping malls, experienced an increase in turnover due to the influx of tourists to the area. It was also found that the accommodation sector experienced higher occupancy levels (with a 90% increase) during the last two weeks of the 2010 tournament, as a result of the quarter and semi-final matches (Cape Town Partnership, n.d.b). Cape Town Partnership (n.d.c) further postulates that the increase in visitors to Cape Town was especially evident among the domestic visitors travelling from other provinces to watch the semi-final match of the event. How We Made It in Africa: Insight into Business in Africa (2011) states that the tourism and retail sector was among the main beneficiaries of the event, with the South African restaurant group, Famous Brands, experiencing a 24% increase in sales during June 2010, when compared to the same period for June 2009. However, there

were major discrepancies among the local manufacturing companies regarding FIFA's choice for the mascot, Zakumi, which was to be produced in China, rather than in South Africa (How We Made It in Africa, 2011). Whereas overpricing might have been a major concern during the run-up to the event, the Code of Responsible Pricing that was signed by Cape Town role-players, in such respects, proved to be a useful tool for ensuring that the city preserved its position as a successful choice of destination, thereby creating a positive legacy for itself (Cape Town Partnership, n.d.a).

*How We Made It in Africa* (2011) stipulates that the investment for the 2010 event was 'money well spent'. Grant Thornton (2011:2), in their analysis post the 2010 event, informed that the use of vuvuzelas during the 2010 event was a brilliant initiative. This was due to the instrument adding to the event, as well as due to its high sales level across the globe, leading to an increase in business activity. Despite FIFA banning unlicensed, or informal, traders within the stadium precinct on match days, they, nonetheless, experienced an increase in turnover (PIMS, 2010:9).

Furthermore, Grant Thornton (2011:2) indicate that the food and beverage industry was 10.4% higher in June 2010, when compared to the same period in the previous year. Tourist attractions also saw a major increase in the number of visitors, whereas such entertainment establishments as clubs and bars experienced a 60% to 175% increase in their turnover (Grant Thornton, 2011:2). As a result, South Africa's successful hosting of the 2010 event attracted increased investment by global companies (How We Made It in Africa, 2011). *How We Made it in Africa* (2011) further argue that, although the impacts of the World Cup on the tourism industry might not have been evident in the short-term, various tourism businesses had signalled that, had it not been for the 2010 event, their business might not have survived the global economic recession. Furthermore, the development of the stadiums also served as a drawcard for such international artists as U2, Coldplay, Lady Gaga, Kings of Leon, and Justin Bieber (How We Made It in Africa, 2011).

Even though the 2010 FIFA World Cup™ posed outstanding opportunities for an array of businesses, Chalip and Leyns (2008:544) argue that sport event benefits might be unevenly distributed, and, therefore, they have the potential to minimise the amount of public support that is given to an event. With special reference to the 1994 Olympic Winter Games, Chalip and Leyns (2008:544) further mention that, although some businesses were positively impacted by the event, other businesses were left at a disadvantage. This was due to the small local enterprises being the least willing, or able, to leverage the opportunities presented by the sports event (Chalip & Leyns, 2008:544). They further ascertain that, although mega-events enable benefits to accrue for the business sector of the host destination, only some businesses have the ability to capitalise on sport events, due to the fact that the economic impact of an event is highly dependent on visitor expenditure. Businesses are also able to capitalise when the products and services are of good quality, and reliable. In the case of the 1994 Olympic Winter Games, the construction and the business service sectors were primary beneficiaries, whereas local merchants in the CBD did not benefit as much, due to the crowding-out effect of the local residents in the area, as a result of the excessive promotion of the Games. Athletes and visitors, both local and international, in contrast, tended to make their purchases at the event itself, rather than at the local shops and restaurants (Chalip & Leyns, 2008:544).

Chalip and Leyns (2008:547) suggest that businesses can leverage events through: indirect and direct marketing, and advertising, activities; through sales promotions; through the extension of trading hours; through theming the establishment in a way that is relevant to the event itself, and by providing entertainment during the event activities (Chalip & Leyns, 2008:556-557). The findings of their study also suggest that the establishments within the stadium precinct do not necessarily have to conduct intense marketing and advertising activities, as those that are so situated tend to promote themselves, due to the close proximity of the businesses to the event, and its related activities.

Additionally, it should also be noted that, even though mega-events pose outstanding opportunities for businesses, as was previously highlighted in the study by Chalip and Leyns (2008) the benefits might not necessarily be evenly distributed, leading to the erosion of public support for the events. Such was the case with the 1994 Olympic Winter Games, where some businesses flourished, and others were not at all affected (Chalip & Leyns, 2008). However, Bob and Swart (2011:77) strongly suggest that the 2010 event is likely to have left a lasting legacy for the country, and that, even though the impacts might not be evident in the short-term, they might become visible in the future.

### **2.11 Conceptual framework**

The desire by many countries to be chosen as the setting for mega-events has grown exponentially over the last decade (Knott, Fyall & Jones, 2014:3). Quinn (2009:7) explains that events have become catalysts for the development of “economic restructuring and revitalisation, destination repositioning, inward investment and tourism revenue generation”. This was no different for South Africa who, after failing to win the bid to host the 2006 World Cup, was tenacious, and used the lessons from the failed bid to submit another bid to host the 2010 FIFA World Cup™. The idea for hosting the 2010 event meant development, growth and igniting South Africa’s international image. In theory, the 2010 World Cup offered South Africa an opportunity to reposition itself as a global destination, enhance the country’s image across the local and international landscape, and attract investors to the region (O’Brien, 2007:142). In addition to the government wanting to realise these expected benefits, the business sector was even more excited about these leveraging opportunities. Further, the event also presented an opportunity for South Africa to showcase its capabilities in terms of event hosting. The hosting of the event was especially pertinent, for transforming the society which is so highly underpinned by poverty, an unskilled workforce, and unemployment.

The increasing demand by countries to host mega-events has also sparked interest among researchers to understand events’ significance for host

destinations (Quinn, 2009:1), especially due to its heightened importance globally (Waitt, 2003:194). Further, O'Brien (2007:141) explains the increased inquiry into event management is due to there being a growing demand to understand the strategic leveraging of events, and how hosting them can ensure maximum benefits are realised among the communities hosting them. What has become even more interesting for academics, is to understand the social exchange process that takes place between the host population and the event itself.

According to Waitt (2003:195), social exchange theory "accounts for divergent resident evaluations of tourism impacts" especially regarding the experiences affiliated with the event. He further explains that "feelings or psychological states" happen as a result of the "experiences conveyed symbolically" through the exchanges of objects, functions performed by the exchange or the meanings created due to the exchange process (Waitt, 2003:195). Although this explanation on the exchange theory discusses it in the context of residents, it is believed that the same theory can be applied to the business sector. As is the case with residents, businesses too evaluate the event as either positive or negative in relation to the expected benefits versus the costs required for the hosting of the event (Waitt, 2003:197). This theory explains that businesses will most likely have a positive attitude about the event, if the expected benefits satisfied their expectations. While a negative attitude would be developed if businesses did not realise the expected the benefits. Although Waitt (2003:196-197) mentions that businesses within close proximity to the stadia are also likely to be exposed to more negative aspects due to them being in the midst of all the event activities. He further explains that even though measures are put in place to mitigate factors such as traffic congestion, disruptions, litter and chaos, their occurrence becomes inevitable especially when large amounts of people gather in one place, i.e. the stadium.

When looking at the expected benefits of hosting the event, O'Brien (2007:142) draws our attention to the term event leveraging. Simply put, it means the "implementation of strategies by stakeholders to maximise the benefits from

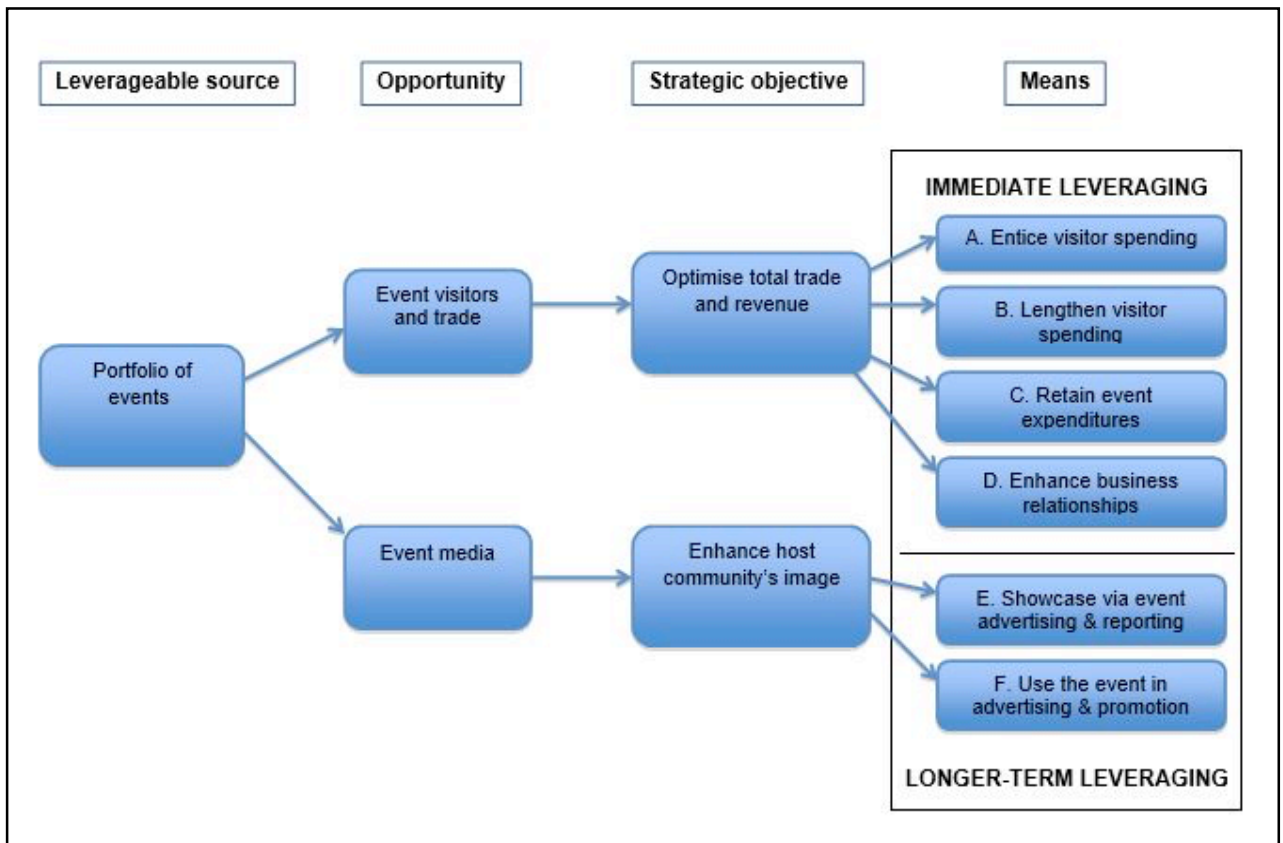


hosting an event". He further iterates that these are usually put in place for achieving both the short-term and long-term benefits affiliated with the event. Green (2001:2) explains that various measures by event organisers can be put in place for achieving both the short-term and long-term impacts. When looking at short-term event leveraging, organisers have used sport to promote and encourage visitor spending (O'Brien, 2007:144), for reasons such as increased tourists and extended trips. Chalip (2004) explains that event organisers usually look for immediate event leveraging opportunities (as illustrated in Figure 2.6), by enticing visitor spending, lengthening visitor stays, retain event expenditures, and using the event as a stepping stone for developing regional business relations. Green (2001:4) explains that visitors can be enticed through various marketing and advertising strategies to not only draw their attention to the event but to also captivate them while they are engaged in the event. Apart from making the event attractive and appealing to the visitors, O'Brien (2007:143) postulates that another measure involves planning a more participative approach between sport and tourism stakeholders. This is to ensure that all stakeholders are aware of the leveraging opportunities and that support is received from both the private and public sectors (Costa & Chalip, 2005:258). While this is the case for capturing the attention of the visitors, she further mentions that a way to achieve expenditure retention is to ensure that local business services are used as much and as far as possible, so that the earnings circulate within the local economy. Chalip (2004:237) postulates that events also provide moments for valuable connections to be made between local business people (service providers) and business attendees to the event, for enabling networking and interaction possibilities.

On the other hand, with longer-term event leveraging, O'Brien (2007:145) explains that it is eluded to improving a country's image, which, can easily be done due to the high level of media interest usually affiliated with the hosting of mega-events (Chalip, 2005:170). O'Brien (2007:145) explains, this type of leveraging is based on the premise that both the event and desination marketers have a vested interest in aligning their marketing messages. He further suggests that the use of media can be seen in three forms with the hosting of sports

events. The first being to develop interest among visitors to attend the event. Second, having journalists report on the event and its build up activities, and, thirdly, sponsors use of the event in their promotion and advertising activities (O'Brien, 2007:145).

The above explanation therefore brings about the idea that leveraging does not only allow for the event organisers to realise the tangible benefits of the event in terms of economic development, but that through collaboration the event also creates opportunities for learning, development and socialising to take place.



**Figure 2.6: Model for event leverage**

(Source: O'Brien, 2007:143)

## 2.12 Summary

Globally, sport tourism has become a popular phenomenon. Such mega-events as the 2010 FIFA World Cup™ tend to attract a large number of tourists to the

host destination, which, in turn, has significant impacts on the economy, on the society, on the environment, and on the businesses.

Events have also become a major component of sport tourism, because of the potential that they pose for the host destination, in terms of their ability to reshape the tourism product, as well as in terms of the role that they can play in urban regeneration. Mega-events have become a vital component of the sport tourism industry, because they tend to lead to increased revenue for local businesses, which is brought about by an increase in tourist and visitor expenditure. However, due to the fact that such mega-events as the 2010 FIFA World Cup™ can also have negative impacts on the host destination, it is imperative for the government across all levels, meaning both local and national, as well as the event organisers, to ensure that all parties are taken into consideration during the planning, the management, and the staging phases of the event.

Sport tourism in South Africa has emerged dramatically since the abolishment of apartheid, and the liberation of the nation, in 1994. The end of apartheid led to the country's hosting of an array of major international sporting events, which it continues to host. As a result of its involvement in the hosting of mega-events, especially, South Africa is becoming one of the most attractive destinations in the world.

South Africa's bid for, and success in, the hosting of the 2010 FIFA World Cup™, posed an outstanding opportunity for the country. This was due to the positive projections that were made in terms of tourist arrivals, as well as because of the much needed infrastructure development and urban regeneration. Nation-building was also boosted. All of the above would ultimately foster repeat visits to South Africa.

Hosting the 2010 FIFA World Cup™ had many significant impacts on South Africa, and created an opportunity for the country, and its people, to promote South Africa as a sport tourism destination to the rest of the world. These impacts

included both positive and negative impacts across the triple bottom line: economic, environmental, and social. The event was also likely to stimulate business activity, which was at the forefront of the government and its plans to ensure that the event benefited all interested parties, especially PDIs.

The lessons learnt from previous World Cups were, therefore, an important consideration during South Africa's planning, and staging, of the 2010 World Cup, because they ultimately served as a benchmark to determine the outcome, in terms of the success of the 2010 FIFA World Cup™. The 2002 World Cup that was co-hosted by Korea and Japan, and the 2006 World Cup that was hosted by Germany, were important events to review, as both of the events experienced both positive and negative impacts.

From the above, it can also be deduced that South Africa has already reaped some of the benefits created by the 2010 event, in terms of: the improved long-term infrastructure; the image enhancement; the increase in tourist activity; and the increase in business activity and investment. One important consideration for the government and the organisers was to ensure that the businesses, whether small, medium, or large, were given sufficient opportunity to capitalise on, and to gain in leverage from, the event, because such businesses contribute significantly to the economy of a destination. As the benefits of the 2010 FIFA World Cup™ can possibly only be felt in the long-term, it is important for the government, and for businesses, to create strategic linkages, so as to ensure that all interested parties are able to reap the benefits of the tournament in the years to come.

Furthermore, although the 2010 event might not have generated only positive impacts, it cannot be ignored that the 2010 event was staged during South Africa's off-peak season and that, without the event, the country's tourism industry would not otherwise have performed as well as it did.

## CHAPTER THREE

### RESEARCH DESIGN AND METHODOLOGY

#### 3.1 Introduction

In May 2004, South Africa won the bid to host the 2010 FIFA World Cup™, leading to, for the first time ever, an event of such magnitude being hosted on African soil. According to Swart et al. (2011:415), due to the aforementioned fact, the event elicited much expectation from, and promise for, the people of South Africa. The purpose of the current study was to determine the impacts of the 2010 FIFA World Cup™ on the business sector within close proximity to the Cape Town Stadium.

The current chapter presents the processes, and the procedures, that were used to conduct the study, the detailed research methodology, in terms of the research design, the research instrument used, and the method of collecting and analysing the data. Furthermore, the sample size, the sampling procedures, and an overview of the respondents are also presented in this chapter.

#### 3.2 Research questions

As was highlighted earlier in Chapter One in Section 1.5, the research questions were used to determine the perceptions, and the experiences, of the business sector operating within close proximity to the Cape Town Stadium, with regard to South Africa's hosting of the 2010 FIFA World Cup™. The following questions guided the study:

- What were the businesses' perceptions and experiences of the 2010 FIFA World Cup™, and was there a difference in businesses' responses pre- and post-event?
- What impacts and legacies (if any) can be identified due to South Africa's hosting of the 2010 event?
- To what extent were businesses in support of the 2010 FIFA World Cup™?
- What impact did the leveraging opportunities have on the businesses concerned?
- What recommendations can be made for the hosting of future mega-events?

### **3.3 Validity and reliability**

Measures of validity and reliability in research refer to the instruments (i.e. the questionnaires, the interviews, or the focus groups) that are used to collect the data. As outlined by De Vos, Strydom, Fouché and Delport (2006:345), the validity of the measurement procedure is the degree to which the measurement process measures the variable that it claims to measure, whereas reliability refers to the consistency of the stability of the measurement taken.

The format of the questionnaires used in the current study was adopted from previous similar sport tourism and mega-event studies dealing with economic, social, and environmental impacts. Examples of such studies are those undertaken by the following researchers: Kim et al. (2006); Lee and Taylor (2005); Allmers and Maennig (2009); Collins et al. (2009); and Swart et al. (2011).

To ensure the reliability of the study, the following steps were taken by the researcher:

- Errors and problems in the questionnaire that were detected by means of a pilot study were rectified prior to the commencement of the study.
- Correct training in the administration of the questionnaire was provided to the selected fieldworkers.

### **3.4 Research design**

The current study consisted of both a descriptive, and an analytical, research design. As was previously outlined in Chapter One of this study (in section 1.6.1), quantitative research methods were adopted for collecting the required facts and figures, as well as to investigate the business perceptions, attitudes, and experiences regarding the 2010 FIFA World Cup™.

#### **3.4.1 Population and sampling**

As was discussed in Chapter One, the focus of the current study was to ascertain what the impacts of the 2010 FIFA World Cup™ were on the businesses that were situated within close proximity of the Cape Town Stadium. Furthermore, the

level of perceptions, attitudes, and experiences of the businesses in relation to the event were explored. Quantitative techniques were used for collecting the data. The questionnaire comprised of both open-ended and closed-ended questions that were asked of the business owners and of the managers concerned.

As contested by Struwig and Stead (2001:118-119), sample sizes generally depend on: the basic characteristics of the population; the objectives set for the research; the data analysis undertaken; the level of credibility assured; the amount of time allowed, and the financial constraints imposed; the non-response factors involved; the degree of statistical precision concerned; as well as the basis of the judgement made.

Salant and Dillman (1994:58) suggest that the sample selection should define the target population as accurately as possible. For the current study, the sample was chosen, based on the database that was accessed through the GPCID, which reflected all the businesses operating in the area. The database showed that there were 226 businesses servicing the area, including: restaurants; accommodation establishments; media companies; interior decorators; and others.

Kothari (2004:62) states that if the population from which the sample is to be drawn does not represent a homogenous group, then a stratified sample method should be adopted. Further, because this was the case for the current study where the area of study was serviced by 226 businesses (as shown in Table 3.1 below) the stratified random sampling method was adopted. Stratification allowed for the total population to be partitioned into disjoint subpopulations (Ding, Hsieh, Wu & Pedram, 1996:577) or stratum (Teddie & Yu, 2007:79) to ensure that each type of business was equally represented in the study. In other words, the researcher used proportionate sampling where the same sampling fraction was used for each type of business, again to ensure that each type of business was represented during the study.

Using the table of guidelines provided by Isaac and Michael (1981:193), and adopted by White (2003:78), a stratified random sample of 145 was selected in order to obtain a representative range of businesses operating in the designated area, at a 95% confidence level. According to Clark, Riley, Wilkie and Wood (1998:77), a basic form of sampling, such as that using the stratified sampling method, involves the selecting of elements from a population, in relation to which all elements in the population have an equal, non-zero chance of being selected. In simpler terms, using the random sampling method means that every item in the total population has a chance of being included in the sample (Kothari, 2004:61). Table 3.1 below illustrates the business population, and the selected sample size.

**Table 3.1: Business population and sample size for Green Point business respondents**

<b>Business type</b>	<b>Business population</b>	<b>Percentage (%)</b>	<b>Sample</b>
Accommodation	29	69	20
Asset management	1	100	1
Auctioneers	1	100	1
Bar/Club	12	92	11
Building contractors and suppliers	10	60	6
Cosmetics	10	60	6
Education institution	4	50	2
Financial services	7	43	3
Florist	1	100	1
Gym	1	100	1
Homeless shelter	1	100	1
Immigration	1	100	1
Interior	24	67	16
IT infrastructure	4	50	2



<b>Business type</b>	<b>Business population</b>	<b>Percentage (%)</b>	<b>Sample</b>
Jewellery	3	33	1
Law practice	2	50	1
Liquor store	1	100	1
Logistics	3	33	1
Media	26	69	18
Model agency	1	100	1
Motor industry	5	40	2
Non-profit organisation	2	50	1
Petrol station	1	100	1
Property managers	6	50	3
Recruitment agencies	2	50	1
Research company	2	50	1
Restaurant	26	69	18
Retail store	24	46	11
Security	1	100	1
Tourism company	13	54	7
Transport	2	50	1
<b>TOTAL</b>	226		145

### **3.5 The study area**

The current study was conducted on businesses operating within a 2km radius of the Cape Town Stadium in Green Point (within the sport precinct, excluding the V&A), as was previously mentioned in Chapter One. The justification of the use of the designated area is discussed in detail below.

### 3.5.1 Justification of the use of the study area

Cape Town Stadium is well located in terms of the road network, due to it being directly adjacent to the Western Boulevard (The Environmental Partnership, 2006:10). The area is well served with public transport, due to the fact that there is a constant flow of public transport through it, in the form of buses and taxis that traverse the Western Boulevard and Beach Road, with the closest railway station being approximately only 2.5km away. Cape Town Stadium is suitable as a host venue because of: its first-class setting; its close proximity to Cape Town's famous beaches, V&A and attractions; its ability to host events; its rich history; and the availability of such amenities in the surrounding area as restaurants, guest-houses and other attractions that are essential elements for attracting tourists (Cottle, 2010:8). The Cape Town Stadium is one of the most scenically placed football venues in South Africa, being situated, as it is, in one of the most sought-after areas in the CoCT (FIFA.com, n.d.). Within the area, a diverse business sector exists, ranging from restaurants, through bars, hotels, guest-houses, curio stores, and nightclubs, to boutiques. The choice of the 2km radius was also due to the fact that the businesses are situated along the official Fan Walk. Figure 3.1 below is a map of the Cape Town Stadium, and of its surrounding areas.

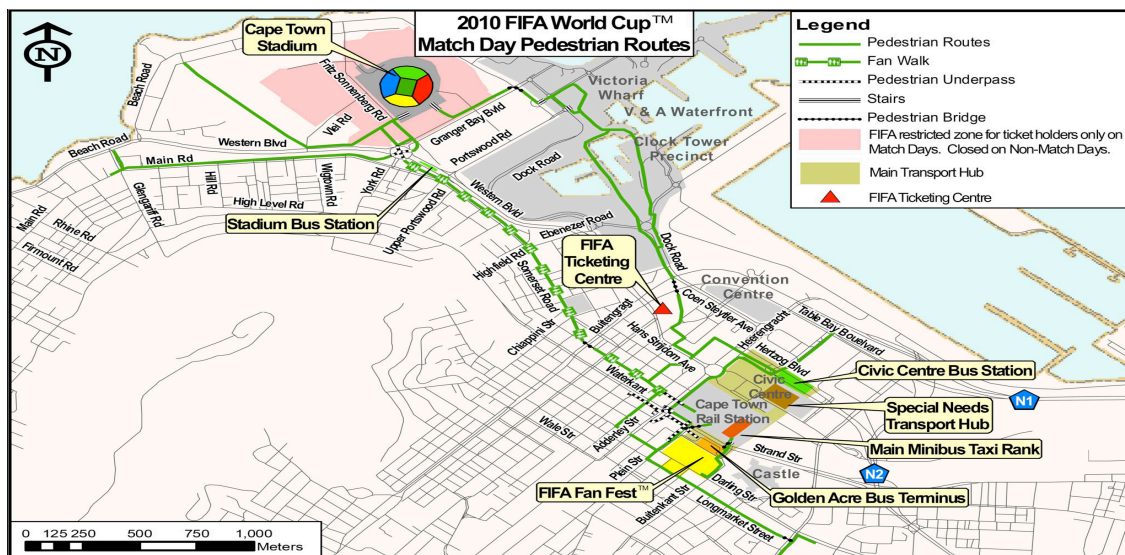


Figure 3.1: Cape Town Stadium location and surrounding precinct

(Source: Cape Town, n.d.)

## **3.6 Methods of data collection**

### **3.6.1 Research instruments and data collection**

The most commonly used methodology for collecting data makes use of questionnaires or surveys (Fouche, 2001:152), which are usually directed at individuals. For the purpose of the current study, the questionnaire devised was aimed at the owners, or at the managers, of business establishments within the sport precinct. The following section discusses the details of the research instruments used in the current study, as well as those of the primary and secondary data collected for the study.

### **3.6.2 Secondary sources of data**

The theoretical framework of the current study was extracted from the literature review, which was conducted in relation to tourism, sport, mega-events, sport tourism events, and the perceptions and the attitudes of similar, and/or previous, events of similar magnitude.

#### **3.6.2.1 Journal articles**

Articles from such journals as the *Journal of Sport and Tourism*, the *Journal of Travel and Research*, *Politikon*, the *Journal of Tourism Management* and the *Sport Management Review*, among others, were reviewed.

#### **3.6.2.2 Internet websites**

Information pertaining to the FIFA World Cup™ was obtained from such Internet sites as the official FIFA website.

#### **3.6.2.3 Theses and dissertations**

To assist the current researcher regarding the finer aspects of technical writing, completed dissertations and theses were reviewed for guidance.

### **3.6.2.4 Books**

An array of books discussing the topic of tourism, sport tourism, mega-events, and research was used to aid in the compilation of the literature review, and for obtaining relevant information to various concepts discussed in the current study.

### **3.6.2.5 Government publications**

Various government publications, such as the *Tourism Annual* reports (2010 and 2011) as well as the *2010 FIFA World Cup™* reports, were also consulted in the completion of the current study. The above-mentioned sources were critically examined for the literature review in the current study.

### **3.6.3 Primary sources of data**

The primary sources of data used in the current dissertation included a questionnaire for both the pre- and post-study, as is outlined in subsection 3.6.3.2 that follows.

#### **3.6.3.1 Pilot survey**

Before the researcher's planned investigation was conducted, ten questionnaires were distributed to different people, so as to test, to identify, and to ratify common problems and errors. A pilot study, according to De Vos et al. (2006:206), serves as a dress rehearsal of the main investigation, and, even though it is conducted on a smaller scale, it can, nevertheless, assist the researcher to ensure that the chosen procedures will be suitable, valid, reliable, and effective for the study under way. Minor changes including grammatical and question layout were made to the original questionnaire. Conducting a pilot study is especially useful for determining the amount of time that will be required for successfully completing each questionnaire, or to determine problems / challenges not anticipated (Strydom, 2001:179).

#### **3.6.3.2 Questionnaire**

Questionnaires are the most commonly used technique for primary data collection in social sciences research. As contended by De Vos et al. (2006:166),

a questionnaire was used to obtain the facts and the opinions about a particular phenomenon from individuals informed on the matter concerned. The questionnaire that was used in the current study consisted of both open-ended and closed-ended questions (see Annexure D). The closed-ended questions required the respondents to choose from a number of preset responses, whereas the open-ended questions required the respondents to provide, and to elaborate on, their own answers to the questions posed.

For the purpose of the current study, the questionnaire was administered using various methods of distribution. In certain instances, the questionnaires were administered face-to-face by trained interviewers from the Cape Peninsula University of Technology (CPUT), and from the University of the Western Cape (UWC). Furthermore, in other instances, where the respondents had too little time at their disposal to respond immediately to the questionnaire, the respondents were given a copy for completion, which was collected at a later stage. The above-mentioned method of data collection enabled the interviewer to clarify any questions posed by the respondent.

Six fieldworkers were selected from the CPUT and from the UWC on merit, with the main criteria being that they were currently enrolled in postgraduate study, in order that they might understand the importance of having to gather information in a timely and accurate manner. Furthermore, the students who were used as fieldworkers were also expected to be familiar with sport events, to have research expertise, and to be able to communicate fluently in English. Training, in basic communication skills, in quality assurance, and in the design and layout of the questionnaire, was provided to the fieldworkers, in order that they might improve their skills in data collection, for purposes of the study.

In addition to the above, a cover letter accompanied the questionnaire, for ethical reasons. The letter concerned detailed the purpose, the overall aim, and the confidentiality of the study (see Annexure A). In order to ensure that the questionnaire was successfully completed, it was once more validated by the fieldworker upon collection thereof, and, in the event that such was not the case,

the respondent was prompted, and asked to rectify, or to insert, any missing responses.

The data collected in response to the questionnaire were collected in Cape Town, three months prior to the hosting of the 2010 FIFA World Cup™, and three months after the World Cup had taken place. The following paragraphs aim to discuss the different sections of the pre- and post-event questionnaire (refer to Annexure D).

For the purpose of the current study, a pre- and post-questionnaire was conducted with the respondents. Both the pre- and the post-questionnaire were similar with regard to the different questions and sections covered. However, some differences, especially regarding the post-questionnaire, are discussed further below:

- **Section 1:** This section consisted of questions that were aimed at determining the respondents' understanding of the meaning of sport mega-events, and at determining their awareness of South Africa's hosting of major sport events in the past.
- **Section 2:** Questions relating to the respondents' awareness and perceptions of the 2010 FIFA World Cup™, and of the attendance of the event, were included in this section.
- **Section 3:** This section was comprised of questions pertaining to the businesses' involvement in the 2010 FIFA World Cup™. The respondents were required to indicate: their sponsorship of local teams, advertising and promotion during the World Cup staff training; their change in service delivery; the opening of other branches; and the employment of additional staff, specifically for the World Cup. Furthermore, questions regarding the impact of the global economic climate on the event, and the concerns of the business in relation to the hosting of the World Cup, were also asked in this section.
- **Section 4 and Section 5:** The focus of these sections was on ascertaining the concerns of the business in relation to the stadium development and construction impacts on the business sector. In these sections, the respondents were required to indicate whether partnerships had been formed for the World Cup and whether additional expenses had been incurred by the business, due to the hosting of the World Cup. The perceptions of crime, and the impacts of the event post-event, were also queried.
- **Section 6:** Said section consisted of questions that were set to determine business expectations relating to the 2010 FIFA World Cup™. Using a rating scale, the respondents were required to rate statements regarding

- the readiness of South Africa to host the World Cup; the perceived environmental impacts; the perceived economic impacts; public money usage; the perceived social impacts; the regional showcase; the infrastructural developments; and the maintenance of public facilities.
- **Section 7:** The questions in this section were centred on the FIFA regulations, and on the marketing activities of the business concerned that were conducted specifically in relation to the World Cup.
  - **Section 8:** The questions in this section focused on the profile of the businesses concerned, with regard to: the business type; the number of years spent at their particular location (within a 2km radius from Cape Town Stadium); the type of enterprise; the amount of profit generated; the number of employees; and the distance of the business from the Stadium.
  - **Section 9 (post-event questionnaire only):** The focus of this section was applicable to tourism businesses only, and was directed at determining the tourism businesses' level of understanding and the promotion of, as well as involvement with regard to, responsible tourism.
  - **Section 10 (post-event questionnaire only):** This section focused on determining business attitudes regarding South Africa's hosting of future mega-events, such as the Olympic Games, and the like.
  - **Section 11 (post-event questionnaire only):** The final section of the questionnaire focused mainly on the business profile of the business, with regard to: the type of business; its location; its length of establishment; the type of enterprise; its industrial classification; the amount of profit generated during 2010; the turnover of the business; and the number of full-time employees and their capacity, regarding whether they were part-time, full-time, or contractual employees.

The above changes in the post-questionnaire came about as a result of the collaborative study with the Cape Higher Education Consortium (CHEC), and with the CoCT. The additional questions included were based on recommendations from the two bodies concerned. A decision was made to amend the questions in the post-survey, so as to ensure that the questions were relevant to the post-World Cup conditions.

### **3.7 Method of data analysis**

The SPSS 18 was used to analyse the data, and also to determine the business owners' and managers' perceptions and expectations of the 2010 FIFA World Cup™. Use of this software program enables data to be described and summarised using descriptive statistics, tables, bar charts, and other graphic

presentations. The qualitative data (open-ended questions) were analysed using the different conceptual categories, in terms of the constant comparative method.

### **3.8 Ethical considerations**

According to Henn, Weinstein and Foard (2009:78), growing concern has been expressed in social research regarding ethical practice, due to the historic shift that has occurred in the balance of power from the research establishment towards the ordinary citizen. Furthermore, the above-mentioned researchers argue that data collection methods have become far more sophisticated over recent years, probably because many researchers have started using computer technology for the purpose. They, furthermore, assert that it is imperative to remain honest with the respondent, and also to ensure that the information obtained will be treated according to conditions of strict confidentiality and anonymity (refer to Annexure A and D).

For the purpose of the current study, the following actions were taken in order to make sure that the rights of those involved were respected and adhered to:

- Firstly, a cover letter (refer Annexure C), including the name of the university and the purpose of the research, was attached to each copy of the questionnaire. The letter provided respondents with the assurance that they could withdraw their participation from the research, if they felt uncomfortable about the way in which the research was being conducted;
- Secondly, the assurance of confidentiality, with regard to the information given, was provided, with no names being required for inclusion in the completed questionnaires;
- Thirdly, it should also be noted that the respondents all expressed themselves willing to participate in the study, with no pressure being applied by either the researcher or the fieldworker to obtain such consent; and
- Lastly, the interviewers were informed of all of the above-mentioned rights, and they were requested to inform each respondent accordingly.

### **3.9 Field challenges and experiences**

The various problems that were experienced during the completion of the study are discussed next. Firstly, due to the construction works and the renovations that were carried out relating to the sport precinct, the biggest challenge



experienced was accessibility to the target respondents, which made it difficult to ensure that the surveys were completed. Secondly, the pre-surveys were conducted three months prior to the event, which also fell within the peak tourist season. As a result, the business owners and the managers were reluctant to allocate sufficient time in which to complete the surveys. Lastly, as a result of the road closures and the associated inconveniences, some of the target respondents were not keen to share their opinions and perceptions regarding the hosting of the 2010 FIFA World Cup™, which resulted in a decrease in the number of the completed surveys. The above challenges prolonged the amount of time that was required for the data collection process, and, therefore, resulted in a reduction in the size of the anticipated sample. It should also be noted that, due to the above challenges being experienced, 72 pre-questionnaires and 104 post-questionnaires were completed.

### **3.10 Limitations of the study**

A major challenge of the study was the lack of available literature relating to mega-events in terms of its impacts on the business sector, specifically.

### **3.11 Summary of the chapter**

Based on the above discussion, Chapter Three has provided an overview of the research process followed in conducting this study, including the research methods and procedures adopted, as well as a detailed description of the questionnaire carried out. As was previously mentioned, the questionnaire consisted of both quantitative and qualitative questions that were administered to businesses situated within the Green Point sport precinct. More specifically, using the stratified random sampling method, 145 businesses were approached, both before and after the hosting of the 2010 FIFA World Cup™. The following chapter, Chapter Four, will provide a detailed analysis of the results obtained, in relation to the research objectives, as were outlined in Chapter One of the current study.

## **CHAPTER FOUR**

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

#### **4.1 Introduction**

Chapter Three of the current dissertation provided a detailed description of the analysis and synthesis of the methodology that was adopted to investigate the current study. The method used involved administering questionnaires face-to-face with business owners and managers, using the stratified random sampling method. From the initial sample of 145, 72 (50%) valid responses were received during the pre-event questionnaire (3 months before the event), with 104 (72%) valid responses being received during the post-event questionnaire (3 months after the event) from the same size initial sample as previously mentioned. After being captured, the surveyed responses were analysed using the SPSS 18 software.

In the current chapter, the findings, analysis and discussions of the responses that were received in response to the questionnaires are presented. To understand the responses received, the results were analysed, based on the predefined objectives, as was previously outlined in Chapter One (Section 1.4.2) of the study. To provide further understanding and clarity, tables and figures have been used to illustrate the findings obtained. Furthermore, it should also be noted that chi-square tests were conducted in order to determine the level of significance between the pre- and post-study, so as to detect differences in the data and study, in relation to all of the questions. In cases with significant differences in the results, the P values have been included in the following discussion. The following section, therefore, presents key findings in relation to the business profile of the respondents falling within, 2km proximity of the Cape Town Stadium, this included the Green Point area and not the V&A.

#### **4.2 Business profile of the respondents**

The following subsections of the dissertation present the key findings obtained from the business profile of the respondents, in terms of: the type of business;

the length of time of business operations at the location; the type of enterprise; the industrial classification of the business; the amount of profit generated during 2009 and 2010; the turnover of the business; the number of staff employed by the business; and the distance of the business from the Cape Town Stadium.

#### 4.2.1 Type of business owned or managed by the respondents

The following question, which was posed during the pre- and post-survey, required the respondents to indicate the type of business owned or managed. The results received from the open-ended question are shown in Table 4.1 below.

<b>Table 4.1: Type of business owned or managed by the respondents</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Type of business</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Restaurant	25.0	17.2
Accommodation	23.6	19
Retail	18.0	12.5
Interior design	5.4	15.3
Transport	2.8	8.7
Beauty and lifestyle	2.8	6.7
Property management	2.8	1.0
Education institution	2.8	1.0
Financial institution	1.4	3.8
Florist	1.4	1.0
Liquor store	1.4	1.0
Model agency	1.4	1.0
Motor industry	1.4	1.0
NGO	1.4	1.0
Production	1.4	1.9
Telecommunications	1.4	0.0
Entertainment (bars and clubs)	1.4	1.0
Catering	1.4	1.0

	<b>Pre-event responses</b>	<b>Post-event responses</b>
Construction	0.0	2.9
Homeless shelter	0.0	1.0
Logistics	0.0	1.0
Marketing agency	0.0	1.0

When the responses were grouped, in terms of tourism (related) vs. non-tourism businesses, the findings indicated that 54.2% (pre-event) of the businesses operating in Green Point were related (directly or indirectly) to tourism, whereas 41.6% (pre-event) were non-tourism businesses. During the post-event survey, 46.9% of respondents were tourism and/or tourism-related businesses, and 52.6% (post the event) operated non-tourism businesses. The results, therefore, suggest that the Green Point area was, at the time of the current study, served by diverse businesses, thereby ensuring that the various needs and wants of consumers and visitors were catered for. Further, the change in responses between the pre- and post-questionnaire could be due to the changes in, and to the closing down, of certain of the businesses during the build-up to the World Cup.

#### **4.2.2 Length of time business at particular location**

Table 4.2 below presents the findings in relation to the length of time during which the business was at the particular location identified in the study. The findings show that 26.4% (pre-event) and 30.8% (post-event) of the businesses had been operating in the area for a period of two to five years, followed by 25.0% (pre-event) and 38.5% (post-event) of the businesses that had been serving the market for a period of six to 10 years. In contrast, 22.2% (pre-event) and 17.3% (post-event) had been in operation in the area for a period of 11 to 20 years, whereas 20.8% (pre-event) and 6.7% (post-event) indicated a lifespan of from 0 to one year, with only 5.6% (pre-event) and 6.7% (post-event) having been in operation in the area for longer than 20 years. This indicates that the businesses concerned were fairly well established in the area.

	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>No. of years</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
0–1	20.8	6.7
2–5	26.4	30.8
6–10	25.0	38.5
11–20	22.2	17.3
>20	5.6	6.7

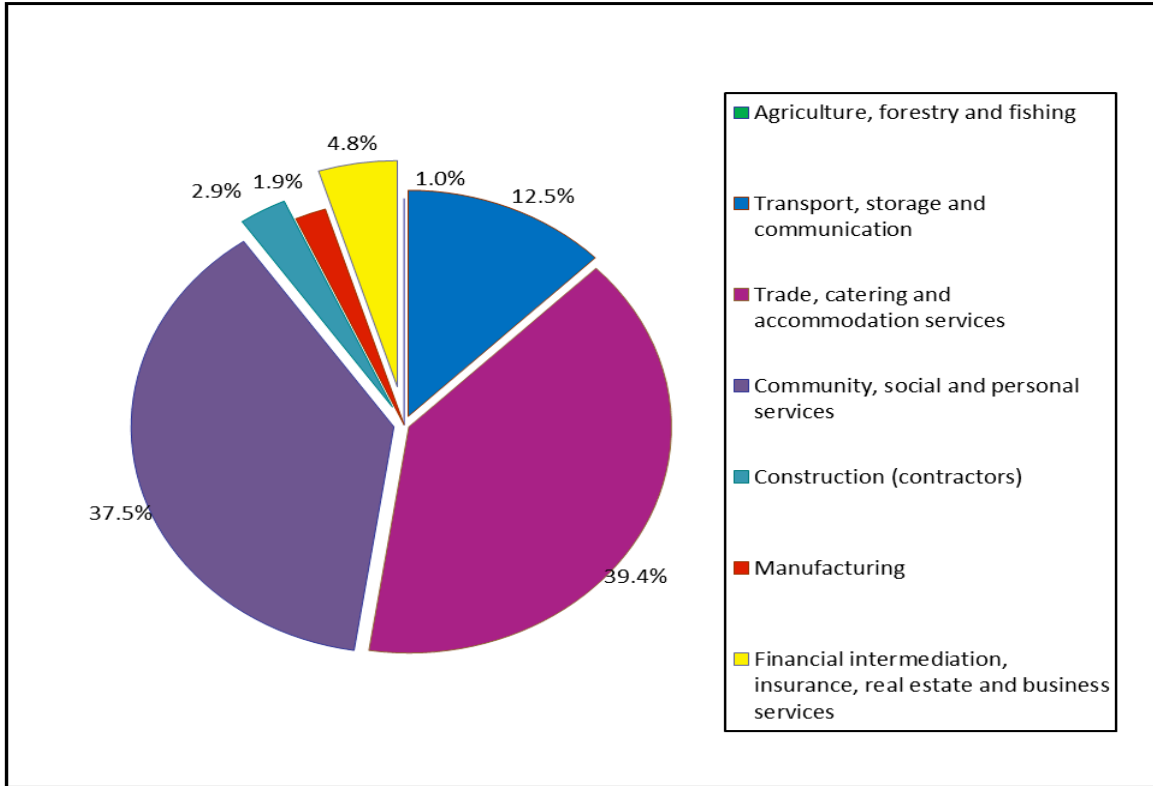
### 4.2.3 Type of enterprise

As is shown in Table 4.3 below, the respondents were requested to indicate the type of enterprise in which they were concerned. The results indicated that the majority of the enterprises 36.1% (pre-event) and 54.8% (post-event) were medium-sized, with such percentages being closely followed by the 31.9% (pre-event) and 33.7% (post-event) small enterprises, with 16.7% (pre-event) and 8.7% (post-event) of the respondents owning a micro/informal business, and 12.5% (pre-event) and 1.9% (post-event) owning a large enterprise. Only 2.8% (pre-event) and 8.7% (post-event) of the respondents indicated that they owned a public enterprise. The results suggest that the majority (68%) of the businesses (pre-event) and even more (88.5% post-event) ran small or medium-sized enterprises.

	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Type of enterprise</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Micro/Informal	16.7	8.7
Small	31.9	33.7
Medium	36.1	54.8
Large	12.5	1.9
Public	2.8	8.7

#### **4.2.4 Industrial classification of the business (post-event questionnaire only)**

Figure 4.1 below illustrates the responses that were obtained in relation to the industrial classification of the businesses concerned. This statement was only posed in the post-survey, due to the additions that were made to the questionnaire as a result of the CoCT's collaboration with the current researcher, as was explained in Chapter three. The figure shows the following percentages that were obtained in the survey: 39.4% from the trade, catering and accommodation services; 37.5% from the community, social and personal services; 12.5% from the transport, storage and communication sectors; 4.8% from the financial intermediation, insurance, real estate and business services; 2.9% from the construction sector; 1.9% from the manufacturing sector; and 1.0% from the agriculture, forestry and fishing sectors. These percentages show that, at the time of the present study, a diverse range of businesses serviced the area, as per the responses that were received regarding the business type, as reflected in Table 4.1 (see p. 97).



**Figure 4.1: Industrial classification of the business (n=104, in % – post-event survey)**

#### **4.2.5 Profit generated by the businesses**

From a predetermined list provided, the respondents were asked to indicate the amount of profit that was generated by their business during June and July of 2009 and 2010, to determine the profit for the same period, one year apart. This was done to determine whether any fluctuation in the profits for the businesses occurred, due to South Africa’s hosting of the 2010 event. The results indicated that over half of the respondents (56.9%) during the pre-event survey, in 2009, and 7.7% (during the post-event questionnaire in 2010) of the respondents were nonresponsive to the question concerned. Of the respondents, 8.3% (pre-event) and 16.3% (post-event) experienced R11 000 to R20 000 profit, whereas more than R60 000 profit was generated by 6.9% (pre-event) and 12.5% (post-event) of the respondents. In contrast, 2.8% (pre-event) and 1.0% (post-event) experienced a profit ranging between R41 000 and R50 000, followed by 2.8% (pre-event) and 4.8% (post-event) who indicated earning between R31 000 and R40 000 profit, whereas 2.8% (pre-event) and 5.8% (post-event) of the

respondents experienced no profit at all. Receipt of profits between R51 000 and R60 000 were indicated by 1.4% (pre-event) and 4.8% (post-event), with 0.0% (pre-event) and 30.8% (post-event) of the respondents indicating 'other'. 'Other' responses included such profit margins as R5 000, R80 000 and R100 000. This suggests that the majority of the respondents in the pre-questionnaire were unsure about the impact of the forthcoming event on their business, while, in the post-survey, a fair number of businesses experienced a positive return, in terms of the amount of profit generated. The above also shows that, though the difference between the profit margins in 2009 and 2010 was not that much, there were instances where the profits involved increased. With this being said, it can be assumed that the event, due to the increase in tourist activities, caused increased business, albeit not for all businesses concerned.

<b>Table 4.4: Profits generated in 2009 and 2010</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Amount (in Rands)</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
None	2.8	5.8
<10 000	8.3	6.7
11 000–20 000	8.3	16.3
21 000–30 000	9.7	9.6
31 000–40 000	2.8	4.8
41 000–50 000	2.8	1.0
51 000–60 000	1.4	4.8
>60 000	6.9	12.5
Other	0.0	30.8
No response	56.9	7.7

#### **4.2.6 Turnover of the business (post-event questionnaire only)**

Allmers and Maennig (2009:500) and Hiller (1998:49) indicate that the hosting of a large international sporting event creates the expectation of a positive return on investment, due to the anticipated influx of tourists and their expenditure on local



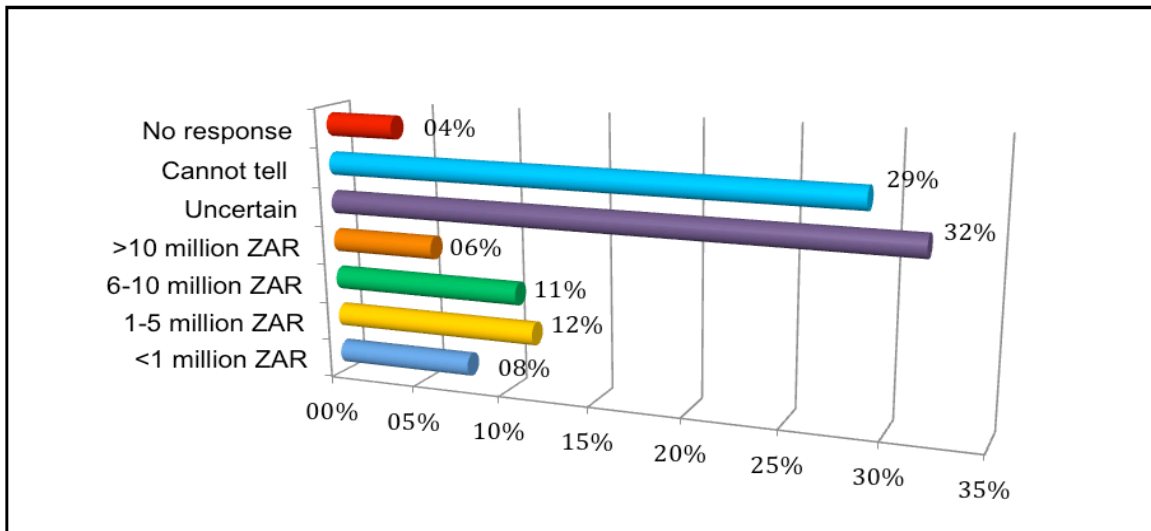
products and services. Further, according to Maennig (2007:1), events can bring about an increase in turnover in the retail trade, as well as in terms of overnight accommodation and tourism growth, due to the influx of tourist arrivals received by the host country. This was evident with the 2006 World Cup in Germany, when both the manufacturers of table football equipment, and breweries, in the country experienced a major boost in trade (Maennig, 2007:2).

In order to determine the relevance of an increase in turnover for local businesses in South Africa, during the post-event study, the respondents were required to indicate whether their business had experienced an increase in turnover due to the 2010 event. From the findings, it is evident that over half (55.8%) of the respondents experienced an increase in turnover, followed by 36.5% who indicated otherwise, and a further 7.7% who were non-responsive to the question asked in this regard. The results, therefore, suggest that the majority of businesses were able to capitalise on the event, due to the increase in tourism activities and visitor expenditure experienced.

Further, from those who indicated an increase in turnover ( $n=60$ ), in Figure 4.2 below, it can be seen that 31.7% of the respondents were uncertain about the turnover generated during the 2010 event, whereas 28.8% stated that they could not tell whether the 2010 event made any difference. The above-mentioned percentages were followed by the 11.5% who indicated that their business had experienced a turnover of between R1 and R5 million. A turnover of between R6 and R10 million was experienced by 10.6%, with 7.7% enjoying an increased turnover of more than R1 million, and 5.8% experiencing a turnover of under R10 million. Further, 3.8% of the respondents were nonresponsive in this regard.

The results on turnover and profit generated thereby reiterate the non-disclosing attitude of business respondents. Further, responses in this regard could also be due to respondents' level of unsurity (especially pre-event). On the other hand, the positive turnover experienced in many of the cases is indicative that the hosting of mega-events can foster positive economic growth for local businesses. The results are, therefore, in agreement with the ideology of Allmers and

Maennig (2009:501) that the hosting of events can lead to a positive return on investment.



**Figure 4.2: Amount of turnover generated during the 2010 event (n=104, in % – post event survey)**

#### **4.2.7 Number of full-time employees at the business**

Using an open-ended question approach, the respondents were asked to indicate the number of full-time employees at the business. Table 4.5 below, which indicates the responses received to the question concerned, shows that the majority (approximately 60.0%) of the businesses in both the pre- and post-event questionnaire had between 0 and 15 employees, followed by the 16.6% (pre-event) and the 27.6% (post-event) who had between 16 and 30 employees. Between 31 and 40 employees were hired by 9.6% (pre-event) and 5.6% (post-event) of the respondents, whereas 9.6% (pre-event) and 2.8% (post-event) employed more than 50 employees. The remaining 4.2% (pre-event) and 2.8% (post-event) of the respondents indicated that they employed between 41 and 50 employees. The findings, in conjunction with the data included in Table 4.3 above, convey the fact that the businesses concerned did not hire many employees, since the majority were small to medium enterprises.

	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>No. of employees</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
0–15	60.0	63.0
16–30	16.6	27.6
31–40	9.6	5.6
41–50	4.2	1.0
<50	9.6	2.8

### **4.3 Understanding of sport mega-events**

Cornelissen et al. (2011a:307) suggest that governments are increasingly hosting sport mega-events as a way of stimulating development, which can significantly contribute to infrastructure development for the host destination (Lee, Taylor, Lee & Lee, 2008:28). This section of the study presents the key findings with regard to the business respondents' understanding of sport mega-events, specifically within the South African context.

#### **4.3.1 Major sport tourism events held in South Africa in the past (pre-event questionnaire only)**

The findings in this regard indicate the respondents' awareness of major sports events held in South Africa in the past. The overwhelming majority of the respondents were aware of such hosting (86.1%), followed by those who were unaware of the hosting of such events in the past (9.7%), and by a further 4.2%, who were unsure about such hosting. The lack of awareness of 13.9% (a combined 9.7% and 4.2%) of the respondents could perhaps be due to the respondents concerned not originally being from South Africa, or else to a general lack of interest in such events in South Africa.

As is indicated in Table 4.6 below, the respondents were asked to indicate events that South Africa had hosted in the past. The majority indicated that they were aware of South Africa's hosting of the 1995 Rugby World Cup (75.0%),

followed by 54.2% who indicated the 2009 Confederations Cup, while 45.8% knew about the 2003 Cricket World Cup held in South Africa, and 27.8% who indicated the golf tournament. Of the remainder, 8.3% were aware of swimming events held in South Africa, and a further 7% indicated their awareness of 'other' events hosted in South Africa. 'Other' responses included the Indian Premier League (IPL), cricket tournaments, the A1 Grand Prix, and athletics. The findings, therefore, indicate that the respondents were mostly aware of the 1995 Rugby World Cup. Such awareness could be due to the World Cup in question being the first major event to be hosted in the post-apartheid era, as well as due to the impact that it had on the nation in terms of identity building and nation-building (Van der Merwe, 2007:72). Furthermore, the lead-up event to that held in 2010, namely the 2009 Confederations Cup, based on the level of awareness involved, was well marketed. This event was viewed as a test run for the main FIFA event, and, based on the level of awareness that was found to be present among the respondents concerned, sufficient hype was created around both the 2009 Confederations Cup and around the 2010 event.

<b>Table 4.6: Major sport tourism events previously held in South Africa. Multiple responses permitted (n=72, in %)</b>	
<b>Major sport event</b>	<b>Total</b>
1995 Rugby World Cup	75.0
2009 Confederations Cup	54.2
2003 Cricket World Cup	45.8
Golf tournament	27.8
Swimming	8.3
Other	7.0

#### **4.4 Awareness of the 2010 FIFA World Cup™**

According to Ngonyama (2010:170), the 2010 event served as a catalyst for economic growth and for progress towards the attainment of developmental goals for South Africa. Darkey and Horn (2009:77) state that the business sector was also likely to be impacted by the event. This, therefore, indicates that

awareness of the event among the businesses surveyed was crucial in order to ensure the support of businesses for the event, and its overall success.

#### 4.4.1 Business awareness of South Africa’s hosting of the 2010 event

Mega-events, as outlined by Chalip and Leyns (2008:544), tend to pose outstanding opportunities for businesses to exploit, while inadequate efforts at communication by the event organisers can lead to the erosion of support for such events. In this regard, the results that are given in Table 4.7 below illustrate the respondents’ awareness of the event that was to be hosted in South Africa. In both the pre- and post-survey, all the respondents (100%) indicated that they were aware of South Africa’s hosting of the event. The results, therefore, indicate that their location in the close proximity of the Cape Town Stadium advantaged them, as most of the activities and marketing were conducted in this area.

<b>Table 4.7: Awareness of South Africa’s hosting of the 2010 FIFA World Cup™</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Response</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Yes	100	100
No	0.0	0.0

#### 4.4.2 Business awareness of the host stadium in Cape Town

Table 4.8 below depicts the respondents’ level of awareness of the host stadium in Cape Town. In both the pre- and post-event survey, the majority of the respondents (56.9% [pre-event] and 66.3% [post-event]) indicated Green Point, while 36.1% (pre-event) and 31.7% (post-event) of the respondents suggested Cape Town, with a further 7.0% (pre-event) and 2.0% (post-event) were nonresponsive to the question. The fact that the majority of the respondents suggested Green Point Stadium implies that most businesses knew about the new name of the stadium, but that the new name was not uniformly adopted by all, with some still referring to it by its old name.

<b>Table 4.8: Host stadium of the 2010 FIFA World Cup™ in Cape Town</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Stadium</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Cape Town Stadium	36.1	31.7
Green Point Stadium	56.9	66.3
No response	7.0	2.0

#### **4.4.3 Use of the Cape Town Stadium after the 2010 FIFA World Cup™**

Table 4.9 below illustrates the respondents' awareness of the Cape Town Stadium's use post the 2010 event. The majority of responses (61.1%) in the pre-event questionnaire suggested that the stadium would be used as a multipurpose facility, while only 43.3% (post-event) indicated this. These percentages were closely followed by the 30.6% (pre-event) and the 18.3% (post-event) who suggested that the stadium would serve as an entertainment area, while 19.4% (pre-event) and 18.3% (post-event) were unsure about the stadium's use after the event. Furthermore, 18.1% (pre-event) and 36.5% (post-event) gave the use of the stadium as a training venue, followed by 11.1% (pre-event) and 29.8% (post-event) who indicated that the stadium would be used as a conference venue after the event. Additionally, 8.3% (pre-event) and 13.5% (post-event) of the respondents suggested 'other' with responses including match venue for sporting events, local club football matches, and mass gatherings. A further 2.8% (pre-event) and 1.0% (post-event) suggested that the venue would serve as stores after the event. The results received in relation to the above-mentioned question suggest that many of the respondents were aware of the plan to use the stadium as a multipurpose venue. However, during the data collection for this study, high levels of uncertainty about the stadium and its use were ascertained. Such uncertainty prevailed due to the retraction by SAIL Stadfance, which had been designated the official operating company of the stadium. For this reason, many locals and interested parties were unsure about the future of the stadium at the time of the study, as noted by CNN (2010).

<b>Table 4.9: Use of the Cape Town Stadium following the 2010 FIFA World Cup™ event. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Use of the Stadium</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Don't know	19.4	18.3
Conference venue	11.1	29.8
Training venue	18.1	36.5
Stores	2.8	1.0
Multipurpose facility	61.1	43.3
Entertainment areas	30.6	18.3
Other	8.3	13.5

#### **4.5 Business involvement in 2010 and related activities (including support for the event)**

According to the Republic of South Africa (n.d.:9), the government and the Organising Committee embarked on various roadshows and initiatives to ensure that businesses were made aware of the opportunities that were available for them to become involved in the 2010 event. In addition to discussing this aspect, the present section aims to determine the amount of business support for the event and related activities. To understand this, questions regarding sponsorship activities, match attendance by staff, and the viewing of matches at PVAs were posed to the business respondents concerned.

##### **4.5.1 Sponsorship activities of the business**

With respect to sponsorship activities, Table 4.10 below illustrates the sponsorship activities of the different businesses in relation to the 2010 event. The minority (6% [pre-event] and 1% [post-event]), who indicated that they sponsored the local soccer clubs, were closely followed by 4% (pre-event) and 2% (post-event), who sponsored youth soccer clubs. Furthermore, 3% (pre-event) and 2% (post-event) sponsored school teams, with a further 1% (post-event) sponsoring local tourism 2010 initiatives. As can be seen, very few

businesses were involved in sponsorship activities, while the drop in the amount of involvement by businesses post-event could be due to them having lost their soccer focus.

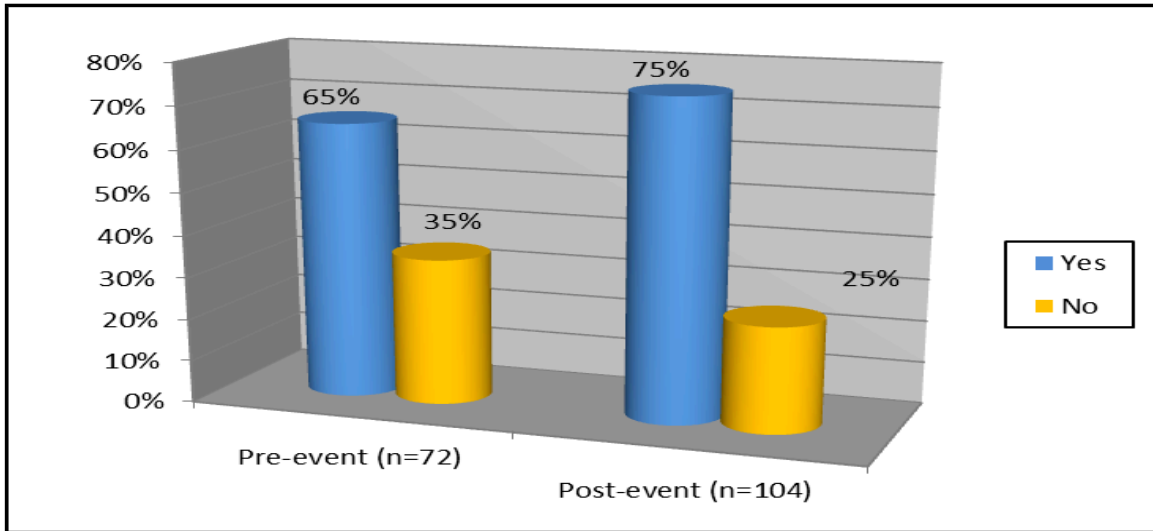
**Table 4.10: Sponsorship activities of the business**

	Pre-event responses		Post-event responses	
Sponsorship type	Total (n=72, in %)		Total (n=104, in %)	
	Yes	No	Yes	No
Local soccer club	6	94	1	99
Youth soccer club	4	96	2	98
School team	3	97	2	98
Local tourism 2010 initiatives	0	0	1	99

#### 4.5.2 Employees' attendance of the 2010 World Cup matches

Figure 4.3 below indicates the businesses' employees' attendance of the 2010 matches. The findings indicate that, in both the pre- and post-event questionnaire responses, the majority of the respondents were in support of the event. In the pre-questionnaire responses, 65% indicated that they intended to attend the 2010 matches, whereas the post-questionnaire responses revealed that even more of the respondents (75%) had attended the 2010 matches than had originally intended to do so. In contrast, 35% (pre-event) indicated that they had no intention to attend the event, while 25% (post-event) stated that they had not attended any of the 2010 matches. The findings, therefore, suggest that the majority of the respondents were in strong support of, and had an interest in, the 2010 event.





**Figure 4.3: Attendance by employees of the 2010 World Cup matches**

#### **4.5.2.1 Employees' attendance of event as official representatives of their business (post-event questionnaire only)**

In response to a question that was asked to determine the respondents' attendance of the 2010 event as official representatives of their firm, the overwhelming majority (77.9%) indicated that they had not attended the event in such a capacity, followed by 15.4% who indicated that they had. The remaining 6.7% decided not to respond to the question. This suggests that the majority of respondents supported the event, albeit mostly in their personal capacity.

#### **4.5.3 Employees' attendance at Fan Parks or official public viewing areas to view matches (post-event questionnaire only)**

For the 2010 event, Fan Parks or PVAs were implemented in order to ensure that more people than those who attended the matches were able to share in the excitement of the event (Republic of South Africa, n.d.:38). Haferburg (2011:340) suggests that PVAs play an important role when it comes to the overall evaluation of an event, because they serve as areas of interaction, and as forums for social encounters. In order to determine the level of support for PVAs, business employees were asked to indicate their involvement in the viewing of

the 2010 matches at the official Fan Parks, or PVAs. The majority (72.1%) of the respondents indicated that they viewed matches at a Fan Park or at a PVA, while 26.9% stated that they had not viewed matches there, while 1.0% did not respond to the statement. It can, therefore, be deduced that PVAs were a success for the 2010 event, since the majority of the respondents had viewed matches at an official Fan Park.

#### **4.6 2010 FIFA World Cup™ leveraging opportunities**

O'Brien (2006:241) stipulates that mega-events are continuously being used as leverage opportunities for stakeholders. He further explains the phenomenon of leveraging as the chance to maximise the long-term benefits created by the event. For the business sector, the 2010 event posed an opportune occasion for the exploitation of the benefits affiliated with the hosting of the event. With this in mind, the following section explores whether businesses took advantage of the event, and the opportunities thereby created.

To determine the above, respondents were asked about: the formation of partnerships; the securing of business deals; the additional investments made by the business; the advertising activities of the business; and the changes in business operations that were undertaken in anticipation of the 2010 event. The following tables and figures illustrate the responses that were received with regard to the above questions.

##### **4.6.1 Business partnerships**

O'Brien (2006:241) states that countries' hosting of mega-events can create relationships for local businesses with other international organisations, as well as fostering business linkages among the various sectors. In an effort to determine whether the businesses were provided with opportunities to create networks and business linkages by the 2010 event, the respondents were asked to indicate whether they had formed partnerships with international corporations, or with local companies. The findings reveal that most businesses (88.9% pre-event, and 98.0% post-event) indicated that they had not done so, followed by

8.3% (pre-event) and 1.0% (post-event) who indicated that they had done so. A further 2.8% (pre-event) and 1.0% (post-event) were nonresponsive. (See Table 4.11 below.) The businesses that were able to form partnerships did so by collaborating with travel companies, and with food suppliers, for such reasons as free advertising, an increase in service offerings, and the gaining of a competitive advantage. This indicates that the 2010 event did not create opportunities for the majority of local businesses concerned, in terms of business linkages and networking, signifying that the majority of businesses were not able to fully capitalise on, or to exploit the opportunities, created by the event. Furthermore, this could also mean that only a few businesses knew of, or made the right connections, leading up to, or during, the event.

The above, however, contradicts the discussion entered into in *How We Made It in Africa* (2011), where the argument is expressed that South Africa’s hosting of the 2010 event served to attract increased investment by global companies. The results, however, show that, overall, minimal connections were entered into with other local, or global, entities. In this sense, it could also be suggested that most of the investments that were made at the time of the event related to the construction industry, and to event-related investments (Steinbrink, Haferburg & Ley, 2011:18). As a result, they were not particularly prevalent among the tourism/hospitality businesses surveyed during this study. Moreover, the lack of business partnerships entered into could also be due to the fact that many of the businesses in close proximity of Cape Town Stadium were SMMEs.

	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Response</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Yes	8.3	1.0
No	88.9	98.0
None	2.8	1.0

#### **4.6.2 Securing of future business deal flow from the 2010 event (post-event questionnaire only)**

The below explains the responses that were obtained with regard to the securing of business from the 2010 event. This question was only posed during the post-event survey, due to the collaboration with the CoCT, and also due to it being applicable only to the period post the 2010 event. The responses indicate that almost all of the businesses concerned (99.0%) had not managed to secure business from the event, and only 1.0% was able to secure future business. Such findings also support the results discussed in 4.6.1 above. In both instances, the majority of the businesses were not able to realise the benefits of the event in terms of leveraging opportunities, business development and growth. Giampiccoli, Lee and Nauright (2013:3) argue that mega-events are seen as significant channels for local and regional economic development, and for increased business activity, which, inevitably, translate into an influx of outside capital through tourism and new investment. This seemed not to be the case for South African businesses during and after the 2010 event. A reason for this could be due to ineffective planning and management on the businesses' part, as well as to the "disruptive rather than stimulating effect of events on regular business" (Cornelissen, 2004:48). However, investor confidence in South Africa and its businesses could also have been due to high crime levels (pre-event) that could overshadow the event (Black, 2007:271), however, another reason could be the result of many businesses being SMMEs.

#### **4.6.3 Additional investments made by the business (post-event questionnaire only)**

In relation to the discussion in subsection 4.6.2 above, the below explanation presents the findings relating to the business investments made in relation to the 2010 event. The overwhelming majority (87.0%) of the respondents indicated that they had not made additional investments related to the event, while only 13.0% indicated otherwise. Such findings are, therefore, closely related to the findings discussed in 4.6.1, and in 4.6.2, respectively. Evidently, the above-

mentioned findings suggest that the businesses surveyed did not find it necessary to increase their investments for the 2010 event. This could be due to the event's inability to benefit the small business sector in particular, as well as the result of ineffective planning and management, which issue has already been raised in subsection 4.6.2 above. Furthermore, this could also be due to the temporary nature of events.

#### **4.6.4 Advertising activities undertaken by the business in relation to the event**

The 2010 FIFA World Cup™ presented opportunities for businesses to advertise their offerings, because of South Africa's hosting of the world's biggest sporting event (South Africa 2010 FIFA World Cup, n.d.:20). It should be noted that the pre-event portion of the study reflects the intentional marketing activities of the businesses concerned, while the post-event portion of the study refers to the actual marketing activities conducted by the business sector. The responses that are indicated in Table 4.12 below verify that 43.1% (pre-event) and 2.9% (post-event) of the respondents advertised their business via the Internet, while 33.3% (pre-event) and 15.4% (post-event) of the respondents advertised their business using flyers. Further, 26.4% (pre-event) and 65.4% (post-event) of the respondents conducted no advertising at all for the 2010 event. Moreover, 9.7% (pre-event) and 1.0% (post-event) of the respondents advertised their business via the radio, followed by 8.3% (pre-event) and 1.9% (post-event) who indicated using 'other' media to advertise their business. Only 4.2% (pre-event) of the respondents stated that they intended to market their offerings using street pole advertisements, whereas 18.3% (post-event) of the respondents had used billboards to advertise their business. The results suggest that the initial intentions to market businesses were higher than the actual marketing that was conducted for the event. In this sense, some businesses optimised on the opportunity that was made available by the hosting of the 2010 event, by means of making use of flyers and the Internet, while the majority did not find it necessary to market their business and its activities. Their decision not to advertise might have been due to their close proximity to the stadium, and to the

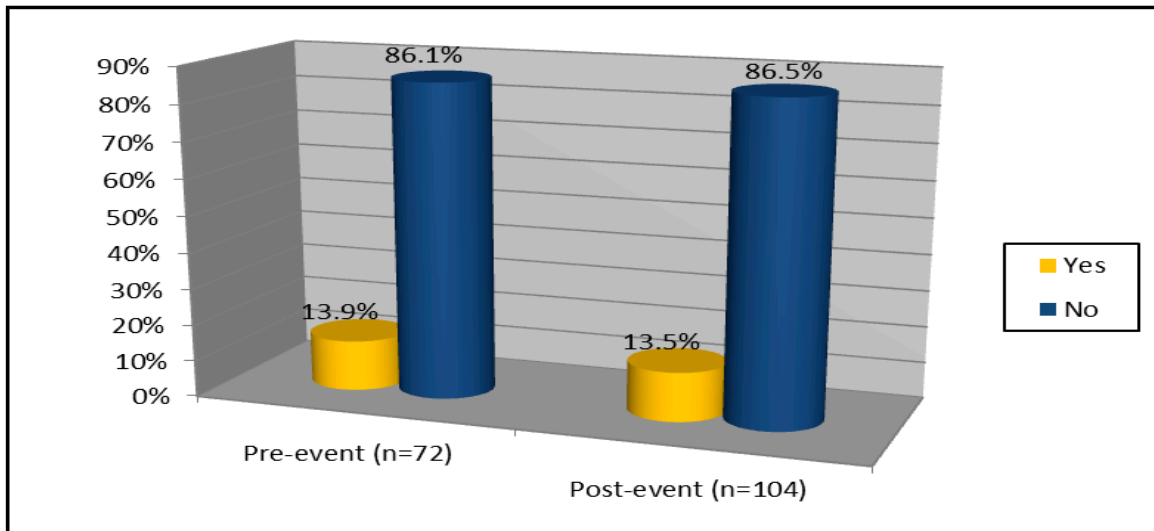
event activities. The results here thereby coincides with the findings of Chalip and Leyns (2008:546) that businesses within close proximity to the event and its related activities, often do not engage in vigorous marketing activities. This is because their business is already within a favourable reach to the overall event and marketing tactics.

<b>Table 4.12: Advertising activities undertaken by the business in relation to the event</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Advertising used</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Internet	43.1	2.9
Flyers	33.3	15.4
None	26.4	65.4
Radio	9.7	1.0
Other	8.3	1.9
TV	5.6	0.0
Street pole advertisements	4.2	0.0
Billboards	0.0	18.3

#### **4.6.5 Business employees' training related to the event**

Pillay and Bass (2008:330) postulate that events such as the 2010 FIFA World Cup™ can create opportunities for the locals in terms of employment and skills development, albeit that such employment and development is likely to be of a relatively short-term or temporary nature. Further, Rogerson (2009:342) explains that the South African government incorporated various initiatives for businesses in their planning for the hosting of the 2010 World Cup, so as to ensure that they were able to leverage the opportunities granted by the event. Such opportunities included training aimed at ensuring that businesses and their employees were ready for the influx of tourists that was likely to coincide with the hosting. Figure 4.4 below, illustrates that the overwhelming majority (86.1% [pre-event] and 86.5% [post-event]) of the respondents had not received training relating to the 2010 event, while 13.9% (pre-event) and 13.5% (post-event) did receive such training. This indicates that, even though the government had plans to train business employees, the anticipated training was not realised among the majority

of business employees, especially among those who worked in close proximity to the stadium.



**Figure 4.4: Whether training related to the 2010 FIFA World Cup™ received by employees**

#### **4.6.5.1 Type of event-related training received**

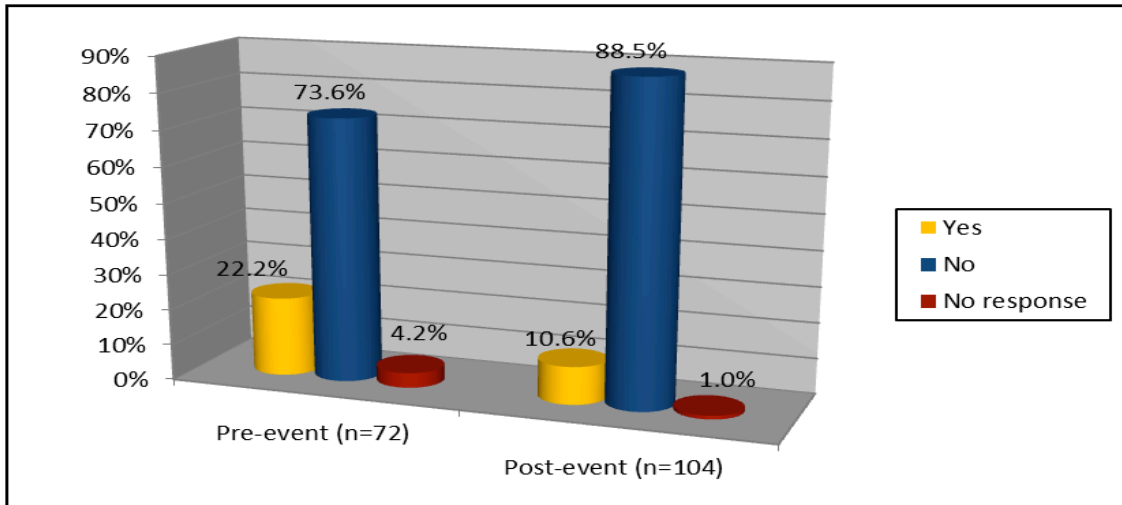
In relation to Figure 4.4 above, indicating whether or not formal training relating to the event was received, Table 4.13 below highlights the type of training, if any, that was received by the respondents. The responses recorded in the table are a follow-up to the responses shown in Figure 4.4 above. The responses that are given below indicate that tourism awareness training was received by 58% (pre-event) and 10% (post-event) of the respondents, with the percentages involved being followed by the 33% (pre-event) and 45% (post-event) who received guest relations training. A further 9% (pre-event) and 45% (post-event) of the respondents reported having received training relating to service delivery. As evident from the table of responses, the training received focused more on ensuring that the business employees were trained to cater for the influx of guests, so as to help ensure excellent service delivery.

<b>Table 4.13: Type of event-related training received. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Type of training</b>	<b>Total (n=12, in %)</b>	<b>Total (n=11, in %)</b>
Tourism awareness and hospitality	58	10
Guest relations	33	45
Service delivery	9	45

#### **4.6.6 Employees' attendance of the CoCT-supported events**

Figure 4.5 below shows the results that were obtained in an effort to determine the respondents' attendance of the CoCT-supported events. The results involved revealed that the majority of the respondents (73.6% [pre-event] and 88.5% [post-event]) had not attended the CoCT-supported events, while 22.2% (pre-event) and 10.6% (post-event) had attended the CoCT-supported events. In addition, 4.2% (pre-event) and 1.0% (post-event) were not prepared to respond either positively or negatively to the question. The results might have been due to many of the business owners and managers not being interested in attending the CoCT-supported events, due to their need to prepare for the event, or they might have been due to many of the businesses not having been made aware of any CoCT-supported events held at the time.

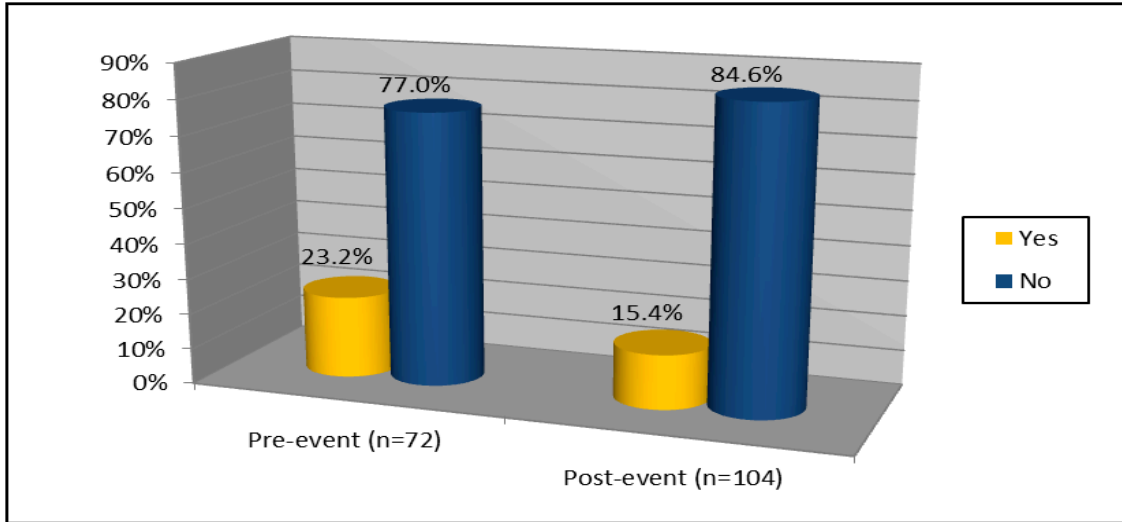




**Figure 4.5: Attendance of staff at the CoCT-supported events/conferences/sessions on doing business in relation to the 2010 event**

#### **4.6.7 Change in delivery of goods by the business**

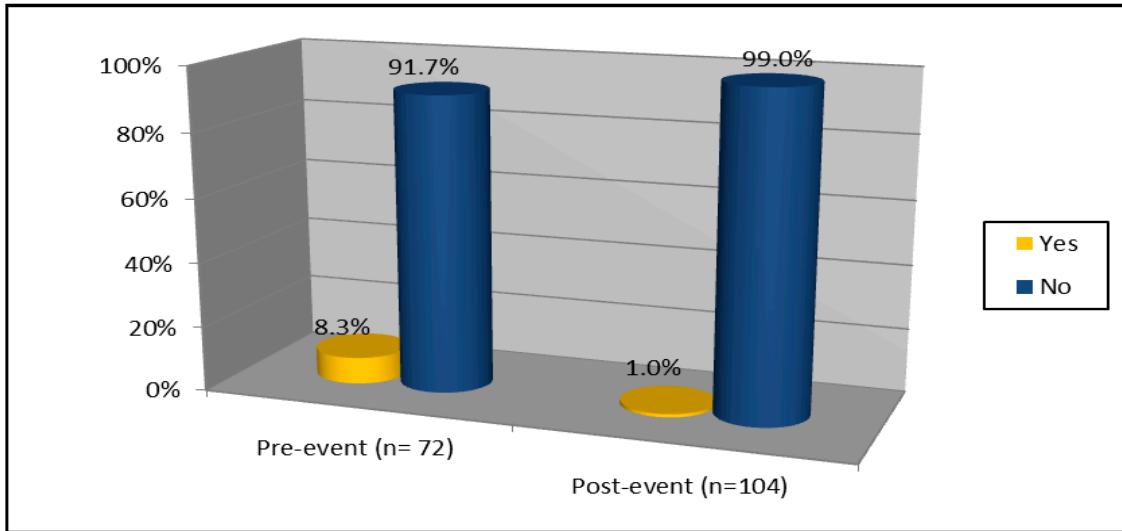
Rogerson (2008:338) posits that a mega-event can be a catalyst for business development, including the development of small business opportunities. However, he further suggests that small businesses are faced with such problems as marketing and the diversification of spaces for tourism growth. Figure 4.6 below indicates the responses that were received with regard to the change in business delivery due to the influx of tourists during the event. The overwhelming majority (77% [pre-event] and 84.6% [post-event]) did not change the manner of their delivery of goods and services, with only 23.2% (pre-event) and 15.4% (post-event) indicating otherwise. This indicates that the businesses were confident that their current goods and services offered would satisfy the needs and wants expressed by the tourists who were drawn to the event.



**Figure 4.6: Change of business delivery to cater for the influx of tourists for the event**

#### **4.6.8 Opening of other branches**

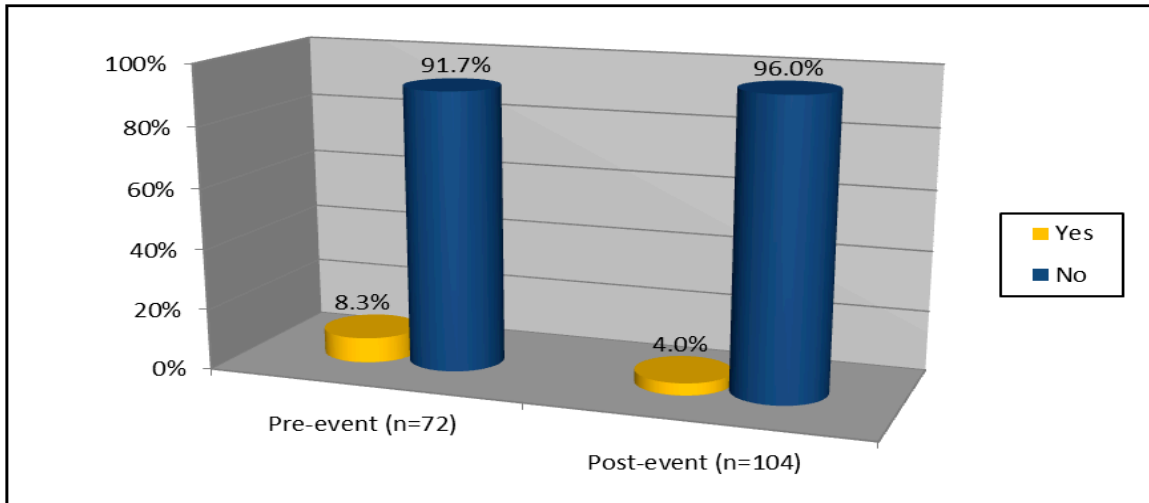
Figure 4.7 below presents the results that were obtained regarding the opening of additional branches by the businesses surveyed. The majority of the responses, pre-event (91.7%) and almost all the businesses post-event (99.0%), had not opened other branches, while the remaining 8.3% (pre-event) and 1.0% (post-event) indicated the opposite. The results, therefore, show that the business sector did not think it necessary to expand their businesses for the 2010 event. The findings in this respect are also closely related to the findings that are given in Figure 4.6 above, signifying that the businesses surveyed were confident regarding their position at the time of the study. Further, the lack of business expansion might also have been due to the fact that the 2010 event was hosted during a global economic recession.



**Figure 4.7: Opening of other branches/outlets for the 2010 FIFA World Cup™**

#### **4.6.9 Additional product/service offerings**

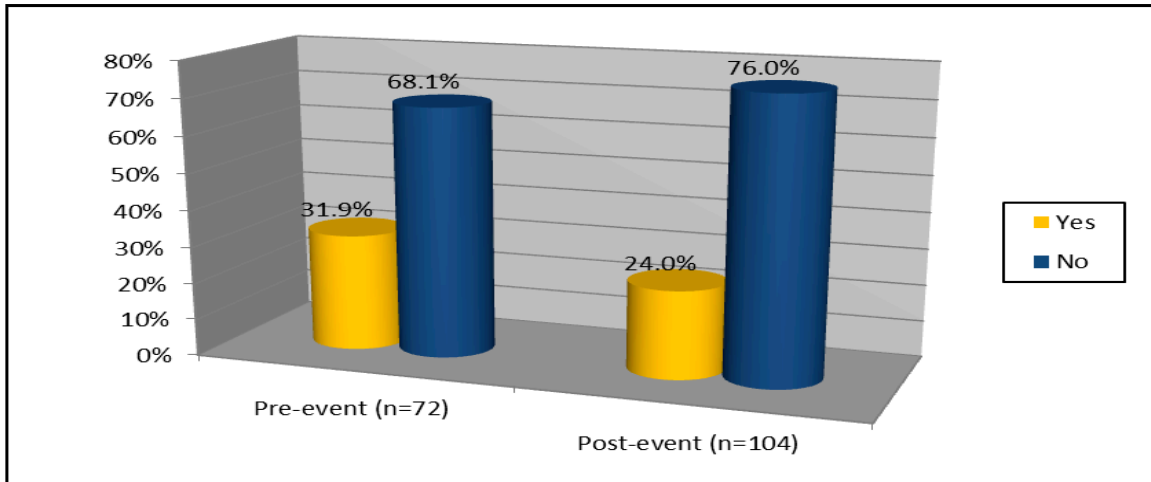
Figure 4.8 below presents the findings that were made regarding the decision by the businesses surveyed to offer additional services during the 2010 event to those which they usually supplied. As was to have been expected, considering the findings presented in Figure 4.7 above, the overwhelming majority of the respondents (91.7% [pre-event] and 96.0% [post-event]) were found not to offer other products or services during the 2010 event, whereas only 8.3% (pre-event) and 1.0% (post-event) indicated otherwise. This suggests that the businesses concerned were not prepared to venture to provide new offerings, opting rather to capitalise on the opportunities supplied by the event, using their existing products and services.



**Figure 4.8: Additional products or services offered during the 2010 FIFA World Cup™**

#### **4.6.10 Employment of additional staff**

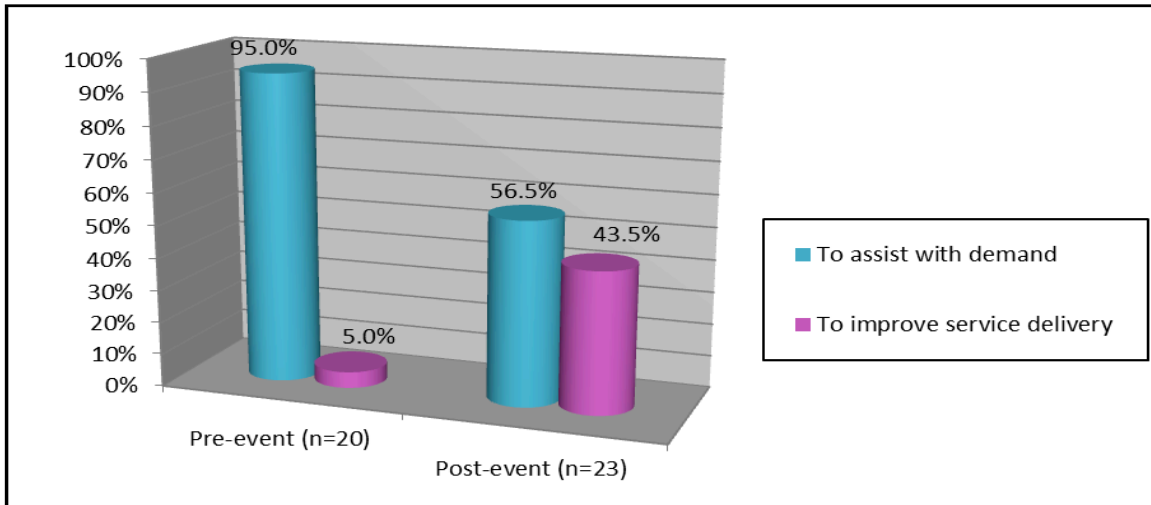
With regard to the employment of additional staff for the 2010 event. As shown in Figure 4.9 below, the majority (68.1% [pre-event] and 76.0% [post-event]) did not employ additional staff, whereas 31.9% (pre-event) and 24.0% (post-event) did employ extra staff for the 2010 event. However, the businesses highlighted that the employment of additional staff was only temporary in nature. Linking the previous two statements on the opening of additional branches, and on the provision of additional products and services, though the businesses concerned might not have expanded their business and activities, some businesses did employ additional staff. Moreover, at least in the case of some of the businesses, the findings support the notion that mega-events such as the 2010 FIFA World Cup™ can generate income, through employment creation in the area, thus improving the standard of living for the local community and economy, albeit on a short-term basis.



**Figure 4.9: The employment of additional staff to cater for the 2010 FIFA World Cup™**

#### **4.6.10.1 Purpose of employing additional staff**

As a follow-up to the preceding question, the purpose for the employment of additional staff was next enquired into. Of those who indicated that they employed additional staff, the findings (see Figure 4.10 below) show that 95.0% (pre-event) and 56.5% (post-event) of the businesses concerned employed additional staff to assist with the increased demand, while 5.0% (pre-event) and 43.5% (post-event) indicated that the employment of additional staff was aimed at improving the levels of service delivery involved. The results pre- and post indicate that during the pre-study there was much anticipation about increased demand. While service delivery saw a balance in the responses, pre- and post suggesting that there was a greater focus on service delivery both during and after the event.



**Figure 4.10: Reasons for employing additional staff**

#### **4.7 Perceptions of the 2010 FIFA World Cup™**

Mega-events like the 2010 FIFA World Cup™ and the Olympic Games have received increasing attention in recent years, due to the perceived impacts that such events have with regard to marketing, and to the strategy development of tourism destinations (Lee & Taylor, 2005:595). The authors further postulate that the popularity that is associated with the hosting of these mega-events is due to their ability to attract a significant number of international and domestic tourists, through the advertising of products and services to a global audience, as well as due to the leverage opportunities related to exports and new investments. The following subsection discusses the perceptions of the 2010 event among the businesses surveyed.

The first subsection on perceptions deals with the perceptions (including the concerns) of businesses around the 2010 event, whereas the second subsection is focused more on the construction of the infrastructure required, and its impact on the business sector.

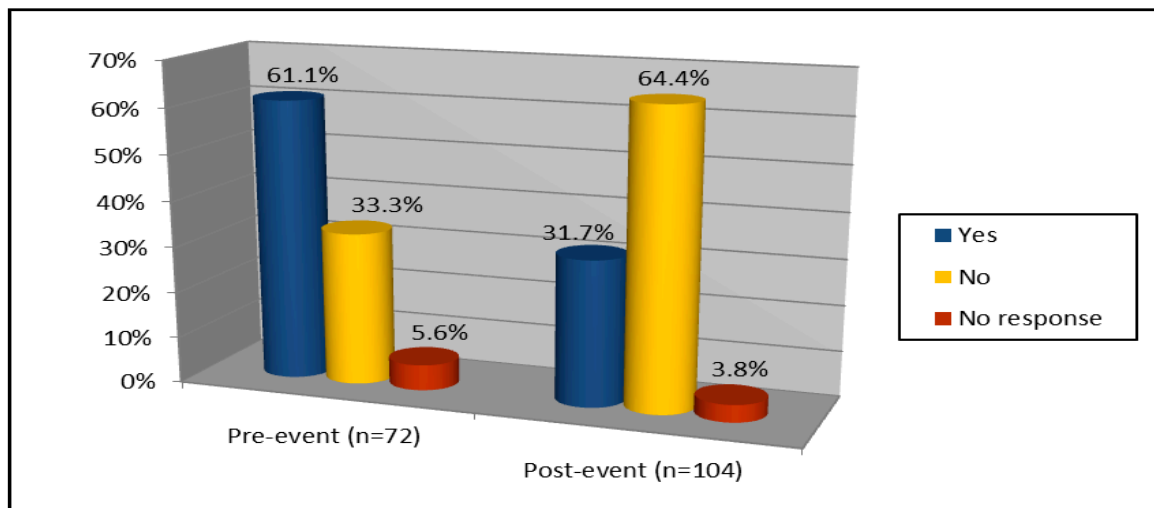
#### **4.7.1 Perceptions and experiences (including concerns) relating to the 2010 event**

The following subsection of the findings highlights the businesses' perceptions and experiences, and the businesses' concerns relating to the event.

##### **4.7.1.1 Impact of the global economic climate on the event**

BuaNews Online (2009), just prior to the event, reported that, even though the economic recession had negatively affected many sectors in the economy, as well as the economy as a whole, it was noted that South Africa's tourism industry enabled the country to sustain the impact of the global downturn. At the time, they further stated that, in 2008, during the heart of the recession, South Africa had nine million visitors. Figure 4.11 below presents the respondents' perceptions and experiences of the global economic climate, and its impact on the 2010 event. During the pre-event study, over half (61.1%) of the respondents perceived the negative global economic climate to have had a negative impact on the World Cup, followed by the 33.3% who indicated the opposite, and a further 5.6% who were not prepared to share an opinion in this regard. However, the responses from the post-event study show that perceptions had changed dramatically (creating almost a reverse situation), with the majority (64.4%) then stating that the recession had not had a negative impact on the 2010 event, followed by 31.7%, who indicated that the World Cup, in their estimation, had been negatively impacted, with 3.8% being nonresponsive. The initial perceptions expressed during the pre-event study suggest that the business respondents' were cognisant of South Africa's geographical location, serving, as it does, as a long-haul destination for those coming from Europe, as well as from the Americas, and from Asia (Du Plessis & Maennig, 2011:6). However, as was previously shown, the perceptions involved changed over the course of the event, perhaps due to the fact that the businesses surveyed perceived the event to be a success, due to the positive outcomes relating to such short-term tangibles as increased tourist activities and expenditure in the area. The implications are that, even though South Africa is geographically distanced from

the main international tourism markets, the hosting of the 2010 event was deemed to have had positive outcomes for the country. Further, with South Africa being a long-haul destination opportunities were also considered for longer lengths of stay than might otherwise have been the case, in order for the trip to be considered economically feasible by those attending the event.



**Figure 4.11: Whether the global economic climate had an impact on the 2010 event**

#### 4.7.1.2 Concerns about South Africa’s hosting of the event

Swart and Bob (2009:114) argue that the effective planning and management of mega-events can create positive economic and social legacies. Nevertheless, if such events are not properly planned, they can cause major concerns for the host destination, in terms of the increasing of public debt, and the uneven distribution of benefits. Table 4.14 below outlines the respondents’ main anxieties regarding South Africa’s hosting of the 2010 event. The responses received indicate that 18.1% (pre-event) and 32.0% (post-event) were concerned about the prevailing levels of crime, confirming that crime was seen as a constant concern, as will be discussed in subsections 4.7.3.1 and 4.7.6 below. However, it is important to note that the perceptions of crime increased from 18.1% to 32.0%, possibly suggesting that the hosting of the event led businesses to have the perception post-event that crime was more prevalent during the event than had



been anticipated prior to the event. In contrast, such increased levels of crime were not, in reality, experienced during the event, especially when it came to the issue of safety and security due to the increased presence of the South African Police Service in the area, as experienced below. Moreover, 16.7% (pre-event) and 24.0% (post-event) chose not to provide a response to this question, while concerns regarding the recession experienced by South Africa post the hosting of the 2010 World Cup was mentioned by the respondents, albeit only by relatively few of the respondents (9.7% [pre-event] and 17.3% [post-event]). In the same vein, the fact that South Africa is a long-haul destination did not affect the amount of travel even though a study by Ramselaar, (2010:47) suggests that tourism was one of the main sectors that was affected by the recession. The issue of safety and security was a concern among only a few of the respondents (9.6% [pre-event] and 6.7% [post-event]), despite the country being known to have a problem in this area. However, in comparison to the responses revealed in Figure 4.20 below, the majority of the respondents indicated that they did not improve their security arrangements in respect of the event. This suggests that, although the respondents had confidence in South Africa's successful management of the event, they were simultaneously sceptical regarding whether it would be as successful as was envisaged by some.

South Africa's readiness to host the event was a further concern, albeit among only a few of the respondents (8.3% [pre-event] and 3.7% [post-event]), with the number of responses being seen to decrease for the post-event study. Since this was the first time that South Africa was to host an event of such magnitude, there was also much scepticism among both locals and internationals about the country's readiness to do so successfully (Cornelissen, 2007:242). Such scepticism was further escalated by negative media coverage and scrutiny prior to the event, although similar concerns was not expressed post the event. The use of the Cape Town Stadium after the World Cup was another concern, albeit that it was expressed by only a few of the respondents (5.5% [pre-event] and 1.0% [post-event]). The cost of hosting the event was also a concern among a few of the respondents (4.2% pre-event) while, in response to the post-event

study, such a concern was no longer expressed (0.0% post-event). The result was surprising, as it did not tally with the ‘white elephant’ reasoning associated with the event.

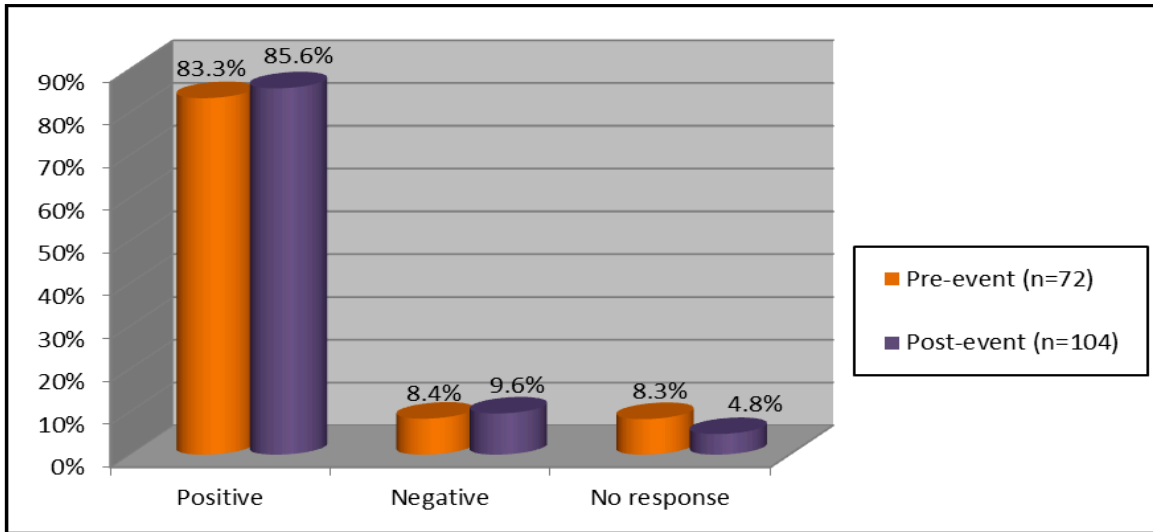
The preliminary concerns discussed above might have been due to the controversies revolving around the operations of the Cape Town Stadium, due to the initial operational company, SAIL StadeFrance, retracting from its intended management of Stadium activities, relegating the Stadium to ‘white elephant’ status (World Football Insider, 2010). In contrast, the post-event study found that there were fewer responses in this regard, due to the clarity provided by the CoCT regarding the finding of a suitable management company to oversee the Stadium and its operations. This indicates that, both prior to and after the country’s hosting of the event, the business sector was concerned about the prevailing levels of crime and safety and security, as well as about the post-World Cup recession.

<b>Table 4.14: Business concerns regarding South Africa’s hosting of the 2010 event. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Concern</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Crime	18.1	32.0
No response	16.7	24.0
Post-World Cup recession	9.7	17.3
Safety and security	9.6	6.7
South Africa’s readiness to host the event	8.3	3.7
Stadium use after the World Cup	5.5	1.0
Congestion	5.5	4.8
Cost of hosting the event	4.2	0.0
Infrastructure availability	4.2	3.7
Decrease in business revenue due to limited spending power	4.2	3.7
Football hooligans	2.8	1.0
Overpricing	2.8	1.0

Image of South Africa	1.4	1.0
<b>Table 4.14: Business concerns regarding South Africa's hosting of the 2010 event. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Concern</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Lower productivity levels during and after the event	1.4	0.0
Prostitution	1.4	0.0
Public transport availability	1.4	0.0
Terrorism	1.4	0.0
Vandalism of stadiums	1.4	3.7

#### 4.7.2 Impacts of the 2010 FIFA World Cup™ on business

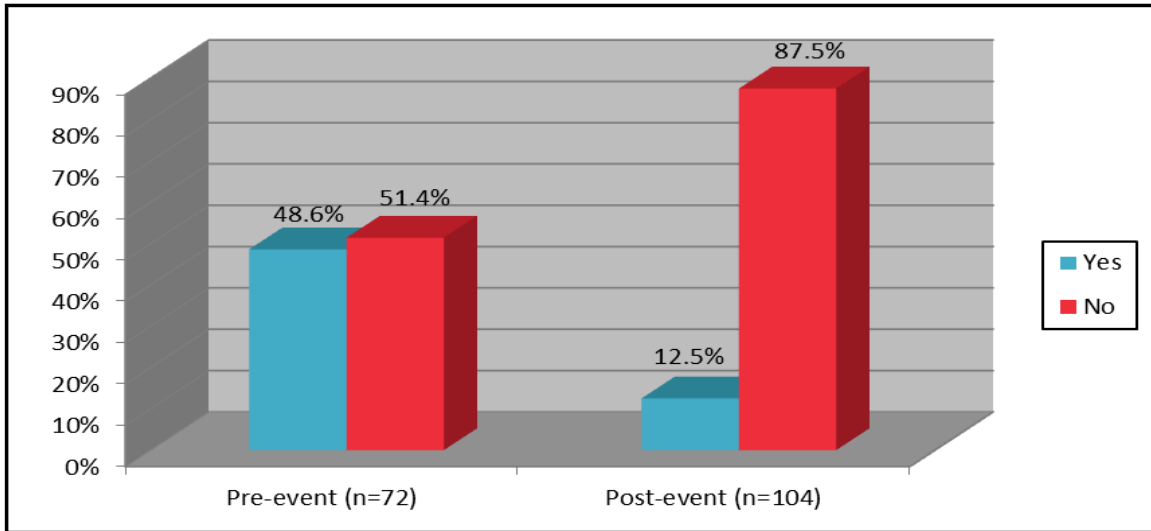
Cornelissen (2009:131-132) contends that urban areas are usually the setting where stadium venues can usually be found, and where tourist consumption predominantly takes place. This is because the areas concerned are usually well developed in terms of infrastructure, with accommodation, leisure and retail outlets being geared to suit the needs of the tourists in the area. The above-mentioned researcher further argues that mega-events can be used to create employment, to foster infrastructural development, and to develop ancillary services (Cornelissen, 2009:134). Pertaining to the impacts of the World Cup on their business, in their pre- and post-event responses, the overwhelming majority of the respondents (83.3% [pre-event] and 85.6% [post-event]) indicated a positive response, while 8.4% (pre-event) and 9.6% (post-event) indicated the opposite. (See Figure 4.12 below.) A further 8.3% (pre-event) and 4.8% (post-event) of the respondents were nonresponsive to this question. This indicates that the majority of the businesses were positively impacted on by the event, and it also indicates that such developments as a world-class stadium can make a significant contribution to a business in terms of tourism and economic growth.



**Figure 4.12: Impacts of the 2010 World Cup on business**

#### **4.7.3 Experiencing of any problems by the business as a result of the event**

Figure 4.13 below presents the findings obtained regarding the respondents' perceptions and experiences of problems that occurred due to the hosting of the event by South Africa. The results show a vast difference (pre- and post) where, 51.4% (pre-event) and 87.5% (post-event) of the respondents did not experienced problems as a result of the event, while the minority (48.6% [pre-event] and 12.5% [post-event]) indicated the opposite. This suggests that the business sector saw the event in a positive light, especially after the event, rather than as a problematic occurrence for their business. Positivity was, therefore, prevalent in their perceptions of the event, and of what it signified for their business.



**Figure 4.13: Experiencing of any problems by business as a result of the event**

#### **4.7.3.1 Types of event-related problems experienced by the respondents**

The responses indicated in Table 4.15 below were obtained in response to a follow-up question to that asking whether the business had experienced any problems as a result of the hosting of the 2010 event. The respondents who stated that they had found the event to have created problems [ $n= 18$  (pre) and  $n=13$  (post)] were asked to indicate what problems they had experienced during the event. Although few problems were identified, the respondents highlighted the following negative aspects of the period during which the mega-event took place. In response to the pre-event survey, 25.0% of the respondents highlighted the congestion that had occurred due to the construction of the new stadium. However, during the post-event survey, the percentage involved decreased (to 1.0%), illustrating that congestion was no longer considered to have been an issue during the event. This could also have been due to the completion of the construction concerned. The results, therefore, suggest that, during the build-up to the event, congestion was perceived as one of the main problems experienced, in relation to the construction of the stadia, and road closures.

The above-mentioned percentages were followed by the 5.6% (pre-event) of respondents who indicated the lack of parking to be an issue, while 4.3% of the

respondents (pre-event) and 1.0% (post-event) found crime to be a problem, as indicated in Table 4.15 below. It is important to note that the perceptions of crime raised here related to actual experiences. Accessibility was problematic among 2.8% (pre-event) and 7.7% (post-event) of the respondents, suggesting that the problem of accessibility was seen to have emerged by the time that the post-event questionnaire was undertaken, suggesting that the concerns related to the evolution of the event as it transpired. The above signifies that, for some businesses, the issue of poor accessibility persisted after the event. Although the issue of access was not an overwhelming concern during the pre-event study, such perceptions should not be overlooked. In order to address this type of difficulty in future, ease of access for all affected parties, but especially for the locals, should be ensured so as to ensure greater support for an event than might otherwise be possible.

<b>Table 4.15: Problems experienced as a result of the 2010 FIFA World Cup™. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Problems</b>	<b>Total (n=18, in %)</b>	<b>Total (n=13, in %)</b>
Congestion	25.0	1.0
Lack of parking	5.6	0.0
Crime	4.3	1.0
Decreased accessibility	2.8	7.7
Inability to cater for demand	2.8	1.0
Prostitution	2.8	0.0
Lack of local patronage	1.4	0.0
Price increases	1.4	0.0
Transport availability	1.4	0.0
Crowd control	1.4	0.0
Long-term negative impacts	1.4	1.0

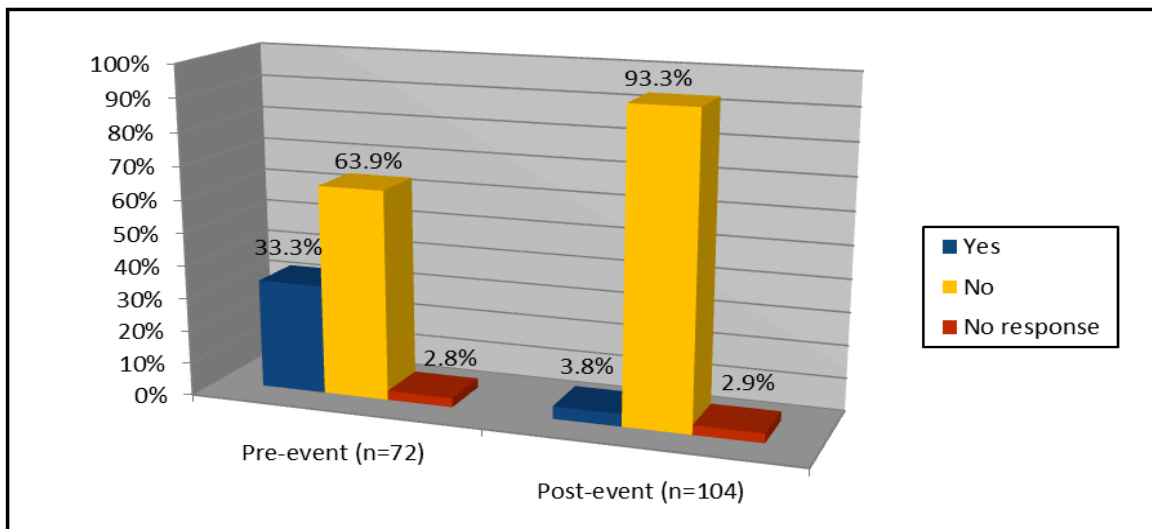
#### 4.7.4 Post-event impacts on the business (pre-event questionnaire only)

Table 4.16 below presents the findings that were made with regard to the businesses' perceptions of the anticipated impacts of the event on the business sector. Almost half (41.7%) of the respondents were nonresponsive to the question, suggesting a relatively high level of uncertainty regarding the issue. However, 23.5% of the respondents indicated an increase in the number of tourists, signifying that businesses viewed the event as a catalyst for tourism growth in the area. Furthermore, 15.3% of the respondents suggested that the event would have no impact on their business, whereas 6.9% were unsure about the impacts involved, with 5.6% indicating a decrease in the amount of revenue gained as being a post-event impact. A further 5.6% of the respondents highlighted that the event would create good exposure for future business, while 1.4% of the respondents suggested that there would be an increase in the number of peddlers in the area due to the event. The results, therefore, suggest that the business sector held mixed feelings regarding the event and its impacts on their businesses after the event. Nevertheless, the respondents' positive reaction to the event, and the ability of the event to increase the number of tourists in the area, should be noted, as such perceptions suggest a relatively deep sense of confidence in the event, and in what it meant for the tourism sector.

<b>Impact</b>	<b>Total (in %)</b>
No response	41.7
Increase in the number of tourists	23.5
No change to the business	15.3
Unsure about whether there would be any post-event impacts	6.9
Decrease in sales revenue	5.6
Good exposure for future business	5.6
Increase in the number of peddlers	1.4

#### 4.7.5 Improvement of their security by businesses for the duration of the 2010 event

Davies (2009:37) argues that, during the lead-up to South Africa's hosting of the 2010 event, the safety and security of those involved was a major concern. As a means of mitigating such concerns, Swart and Bob (2009:127) in their study, bring the readers' attention to the improvements to stadiums and infrastructure, which were designed in such a way as to minimise the possibility of criminal activity. Furthermore, the South African Police Service, Central City Improvement District were also deployed to ensure the safety and security of the visitors and all concerned parties. Figure 4.14 below presents the findings that were made in terms of the security measures taken by the businesses concerned, in relation to



the 2010 event.

**Figure 4.14: Improvement of security by businesses for the duration of the 2010 event**

During both the pre- and post-event period, the majority of respondents (63.9%, and 93.3%, respectively) reported that they did not improve their existing security for the purpose of the 2010 event. In contrast, 33.3% (pre-event) and 3.8% (post-event) of the respondents indicated the opposite. A further 2.8% (pre-event) and 2.9% (post-event) of the respondents did not respond to this question. The change in the responses occurred from the time of the pre-event questionnaire to the time of the post-event study, with regard to the improvement of the security



for the event. Such change signifies that the respondents were less concerned post-event than they were pre-event, due to the successful safety and security measures that were maintained during the event, by all parties.

#### **4.7.6 Increase in the level of crime on match days (pre-event questionnaire only)**

Crime is considered as a relatively unpredictable and uncontrollable factor when it comes to the hosting of mega-events (Horn & Breetzke, 2009:19). To determine whether crime was perceived as a factor of importance in relation to the 2010 event, the respondents were asked to indicate whether the levels of crime would increase on match days. More than half (59.7%) of the respondents agreed that there would be a higher incidence of crime on match days, followed by the 34.7% who disagreed with this, and a further 5.6% who opted not to respond to the question. The findings imply that the majority of the respondents were not overly confident regarding South Africa's security plan for the 2010 event, despite the country's clear-cut plan to enhance its security planning for the event (Stadia-magazine, n.d.). Such perceptions could have been due to the prevailing crime statistics in the country at the time, suggesting that the levels of crime had become out of control, and that the hosting of the event would be likely to create more opportunities for criminals. However, when compared to the responses noted in Figure 4.14 above, the responses in this instance show that, even though the businesses anticipated a higher level of crime on match days, they did not make any formal plans to improve their security during the event. Further, when looking at the previous findings related to the question of crime, and safety and security it is clear that during the pre-study, respondents anticipated problems. However, during the post-study, responses were almost in reverse with respondents not perceiving crime, and safety and security as an issue any longer.

##### **4.7.6.1 Types of criminal activity anticipated**

In response to the findings made, as indicated in Section 4.7.6 above, the respondents were asked to indicate how, or why, the levels of crime would

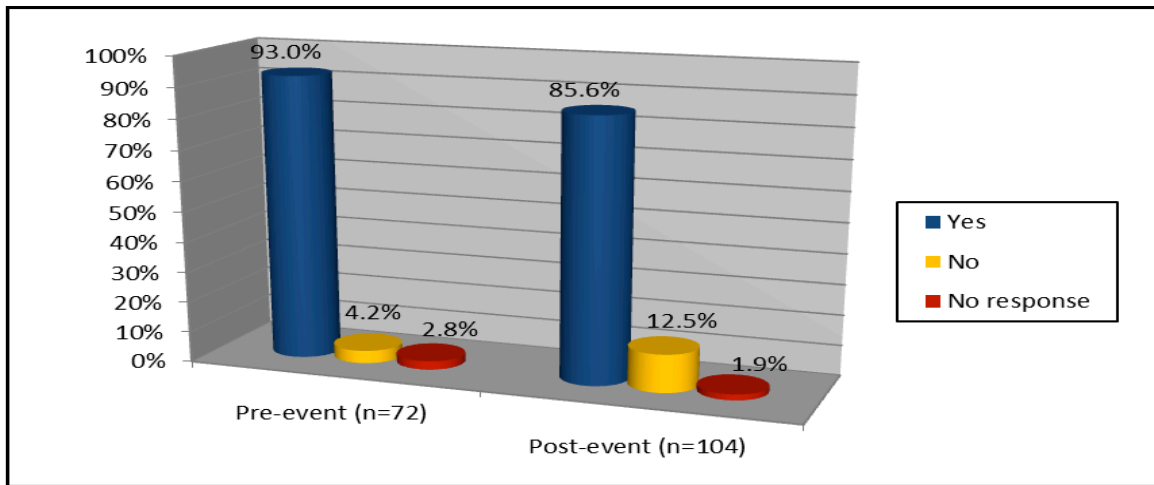
increase, with their responses being shown in Table 4.17 below. The responses received to the open-ended question, as ranked from the highest to the lowest percentage, include: increased muggings, due to the additional people available as potential victims (25.0%); the lack of vigilance of foreigners (11.2%); poor crowd management (8.3%); and a heightening of the number of opportunities available for the occurrence of petty crime (8.3%). From the responses received, it is clear that a minority of the respondents (38.0%) perceived the World Cup to create opportunities for petty criminal activities. However, according to *The Guardian* (Anon, 2010), the number of criminal activities decreased dramatically during the event, by as much as 70% in certain areas, which strongly counters the negative perceptions recorded in this regard.

<b>Table 4.17: How, or why, levels of crime would be likely to increase during the event. Multiple responses permitted (pre-event questionnaire only) (n=38, in %)</b>	
<b>Factors conducive to crime</b>	<b>Total (in %)</b>
More people present to be mugged	25.0
Foreigners not vigilant enough	11.2
Increased opportunities for petty crime	8.3
Poor crowd management	8.3

#### **4.7.7 The improvement and development of the infrastructure, as a result of the event**

Figure 4.15 below presents the findings of the respondents with regard to the businesses' attitudes towards the improvement and development of the infrastructure, as a result of the 2010 FIFA World Cup™. The responses presented below indicate a slight decrease in the number of post-event responses received, with the overwhelming majority of the respondents (93.0% [pre-event] and 85.6% [post-event]) being of the opinion that the 2010 event had assisted in the development and improvement of the infrastructure, while 4.2% (pre-event) and 12.5% (post-event) indicated the opposite, and a further 2.8% (pre-event) and 1.9% (post-event) were nonresponsive in this regard. The findings suggest that the majority of the respondents had a high degree of

confidence in the event, and in its ability to foster development and improvement, despite not being able to use the Cape Town Stadium for their business.



**Figure 4.15: Whether the 2010 event assisted with the improvement and development of the infrastructure**

#### **4.8 Perceptions and experiences regarding the construction of the Cape Town Stadium**

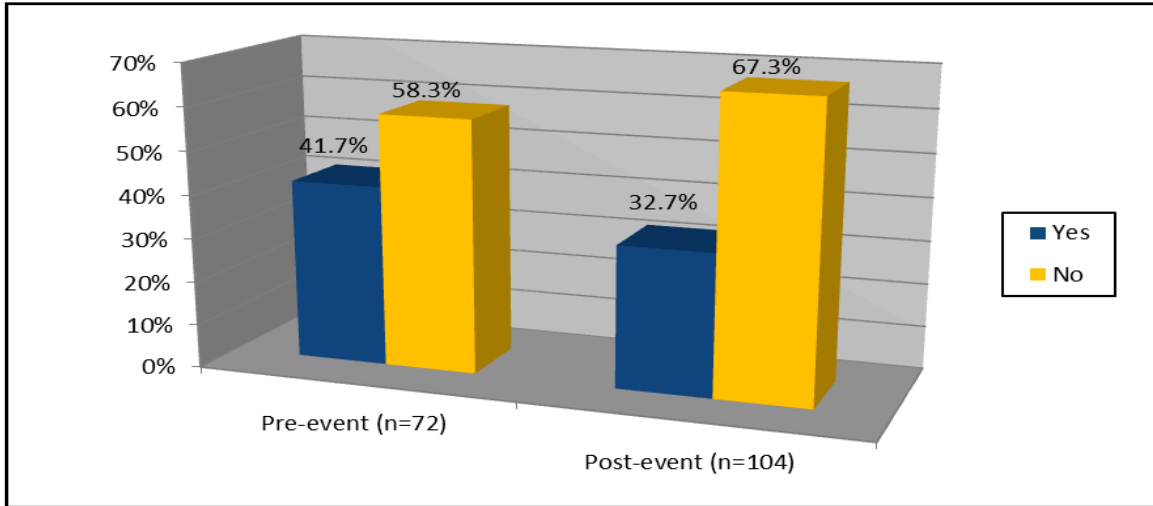
In preparation for the 2010 football matches to be held in the host venue, Cape Town, a newly developed stadium was to be built. The building of the new stadium gave rise to much controversy, as the residents living close to where the stadium was to be built expressed fierce opposition to its erection (Alegi, 2008:398). After much discussion, it was resolved that the stadium would be erected on the old Green Point Stadium site. According to Hendricks, Bob and Nadasen (2012:63), the Cape Town Stadium is well suited as a host venue, because of its first-class setting, its ability to host an event of this magnitude, its rich history, and the availability of amenities in the surrounding areas. With a venue in this setting, an event of this nature is believed capable of creating unprecedented opportunities for businesses, although such opportunities can either be positive or negative, or a mixture of both.

As discussed by Preuss (2015:11), changes affect different stakeholders differently. To determine how the changes related to the hosting of the 2010

event affected businesses, questions pertaining to the Cape Town Stadium and its construction were asked, in relation to which the findings are presented below.

#### **4.8.1 Impacts of the construction of Cape Town Stadium on business**

Lorde et al. (2011:349) posit that the hosting of mega-events requires the major construction and renovation of state-of-the-art stadia in support thereof. This is because events of this magnitude generate an extensive amount of tourism, media coverage, recognition, and economic benefits for the host country concerned (Lorde et al., 2011:351). However, at the same time, construction can bring about such negative impacts as traffic congestion and increased pollution (Lorde et al., 2011:351). Figure 4.16 below presents the findings that were made with regard to the impacts of the construction on the business sector. The results show that over half (58.3% [pre-event] and 67.3% [post-event]) of the respondents indicated that they were not impacted on by the construction of the stadium, while 41.7% (pre-event) and 32.7% (post-event) indicated that their business was impacted on by the construction of the stadium. The results reveal that there were bigger differences during the post-study suggesting that once the stadium was built and the successful hosting of the event, impacts were more favourable. Further, the results here can also be linked to the findings in Table 4.15 above where respondents perceived congestion to be a problem (pre-event), however responses dropped after the hosting of the event. In both instances the results suggest that although problems were anticipated, they were unfounded.



**Figure 4.16: Impacts of the construction of the Cape Town Stadium on business**

#### **4.8.2 Types of impact on business resulting from the construction of the Cape Town Stadium**

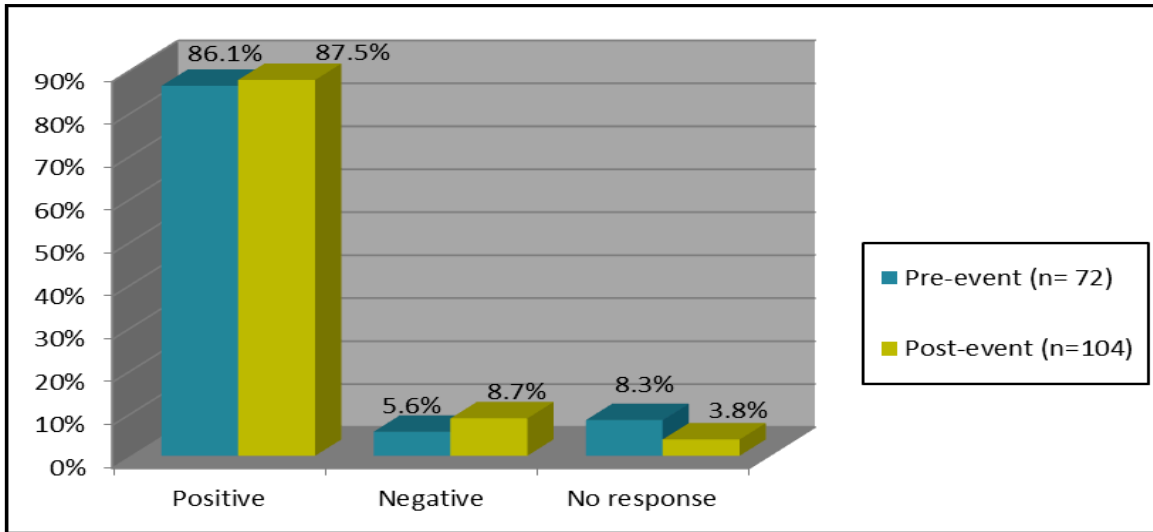
Based on the previous findings, as shown in Figure 4.16, Table 4.18 below presents the open responses that were received from the businesses surveyed regarding the impacts resulting from the construction of the Cape Town Stadium. The findings reveal that the impacts experienced during both the pre- and post-questionnaires included: decreased accessibility (27.6% [pre-event] and 18.2% [post-event]); congestion (24.1% [pre-event] and 12.1% [post-event]); decreased business revenue (13.8% [pre-event] and 3.1% [post-event]); and pollution (10.3% [pre-event] and 54.5% [post-event]). This suggests that the construction of a stadium can have negative impacts on its surroundings, albeit only on a few businesses, especially those within close proximity of event-related activities. Although, in the current study, the ranking of perceived impacts during the post-event questionnaire was slightly changed in relation to the ranking in the pre-event questionnaire, the issue of pollution was identified as being a major issue during the former questionnaire, as its levels sharply increased, suggesting that many businesses experienced even worse pollution after the event than they had prior to it. The level of pollution referred to here is noise pollution by fans on match days, and visitations to the stadia area. Though only a minority of the

businesses experienced negative impacts due to the construction of the Cape Town Stadium, the issues experienced proved not to be as major as had been anticipated during the pre-event study. In particular, the issue of decrease in business revenue can be seen to have marginally declined in importance by the time of the post-event questionnaire, in comparison with the pre-event questionnaire. When linked to the previous findings regarding construction concerns and impacts, it can be seen that congestion was only perceived as a problem (pre-event) with very few respondents experiencing it.

<b>Table 4.18: Types of impact on business resulting from the construction of the Cape Town Stadium. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Impacts</b>	<b>Total (n=29, in %)</b>	<b>Total (n=33, in %)</b>
Decreased accessibility	27.6	18.2
Congestion	24.1	12.1
Decrease in business revenue	13.8	3.1
Pollution	10.3	54.5

#### **4.8.3 Impacts of the siting of Cape Town Stadium on business**

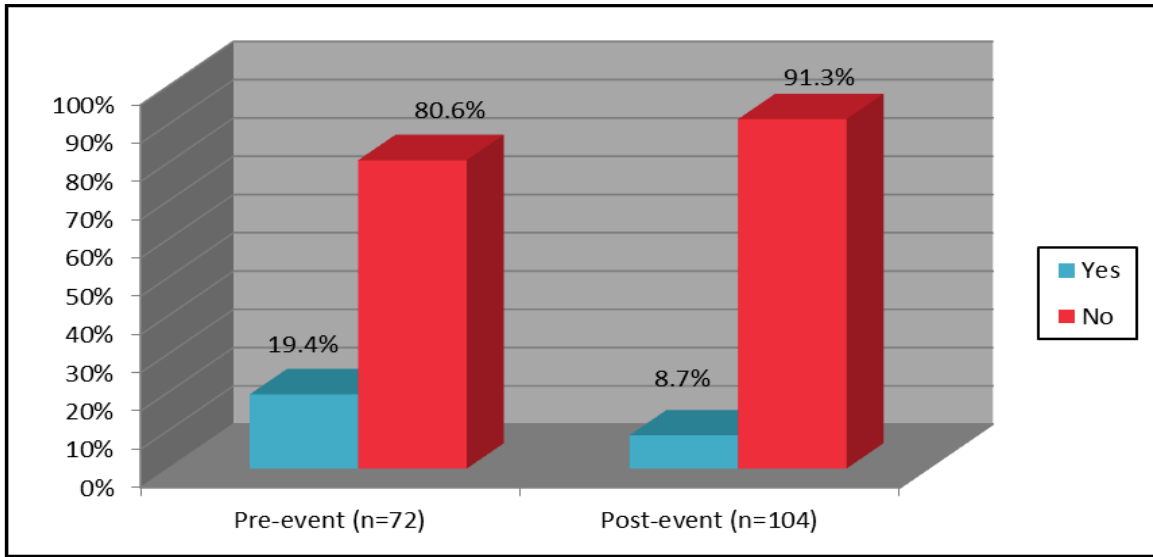
The question that was asked to elicit the results that are shown in Figure 4.17 below was aimed at ascertaining whether the businesses surveyed were positively or negatively impacted on by the Stadium. The overwhelming majority (86.1% [pre-event] and 87.5% [post-event]) of the respondents indicated that their business was positively impacted on by the event. These percentages were followed by the 5.6% (pre-event) and 8.7% (post-event) of the respondents who indicated a negative response. A further 8.3% (pre-event) and 3.8% (post-event) were nonresponsive to the question. Clearly, most businesses anticipated positive benefits, living up to expectations for the businesses involved, the results thereby supporting the view of Fourie and Santana-Gallego (2011:1367).



**Figure 4.24: Impact on business from the siting of a stadium in the area**

#### **4.8.4 Business interest in using the Cape Town Stadium post-event**

In terms of the business sector’s intentions to use the Cape Town Stadium after the event, the overwhelming majority (80.6% [pre-event] and 91.3% [post-event]) were not interested in using the stadium facilities after the World Cup, while only 19.4% (pre-event) and 8.7% (post-event) indicated an interest in using such facilities. (See Figure 4.18 below.) From the above results, it can be seen that the post-event responses increased in number with regard to the non-use of the stadia facilities, indicating that the majority of the business sector surveyed found the Cape Town Stadium to be too big in size for their business in terms of its usability.



**Figure 4.18: Business interest in using the Cape Town Stadium facilities after the event**

#### **4.9 Business perceptions, expectations and experiences (including those regarding the benefits) of the 2010 FIFA World Cup™**

Fourie and Santana-Gallego (2011:1364) found that the hosting of sport mega-events has become increasingly popular over the last two decades. This can be owed to the increase in disposable income across the globe, as well as to changes in lifestyle and consumption patterns, and the growing commercial significance of sport as a catalyst for increased consumption. For South Africa, as discussed by Hendricks et al. (2012:63), the 2010 event raised expectations in terms of what it meant for the country among the various parties concerned, especially within the business sector. Using a Likert rating scale, the discussion in the following subsection revolves around the expectations of the business sector. This section differs slightly from section 4.8 above, due to its use of the Likert rating scale, and a more indepth exploration of the economic, social, environmental and tourism related aspects.



#### **4.9.1 South Africa's readiness to host the event**

Preuss and Solberg (2006:392) postulate that the hosting of mega-events requires a large amount of investment in the preparations involved, due to the infrastructure and the facilities that are required for the successful hosting of the event. As a result, concerns tend to arise about the readiness of the host population to host the event. Lee and Taylor (2005:596) suggest that the investment in an event should leave a positive image, and a long-lasting legacy, behind for the host destination. In addition, Preuss (2015:5) discusses that legacies can be both tangible and intangible, while being positive for some stakeholders, and negative for others. In the following subsection, the respondents were required to indicate their level of agreement with statements regarding South Africa's readiness to host the 2010 FIFA World Cup™.

In this section of the questionnaire, a Likert scale was used to determine the perceptions, experiences and expectations of the business respondents with respect to certain statements made. The respondents were required to rate their responses using the following predetermined list of variables: strongly agree (SA); agree (A); neutral (N); disagree (D); and strongly disagree (SD). Likert scales allow respondents to express direction and agreement about a specific topic or phenomenon (Garland, 1991:1). Furthermore, the responses were also grouped, with A and SA being grouped as responses indicating agreement, and D and SD being grouped as responses indicating disagreement. Further analysis was conducted to test the significant differences between the pre- and post-event responses.

In both the pre- and post-questionnaire, the respondents were requested to indicate their level of confidence in the 2010 event. Based on the responses, it is evident that the majority (77%) of the respondents were confident in South Africa's hosting of the event, followed by 18%, who expressed their neutrality in this regard, and a further 5% who stated that they lacked confidence in the event (pre-event). (See Table 4.19 below.) The post-event questionnaire found that 97% of the respondents felt that the event had been successfully hosted, while

only 3% chose to remain neutral on this statement, with no disagreement being expressed in this regard. Chi-square testing was conducted to determine whether there were any significant differences between the pre- and post-event responses, in relation to the level of confidence in the 2010 event. The probability level obtained in this regard was  $P < 0.001$ , indicating that there was a significant difference between the pre- and post-event findings. In this vein, the businesses surveyed were found to hold much more confidence in South Africa's hosting of the event after it had been held. Furthermore, this also signifies that the businesses concerned were positive in this regard (pre-event), and even more so after the event, with their improved rating being based on their experience of the event.

Gratton and Preuss (2008:1925) indicate that legacies are often measured by the changes that they cause at a destination. They further postulate that economic impacts are usually short-term, and that, due to event leakages, they can become somewhat redundant, and not even considered to be a 'legacy'. However, Gratton and Preuss (2008:1926) state that events assist destinations to attract increased economic activity, thereby allowing the destination to compete with global players. When analysing the legacy, albeit in the short-term, of the 2010 FIFA World Cup™ for South Africa, from the pre-event responses it was evident that 66% of the businesses believed that the 2010 event would create a lasting legacy for South Africa, followed by 30% who were neutral in this regard, and 4% who were in disagreement with the statement made in this respect. However, the post-event responses were much more (95%) positive on the whole regarding the event and its positive legacy, while 4% remained neutral on the issue, and 1% disagreed that the event would leave a lasting legacy for South Africa. A significant difference was discerned in the pre- and post-event responses ( $P < 0.001$ ), signifying that the perceptions around legacy had dramatically changed by the time of the post-event questionnaire (from 22% [pre-event] to 10% [post-event]). This illustrates that businesses, in the short-term, were confident that South Africa's hosting of the World Cup would have long-lasting positive impacts for the country, which further suggests that the

respondents agreed with the notion of such authors as Gratton and Preuss, as indicated above. However, the overall legacy of the hosting of the event by South Africa will potentially only be able to be ‘measured’ many years after the event has taken place (Preuss, 2015:6-7).

Statement	Pre-event response (n=72, in %)					Post-event response (n=104, in %)					P value
	SA	A	N	DA	SD	SA	A	N	DA	SD	
I feel confident that this event will be / was successfully hosted by South Africa.	26	51	18	5	0	87	10	3	0	0	<b>&lt;0.001</b>
The hosting of the FIFA World Cup™ will result /resulted in South Africa achieving a legacy.	24	42	30	3	1	70	25	4	1	0	<b>&lt;0.001</b>

#### **4.9.2 Use of public money/funds on the 2010 Soccer World Cup**

Preuss (n.d.:197) explains that, with the hosting of mega-events, the citizens involved often come to be concerned about the use of public funds, because locals are not sure about the true economic value of these events. The author further postulates that the expression of concern among the locals usually stems from the feelings that they have regarding the event causing ‘over-debt’ for the country, as well as about the use of funds for the event that might otherwise have been used for other social projects. When the respondents were asked to indicate their level of perceptions pertaining to the use of public funds for the event, prior to the event being held, 47% agreed that the use of such funds was acceptable, followed by 32% who indicated a neutral response, while 21% disagreed with the use of public funds for the event. Post the event, 43% of the respondents agreed with the statement, whereas 20% were neutral regarding it, followed by 37% who disagreed with it. (See Table 4.20 below.) The finding obtained from the significance test (i.e.  $P < 0.025$ ) suggests that the pre- and post-

event responses differed significantly. The results were more nuanced in the case of the post-event finding, with more disagreement being expressed with the statement, despite the respondents' confidence in the event and its lasting legacies. This further implies that the locals perhaps felt, post-event, that the use of public funds was more unacceptable, and that the funds could possibly have been used for other purposes, or projects.

In support of the above statement, the respondents were further asked to indicate their perceptions regarding the money spent on the 2010 event; during the pre-study 54% agreed that too much money was spent on the 2010 event, followed by 22% who indicated a neutral response to the issue, and a further 24% who disagreed with the statement made in this regard. Post-event, 51% agreed with the statement concerned, while 33% were neutral on the issue, and 16% disagreed with the statement. Although the results suggest less disagreement with the statement in the case of the post-event responses, the change in perception was not significant as per the chi-square test. However, during the post-study more respondents (33% in comparison to 22% pre-event) although not significant were unsure about the expenditure for the 2010 event. In relation to the previous statement, these results confirm that the business owners and managers surveyed tended to hold the view that the money spent on the 2010 event should rather have been spent elsewhere.

Statement	Pre-event response (n=72, in %)					Post-event response (n=104, in %)					P value
	SA	A	N	DA	SD	SA	A	N	DA	SD	
I feel that the use of public funds in support of the event is/was acceptable.	7	40	32	15	6	29	14	20	17	20	<0.025
Too much money is/was spent on the 2010 event that could have been spent on other activities.	21	33	22	18	6	36	15	33	16	0.0	<b>NS</b>

### **4.9.3 The impacts of infrastructural development on business**

According to South African Tourism (2011:6) and Preuss and Solberg (2006:400), infrastructure developments are among the main legacies that tend to be left behind at the host destination. For enterprises, especially those that are tourism-related, the improved infrastructure, together with the increased awareness, improved products, and a better image, create the potential for positive spin-off effects for the tourism industry.

In the first statement shown in Table 4.21 below, 74% of the responses indicated that the event would result in the improvement of road facilities, while 22% were neutral on the issue, and the remaining 4% were in disagreement with it, prior to the event. With regard to the post-event, 90% of the responses agreed with the statement, while 10% were neutral, with no disagreement being expressed with the statement. The results show many of the respondents, pre-event, held positive perceptions regarding road improvements, with even more so post-event. The chi-square test revealed that there was a significant change ( $P < 0.0065$ ) in responses between the pre- and post-event questionnaire, with it being evident that, in the post-study, the overwhelming majority (90%) of the respondents agreed with the statement, compared with the 74% who agreed with it in the pre-event study. Furthermore, a change was also noted between the number of neutral responses in the post-event study compared to the number of such responses in the pre-event study, suggesting that uncertainty levels dropped. The associated results signify that the actual hosting of the event altered the pre-event perceptions of some of the respondents regarding the improvement of facilities resulting from the hosting of the event.

In response to the second statement pertaining to the refurbishment of roads, parking and amenities, the majority (80%) of the respondents agreed with the statement, followed by 15% who indicated a neutral response to it, and 5% who disagreed with the statement pre-event. The related responses in the post-event study revealed that the respondents were even more positive (90%) post-event, agreeing that the roads, parking and amenities had been refurbished, while 10%

took a neutral stance on the issue, with no disagreement occurring with the statement concerned. Moreover, the chi-square test suggests that a significant change ( $P < 0.0371$ ) took place between the pre- and post-event study. Similar to the results discussed above, regarding the improved facilities, the responses revealed that the respondents were largely confident about the event and its ability to create a positive upgrading of facilities in South Africa.

<b>Table 4.21: The impacts on business of infrastructural development</b>											
<b>Statement</b>	<b>Pre-event response (n=72, in %)</b>					<b>Post-event response (n=104, in %)</b>					<b>P value</b>
	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	
The access to amenities and an improvement in road facilities will result / has resulted.	25	49	22	4	0.0	59	31	10	0	0	<b>&lt;0.0065</b>
Roads, parking facilities and amenities will be /were refurbished	24	56	15	5	0	55	35	10	0	0	<b>&lt;0.0371</b>
There will be/was a delay of basic services in poor areas	13	39	31	17	0	43	17	28	9	3	<b>NS</b>
Run-down parts of this area will be /were upgraded.	14	53	26	4	3	52	29	16	3	0	<b>NS</b>
Infrastructural development has taken place mainly near the stadiums.	-	-	-	-	-	53	30	13	3	1	-
Facilities created for this event can be used in the long-term by the local residents.	-	-	-	-	-	42	26	19	11	2	-

In the third statement, the respondents were requested to indicate their level of perceptions pertaining to the provision of basic services and the delay thereof, specifically in poor areas. During the pre-event study, over half (52%) of the

respondents agreed with the statement, while 31% indicated a neutral response to it, and a further 17% disagreed with it. In contrast, the post-event responses showed that 60% of the respondents agreed that service delivery would be delayed in poor areas, followed by 28% who took a neutral stance on the issue, and then by 12% who disagreed with it. The results thereby showed that there was a slight increase, but not a significant difference, in the 'agreement' responses, pre- and post-event. Further, the findings suggest that, post-event, more respondents expressed concern about the delay in service delivery.

The fourth statement in this section of the questionnaire required the respondents to indicate their opinions pertaining to the upgrade of run-down parts of the area, due to the event. In the pre-event study, the majority of the respondents (67%) agreed that the event would cause an upgrade for certain run-down parts of the city, while 26% indicated a neutral response to the issue, and 7% disagreed with the statement. With relevance to the post-event study, much more of the respondents (81%) agreed that the event would foster the upgrading of run-down precincts, while 16% took a neutral stance on the issue, and the remaining 3% disagreed with the statement. Though there was a big increase in the amount of agreement expressed with the statement, the chi-square test showed that the difference between pre- and post-event responses was not statistically significant. The results, nevertheless, supported previous studies by such researchers as Chain and Swart (2010), McKenna and Bob (2010), and Bob, Swart and Smit (2010), which show that such mega-events as the World Cup can serve as important catalysts for developments and for the upgrading of infrastructure, as well as for city enhancements and beautification. What must, nevertheless, still be borne in mind is that, despite the hosting of the event leading to infrastructural upgrades, concerns around service delivery were still evident.

The last two statements in Table 4.21 above were only posed in the post-event questionnaire, due to the collaboration that took place between CHEC and the CoCT. With regard to the first statement "*infrastructural developments have only taken place near the stadiums*", 83% of the respondents agreed that this was the

case, while 13% remained neutral on the issue, and 4% disagreed with the statement. The above findings can, therefore, be seen to be in support of Maharaj's (2010:266) contention that infrastructural developments taking place near a stadium usually push up the value of property, as well as revitalising the inner city. For Cape Town, this factor was important, since most event-related attractions were in the city, which could have benefited from a revitalisation of its image.

The responses that were received to the second statement, relating to the long-term use of the facilities created for the 2010 event, show that the majority of the respondents (68%) agreed that the locals would be able to use the facilities in the long-term, followed by 26% who remained neutral on the issue, and 13% who disagreed with it. This suggests that the respondents felt that the facilities created were useful for the local residents. However, when compared to the responses regarding the refurbishment of roads and facilities, the responses were different, illustrating the point that, though the respondents (80% pre-event, and 90% post-event) found that the event led to the refurbishing of the facilities, fewer respondents (68%) perceived the facilities to be used by residents in the long-term.

#### **4.9.4 Perceived economic impacts from the hosting of the 2010 FIFA World Cup™**

Mega-events, according to Lee and Taylor (2005:595), Fourie and Santana-Gallego (2011:1365), and Allmers and Maennig (2009:502), tend to result in economic leverage opportunities for destinations, due to the increase in tourist arrivals experienced. Lee and Taylor (2005:595) posit that the increase in the size of television audiences, and in the amount of corporate sponsorship, as well as the increased number of investors, and the additional advertising of products and services are all opportunities that are created by the hosting of a mega-event. Table 4.22 below illustrates the responses that were received with regard to the perceived economic impacts of the event for South African businesses,



pre- and post-2010. To determine whether there were significant differences between the pre- and post-event responses, chi-square tests were performed.

The respondents were asked whether the 2010 event would only benefit the rich and big business. During the pre-event study, 31% agreed that the rich and big business would benefit, while 18% were neutral in this regard, and 51% disagreed with the statement. During the post-event study, the responses were significantly different ( $P < 0.004$ ) to those that were given in the pre-event study, with 52% agreeing with the statement, 25% providing a neutral response to it, and 24% disagreeing with it, signifying that the respondents had come to perceive more rich and big businesses as benefiting from the event. The results, thereby, support the position of Ngonyama (2010:176), who postulates that mega-events primarily benefit big businesses, which served as a paradox to the experiences of the 2006 World Cup™, where small businesses had been among the main beneficiaries of the event (Maennig & Du Plessis, 2007:582).

Statement	Pre-event response ( <i>n</i> =72, in %)					Post-event response ( <i>n</i> =104, in %)					P value
	SA	A	N	DA	SD	SA	A	N	DA	SD	
The FIFA World Cup™ will only benefit the rich and big business.	17	14	18	43	8	41	1 1	24	22	2	<b>&lt;0.004</b>
The hosting of this event will ensure /ensured employment opportunities for local community members.	14	53	19	11	3	35	1 8	36	11	0	<b>&lt;0.026</b>
The hosting of this event will lead / has led to increased spending in the local area, thus ensuring economic benefits to the members of the local community.	22	50	17	8	3	39	2 2	29	7	3	<b>NS</b>

Statement	Pre-event response (n=72, in %)					Post-event response (n=104, in %)					P value
	SA	A	N	DA	SD	SA	A	N	DA	SD	
The hosting of this event will ensure /ensured extended shopping hours in the area of the event.	21	40	29	7	3	51	30	13	5	1	<b>&lt;0.001</b>
Black economic empowerment opportunities will improve / have improved.	14	21	51	11	3	36	18	32	9	5	<b>&lt;0.015</b>
The prices of goods in the area will increase /increased due to the event	35	43	15	6	1	59	21	15	4	1	<b>NS</b>
Local businesses in the area will increase /increased their sales and profits during the event.	31	50	15	4	0	50	29	16	5	0	<b>NS</b>
In the region where the Stadium is located, the businesses will strengthen / were strengthened.	18	58	18	6	0	43	18	32	7	0	<b>NS</b>

Allmers and Maennig (2009:503) and Cornelissen (2009:134) state that mega-events are bound to create employment opportunities, though such opportunities might not be long-term in nature. However, the skills obtained through training can often be utilised at a later stage. Of the respondents, during the pre-event study 67% indicated that the event would create employment opportunities, while 19% was neutral on the issue, and 14% disagreed with the statement concerned. The responses made in the post-event study were significantly different ( $P < 0.026$ ) to those that were made in the pre-event study, with 51% of the respondents indicating that the event would create employment for the locals, followed by the 36% who took a neutral stance on the issue, and by the 11% who were in disagreement with the statement. Of interest here is the decrease in the

percentage of responses from 67% to 51% with regard to the event, and its creation of employment opportunities. The changes in the percentages concerned suggested that the respondents, prior to the event, held the event in relatively high esteem where job creation was concerned. After the event, the responses changed, signifying that the respondents had realised that the event created relatively more short-term jobs. Noteworthy is the fact that the neutral responses had almost doubled by the time of the post-event study, suggesting that the respondents were unsure about the event, and about its ability to create employment opportunities.

According to Allmers and Maennig (2009:504), spending by tourists usually increases due to the 'feel good' effect generated by the hosting of events. Of the respondents, 72% indicated that the event would result in increased spending, followed by 17% who provided a neutral response, and 11% who disagreed with the statement made in this regard. Moreover, in the post-event responses, 61% agreed with the statement, while 29% remained neutral on it, and the remaining 10% disagreed with it. The results show that there was a greater sense of anticipation during the pre-event study, when compared to the post-event study, further suggesting that event-related expectations had not been met. However, the differences concerned were not significant.

When the respondents were asked about the event and its ability to ensure extended shopping hours, a significant change ( $P < 0.001$ ) occurred in the pre- and post-event responses, with more than half (61%) of the respondents, pre-event, agreeing that the event would create extended shopping, while 29% were neutral on the issue, and a further 10% disagreed with the statement involved. Post-study, 81% of the respondents agreed with the statement, followed by 13% who indicated their neutrality in this regard, and 6% who were in disagreement with it. This suggests that, after the hosting of the event, positive reinforcement was experienced by the respondents concerned. However, the above-mentioned findings further reveal that an increase in extended shopping hours does not necessarily translate into perceived increasing spending by visitors and tourists.

Ngonyama (2010:169) postulates that the 2010 event was aimed at creating opportunities for all, and especially for black-owned SMMEs. The respondents were requested to state their level of agreement with the event, and its ability to improve the BEE opportunities available. The findings show that, in the pre-event study, 35% of the respondents agreed with the statement, while over half (51%) were neutral on the issue, and then by 14% who disagreed with the statement. During the post-event study, 54% of the respondents agreed with the statement, followed by 32% who were neutral on the issue, and then by 14% who disagreed with the statement. The chi-square test revealed that the level of probability was  $P < 0.015$ , with significant changes being recorded in terms of the post-event study findings, when compared to the pre-event study findings. Such changes could be due to the fact that businesses realised the benefits created by the 2010 event in relation to BEE.

When asked about the increase in prices in relation to the event, the responses prior to the event suggest that the majority (78%) of the respondents agreed that the event would cause a spike in prices, while 15% indicated a neutral response to the issue, and a further 7% disagreed that this would be the case. In the post-event study, the responses were similar (with no significant change occurring) to those of the pre-event study, with 80% of the respondents agreeing that this would be the case, followed by 15% who remained neutral in this instance, and 5% who disagreed with the statement. This suggests that the respondents' initial perceptions during the pre-event study match those of the post-event study experiences. Further, this illustrates that mega-events do cause price increases, and that, though the hosting of the event created leverage opportunities for businesses and for the country as a whole, often the local residents are also affected by the price increases. Interestingly, overpricing was a concern not only among businesses, but also among the locals. In an attempt to overcome this concern, a Code of Responsible Pricing was signed by various Cape Town role players. The fact that pricing was still a concern signifies that the CoCT's pricing policy might not have been widely communicated or implemented, when

considering the results here as well as that, which, was previously discussed in Table 4.15.

The respondents were required to indicate their level of agreement regarding the event, and its ability to increase sales and profits for businesses. The responses in the pre-event study were as follows: 81% of the respondents agreed that the businesses involved would experience increased sales and profits, followed by 15% who indicated a neutral response, and 4% who disagreed with the statement. During the post-event questionnaire, the results were fairly similar (indicating no significant difference), with 79% agreeing with the statement, 16% remaining neutral on the issue, and 5% disagreeing with it. The results obtained, accordingly match the position of Saayman and Rossouw (2008), who suggest that mega-events, because of the increase in the number of tourists visiting the destination, create opportunities for businesses to increase their sales and profits over what they would normally have been. Furthermore, the results also support the discussion of the Cape Town Partnership (n.d.c), which found that businesses that are in close proximity to the city centre would experience positive economic growth, due to the influx of tourists to the area. The findings in this statement can also be closely linked to the previous statements relating to profits (Section 4.2.5) and turnover (Section 4.2.6). Though the responses are different in some instances, with much uncertainty and non-disclosure being shown in the responses recorded in the above-mentioned table and figure, similar conclusions can be drawn regarding the hosting of mega-events, with all three statements suggesting that mega-events can serve as a catalyst for economic growth and profit generation by businesses.

Furthermore, when they were asked about the event's ability to strengthen the position of the business for which they were responsible, (in the pre-event questionnaire), the majority (76%) of the respondents agreed that the business would strengthen, followed by 18% who indicated a neutral response in this regard, with the remaining 6% disagreeing with the statement. In the post-event study, the percentages of the responses decreased, with 61% agreeing that the business had strengthened, while 32% remained neutral on the issue, and 7%

indicated the opposite, suggesting that no significant change in perceptions had occurred between the pre- and post-questionnaire, but more respondents were unsure post-event. This suggests that the businesses concerned, especially those that were within close proximity of the Cape Town Stadium, held mixed feelings about the event and its ability to grow their business, as well as about their position in the market.

#### **4.9.5 Perceived social impacts from the hosting of the 2010 FIFA World Cup™**

Social impacts, according to Swart and Bob (2012b:442), often relate to the intangible experiences relating to an event, especially those occurring among the attendees, the spectators, and the local communities. The hosting of major sporting events is often associated with the development of a sense of pride and self-actualisation among the resident population, which also creates opportunities for entertainment, and for the expression of community, or family, togetherness (Fredline, 2006:136), as well as for the creation of a feel-good effect (Walker et al., 2013:80).

The first statement that was posed to the respondents in this regard dealt with the event, and with its ability to create inconvenience for the locals. The responses in the pre-event study show that the overwhelming majority (85%) of the respondents agreed that the event would cause inconvenience, while 11% were neutral on the issue, and 4% disagreed that this would be the case. However, during the post-event study, it was found that 70% of the respondents agreed with the statement, followed by 11% who were neutral on the issue, and 19% who disagreed with the statement. The chi-square tests indicate that there was a significant change in the percentages relating to disagreement perceptions ( $P < 0.003$ ) between the pre- and post-event study. This suggests that the respondents changed their attitude once the event had been hosted, and what they initially, in the pre-event study, thought would be the case was not so, as they had been less inconvenienced by the event than they had initially thought that they would be.

Swart et al. (2011:227) postulate that the issue of crime came under intense scrutiny during the lead-up to the World Cup, because of the widespread nature of crime in South Africa. Based on the responses received during the pre-event study, it was evident that crime was a major concern for many of the respondents, with 75% agreeing that crime would be experienced, while 19% were neutral on the issue, and 6% disagreed with it. In contrast, the post-event responses were significantly different ( $P < 0.001$  probability level), with 39% agreeing with the statement, followed by 21% who indicated a neutral response, and 40% who disagreed with the statement. The results hereby suggest crime was perceived as a problem, but not experienced as a problem. This suggests that crime was an initial concern in the pre-event study, as was also the case in Section 4.7.1.2 above. The initial concerns may have been due to the fact that the respondents were unsure about the effectiveness of South Africa's law enforcement. However, once the event was hosted, it was evident that the increase in police visibility and law enforcement that had been implemented had been a major success, and that the criminal activities that occurred had been fewer than had initially been anticipated, as was the similar case in the findings in Table 4.15. Though there was a significant difference in the pre- and post-event findings, the results still correlate with those obtained in relation to the statements about crime that were previously made. This further confirms the fact that crime was among the major concerns regarding South Africa's hosting of the event. However, it also signals that, though crime was a major concern during the pre-event study, the post-event study showed less concern among the respondents in this respect. Further, in certain instances, and especially in terms of the post-event responses, the actual experience of crime was much lower than had at first been feared.

With regard to the issue of vandalism, half (50%) of the respondents in the pre-event study agreed that vandalism would be an issue, followed by the 29% who indicated a neutral response in this regard, and then by the 21% who disagreed with the statement. By the time of the post-event study, the initial perceptions had changed, where less than half (34%) of the respondents now agreeing with the

statement, while 20% were neutral on it, and 46% disagreed with the statement. The chi-square test showed that there was a probability level of  $P < 0.001$ , with significant differences between the pre- and post-event study responses, meaning that what was initially anticipated regarding vandalism was not, in fact, experienced around the time of the event.

When they were asked about the event and its ability to disrupt the lives of the locals and surrounding businesses, in the pre-event study half (50%) of the respondents indicated that the 2010 event would cause disruption, while 35% were neutral on the issue, and a minority of only 15% disagreed with the statement. During the post-event study, 39% of the respondents agreed that the event would cause disruption, whereas 23% remained neutral in this regard, and 38% disagreed with the statement. The significant difference ( $P < 0.001$ ) between the pre- and post-event responses indicated that the respondents had changed their initial perception of the disruptive nature of the event to a more favourable one.

With regard to terrorism and its potential threat in relation to the event, the responses in the pre-event study show that 38% of the respondents agreed that it was a concern, followed by 37% who took a neutral stance on the issue, and then by 25% who disagreed with it. However, in the post-event study, it is evident that the initial perceptions had changed, with only 23% of the respondents agreeing that terrorism was a concern, while 26% indicated a neutral response to the issue, and more than half (51%) disagreeing with the statement. Furthermore, the change of perception to a more positive one regarding the issue of terrorism was significant, as noted by the  $P < 0.001$  probability level. Evidently, the respondents were unsure about South Africa, and the ability of the nation as a whole to control terrorism, and its threat to the smooth functioning of the event. However, as the event unfolded, the respondents came to realise that terrorism was not such a concern after all.

Renau and Trudelle (2011:2) postulate that mega-events can create noise for other citizens, who do not necessarily share in the excitement of the event,



thereby resulting in conflict among the relevant parties concerned. When the respondents were asked about the levels of noise pollution created by the event for the local residents, more than half (52%) of the respondents, in the pre-event questionnaire, agreed that the event would cause noise, thereby annoying the locals, while 28% were neutral on the issue, and 20% disagreed with the statement made in this regard. During the post-event study, 40% of the respondents agreed with the statement, followed by 24% who indicated a neutral response to it, with a further 36% disagreeing with the statement. The significance testing reveals that there was a significant difference ( $P < 0.002$ ) between the pre- and post-event responses, thereby further suggesting that the respondents had become more favourable in their perceptions following the pre-event study.

Davies (2009:48) explains that the Football World Cup provides entertainment in the form of football extravaganzas and related activities for attendees and spectators of the event, in order to make the event and its activities more attractive. When the respondents were asked, in the pre-event questionnaire, about the entertainment created for the local residents, almost half (49%) agreed with the statement, followed by 33% who remained neutral on it, and a further 18% who disagreed that the event created entertainment opportunities for the locals. The findings of the post-event questionnaire showed that 42% agreed that the event created entertainment opportunities, with 37% indicating a neutral response, while a further 21% disagreed that this was the case. The findings of the significance test suggest that there were no differences between the pre- and post-study results, indicating that the respondents did not change their perceptions significantly during or after the event.

The results, as shown in Table 4.23, were obtained in response to a statement that was made in relation to the 2010 event, and the benefits that would accrue for the community. The purpose of the question was to determine whether benefits related to the event were only realised by certain members in the community, and whether social inequalities were actually created by the event. During the pre-event study, 32% of the respondents agreed that the event would

create social inequalities, and that it would only benefit some members of the community, while 46% remained neutral on the issue, with only 22% disagreeing that this was the case. The post-event study revealed that 37% agreed with the statement, followed by 37% who were unsure (neutral) on it, and then by 26% who disagreed with it. The results that were obtained in both the pre- and post-event study revealed mixed responses among the respondents, with some feeling that the event benefited the community, while others felt the opposite. Some were unsure about the event and its social impacts with regard to the community and the creation of social inequalities.

Cornelissen et al. (2011b:310) state that one of the most notable social legacies of mega-events is the gaining of skills development and experience through employment, whether such employment is of a permanent or temporary nature. They indicated that this contributes to the development of a society, especially in the case of developing nations. When the respondents were asked about the event, and about the creation of skills development opportunities for the local community, the pre-event responses reveal that more than half (58%) of the respondents agreed that the event would stimulate skills development, followed by 28% who remained neutral on the issue, and 14% who disagreed that this would be the case. In contrast, the responses from the post-event study showed that 36% agreed with the statement, while 42% took a neutral stance on it, and 22% disagreed that this would be the case. The chi-square test indicated that there was a significant change ( $P < 0.001$ ) in responses between the pre- and post-event questionnaire. This suggests that the respondents were generally optimistic about the skills development opportunities related to the event, while they had become negative by the time that the post-event questionnaire was conducted, signifying that the event did not live up to the pre-event expectations, and that the element of skills development was not as evident after the event had been hosted.

<b>Statement</b>	<b>Pre-event response (n=72, in %)</b>					<b>Post-event response (n=104, in %)</b>					
	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>P value</b>
There will be/ were many inconveniences, such as traffic congestion, noise and parking difficulties.	50	35	11	4	0	55	15	11	14	5	<b>&lt;0.003</b>
An increase in crime (e.g. theft, muggings, etc.) will be /was experienced due to this event.	26	49	19	1	5	32	7	21	32	8	<b>&lt;0.001</b>
An increase in vandalism (i.e. the damage of property) will be /was experienced due to the hosting of the event.	24	26	29	15	6	20	14	20	38	8	<b>&lt;0.001</b>
The 2010 event will disrupt /disrupted the lives of local residents, as well as local businesses and it will create / created inconvenience.	14	36	35	11	4	25	14	23	29	9	<b>&lt;0.001</b>
Terrorism will be /was a concern during the event.	10	28	37	21	4	12	11	26	30	21	<b>&lt;0.001</b>
The event will lead /led to excessive noise, which will annoy /annoyed the local residents.	14	38	28	19	1	26	14	24	25	11	<b>&lt;0.002</b>

<b>Statement</b>	<b>Pre-event response (n=72, in %)</b>					<b>Post-event response (n=104, in %)</b>					
	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>P value</b>
Entertainment opportunities related to the event will be /were provided for the local residents.	7	42	33	17	1	22	20	37	17	4	<b>NS</b>
The 2010 event will/has only benefit/benefited some members of the community and it will increase /increased social inequalities.	10	22	46	21	1	21	16	37	21	5	<b>NS</b>
The 2010 event will stimulate / has stimulated training and skills development for members of the community.	7	51	28	11	3	18	18	42	19	3	<b>&lt;0.001</b>
The 2010 event is/was a major boost for nation-building.	46	36	13	4	1	78	16	6	0	0	<b>&lt;0.015</b>
I feel proud that this event is to be /was hosted in my town, city or area.	46	42	10	2	0	68	24	8	0	0	<b>NS</b>
The event will have /has no negative social impacts.	6	14	28	40	12	17	11	29	29	14	<b>NS</b>
Disadvantaged people can experience /experienced the	19	36	21	18	6	38	19	23	17	3	<b>NS</b>

glory and glamour of an international event.												
<b>Table 4.23: Perceived social impacts of hosting the 2010 FIFA World Cup™ – pre- and post the World Cup</b>												
Statement	Pre-event response (n=72, in %)					Post-event response (n=104, in %)						
	SA	A	N	DA	SD	SA	A	N	DA	SD	P value	
I feel proud that South Africa is hosting / has hosted the 2010 FIFA World Cup™.	–	–	–	–	–	65	29	6	0	0	–	
It is/was very important that Bafana Bafana win/won matches.	–	–	–	–	–	58	14	13	9	6	–	
I feel more a part of the African continent as a result of the event.	–	–	–	–	–	50	20	19	8	3	–	
This event is dividing / has divided cultural groups.	–	–	–	–	–	21	14	21	24	20	–	
Extensive alcohol abuse by persons attending this event will lead /led to spectator hooliganism.	–	–	–	–	–	14	10	34	27	15	–	

Many countries use sport events to achieve national reconciliation and unity (Cornelissen et al., 2011b:314). In order to determine the worth of the 2010 event and its ability to foster nation-building, the respondents were asked to indicate their level of agreement with the statement “*the 2010 event is/was a major boost for nation building*”. The responses received during the pre-event study suggest that the overwhelming majority (82%) of the respondents believed the event to

have fostered nation-building, followed by 13% who remained neutral on the issue, and 5% who disagreed with the statement made in this regard. The post-event responses were significantly different ( $P < 0.015$ ) to the pre-event ones, with 94% agreeing that the event had created nation-building opportunities, and 6% of the respondents being neutral on the issue, with no disagreement being expressed with the statement. It became evident during the post-event study that almost all of the respondents agreed with the statement, thereby suggesting that the vast majority agreed with the position of Cornelissen et al. (2011b), and that nation-building was among the key attributes of the 2010 event.

When the respondents were asked about their pride in relation to the 2010 event and to it being hosted in their region, the pre-event study revealed that, prior to the event, 88% of the respondents agreed that they felt a sense of pride regarding the event, and about it being hosted in their area, followed by 10% who took a neutral stance on the statement, and then by 2% who disagreed with it. Furthermore, during the post-event study, 92% of the respondents agreed with the statement, while 8% were neutral on it, and no disagreement was shown with it. This suggests that the responses tended to be consistent in the pre- and post-event study, although the responses in the latter part of the study were slightly more positive, but not significantly different, from the pre-event responses received. Furthermore, the results also signify that the respondents were positive about, and proud of, the event being hosted in Cape Town.

A statement regarding the negative social impacts of the event was next provided to the respondents. The results during the pre-event study revealed that a few of the respondents (20%) agreed that the event would not have negative social impacts, whereas 28% were neutral on the issue, and over half (52%) of the respondents disagreed with the assertion. During the post-event study, 28% agreed with the statement, while 29% remained neutral on it, and 43% disagreed that such would be the case. The decrease from 52% to 43% in terms of pre- and post-event responses in this regard shows that the respondents were less in agreement with the statement, post the event. The results highlight that, in the pre-event study, over half of the respondents stated that they thought that the

event would create negative social impacts. However, the level of neutrality expressed in both the pre- and post-event study suggests that the respondents were neither sure about the event, nor about the social impacts that would result therefrom. The chi-square test showed no significance between the pre- and post-event responses.

Furthermore, during the pre-event questionnaire, 55% of the respondents agreed that disadvantaged people could “*experience the glory and glamour of an international event*”, with 21% being neutral about the issue, and 24% disagreeing with the statement made in this regard. Moreover, in the post-event study approximately the same percentage (57%) of the respondents agreed with the statement, while 23% took a neutral stance on it, and a further 20% disagreed that this was the case. The results, in both the pre- and post-event study, illustrate the fact that the majority of the respondents regarded the event as being positive for disadvantaged people, as it allowed them to enjoy the glamour of the event, albeit with some being neutral on the statement, or disagreeing with it. Furthermore, the chi-square test showed no significance between the pre- and post-event responses.

The following five statements were only included in the post-event study due to the 2010 collaboration with the CoCT. The following statement (post-event study only) was aimed at ascertaining the opinion of the respondents with regard to South Africa’s hosting of the event, as well as the pride that was felt among the respondents. Of the respondents, 94% indicated that they were proud of South Africa’s hosting of the event, while 6% remained neutral on the issue. This suggests that such events as the FIFA World Cup™ can induce positive feelings and a sense of pride among the locals of the region, and in South Africa. The above-mentioned findings relating to the fostering of a sense of pride support the position of Kersting (2007:277) that events can “fuel positive patriotism”, thereby raising the sense of individual self-esteem.

Maennig and Porsche (2008:12) suggest that the successful performance of the national team tends to lead to a heightened sense of excitement and pride

among the locals, and that it can also be used to overcome feelings of social individualisation. In order to ascertain the importance of the above sentiments during the 2010 event, the respondents were asked about the performance of Bafana Bafana in relation to the success of the event. In response, 72% agreed that their performance was important, while 13% indicated a neutral response to the issue, and the remaining 15% disagreed with the importance of such performance. This suggests that the performance of the home team can be seen as an important element, especially as regards the development of a sense of pride among the locals. The successful performance of the home team is also likely to increase the success of an event, because increasing the sense of pride among the locals would mean that they would tend to want to rejoice and to enjoy the festive atmosphere surrounding the event.

Cornelissen and Swart (2006:109) argue that South Africa's hosting of the 2010 event was aimed at shaping a new African society, with the aim of bolstering the "so-called African Renaissance". To determine whether this aim was, in fact, realised, the respondents were asked, post-event, to indicate whether the event had caused them to feel a part of the African continent. The notable majority (70%) of the respondents agreed that the event had caused them to feel a part of the continent, whereas 19% were neutral about it, while only a minority (11%) disagreed with the assertion. The amount of agreement expressed with the statement emphasised the fact that the hosting of events tended to invoke a feeling of belonging and identity among the business respondents surveyed.

The next statement raised post-event was in relation to the cultural divide caused by the event. A minority (35%) of the respondents noted their agreement with the statement that the event culturally divided groups, while 21% maintained a neutral stance on the issue, and 44% disagreed with the statement made in this regard. This suggests that there were mixed emotions regarding the cultural divide caused by the event. Though the findings made in relation to the above suggest that the event did not divide cultural groups, but rather brought them together, the levels of agreement and of neutrality expressed should be taken cognisance of.



Events create opportunities for festivities and enjoyment, with, in many cases, the consumption of alcohol accompanies such pleasure taking and in certain cases, can cause hooligan behaviour. To determine this for the 2010 event, the statement “*extensive alcohol abuse by persons attending this event led to spectator hooliganism*” (post-study) was put to respondents. Some (24%) of the respondents were in agreement with the statement, followed by 34% who were neutral and a further 42% disagreed with the statement. This thereby suggested that had mixed emotions about alcohol consumption and its leading to hooliganism.

#### **4.9.6 Perceived regional showcasing resulting from the event hosting**

Ritchie, Shipway and Cleeve (2009:145) suggest that mega-events provide opportunities for a destination to increase its publicity, and to foster increased awareness for the host cities. Furthermore, Prayag et al. (2013:629) posit that the support of locals for an event can turn such events into urban festivals, thereby providing a positive shared experience for both the hosts and the guests. With reference to the regional showcase and its impacts, the respondents were asked to indicate their level of agreement with a range of statements in this regard, as is showcased in Table 4.24 below.

In the first statement in the above regard, when the respondents were asked, during the pre-event study, to indicate whether the event would attract tourists to the area, a notable majority (94%) of the respondents agreed with the statement, while 4% were neutral about it, and 2% disagreed with it. Furthermore, during the post-event study, a similar percentage (93%) of the respondents agreed that the event would attract tourists to the area, while a further 7% indicated a neutral response to the statement, with no disagreement being expressed with it. In the post-event study, no respondents disagreed with the statement, thereby further suggesting that the majority of respondents were confident about the event and its ability to attract tourists to the area, with no significant differences between the pre- and post-event findings. It is noted that 581 913 visitors (local and international) walked the Fan Mile (CoCT, n.d.a:6), with 507 332 attending

matches during the World Cup period (CoCT, n.d.b:21). Such statistics reflect the businesses' experiences of the large numbers of tourists who were attracted to the area.

The second statement required the business respondents to indicate their extent of agreement with the statement that the event would attract future business (long-term) to the area. According to the results in the pre-event study, 63% of the respondents agreed with the statement, with 17% remaining neutral on it, while 9% disagreed with it. Moreover, during the post-event study, it was found that many more (85%) of the respondents agreed with the statement than had done so previously, while the remaining 15% were neutral in this regard, with no disagreement being expressed in terms thereof. Even though the findings between the pre- and post-study may have been different in instances, the results were not significantly different. Further, the findings highlight the potential of mega-events and their ability to attract future business to the area, thereby creating opportunities for local businesses to form linkages with other businesses.

In the following statement, the respondents were asked whether the event would be likely to increase positive media coverage of the area. The pre-event responses suggest that 79% of the respondents agreed with the statement, with 17% being neutral on it, and a further 4% disagreeing with it. However, during the post-event study the vast majority (90%) of the respondents agreed that the event would foster positive media coverage, while 7% were neutral on it, and 3% disagreed with it. The results were, therefore, not found to be significantly different, although many more were positive about the media coverage of the event after it had taken place. Simply put, these findings suggest that mega-events have much potential to attract large crowds, including the media.

Statement	Pre-event response (n=72, in %)					Post-event response (n=104, in %)					P value
	SA	A	N	DA	SD	SA	A	N	DA	SD	
The event will attract /attracted tourists to the area.	54	40	4	2	0	73	20	7	0	0	<b>NS</b>
The event will attract /attracted future business to the area.	28	35	28	7	2	60	25	15	0	0	<b>NS</b>
The event will increase /increased the amount of positive media coverage of the area.	26	53	17	1	3	69	21	7	3	0	<b>NS</b>
Crime will showcase /showcased South Africa in a negative light.	17	42	22	16	3	40	22	16	15	7	<b>NS</b>

Crime, according to Swart and Bob (2009:54) was a major concern prior to South Africa's hosting of the 2010 event, which could have limited the increase in the number of tourist arrivals to the destination, and which could, further, have led to a guestimate in tourist arrivals (Tomlinson, 2009:96). Closely related to media coverage was a statement on crime and its potential to showcase South Africa in a negative light, thereby tarnishing the country's image. During the pre-event study, 59% of the respondents agreed that criminal activities would showcase South Africa in a negative light, with 22% being neutral on the issue, and 19% disagreeing with it. During the post-event study, 62% agreed with the statement, while 16% were neutral on it, and 22% were in disagreement with it. The results obtained suggest that the respondents lacked confidence, as was recorded in the pre- and post-event questionnaires regarding South Africa and the prevailing levels of crime. Interestingly, despite the previous findings about crime, and its decrease, in relation to the attainment of success during the World Cup, the businesses surveyed were still concerned that crime would showcase South

Africa in a negative way. Moreover, this points to a feeling of reversion to the previous feelings regarding crime.

#### **4.9.7 Perceived environmental impacts from the event hosting**

Bob and Swart (2011:75) contest that mega-events can create positive impacts, while simultaneously causing negative impacts. It is for this reason that event role players have diverted their attention to the environment, and the need to conserve it (Bob & Swart, 2011:81). In the following section, statements regarding the environment and the perceived impacts regarding South Africa's hosting of the 2010 event were posed to the respondents (see Table 4.25 below).

The respondents were asked whether the environment was being degraded due to the hosting of the mega-event. According to the results obtained during the pre-event study, 25% of the respondents agreed with the assertion, with 17% being neutral about it, and more than half (58%) of the respondents disagreeing with it. During the post-event study, it was found that 39% of the respondents agreed with the statement, followed by 19% who maintained a neutral stance on it, and less than half (42%) who disagreed with it, and even though there were differences in the findings (pre- and post), they were not significant. The results obtained suggest that a fair number of the respondents, during both the pre- and post-event study, thought that the event caused degradation to the natural environment, emphasising that mega-events can create negative impacts on the natural environment. The results here can also be linked to the previous findings on pollution where responses marginally increased during the post-study. Findings like this, therefore, require the event stakeholders to be more mindful of an event, and of its impact on the environment, so as to ensure that the amount of environmental degradation that occurs as the result of its hosting is minimised.

Statement	Pre-event response (n=72, in %)					Post-event response (n=104, in %)					
	SA	A	N	DA	SD	SA	A	N	DA	SD	P value
The environment will be /was being degraded due to the hosting of the event.	11	14	17	42	16	30	9	19	30	12	<b>NS</b>
The hosting of the event will increase /increased the amount of air pollution in the area.	14	22	26	32	6	30	10	19	31	10	<b>NS</b>
The hosting of the event will lead /led to the significant production of waste.	17	14	18	43	8	33	10	26	25	6	<b>&lt;0.015</b>
The event will have /had no significant negative environmental impacts.	11	11	31	26	21	26	12	30	27	5	<b>&lt;0.028</b>

The next statement raised the issue of air pollution in relation to the event. Findings in the pre-event study show that the minority (36%) of the respondents agreed with the statement, 26% were neutral about it, and the remaining 38% disagreed with it. The post-event study revealed that 40% of the respondents agreed that the event would increase air pollution, with 19% indicating a neutral response to the statement, and 41% disagreeing with it. The results, therefore, show similarities between the pre- and post-event study, with no significant difference. Furthermore, this signifies that the respondents did not change their initial perceptions about the event, in terms of the amount of pollution generated by it.

When the respondents were asked, pre-event, about the production of waste by the event, 31% agreed that the event created waste, 18% were neutral about whether it did, and more than half (51%) disagreed with it so doing. The post-

event study findings show that 43% of the respondents agreed with the statement, while 26% were neutral about it, and 31% disagreed with it. The chi-square test further suggested that there was a significant change ( $P < 0.015$ ) between the initial perceptions, pre-event, when compared to those expressed in the post-event study, where it emerged that less waste had been produced by the event than had at first been feared would be the case.

Finally, the respondents were asked whether the event had no negative environmental impacts. During the pre-event study, 22% of the respondents agreed with the statement, while 31% were neutral about it, and 47% disagreed with it. The post-event results show that 38% of the respondents agreed with the statement, 30% maintained a neutral stance on it, and 31% disagreed with it. The chi-square test revealed a significant difference ( $P < 0.028$ ) probability level between the pre-perceptions and the post-experiences. This indicates that close to half (47%) of the respondents during the pre-event study perceived the event to have negative environmental impacts, while, during the post-event, the percentage of such responses slightly decreased (31%). Despite this, the results lead one to assume that the Cape Town Green Goal Action Plan, as was previously discussed in Chapter Two, might not have been as successful as planned, if the results of the study are considered in relation to the above-mentioned findings. The high level of disagreement with the statement can be seen as evidence that the event was perceived to have created negative environmental impacts for the destination. For event stakeholders, creating increased awareness around the issue of environmental sustainability is, therefore, imperative to ensure that future events and the environmental impacts created thereby are minimised.

#### **4.9.8 Perceptions of the usage of public facilities related to the event**

According to Bob, Swart and Cornelissen (2008:50), mega-events create opportunities for infrastructure improvement and development to cater for the different tourists and visitors, and also to create positive international perceptions of the destination (Haferburg, 2011:340). Perceptions relating to the public

facilities related to the event are, therefore, discussed in the following paragraphs.

Table 4.26 below shows that respondents in the study were asked to indicate whether the event promoted the development and maintenance of public facilities. The overwhelming majority (84%) of the respondents, in the pre-event study, agreed with the statement made in this regard, while 14% were neutral about it, and only 2% disagreed with it. Similar responses were found during the post-event study, with the majority (80%) agreeing with it, while 18% maintained a neutral stance on it, and 2% disagreed with it. The chi-square test suggested that there was no significant difference between the pre- and post-event responses. The results here are closely aligned to the previous responses that were obtained in relation to statements about the improvement of facilities, and the refurbishment of roads. The results, therefore, suggest that the respondents thought the event to be beneficial to development, thereby also concurring with Bob and Swart (2011:74), who indicate that mega-events serve as catalysts for infrastructure development.

Finally, when the respondents were asked, pre-event, about the 2010 event and its possible denial of local residents' access to public facilities, 46% agreed with the statement, whereas 28% indicated a neutral response in this regard, and 26% disagreed with it. In the post-event study, 49% of the respondents agreed with the statement, with 31% being neutral about it, and 20% disagreeing with it. The results signify that, during both the pre- and post-event studies, almost half of the respondents found the event to create barriers for local residents, due to road closures, and overcrowding. Further testing suggested no significance between the pre- and post-event responses. The results here are closely linked to the previous responses about inconvenience resulting from traffic congestion, and parking difficulties. Further, it can, therefore, be established that, although the hosting of the event led to an improvement in the available facilities, the level of inconvenience anticipated, and experienced to a certain extent, counteracted the improved facilities, because it meant that local businesses, and their

employees, could not enjoy the improved facilities to the extent that they might otherwise have done.

<b>Table 4.26: Perceptions of the usage of public facilities related to the event</b>											
<b>Statement</b>	<b>Pre-event response (n=72, in %)</b>					<b>Post-event response (n=104, in %)</b>					
	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DA</b>	<b>SD</b>	<b>P value</b>
The event will promote /promoted the development and better maintenance of such public facilities as roads, parks, sporting facilities, and/or public transport.	35	49	14	1	1	46	34	18	2	0	<b>NS</b>
The 2010 event will deny /denied local residents access to such public facilities as roads, parks, sporting facilities and/or public transport, because of closure or overcrowding.	11	35	28	17	9	26	23	31	17	3	<b>NS</b>

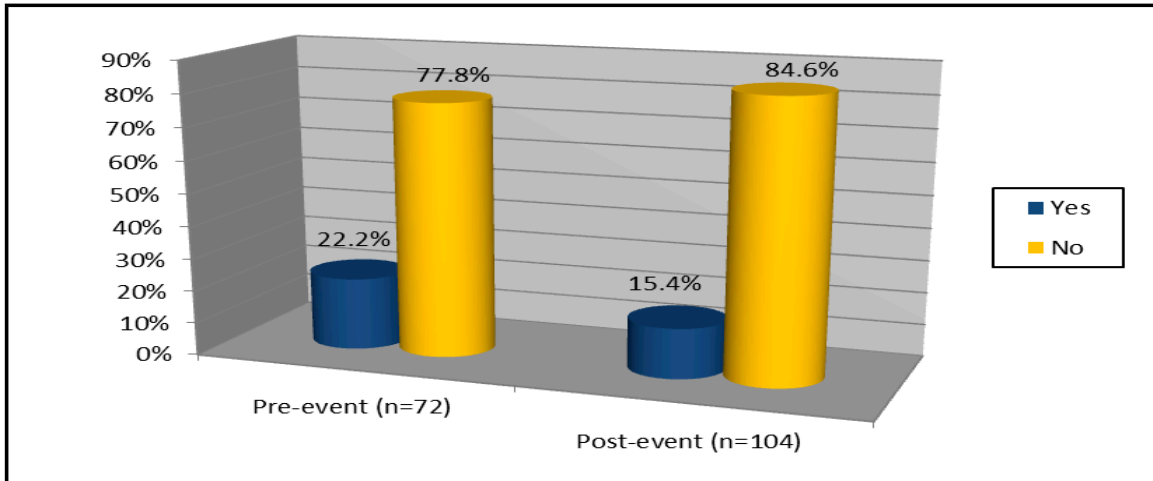
#### **4.10 Awareness of regulations regarding the 2010 FIFA World Cup™**

Chalip (2002:4) states that one of the key concerns for the mega-event host destination is the legacy for the country concerned, after the event has been hosted. He further suggests that such events as the Olympic Games and the FIFA World Cup™ tend to pose wide-ranging opportunities for exposure of the country through increased marketing and advertising. The following subsection, therefore, discusses and presents the findings pertaining to the marketing and advertising of the event by the business sector. The subsection thereafter also highlights the regulations pertaining to marketing and advertising.



#### **4.10.1 The marketing activities of the business**

In an effort to determine whether the business sector leveraged the marketing opportunity posed by the 2010 event, the business respondents were required to indicate their interest in marketing their goods and services during the event. In their pre- and post-event responses, the overwhelming majority (77.8% [pre-event] and 84.6% [post-event]) of the respondents indicated that they did not market their products and services during the World Cup, while only 22.2% (pre-event) and 15.4% (post-event) of the respondents indicated the opposite. (See Figure 4.19 below.) The initial high level of responses regarding the business decisions that were made not to market their products increased even further (from 77.8% [pre-event] to 84.6% [post-event]), suggest that the hosting of the event reinforced the businesses' initial perceptions. The businesses' decision not to market their products and services might also have been due to their favourable position. In this connection, Chalip and Leyns (2008:547) argue that businesses within the close proximity to the stadium do not need to conduct intense marketing and advertising, because the precinct, in itself, conducts self-promotion because of its close proximity to the event, and its related activities (as mentioned in a previous section in the study). In contrast, the results obtained might also lead to the assumption that the majority of local businesses perhaps did not realise the marketing opportunities that were posed by the 2010 event, owing to the lack of communication about the event from the officials concerned. However, the results obtained might also have been due to the 2010 by-laws, which hindered businesses conducting their marketing activities in close proximity to the stadium and official Fan Parks without their first obtaining the approval of the CoCT City Manager (CoCT, 2008:12).



**Figure 4.19: Marketing of products and services during the World Cup**

#### **4.10.2 Familiarity of the businesses surveyed with event-related regulation and restrictions**

As is shown in Table 4.27 below, the respondents were required to indicate their level of awareness pertaining to the regulations/restrictions in South Africa, regarding the FIFA World Cup™. The responses indicate that 39% (pre-event) and 76% (post-event) of the respondents were familiar with the parking/use of vehicles within close proximity of the Cape Town Stadium, followed by 44% (pre-event) and 72% (post-event) who indicated their level of awareness regarding the sale of products or services during the event. Furthermore, 35% (pre-event) and 59% (post-event) knew about the construction/renovation regulation, closely followed by the 33% (pre-event) and the 56% (post-event) who indicated their knowledge of the safety and security regulation, and 32% (pre-event) and 61% (post-event) of the respondents who indicated that they were aware of the regulations pertaining to entertainment activities. The results suggest that there was more awareness during the post-event study than there was during the pre-event study. This further suggests a possible lack of the awareness that should have been created by the event organisers and authorities prior to the event. Furthermore, the lack of awareness might also have been a contributory factor to the results that are indicated in Figure 4.26 above.

<b>Table 4.27: Familiarity of the businesses surveyed with event-related regulations and restrictions. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Regulation/Restriction</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Parking/Use of vehicles in designated areas around the stadium	39	76
Sale of products/services during the World Cup	44	72
Construction/Renovations during the World Cup	35	59
Security and safety	33	56
Entertainment activities	32	61

#### **4.10.3 Sources of information regarding event-related regulations and restrictions**

Table 4.28 below highlights the sources of information used by the business respondents, with regard to the 2010 regulations and restrictions. The responses suggest that almost half (46% [pre-event]) and the vast majority (76% [post-event]) were made aware of the regulations through the media, while 22% (pre-event) and 21% (post-event) indicated that they were notified through city officials, and a further 19% (pre-event) and 8% (post-event) were made aware of the regulations via a business forum. This suggests that the media played an instrumental role in the marketing of the event and its related activities. However, the lack of information from the CoCT officials could perhaps explain the lack of attendance of the CoCT training workshops.

<b>Table 4.28: Sources of information regarding event-related regulations/restrictions. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Source</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
Media (TV, newspapers, radio, etc.)	46	76

<b>Table 4.28: Sources of information regarding event-related regulations/restrictions. Multiple responses permitted</b>		
	<b>Pre-event responses</b>	<b>Post-event responses</b>
<b>Source</b>	<b>Total (n=72, in %)</b>	<b>Total (n=104, in %)</b>
City officials	22	21
Business organisation/ forum	19	8

#### **4.11 Business activities relating to responsible tourism (post-event questionnaire only)**

The tourism industry is one of South Africa's most prominent industries, contributing (both directly and indirectly) around R203 billion to the South African economy (South Africa 2010, 2011:94). According to the CoCT (n.d.a), the city is considered a leader in the move towards the creation of a responsible tourism destination. Leading up to the 2010 FIFA World Cup™, the CoCT approved the Responsible Tourism Policy and Action Plan, which was adopted for the World Cup, and the practices associated therewith (CoCT, 2009b). Furthermore, the CoCT (n.d.a) states that the purpose of its responsible tourism policy was to ensure the adoption of environmentally, socially and economically sustainable and responsible practices.

##### **4.11.1 Promotion of responsible tourism practices by businesses**

The following statement was only applicable to tourism businesses. In a report compiled by the Human Sciences Research Council (2011:86), the Council envisaged that the CoCT, in an attempt to create awareness around responsible tourism, implemented a code of conduct for visitors, and also provided training through workshops with tourism organisations, in order to increase the existing levels of awareness regarding the concept of 'responsible tourism'. The discussion below describes the level of responsible tourism practice among the tourism enterprises concerned. The majority (63.6%) of the respondents indicated that their business promoted generally responsible tourism practices, while only 36.4% indicated the opposite. This indicates that the Responsible

Tourism Campaign that was conducted by the CoCT was somewhat effective, since the majority of businesses implemented the programme, according to the percentage who indicated that they promoted responsible tourism practices.

#### **4.11.2 Specific responsible tourism practices adopted by the businesses surveyed**

As a follow-up question to the question whose responses are shown in Section 4.11.1, the tourism businesses surveyed were further asked to specify the responsible practice(s) that was/were undertaken by the business concerned. The responses suggested that 64% of tourism businesses practised disposing of rubbish, followed by the 59% who utilised electricity efficiently, with 57% using water responsibly. (See Table 4.29 below.) Of the respondents, 55% procured local goods and services, while 52% provides responsible tourism tips to visitors, and 41% indicated their participation in socially responsible programmes. The results, therefore, indicate that the principle of responsible tourism had been inculcated, to an extent, in businesses in terms of the way that they conducted their business activities. The results also show that there is a need for improvement in terms of the participation of businesses in social responsibility programmes in future.

<b>Table 4.29: Specific responsible tourism practices adopted by the businesses surveyed. Multiple responses permitted (n=44, in %)</b>	
<b>Post-event responses</b>	
<b>Type of practice(s) adopted</b>	<b>Total (n=44, in %)</b>
Dispose of rubbish responsibly	64
Use electricity efficiently	59
Use water sparingly and efficiently	57
Procure local goods and services	55
Provide visitors with responsible tourism tips	52
Participate in social responsibility programmes	41

#### 4.11.3 Source(s) of information regarding responsible tourism

Table 4.30 below shows the surveyed businesses' responses in terms of how they learned about responsible tourism. It is evident from the table that 45% (i.e. most) of the respondents indicated that they had learned about responsible tourism through the print media, followed by 16% who were informed via the electronic media. Of the remainder, 9% learned of the practice through Cape Town Tourism, 5% were informed through the CoCT Responsible Tourism Campaign, and a further 5% gained information through meetings/workshops. The results, therefore, suggest that the role of Cape Town Tourism, as well as of the CoCT's Responsible Tourism Campaign was not as effective as had originally been intended, since the businesses were not informed of responsible practices through them, but rather through other media, as is shown in Table 4.30 below.

<b>Table 4.30: Source(s) of information regarding responsible tourism. Multiple responses permitted (n=44, in %)</b>	
<b>Post-event responses</b>	
<b>Source(s)</b>	<b>Total no. of responses</b>
Print media	45
Electronic media	16
Cape Town Tourism	9
CoCT's Responsible Tourism Campaign	5
Meetings/Workshops	5

#### 4.11.4 Contribution of business to the initiating of responsible practices

Mega-events, according to Bob and Naidoo (2012:93), are increasingly associated with a range of social, economic and environmental impacts, as previously mentioned. For the 2010 event, since it was the first of its kind to be hosted on African soil (Bob & Naidoo, 2012:93), event organisers were committed to ensuring that the event would be hosted with minimal environmental impacts, leading them to implement various responsible tourism

initiatives (South Africa 2010, 2011:94). The following subsection, therefore, is aimed at highlighting the various practices implemented, or initiated, by businesses as a result of the 2010 World Cup.

#### **4.11.4.1 The 2010 event and its contribution to the initiation of responsible practices by businesses**

The below explains the responses that were made by the business sector in relation to the implementation of responsible tourism practices, as a result of the 2010 event. The responses indicate that the overwhelming majority (88.6%) of the respondents did not initiate responsible tourism practices, while only 11.4% did so. This suggests that the majority of businesses failed to implement the responsible initiatives outlined by the CoCT, which could possibly be due to the information about responsible tourism not being widely disseminated, so that it failed to reach the majority of the business sector. However, when compared to the findings in Sections 4.11.1 and 4.11.2, the findings that were made relating to the initiation of responsible practices relevant to the 2010 event could be seen as contentious. This is because the majority of businesses (as per Section 4.11.1 above) stated that they set out with the intention of promoting responsible tourism practices. In this instance, the majority of businesses had not, in fact, initiated such practices as a result of the 2010 event. It can, therefore, be argued that the CoCT's efforts regarding responsible tourism were not as successfully grasped and adopted by businesses as had originally been envisaged.

#### **4.11.5 Business awareness of the CoCT's Responsible Tourism Policy**

Bob and Naidoo (2012:95) argue that the increased recognition of mega-events and their potential to have negative impacts on the environment led to an increase in initiatives to drive the goal for a 'greener' and more responsible event. To determine whether the CoCT's Responsible Tourism Policy was widely communicated to the business sector, a question was posed to the respondents in this regard. The majority (72.7%) of the respondents indicated that they were unaware of the policy, with only 27.3% indicating the opposite. This suggests that

the policy was not well communicated to the public, which obviously hampered the implementation of responsible practices by the business sector.

#### **4.11.6 Business awareness of the CoCT's Green Goal Programme (post-event questionnaire only)**

The following question was only included in the post-questionnaire due to the current researcher's collaboration with the CoCT, as has been previously mentioned. According to the CoCT (n.d.a), responsible tourism was a fundamental aspect during the planning of the 2010 event, in terms of the emphasis on, and the implementation of, environmentally friendly and socially responsible activities. In order to determine the extent of awareness of sustainable practices, specifically the Green Goal Programme, the respondents were asked to indicate whether they were aware of the Programme. The below discusses the responses of the tourism businesses surveyed, indicating that many (60.6%) of the respondents were unaware of the CoCT's Green Goal Programme, whereas only 39.4% were aware of it. This indicates that, even though the Programme was integrated into the strategy of the event stakeholder, the CoCT, there was a lack of marketing and information sharing with members of the business sector regarding the Programme. Further, in conjunction with the results shown in Section 4.11.5, it is clear that there was a lack of awareness regarding policies and initiatives among businesses.

#### **4.12 Future mega-event bids**

The abolishment of apartheid in 1994 fostered the ability of the South African government to host events, especially those of a sporting nature (Hendricks et al., 2012:69). The researchers mentioned further postulate that the hosting of such events as the Olympic Games and the FIFA World Cup™ not only serve to attract an increased global audience, but also to change the frequency of global tourism.



#### **4.12.1 Business respondents' attitudes towards South Africa's hosting of future mega-events**

The below indicates the level of support that was expressed among the business sector for South Africa's future bidding for mega-events. The results show that the majority (63.5%) positively support South Africa's bid to host future mega-events, followed by the 30.8% who indicated a negative response to such bidding, with the remaining 5.7% choosing not to respond to the question asked in this regard. This suggests that there was much support among the businesses surveyed, due to them perhaps realising the benefits that could accrue from the event. However, it should be noted that the contention prevailed, which is evident from the negative responses received. This might have been due to the fact that the businesses were not positively impacted on by the event, or it might have been due to the concerns expressed about South Africa's hosting of future events, as per the reasons given for a negative answer, as are presented below.

##### **4.12.1.1 Reasons for supporting South Africa's bidding for the hosting of future mega-events**

As a follow-up question to that described in subsection 4.12.1 above, Table 4.31 below depicts the respondents' reasons for their support of South Africa's future bidding for the hosting of future mega-events. Image enhancement was among the top reasons, being given by 30.8%, followed by the 26.2% who indicated economic gain. Following on the above-mentioned percentages, 15.3% indicated for social reasons, 12.3% suggested the creation of employment opportunities, and 9.2% mentioned increased business opportunities as a motivating factor. Based on the responses obtained, it can be determined that the business sector, who were largely positive about South Africa's bidding for the hosting of future mega-events, saw the opportunity as beneficial across a range of, economic and business aspects.

<b>Table 4.31: Reasons for supporting South Africa’s bidding for the hosting of future mega-events. Multiple responses permitted (post-event questionnaire only) (n=65, in %)</b>	
<b>Reasons</b>	<b>Total no. of responses</b>
Image enhancement	30.8
Economic gain	26.2
Social	15.3
Employment opportunities	12.3
Increased business opportunities	9.2
Infrastructure usage	6.2
Nation-building	6.1
Attraction of tourists	6.1
Enhancement of a sense of local pride	3.1

#### **4.12.1.2 Reasons for not supporting South Africa’s bidding for the hosting of future mega-events**

With relevance to the negative responses that were received from certain of the respondents in terms of why South Africa should not bid to host future mega-events, the following reasons were indicated. Of the respondents who did not support the event (30.8%), 70.4% mentioned that the hosting of events causes price increases, which is unfair to the local community, followed by 14.8% who indicated the loss of revenue as a reason (See Table 4.32 below). The lack of stadium use was suggested by 7.4% of the respondents, while 3.7% indicated South Africa’s lack of athletes as a reason, with a further 3.7% indicating that the hosting of events required excessive financial outlay. The results here support the notion of Waitt (2003:196) who explains that the local communities will usually support events when it produces or offers equitable returns. In the case of the 2010 event, the experience may not have been aligned to the benefits that these respondents were seeking thereby leaving them reluctant to support future events. Further, long-term benefits may not always be appreciated during the event.

<b>Table 4.32: Reasons for not supporting South Africa’s bidding for the hosting of future mega-events. Multiple responses permitted (post-questionnaire only) (n=27, in %)</b>	
<b>Reasons</b>	<b>Total no. of responses</b>
Price increases, which are unfair for the locals	70.4
Loss of revenue	14.8
Lack of stadium use	7.4
Too many costs involved	3.7
Lack of South African athletes	3.7

### **4.13 Summary of the chapter**

Chapter Four provided discussions and analysis of the perceptions and impacts of the 2010 FIFA World Cup™ among the business sector situated in Green Point, and more specifically within a 5km radius of the Cape Town Stadium. With relevance to the type of enterprise concerned, the majority (both pre- and post-event) operated a small or medium-sized enterprise.

All the respondents in both the pre- and post-event questionnaires were aware of South Africa’s hosting of the 2010 FIFA World Cup™. Hence, it can be seen that there were evidence that the public was well informed, and that it had been made aware of the event. However, the awareness of the respondents in this regard was unsurprising, due to them being located within close proximity of Cape Town Stadium.

Some of the respondents chose not to disclose the turnover of their business during the 2010 event, suggesting that the businesses concerned wished to regard their financial matters as private in terms of the economic impact of the event on their business. However, the businesses that chose to state that they had experienced a positive turnover in their business due to Cape Town’s hosting of part of the event serve as evidence that such mega-events as the World Cup can create positive economic growth for local businesses.

Support for the event was overall high, despite the global economic downturn being a major concern among the majority (61.1%) of the respondents during the pre-event study, although the percentage of responses expressing such a concern had declined by the time of the post-event study (31.7%). This indicates that, at the time of the post-event study, the economic recession was no longer as much of a concern as it had been at the time of the pre-event study. South Africa, in short, emerged from its hosting of the 2010 World Cup in a position that was favourable for a number of reasons, including for it being a desirable destination that was well positioned in the mind of tourists, and with a favourable foreign exchange currency that suited the tourist market.

With reference to the impact of the World Cup on the business sector, the overwhelming majority (83.3% in the pre-event, and 86.5% in the post-event, questionnaire) of the respondents indicated that the event would have a positive impact on the business, suggesting that the expectations regarding the World Cup were realised by the majority of businesses surveyed.

In most instances, the businesses held favourable perceptions of their experiences of the 2010 event especially in terms of the creation of employment opportunities, the increased profits and spending, due to the increase in the number of tourist arrivals, and the strengthening of businesses as a result of the event. However, businesses signalled their disagreement with statements relating to the economic benefits that businesses gained with regard to price increases, and to the rich and big business being the only ones likely to benefit from the event.

When assessing the social impacts of the event, the majority of the respondents during both the pre- and post-event study suggested that the event increased the levels of pride among the local residents, as well as facilitating training and skills development, and nation-building. The issue of crime was raised in many instances among the respondents, with some respondents suggesting, pre-event, that criminal activities would increase on match days, although, after the event, such initial perceptions were found to have changed. Respondents also

made mention of vandalism [50% ([pre-event) and 34% (post-event)] where it can be seen that the post-responses were significantly lower. The same findings were revealed for the issue on terrorism where responses dropped between pre- (38%) and post-study (23%). These findings suggest that the preliminary perceptions did not materialise in terms of the actual experiences among the respondents. However, such factors as inconvenience, unequal benefits, crime, vandalism, and terrorism were among the most notable concerns in terms of the social impacts with their being significant differences between the pre- and post findings.

The majority (77.8% pre-event) and (84.6% post-event) of businesses chose not to market their products and services during the event, due to their favourable location from the stadium and its related activities. On the other hand, their lack of marketing could also be owed to them lacking the knowledge of capacity to leverage all the opportunities created by the event. Despite O'Brien's (2006:240) strong argument that mega-events tend to create opportunities that businesses can use to strengthen their position through economic leverage, many businesses surveyed for this study did not opt for marketing their activities pre- and post the event and thereby confirm the findings of Chalip and Leyns (2008:545).

With reference to responsible tourism practices, the majority (63.6%) of the respondents suggested that their business promoted the use of responsible practices through the disposal of rubbish and the effective use of electricity, among their top responsible practices. Furthermore, it was found that only a minority (27.3%) of the respondents were aware of the CoCT's Responsible Tourism Policy, thereby suggesting that there was a lack of information dissemination and marketing of the policy.

Most (63.5%) of the respondents were in support of South Africa's hosting of such future mega-events as the Olympic Games, with the most notable reasons being image enhancement, economic gain, and employment opportunities. This suggests that many businesses tend to support the hosting of future mega-

events, which was especially evident in the post-event responses, and which has been discussed in detail throughout the current chapter of the dissertation.

Overall, the respondents tended to be positive in their attitudes regarding the 2010 event, and towards South Africa's hosting of the event, with most exhibiting that the event would be likely to leave a positive legacy for the economic, social, and environmental milieu of business, albeit that the existence of such a positive legacy is likely to be determined years, if not a decade, after the event. Having discussed the analysis of the current study, the researcher, in the following chapter, draws conclusions based on the findings made, and provides recommendations for future research in the field of mega-events, and for the various impacts to emerge therefrom.

## **CHAPTER FIVE**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

In the previous chapter, the presentation and discussion of the research findings were provided in relation to the data gathered and analysed for the study. The final chapter of the dissertation, therefore, aims to present a summary of the study. The conclusions and recommendations are provided herein with regard to the data that were collected for the purpose of the study. Furthermore, the future research direction is also provided, in order to assist event planners and managers, and event role players, with the hosting of future events in South Africa, specifically in the Western Cape. In addition, the limitations of the study will also be outlined in this chapter.

#### **5.2 Conclusions**

The results presented in Chapter Four of the current study were analysed based on the five objectives discussed in Chapter One of the study, which are outlined below:

- to investigate the business (within a 2km radius of the stadium) perceptions and experiences of the 2010 FIFA World Cup™, and to ascertain any changes pre- and post the event;
- to ascertain any changes pre- and post the World Cup, in terms of their impacts, particularly on, and in relation to, the businesses concerned;
- to explore the level of business support for the 2010 FIFA World Cup™;
- to understand the impacts of leveraging initiatives on businesses, in relation to the 2010 FIFA World Cup™; and
- to make recommendations as to how businesses can maximise benefits from future mega-events.

The conclusions of the current study are provided in the following subsections, based on the five objectives outlined above.

### **5.2.1 Conclusions regarding objective one**

The first objective aimed to investigate the businesses' perceptions of the 2010 FIFA World Cup™ prior to the World Cup, and their experiences post the World Cup. This objective aimed to ascertain whether any changes occurred between the pre-perceptions and the post-experiences. With reference to the event and its awareness among the respondents, all (100%) of them were found to be aware of the 2010 mega-event. Further, when the respondents were asked about their awareness of the host stadium, the majority were aware of it, although many were unaware of its name change from Green Point Stadium to Cape Town Stadium. The results, hereby, suggest high levels of awareness, as well as of support for the event, among the business sector.

Moreover, with regard to the use of the Cape Town Stadium post the event, responses varied, with the most favourable responses being: as a multipurpose facility (61% pre- and 43.3% post); as an entertainment area (30.6% pre- and 18.3% post); and as a training venue (18.1% pre-event and 36.5% post-event). However, during the study, the purpose of the venue post-event was not yet established, thereby leaving much speculation among the businesses concerned.

At the time of the event, many countries across the globe were just emerging from a global economic recession. The event organisers for the 2010 FIFA World Cup™ were concerned that the recession would negatively impact on the event, especially with regard to tourist attendance. The findings suggest that not only event organisers were in doubt about the global recession and its impact on the event, but businesses were too. The majority (61.1%) of respondents pre-event were sure that the recession would negatively impact on the event. Interestingly, during the post-event questionnaire, 64.4% (more than in the pre-event findings) stated that the event had not been negatively affected by the recession. The findings here illustrate that South Africa's geographical location, and the favourable exchange rate experienced at the time, resulted in the country being a desirable location, despite the prevailing negative economic conditions.



When the respondents were asked, post-event, about their main concerns relating to the event, they stated: crime; the post-World Cup recession (after effects of the event); safety and security; and the country's readiness. Although not indicated by many, these concerns should not be ignored, because, if they are not addressed, they could be detrimental to the success of event hosting, especially for the local communities. Furthermore, the lack of support for the hosting of mega-events among the businesses (30.8%) surveyed, for such reasons as price increases, too many costs involved, and the loss of revenue due to inconvenience, should not be ignored. In this regard, the respondents suggested the adoption of a more informative communication strategy, so that, in future, all impacts are timeously communicated to all interested parties, which should serve to foster greater support for the country's hosting of mega-events than was present for the 2010 World Cup.

Crime was a major concern during the lead-up to the event, due to the country's prevailing crime levels, as well as due to it being perceived as an unsafe destination, among many of the international tourist markets available (Ferreira & Harmse, 2000:80). The findings made during the pre- and post-event study indicate that the majority of the businesses did not adapt their security systems in relation to the event. This is an interesting finding; firstly, because the findings from the post-event study show a marginal increase in the intention of respondents not to improve their security for the duration of the event; and secondly, although much negative publicity existed surrounding the issue of crime and the potential for it to increase during the event, the businesses concerned were found, post-event, not to have changed their security arrangements for the period concerned.

Furthermore, the respondents perceived crime to increase on match days, with petty crime, such as muggings and such as that which might have been due to a lack of vigilance among tourists, being highlighted as the major crimes perpetrated. In contrast, the majority of the respondents (75%) during the pre-event study perceived that greater levels of crime would be experienced during the event, whereas the levels of crime during the event were seen by 37% of the

respondents in the post-event study to have declined during the period in question. This suggests that the fears regarding crime tended to have been overstated, and not as much experienced as had been anticipated prior to the event, especially among the business respondents. Even though crime was a major concern in relation to the country's hosting of the event, many of the businesses were confident that the issue of crime was not a concern during Cape Town's hosting of the event, especially after the 2010 World Cup had taken place.

With regard to the improvement of the security involved by the businesses concerned, in both the pre- and post-event study, the respondents indicated that they had not planned to improve their security for the 2010 event. Interesting here is that, in the previous conclusions mentioned above regarding crime, and safety and security, even though such concerns were expressed by the businesses, the majority made no effort to improve their security plans. This perhaps suggests the levels of confidence of the businesses in the security plans devised by the South African government. The above findings might, therefore, have been due to the fact that the South African event holders had committed to increasing the number of security personnel, so as to ensure that the event would be both safe and pleasant. The making of such a commitment was likely to have instilled confidence among the businesses concerned with regard to the security plans devised by the South African government.

In both the pre- and post-event study, the respondents (77% [pre-event] and 97% [post-event]) expressed confidence in South Africa's hosting of the mega-event. The findings that were made during the post-event study were significantly ( $P < 0.001$ ) more positive, thereby signifying that the businesses were confident in both instances, albeit they were more positive during the post-event study. Furthermore, the results also signal that the respondents were not only confident in South Africa's ability to host the event, but that they also had confidence in the event, and in its ability to impact positively on the business sector.

Legacies, according to Gratton and Preuss (2008:1925), are often measured by the changes that they bring about at a destination. When the respondents were asked about the perceptions revolving around the legacy of the 2010 FIFA World Cup™, 66% in the pre-event study and 95% during the post-event study agreed that the 2010 event would achieve a legacy for South Africa. The changes were significant ( $P < 0.001$ ) from the pre- to the post-event study findings, signifying that the hosting of the event resulted in the respondents reinforcing their perceptions around the legacy of the event. Although it is important to note that legacies can only truly be assessed many years after an event has been held, the perceptions noted in this study are more in terms of the short-term legacies of the event. Furthermore, it can be deduced that the majority of the respondents viewed South Africa as having hosted a successful event, with positive legacies still to follow.

When the respondents were asked about the acceptability of using public funds for the event, the majority (pre- and post-event) disagreed with the statement, with more nuanced responses being found in the post-study. This is interesting, because it suggests that, even though the respondents were confident about the event, they felt that the money spent on it might have been utilised on more pressing issues and projects. This was further reiterated by many of the respondents (54% pre-event and 51% post-event) when they were asked about whether they thought that too much money was (being) spent on the 2010 event.

Of the respondents, 94% (pre-event) and 93% (post-event) indicated that the event attracted tourists to the area, suggesting that the business sector was confident in the event, and its ability to attract an influx of tourists to the area. The results thereby support the contentions of Czegledy (2009), of Du Plessis and Maennig (2009), and of Lee and Taylor (2005) that mega-events yield an influx of tourists, both domestic and international.

In terms of the event and its ability to increase the amount of business activity concerned, 63% (pre-event) and 85% (post-event) of the respondents agreed that the event would attract future business to the destination, suggesting that

mega-events create opportunities for local businesses to form linkages with other businesses.

Due to the large influx of tourists, perceptions around the increased exposure, the showcasing of the event, and the media coverage were on the minds of many stakeholders. In both instances, pre- and post-event, businesses strongly agreed (79% pre-event and 90% post-event) that the event would attract positive media coverage to the area. However, in the same breath, many of the businesses (57% pre-event and 62% post-event) explained that they saw the focus on crime as showcasing the country in a negative light. These findings suggest that, even though the event attracted positive media coverage for South Africa, criminal activities could counteract such coverage however, the findings clearly show that crime was less prevalent during the event.

When the respondents were asked about the event's ability to promote the development and maintenance of public facilities, it was not surprising that the majority in both the pre- (84%) and post-event study (80%) were in support of this idea. However, of note here are the findings on the denial of the use of facilities, in relation to which almost half (46%) of the respondents during the pre-event study, and 49% (post-event) agreed that the hosting of the event denied locals access to the improved facilities. This suggests that, even though the businesses surveyed found the event to accelerate the development of the infrastructure, the denial of access to the new and refurbished facilities meant that the locals were not able to enjoy them.

What was found with regard to the level of awareness pertaining to the regulations/restrictions of the FIFA World Cup™, the majority of the businesses surveyed were not aware of any such regulations prior to the event, whereas their awareness of such increased marginally, post the event. The results suggest a lack of information sharing by the event organisers and the authorities prior to the event.

South Africa's hosting of the 2010 event led to many of the businesses (63.5%) stating their support for the country's bid and for its intention to host future mega-

events. They based their support on such reasons as: image enhancement; economic gain for the country; the creation of additional employment opportunities; and social cohesion. Further, their support can be interpreted as being due to businesses seeing the potential of mega-events and its worth for the business sector. With regard to the first objective, it can be deduced that, based on the above, the objective was met, due to the extensive level of questions posed to determine the businesses' perceptions and experiences of the 2010 event.

### **5.2.2 Conclusions regarding objective two**

The second objective was to identify the impacts (pre- and post-event) on the business sector, in relation to the 2010 event. In order to meet objective two of the study, various statements around the impacts of the event were posed to the business respondents. In this regard, the objective was also to determine whether the perceptions of the impacts of the event on the respective businesses had changed during the pre- and post-event phases of the event.

Maennig (2007) postulates that mega-events can bring about an increase in turnover in retail trade and overnight accommodation, as well as tourism growth, because of an increase in the number of tourists to the host country. Even though many respondents maintained a non-disclosure attitude regarding their turnover and the amounts therein, from those who indicated, over half (55.8%) of them indicated that their business had experienced a positive turnover, signalling that the majority of the businesses were able to capitalise on the event, due to an increase in the number of tourism activities, and in the amount of visitor expenditure. The conclusion herein is, thereby, in alignment with Maennig's (2007) view on the impacts of mega-events in relation to turnover.

Cornelissen (2011) argues that mega-events can be used to foster feelings of positivity among the business sector. With regard to such an argument, the findings show that the majority (83.3% [pre-event] and 85.6% [post-event]) of the respondents indicated that the event had impacted positively on their business. This suggests that the hosting of events like the World Cup can make a

significant contribution towards business in terms of tourism and economic growth, despite there being some negative responses regarding the event, and its ability to create leverage opportunities.

When asked about the experiencing of any problems, during both the pre- and post-event study, the majority of the responses indicated that no problems were experienced. This was even more the case during the post-event study, with the findings concerned increasing from 51.4% (pre-event) to 87.5% (post-event). This suggests that the hosting of the event reinforced the initial perceptions of the business owners and managers, and that the event did not result in the experiencing of problems among the business sector.

With regard to the impacts of the stadium construction on the businesses concerned, over half (58.3% [pre-event] and 67.3% [post-event]) of the respondents agreed that the construction of the Cape Town Stadium had no impact on their business activity. Further to the above, more feelings of positivity resonated with the business respondents when they were asked whether the presence of a stadium was positive or negative for their business. The majority of the respondents (86.1% [pre-event] and 87.5% [post-event]) responded positively to the question asked in this regard. This indicates that the event lived up to the expectations of businesses when it came to the presence of the Cape Town Stadium in the proximity of the business.

In addition, the above signifies that the businesses surveyed, by and large, regarded the construction process positively throughout, and that the newly developed Cape Town Stadium could be viewed as a major legacy project for the destination. With this being said, the results could be in alignment with the view expressed by Preuss (2006) that a legacy is something that is left behind after an event has been hosted. This is despite the fact that, when this study was conducted, too little time had elapsed to enable the determination of the medium- and long-term impacts of the event (Preuss, 2015:14). Although there was much controversy around the operations of the Cape Town Stadium and its post-event use at the time of its construction, one year later some businesses believed that

it had been a drawing force for future business and tourist activity, which supports the notions of Fourie and Santana-Gallego (2011:1367), that events can draw businesses to the area. Longitudinal studies will be able to probe this matter much more deeply than the present study can. Perhaps four years post the event, the businesses concerned might have a different view on the matter.

One of the key tangibles of hosting mega-events is the development and improvement of the related infrastructure, especially in terms of the urban areas (Planetizen, 2010). When looking at the infrastructural impacts of the event, the majority of the respondents strongly agreed (74% [pre-event] and 90% [post-event]) that there was an increase in access to the amenities affected by the event, and an improvement in the roads used for it. It was found that the results to do with this issue significantly increased ( $P < 0.0065$ ) between the pre- and post-event findings. With reference to the refurbishment of the roads and facilities concerned, the majority of the respondents (80% [pre-event] and 90% [post-event]) were in agreement with the statement, with a significance of  $P < 0.0371$  between the pre- and post-event study findings. Further, the respondents also acknowledged that the hosting of the event would lead to upgrades in the area, with 67% (pre-event) and 81% (post-event) agreeing this was the case. In all three of the above-mentioned instances, the results suggest that the businesses were able to realise the benefits of the event, in terms of its ability to mobilise the improvement and development of the related infrastructure.

The majority of the respondents (83%) post-event expressed a belief that the developments to the infrastructure occurred only near the Cape Town Stadium, as the area in question became the focal point of the event during its hosting. On the same point, 68% of the respondents (post-event) stated that the local residents could use the facilities created for the event in the long run. The findings given here indicate that the revived image of the area surrounding the Stadium would be likely to benefit the locals long after the hosting of the event. This is because the CBD, and the public transport infrastructure, are close nearby, meaning that there is ease of access to entertainment, and that the

facilities built for the event can be enjoyed by a wide sector of the local population for decades to come.

South Africa, being a developing society, is constantly faced by societal issues that put tremendous pressure on its infrastructure. Cornelissen (2009:138) posits that one of the main objectives for the government regarding the hosting of the event was, thereby, to transform society, and to help achieve social togetherness. When the respondents were asked about this objective, the majority (52% [pre-event] and 60% [post-event]) disagreed that there was a delay in the delivery of basic services to the poorer areas concerned, due to the event. Such results suggest that the event had indeed met the objectives of government in their effort to address social issues.

Mega-events create unique economic opportunities for their host destinations, due to the expected tourist arrivals associated with the event, and due to increased expenditure by the visitors. Over half (51%) of the respondents during the pre-event study disagreed that the event would only benefit the rich and big business, whereas, during the post-event study, the number of responses was much lower (24%) in this connection, expressing the opposing view, with more business owners and managers now expressing a feeling that the event would benefit the rich and big business. This suggests that the respondents held a different position (with a significance of  $P < 0.004$ ) after the event. The post-event position suggests that the respondents concurred with the argument by Ngonyama (2010:174-175), who postulates that mega-events primarily benefit big business, in most cases. Further, the results could suggest that the SMMEs concerned were unable to capitalise on the event, and on the opportunities provided thereby.

According to Cornelissen (2011:515), mega-events are favourable catalysts for job creation, although, in most instances, the jobs that are created are short-term ones. Nevertheless, the skills that are gained, and the training that is received, are invaluable, and can usually be used by the employee at a later stage. Notably, the majority (67% [pre-event] and 51% [post-event]) of the respondents



signalled that the event would create employment opportunities. However, the percentage of post-event findings was lower in this respect, suggesting that the respondents more or less held the same perceptions although less post- the event. The results further suggest that during the pre-study respondents thought the increase in demand by tourists would be a reason to employ additional staff. However, post-event the reason for employing more staff changed where respondents employed staff for the improvement of service delivery. In addition, the creation of jobs both prior to, and during, the event, allowed the local community to benefit from an increase in income thereby increasing their standard of living, even if such an increase was perceived to exist only in the short-term, with the long-term benefits likely to be less positive.

In terms of the increased expenditure by tourists during the event, 72% (pre-event) and 61% (post-event) agreed that the event would be likely to foster, or was likely to have fostered, increased spending. The increased expenditure by tourists was likely to lead to economic gain for the businesses and the host destination concerned. Notably, during the post-event study, the number of responses dropped, suggesting that the actual experiences among the respondents led to them changing their perceptions of the amount of spending that was associated with the event. High expectations were further raised regarding the increase in sales and profits for the businesses involved, with 81% (pre-event) and 79% (post-event) of the respondents strongly agreeing with the statement. The key findings relating to both the statements are, therefore, in agreement with the position of Allmers and Maennig (2009), who posit that the spending by tourists usually increases during mega-events, because of the feel-good factor that is associated with their hosting. Interesting here is that even though respondents indicated spending decreased, they still noted that sales and profits increased.

Another question that was posed to the respondents to determine the impacts of the event on them revolved around the event and its ability to strengthen their business. In relation to the previous two statements, similar results were obtained regarding this statement, with 76% (pre-event) and 61% (post-event) agreeing

that the event would be likely to strengthen their position. This finding demonstrates that especially those businesses that were within close proximity of the stadium displayed confidence in the event, and in its ability to bring positive impacts for the business, as well as in the creation of a favourable business position for them.

Interestingly, 85% (pre-event) and 70% (post-event) of the respondents agreed that the hosting of the event would cause inconvenience. Even though the percentage of positive responses significantly dropped ( $P < 0.003$ ), from 85% to 70%, the level of agreement was still high.

The issue of crime was once again raised, with 75% of the respondents agreeing that criminal activities would be experienced during the event. To the contrary, during the post-event study, the results were significantly different ( $P < 0.001$ ), with only 39% agreeing that crime had been an issue during the event. When linking the conclusion here with the previous conclusions on crime, and on the improvement of levels of safety and security, it is clear that the businesses concerned, though fearing raised crime levels, did not improve their security plans in relation to the event. Further, the results that were obtained in relation to this issue also indicate that the increase in security by the South African government in terms of the event was perceived and experienced to be successful, due to the lack of improved security, and to the drop in the initial perceptions of crime. The results pertaining to crime could be seen as being contradictory, due to the perceptions around crime changing from the time of the pre-event to the time of the post-event, especially in terms of the actual experiences of the respondents.

The business respondents surveyed also agreed (50% [pre-event] and 34% [post-event]) that the amount of vandalism would increase during the event, although the post-event responses were significantly different ( $P < 0.001$ ) from the initial findings. Further, the respondents also perceived terrorism as a threat relative to the event (38% [pre-event] and 23% [post-event]), with a significant change ( $P < 0.001$ ) occurring between the pre- and post-event findings. In both

instances, it is evident that the initial negative perceptions were not ultimately realised, and that respondents anticipated these issues with them not actually occurring during the hosting phase, as previously discussed in Chapter Four of the current study.

When the respondents were asked about the event, and about the creation of skills development opportunities for the local community, 58% (pre-event) agreed with the statement. In contrast, in the post-event study only 42% of the respondents agreed with the premise, signalling a drop in responses, with a significance of  $P < 0.001$ , between the pre- and post-event responses. The decrease in optimism is suggestive that the event did not live up to pre-event expectations, in terms of the skills development opportunities created for the locals.

The hosting of mega-events, according to Fredline (2006:132), is often associated with a sense of pride and self-actualisation among the resident population, because of the entertainment possibilities, and the sense of community togetherness, that are harnessed during the hosting stage of the event. In order to determine the overall worth of the 2010 event, and its ability to foster a spirit of nation-building, the respondents were required to provide their opinions associated with such. During the pre-event study, 82% of the respondents expressed a belief that the event fostered a spirit of nation-building, while post-event, 94% agreed with this. The findings in this respect had significantly increased ( $P < 0.015$ ) by the time of the post-event questionnaire, suggesting that the goal of nation-building had been realised among the businesses concerned. Further, the respondents exhibited high levels of pride around the hosting of the event in their town, city and country.

Furthermore, when the respondents were asked about the impacts of the event on the disadvantaged communities involved, 55% (pre-event) and 57% (post-event) agreed that such communities were able to revel in the glory and glamour of the event. The results herein coincide with the opinion of Swart and Bob (2007:377) on the matter, in terms of them stating that sport mega-events

provide an opportunity for the locals to enjoy, and celebrate, the culture of the event.

Bob and Swart (2011:75) argue that mega-events can create positive impacts, while simultaneously also causing negative impacts. The majority (58%) of the respondents during the pre-event study disagreed that the environment was degraded during the event, while the percentage of disagreement was 42% post-event. This signifies that there was a drop in the number of responses, albeit minimal, between the pre- and post-event findings. While this was the case for the degradation of the environment, few of the respondents (36% [pre-event] and 40% [post-event]) agreed that the event would increase the amount of air pollution. In both instances, even though the responses were less negative, they are still an important consideration for the event stakeholders, and they should not be overlooked, as any level of degradation to the environment is harmful, and it should be prevented as much as possible.

With regard to the production of waste, 51% of the respondents disagreed with the statement made in this regard pre-event, whereas, during the post-event study, only 31% disagreed that the event would create waste. The significant drop in the percentage of responses ( $P < 0.015$ ) involved suggests that the initial perceptions were not met, and that waste production was experienced among more businesses, post-event.

The majority (63.5%) of the respondents showed their support for South Africa's hosting of such future mega-events as the Olympic Games, suggesting that the majority of businesses realised the benefits of mega-events, and their worth for the business sector. This further indicates that the World Cup created opportunities for legacies to be created through: increased economic gain; positive image enhancement; infrastructure development; and nation-building.

Furthermore, with regard to the country's hosting of future mega-events, businesses were generally in support of the idea of hosting future events. However, the respondents also raised such concerns as price increases that would be unfair to locals, and the loss of revenue, which were among the main

concerns raised. Objective two of the current study was, therefore, met, due to the array of conclusions discussed above.

### **5.2.3 Conclusions regarding objective three**

The study met the third objective, which aimed to explore the level of business support for the World Cup, and their involvement therein. When they were asked about their business's sponsoring activities, almost all of the respondents (94% [pre-event] and 99% (post-event)) had not sponsored any local clubs. Albeit only a few were involved with sponsoring activities during the pre-event study, the drop in responses (post-event) might have been due to a decrease in focus on the sport of football after the event.

While sponsorship activities by businesses were poor, the majority of the respondents (65% [pre-event] and 75% [post-event]) stated that they would attend, or that they had attended, the matches involved. However, when they were asked whether they had attended as official representatives of the business, only 15.4% had done so. Although their attendance at the matches might have been due to a personal desire to see the game(s) rather than business involvement in them, it is still worth noting. Furthermore, the findings here strongly suggest that the majority of businesses were in support of, and maintained an interest in, the 2010 event, which was shown by their attendance at it being more frequent than was initially expected.

Moreover, with relevance to the watching of matches at the official PVAs, 72.1% (pre- and post-event) of the respondents viewed matches there, illustrating that the viewing areas were well supported, and, hence, successful, during South Africa's host of the mega-event. Further, the attendance of matches at PVAs could be as a result of the multicultural and harmonious atmosphere that was present there (Kersting, 2007:281).

Furthermore, when the respondents were asked about the training of staff members in preparation for the 2010 event, 86.1% (pre-event) and 86.5% (post-event) of the respondents indicated that they did not provide training to their staff

in connection with the event. This finding suggests that, even though the South African government had created training initiatives for businesses to provide training for their employees, many businesses did not support the government's training initiatives. Their lack of support for such initiatives might have been due to a lack of awareness among the businesses concerned. In contrast, it might also reflect disinterest in the kinds of training provided, or a belief in their lack of relevance for the businesses involved.

With regard to the attendance of the CoCT-supported events, the majority of the residents (73.6% [pre-event] and 88.5% [post-event]) had not previously attended the CoCT-supported events. The results might have come about from many of the businesses not being interested in attending the CoCT-supported events, due to the preparations that the former had to make for the event, or due to many of them not being made aware of any CoCT-supported events held.

The majority of responses received during both the pre- and post-event study indicated that they did not employ more staff than normal for the event. This signals that the businesses were sure that their existing staff complement was adequate for the 2010 World Cup. This might have been due to the global economic recession, which was concurrent with the 2010 event, forcing many businesses to focus on the survival of their business, and on finding ways to capitalise on the event without using extensive financial resources in relation to it. However, the event was still relatively strongly supported by the business sector.

Furthermore, when the respondents were asked about their use of the Cape Town Stadium after the event, the overwhelming majority indicated that they would not want to use the venue post the event. From this, it can be concluded that the respondents found the venue to be of little use to them, notably SMMEs.

#### **5.2.4 Conclusions regarding objective four**

Chalip (2002) states that mega-events generate media interest, thereby offering the chance for stakeholders at the host destination to capitalise on the increased interest. Objective four therefore was aimed at ascertaining whether businesses

leveraged the opportunities created by the 2010 event. Further, this objective also aimed to ascertain the impacts of these opportunities on the business sector. The hosting of the 2010 FIFA World Cup™ presented a once in a lifetime opportunity for South Africa, as well as for the businesses concerned, due to the magnitude of the spectacle created by the event.

Giampiccoli et al. (2013:3) suggest that mega-events can create business channels, leading to local and regional economic development, thereby giving rise to an increase in the amount of business activity undertaken. However, when the respondents were asked whether the 2010 event had fostered the creation of business flow (in the form of deals), almost all of the respondents (99%) indicated that this was not the case. This suggests that almost all the businesses surveyed were not able to realise benefits in this regard. As was previously stated, their failure in this regard might have been due to the high level of crime prevailing in South Africa at the time, or to the fact that the majority of their businesses were SMMEs, which usually find it more difficult to attract investors than is the case with big business.

The advertising of the business and its related activities in relation to the event shows that the businesses mostly advertised via the Internet (43.1% [pre-event] and 2.9% [post-event]), via flyers (33.3% [pre-event] and 15.4% [post-event]), while 26.4% (pre-event) and 65.4% (post-event) did not advertise at all. However, what is interesting is the drop in responses between the pre- and post-event study, with businesses reporting that they did not engage in any advertising post the event. This might have been due to the CoCT's extensive marketing and advertising activities, as well as to the global marketing around the event, and to the fact that businesses realised their position in the vicinity of the Cape Town Stadium, which put them in an advantageous position with regard to publicising their business. In contrast, although the event organisers advertised the event extensively across different media platforms both prior to and during the event, the lack of advertising (post-event) by businesses might have been due to their confidence in the legacy of the event. However, the businesses' lack

of advertising could also be seen as a missed opportunity in terms of lost economic generation for themselves.

In terms of businesses changing their supply of goods and services, 77% (pre-event) and 84.6% (post-event) of the respondents signalled that they had not changed this to cater for the influx of tourists. With regard to the offering of additional products and services, similar percentages of responses were received, with 91% (pre-event) and 96% (post-event) stating that they had not invested in the opportunity to do so. This signified that the businesses were so confident in their already existing service offerings that they felt no need to change them. In contrast, such responses might also have been received due to businesses perhaps not recognising the opportunities that the event offered for them to expand their services, or due to them lacking the financial resources to do so.

The hosting of mega-events, according to O'Brien (2006:243), has the potential to create business linkages and partnerships between organisations in the host country and international corporations. While this might be true for some, the overwhelming majority (88.9% [pre-event] and 98% [post-event]) of the respondents indicated that the event had not opened up opportunities for partnerships. In addition, 91.7% (pre-event) and 99% (post-event) of the respondents did not open up other branches for the duration of the 2010 event. The above results might also have been due to the fact that the event took place during the global economic recession, which might have meant that the businesses surveyed possibly underwent a certain degree of economic turmoil, thereby reducing the likelihood of the opportunistic formation of business partnerships and business expansion.

Surprisingly, the majority of the respondents in both the pre- and post-event study (68.1% [pre-event] and 76% [post-event]) indicated that they did not employ additional staff in anticipation of the 2010 event. This suggests that they felt that they were adequately equipped for the event in terms of their business requirements, while it can simultaneously be seen as an underestimation of the



impacts of the event, in terms of the amount of increased business and activity. The above responses can also be explained in terms of the majority of the business sector not being actively involved in the event with regards to staff expansion for the business. This might have been due to the global economic recession, which was concurrent with the 2010 event, forcing many businesses to focus on the survival of their business, and on finding ways of capitalising on the event without having to maximise the use of the extensive financial resources of the business. Nevertheless, the event was still relatively strongly supported by the business sector concerned.

During the lead-up to the World Cup, the South African government implemented various initiatives to allow for SMMEs to leverage the opportunities of the event to their own advantage. One such initiative was the training provided by the CoCT that was directed at ensuring that the businesses and their employees were ready for the influx of tourists anticipated for the event (Rogerson, 2009:342). However, the results of the study (both pre- and post-event) suggest that this initiative was not taken advantage of, with the overwhelming majority (86.1% [pre-event] and 86.5% [post-event]) indicating that they had not engaged in training activities. This signals that, though the government had plans to train business employees, the majority of them did not leverage, or else failed to realise the value in, this opportunity, especially in terms of staff development.

Furthermore, the current study has also established that the majority (77.8% [pre-event] and 84.6% [post-event]) of the respondents did not market their products and services during the World Cup. This might have been an indication that the businesses concerned were unaware of the marketing opportunities made available by the event, due to a lack of communication by the event stakeholders. The above results show that, during the post-event study, more businesses indicated that they had not (actually) conducted any marketing activities as indicated in the pre-event study. This, furthermore, indicated that their lack of marketing might have been due to their lack of knowledge about the opportunities made available for the duration of the event. However, the findings here could also be related to the businesses not advertising their

products/services post-event, which might have been due to their perceived advantageous location.

Furthermore, the issue of sustainability has become a global concern, especially among tourists, with such clients seeking responsible service providers. The changing demands that are made by tourists tend to provide an opportunity for such service providers as accommodation and transport suppliers, as well as restaurateurs, to modify their practices for the many tourists who are expected to visit a country. In order to ensure that the businesses could leverage such an opportunity, the CoCT devised a Green Goal Programme. However, when the respondents were asked about the Programme, the majority (60.6%) were unaware of it. A further 72.7% of the respondents also stated their lack of awareness of the CoCT's Responsible Tourism Policy. In both instances, it is clear that, even though the local event organisers developed the initiatives mentioned, the lack of awareness among businesses regarding the Programme and the Policy clearly illustrates a lack of communication and information dissemination about them to the business sector at the time of the current study. Further, this lack of awareness suggests a missed opportunity for businesses (who were unaware of these kind of practices) to showcase their business and their role as a responsible and sustainable service provider in the new South Africa.

Interestingly, when the tourism businesses were asked whether they promoted responsible tourism practices, the majority (63.6%) stated that they did so especially in terms of their disposal of rubbish, their efficient use of water and electricity, and their procurement of local goods and services. The findings here suggest that, even though details of the CoCT's initiatives might not have been effectively communicated by the local event organisers (as was stated previously), the businesses concerned still engaged in responsible practices in relation to the 2010 World Cup. However, when the respondents were asked about the contribution that they made to the initiation of responsible practices for 2010, only 11.4% asserted that they made such a contribution. The results, in relation to this issue, are, therefore, contradictory because, on the one hand, the

businesses promoted responsible tourism practices in order to meet this objective of the 2010 event, even though they were not well communicated by the event stakeholders. On the other hand, the businesses did not contribute to the initiation thereof. In the light of the above discussion, it can be concluded that the current study met objective four.

### **5.2.5 Conclusions regarding objective five**

The fifth, and final, objective of the current study was aimed at making recommendations to the event stakeholders and role players, so that they could come all the more readily than in the past to leverage the benefits and opportunities created by future mega-events. Further, the fifth objective was geared towards ensuring that all future mega-events hosted by the province and the country would allow for all parties, including the business sector, to benefit equally from the hosting of the event, since they are, on an ongoing basis, among the drivers of the economy. Nevertheless, it is important to clarify that the current study focused only on the short-term impacts of the 2010 event, so that there is still much room for future longitudinal research related to the event. In the light of the above, the recommendations discussed in section 5.3 below are closely related to the fifth objective.

The above heralds the need for a more effective communication strategy, in terms of which information reaches the relevant parties timeously, so as to ensure that businesses are able to prepare adequately to leverage opportunities created by the event.

### **5.3 Recommendations**

In order for the stakeholders to effectively leverage the opportunities created by the hosting of mega-events, the following recommendations should be considered in the future. These recommendations are directed at event stakeholders in the Western Cape, as well as in South Africa as a whole.

In the current study, some of the responses made were positive, whereas others were negative. The majority of the responses received during the pre-event study

were pessimistic in regard to South Africa's hosting of the 2010 FIFA World Cup™. The concerns expressed included those that were made in relation to crime, as well as in relation to the increased amount of congestion. In addition, the issues of overspending on the event, the possibility of service delays being experienced in the poor areas, unequal distribution of wealth in relation to the event, and an increased amount of inconvenience due to the event were highlighted by the businesses surveyed. The above-mentioned conclusions, therefore, herald the need for a more inclusive approach to be adopted by the private sector during the different stages of the event. Communication needs to be strengthened on the part of the event organisers, and it should follow a more consultative structure, allowing for round-table discussions, so as to facilitate smooth communication between the event stakeholders and the businesses impacted on by the event. The smooth communication between parties would not only foster collaboration and cooperation, but it would also create leverage opportunities for all parties concerned. Moreover, communication, if effectively handled, should also prompt businesses to invest in forthcoming events, so that the event goals, especially with regard to the legacies involved, might be reached.

Furthermore, on the same point of communication, and in terms of the need for a more inclusive communication approach, important information related to practices and initiatives should be timeously communicated to all stakeholders concerned. As has been seen, even though the CoCT initiated certain policies to do with the event, the fact that they were not communicated to the businesses surveyed, resulted in a missed opportunity for the advancement of the businesses concerned.

Swart and Bob (2009:117) contest that it is important for event role players to promote realistic expectations among the interested parties, because there will always be winners and losers during the hosting of mega-events. This, therefore, suggests the need for local businesses to be consulted throughout an event, with the benefits being highlighted to the business sector. In addition, the drawbacks of an event should be discussed with members of the business sector, so that

they may prevent their business from falling victim to the negative impacts that are associated with the hosting of mega-events. Moreover, businesses should be able to realise the benefits to be gleaned from mega-events, so that they will be likely to grant their full support to the hosting of future mega-events.

Furthermore, the current study, having been conducted shortly after the event, as well as prior to it, meant that it has been able to gain an overview of the short-term impacts of the event. Therefore, the current researcher strongly recommends the need for further longitudinal research, whereby the impacts involved can be assessed over a period of time. Such ongoing assessment of the short-, medium- and long-term impacts and legacies of the event is commonly referred to as a form of best-practice study. Assessing the impacts over time would help to ensure that all the experiences concerned are captured because, over time, the stakeholders might change their views regarding the impacts of the event. Further, the duration of such studies would enable the event organisers and stakeholders to gain more informed insights into understanding the perceptions and experiences of the business sector. This would enable the development of suitable initiatives, while simultaneously ensuring that leverage opportunities are optimised.

In addition to the above, one of the main objectives of the study was to determine the surveyed business owners' and managers' perceptions regarding the event, and whether they changed between the pre- and post-study. From the conclusions drawn, it is evident that the initial perceptions of the respondents changed, with significant changes being detected between the pre- and post-event study findings made. Understanding these changes is pertinent, especially for South Africa, since an event of this kind, namely the 2010 FIFA World Cup™, was the first of its kind to be hosted in the country. Furthermore, the findings and conclusions of the current study also clearly show that the World Cup created opportunities for businesses, and legacies to be created through: increased economic gain; positive image enhancement; infrastructure development and nation-building; and environmentally sustainable practices. For these reasons,

longitudinal studies and the information to be gained thereby are especially vital for the hosting of future mega-events.

Rogerson (2009:339) postulates that the 2010 FIFA World Cup™ was aimed at creating opportunities for all businesses, and especially for SMMEs, because such enterprises are the main seeds for growth in South Africa's economy. However, the results that were presented in Chapter Four show that this was not necessarily the case for many businesses in Cape Town. With this being said, it is, therefore, recommended that event stakeholders should create a forum for businesses to network with other businesses, so that partnerships and linkages can be formed. This will also foster the development of situations that are beneficial for both parties, by means of the undertaking of collaboration, training and information sharing.

The increasing concern for environmentally sound practices and sustainability, especially because destinations, and the event hosting at such, are major consumers of natural resources, which, in most cases, are irreplaceable. The current study, therefore, highlights the need for event committees to implement more vigorous policies pertaining to the implementation, and maintenance, of responsible practices. In addition, these policies should be effectively communicated to the relevant parties, so that the industry/sector is able to understand the need to make the transition to the required state easier and more effective.

Furthermore, with regard to the country's hosting of future mega-events, the businesses surveyed were generally in support of the idea of the hosting of future mega-events. However, the concerns expressed regarding such issues as unfair pricing and the loss of revenue should not be overlooked, or underestimated. Instead, event stakeholders should look at ways in which negative impacts can be avoided in future, or at least minimised as far as possible, to ensure that the benefits that are to be gleaned from the hosting of events are equally spread out and reaped by all involved.

#### **5.4 Limitations of the current study**

The first limitation to mention regarding the current study was that it was limited to the area in Cape Town specified in Chapters One and Three. The findings of the study can, therefore, not be generalised to all businesses operating in the host cities and destinations during mega-events, owing to the fact that the latter's business profile and setting would tend to be different to those businesses surveyed in the current study.

The second limitation relates to the lack of available resources, with very little academic information being available on the impacts of sport mega-events, at the time of the study, and on the business sector, especially in the context of the World Cup. This is due to most of the studies concerned being focused on the economic, social and natural environment(s).

The third limitation pertains to the lack of participation by the business respondents during the pre-event study, which might be due to the fact that the study took place during the high and peak tourism seasons. Further, their lack of participation in the event might also have been due to feelings of resentment, due to their lack of awareness about what the event meant for their business, and due to their overall negative perceptions about South Africa's hosting of the event. Further, the construction works along the sport precinct on occasion made it impossible to access the potential number of respondents, thereby reducing the number of questionnaires that it was possible to complete, especially during the pre-event study phase.

The fourth limitation of the study was the closing down, or the relocation, of businesses during, or after, the World Cup. This had implications for the study, in that some businesses that were surveyed during the pre-event study could not be surveyed during the post-event study, reducing the possibility of seeing how their perceptions had changed (if at all) by the time of the post-event survey.

The fifth limitation of the current study involved the additional questions included during the post-event study, as a result of the collaboration with the CoCT. This

posed a challenge, because the questions that were asked during the post-event study were somewhat different to those that were asked in the pre-event study. This meant that, in certain instances, significance tests were not possible, because the pre- and post-event results could not be compared.

The sixth limitation of the study involved conducting the study with businesses situated only within a 2km radius from the Cape Town Stadium. At the time, it was decided that surveying businesses along the official Fan Walk would be valuable for the study, however this decision led to businesses operating in the V&A Waterfront not being included in the study. Understanding the perceptions and experiences of businesses in the V&A would have added more value to the study, considering that the mall attracts major tourists, year-on-year.

The seventh, and final, limitation of the study related to the short-term nature of the assessment of the impacts of the event. Although assessing the short-term impacts of an event is fundamental to understanding the experiences involved, especially when the euphoria related to the event is still being experienced, although it might be somewhat reduced by the time of the survey. However, longitudinal studies can provide more in-depth opinions and insights related to the experiences involved, because the impacts that are felt from infrastructure and stadium use, as well as due to the feelings of social unity engendered by it, and the associated environmental plans can be evaluated in broader terms retrospectively. Assessing the impacts in the long-term also facilitates the gaining of understanding as to whether the proposed plans, and the promises, made by the event stakeholders were followed through on.

## **5.5 Future research direction**

The results and findings of the present research provide a framework and basis for future research into the hosting of sport mega-events and their impact on businesses at a host destination. Future research should, therefore, not only focus on the economic, social and environmental factors concerned, but it should also focus on the business sector, so as to enable expansion of the body of knowledge involved. This would enable the businesses that are impacted on by



event hosting to understand their position relatively clearly in relation to the mega-events hosted.

Furthermore, since this study was the first of its kind in this region, it opens up various opportunities for research to be conducted, especially since support among the business sector can be considered crucial to the success of an event. Business studies, therefore, become a necessity, especially in terms of the businesses operating in close proximity to the host stadium. The insight into business owners' and managers' perceptions and experiences could be key for event stakeholders in terms of enabling them to understand the impacts of such events. Further, it could serve as a base for the future planning, and for the hosting, of mega-events.

In addition, post-event research in the region should also focus on the lessons learned from the 2010 World Cup, thereby providing all businesses, irrespective of their size and type, with ways in which to leverage the opportunities created by mega-events. This should help to ensure that positive legacies are created, because events of this kind are once-off opportunities.

## **5.6 Concluding remarks**

It should be noted that, since this study was the first of its kind, the current study adds to the body of knowledge on business owners' and managers' perceptions of mega-events, specifically in relation to the 2010 FIFA World Cup™ in South Africa. The study, therefore, serves as a framework for such studies, and, although it only assessed the short-term impacts of a single mega-event, it also forms part of a longitudinal study that is aimed at establishing changes in perceptions, and the reasons for the changes involved having occurred. The recommendations provided herein could be used by the relevant event stakeholders to ensure that they are able to prepare and plan for future events, as well as to include and involve all interested parties in their preparations and planning.

Chapter One of the study provided an introduction and background to the research project, outlining the research problem and question, as well as the objectives of the study. The research approaches and the methods that were used during the data collection process were also included in this chapter.

The second chapter of the study provided a conceptual framework and theoretical overview of the key concepts pertaining to the impacts of sport tourism events and mega-events, as well as to the impacts of mega-events on the business market. Perceptions of the economic, social, environmental and business impacts of mega-events were discussed, and how such perceptions were engendered in relation to South Africa's hosting of the 2010 event.

Chapter Three of the study provided a detailed methodology that was adopted for the successful collection and analysis of the contents of the study. Factors such as the research instruments used, the questionnaire design, the sample size and the survey population were included.

The fourth chapter presented a summary of the findings that were obtained from the responses to the questionnaire, and in relation to the theoretical overview and the research objectives, as were outlined in the first chapter of the study.

The final chapter, Chapter Five, provided the conclusions and the recommendations drawn from the study. Furthermore, the limitations of the study, as well as its future research direction, were also outlined in this chapter.

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## APPENDICES

### APPENDIX A: CPUT ethical clearance



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

<i>Civic Centre</i>	<i>Iziko ioLuntu</i>	<i>Burgersentrum 12</i>
<i>Hertzog Boulevard</i>	<i>Hertzog Boulevard</i>	<i>Hertzog- boulevard 12</i>
<i>Cape Town 8001</i>	<i>Cape Town 8001</i>	<i>Kaapstad 8001</i>
<i>PO Box 4557 Cape Town 8000</i>	<i>PO Box 4557 Cape Town 8000</i>	<i>Posbus 4557 Kaapstad 8000</i>
<b>Ask For: Carol Wright</b>	<b>Cela: Carol Wright</b>	<b>Vra vir: Carol Wright</b>
<i>Tel: (021 ) 400 2066</i>	<i>Umnxeba: (021) 400 2066</i>	<i>Tel: (021 400 2066</i>
<i>Fax: (021 400 2715</i>	<i>iFeksi: (021) 400 2715</i>	<i>Faks: (021) 400 2715</i>
<i>Email: <a href="mailto:carol.wright@capetown.gov.za">carol.wright@capetown.gov.za</a></i>		

STRATEGIC DEVELOPMENT INFORMATION AND GIS DEPARTMENT

**Date: 1<sup>st</sup> April 2010**

**PER EMAIL: [swartk@cput.ac.za](mailto:swartk@cput.ac.za)**

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

Dear Prof. Swart

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

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

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

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

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

Yours sincerely

**Manager: Strategic Information**

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

**APPENDIX B: GPCID letter of approval to undertake the research**



GREEN POINT CITY IMPROVEMENT DISTRICT

Reg number: 2001/014509/07

DATE: 12 April 2010

To whom it may concern,

**RE. LETTER OF ACKNOWLEDGEMENT**

As Chief Executive Officer of the Green Point City Improvement District (CID), I hereby confirm that Miss Nuraan Hendricks, a BTech Tourism Management student at the Cape Peninsula University of Technology, has the approval of the Green Point CID to conduct a survey in our area.

The survey is for her MTech thesis and is entitled “An evaluation of the 2010 FIFA World Cup on Business Establishments: A case study of a suburb in Cape Town.”

Miss Hendricks has confirmed that the information she obtains while conducting her survey is for academic purposes only, and will not be shared with any third parties for marketing or advertising purposes.

The Green Point City Improvement District wishes her all the best in her academic studies.

Yours sincerely,

Marc Truss

CEO of the GP CID

**APPENDIX C: Letter of introduction (pre-and post-event questionnaire)**



**TO WHOM IT MAY CONCERN**

Dear Sir/Madam

The questionnaire attached has been designed to assist with my thesis on “an evaluation of the 2010 Federation of International Football Associations (FIFA) World Cup™ on business establishments: A case study of a suburb in Cape Town”.

Your kind co-operation to provide basic, generic information will be much appreciated.

Participation in this study is voluntary and all information supplied will be treated and managed with strict confidence.

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 in this matter is highly esteemed.

Thank you,

A handwritten signature in blue ink that reads "Hendricks".

Nuraan Hendricks

## APPENDIX D: Pre-event and post-event questionnaire



**OFFICIAL USE ONLY**

Questionnaire #: GP\_\_

Date: \_\_\_\_\_ Sept 2010

Area: GP\_\_\_\_\_

### BUSINESS PERCEPTIONS OF THE 2010 FIFA WORLD CUP™ – PRE-EVENT QUESTIONNAIRE

#### **1. Businesses' general understanding of sport mega-events**

1.1 Do you know of any major sport tourism events held in South Africa in the past?

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

1.1.1 If yes, please indicate which major sport event South Africa hosted in the past?

1995 Rugby World Cup	2003 Cricket World Cup	Golf Tournament	2009 Confed Cup	Swimming	Other (specify)
----------------------	------------------------	-----------------	-----------------	----------	-----------------

#### **2. Businesses' awareness of 2010 FIFA World Cup™ stadia development and the Cape Town stadium**

2.1 Do you know about South Africa's hosting of the 2010 FIFA Soccer World Cup™?

Yes	No
-----	----

2.2 In this city, which stadium will be used to host the 2010 FIFA World Cup™?

\_\_\_\_\_

2.3 What will be the other uses of the stadium following the 2010 FIFA World Cup™?

Don't know	Conference venue	Training venue	Stores
Multi-purpose facility	Entertainment areas	Other (specify)	

#### **3. Involvement in 2010 and related activities**

3.1 Is your business a sponsor of any of the following because of the 2010 event?

Local soccer clubs	Youth soccer clubs	School teams	Other (specify)
--------------------	--------------------	--------------	-----------------

3.2 Will you or employees of your business be attending any 2010 matches?

Yes	No
-----	----

3.3 Has your staff received any additional training related to 2010 or any other major events?

Yes	No
-----	----

3.3.1 If yes, what type of training did they receive?

---

3.4 Has your staff attended any City-supported events on doing business in relation to 2010?

Yes	No
-----	----

**4. 2010 FIFA World Cup™ leveraging opportunities**

4.1 Have any international corporations or local companies approached your business to form partnerships for 2010?

Yes	No
-----	----

4.1.1 If yes, specify type of partnership and for what purpose?

---

4.2 What advertising to promote your business will you be using for 2010?

None	TV	Radio	Street pole ads	Internet	Flyers	Bill boards	Other (specify)
------	----	-------	-----------------	----------	--------	-------------	-----------------

4.3 Is your business changing its delivery of goods and provision of services to cater for the many tourists that will be visiting South Africa in 2010?

Yes	No
-----	----

4.3.1 If yes, how?

---

4.4 Will your business be opening other branches for the 2010 FIFA World Cup™?

Yes	No
-----	----

4.4.1 If yes, where? \_\_\_\_\_

4.5 Will this business be offering other services/products during the 2010 event, to the ones that it currently offers?

Yes	No
-----	----

4.5.1 If yes, what type(s) of services?

---

4.5.2 If yes, why?

---

4.6 Do you plan to employ more people during 2010?

Yes	No
-----	----

4.6.1 If no, why not?

---

4.6.2 If yes, how many people do you plan to employ? \_\_\_\_\_

4.6.3 If yes, for what purposes?

---

**5. Perceptions and attitudes (including concerns) relating to the 2010 event**

5.1 Do you think the global economic climate will have an impact on the 2010 event?

Yes	No
-----	----

5.1.1 If yes, how?

---

5.2 What are you most concerned, about South Africa's hosting the 2010 event?

---

---

5.3 Do you think your business will be impacted upon negatively or positively during the 2010 FIFA World Cup™?

Positively	Negatively
------------	------------

5.4 Do you foresee experiencing any possible problems during the FIFA World Cup?

Yes	No
-----	----

5.4.1 If yes, what type of problems do you foresee experiencing?

---

5.4.2 If yes, do you have ideas on how these problems can be addressed?

---

5.5 How do you think your business will be impacted upon after the event?

---

5.6 Has your company incurred any additional expenses as a result of South Africa hosting the 2010 FIFA World Cup™?

Yes	No
-----	----

5.6.1 If yes, what types of expenses were incurred?

---

5.7 Will you be improving your security system for 2010?

Yes	No
-----	----

5.7.1 If yes, specify how?

---

5.8 Do you think there will be a higher incidence of crime in the area during matches held at the stadium?

Yes	No
-----	----

5.8.1 If yes, how/why?

---

5.9 Do you think that hosting the 2010 event has assisted with the improvement and development of infrastructure in the area where your business is located?

---

Yes	No
-----	----

5.9.1 If yes, what are the benefits?

---

**6. Perceptions and attitudes towards the construction of the stadia and impacts (during, post-event)**

6.1 Was your business impacted by the construction of the stadium in the area?

Yes	No
-----	----

6.1.1 If yes, how did the construction impact on your business?

---

6.2 Is it positive to have a stadium in the area or will there be negative effects?

---

Positive	Negative
----------	----------

6.2.1 Explain above response

---

---

6.3 Will your business be interested to use the stadium facilities?

Yes	No
-----	----

6.3.1 If yes, for what purposes?

**7. Businesses' expectations (including benefits) of 2010 World Cup**

Please indicate your level of agreement with the statements below in relation to the codes provided.

**CODES:** 1= Strongly Agree (SA); 2= Agree (A) ;3= Neutral (N); 4= Disagree (D) 5= Strongly Disagree (SD)

<b>Readiness to host</b>					
I feel confident that this event will be successfully hosted by South Africa	1	2	3	4	5
The hosting of the FIFA World Cup in 2010 will result in South Africa achieving a legacy	1	2	3	4	5
<b>Perceived environmental impacts of hosting the 2010 FIFA World Cup</b>					
The environment is being degraded due to the hosting of the event	1	2	3	4	5
The hosting of the event will increase air pollution in the local area	1	2	3	4	5
The hosting of the event will lead to a significant production of waste	1	2	3	4	5
The event has NO significant negative environmental impacts	1	2	3	4	5
<b>Perceived economic impacts of hosting the 2010 FIFA World Cup</b>					
The FIFA World Cup will only benefit the rich and big businesses	1	2	3	4	5
The hosting of this event ensures employment opportunities for local community members	1	2	3	4	5
The hosting of this event leads to increased spending in the local area thus ensuring economic benefits to the members of the local community	1	2	3	4	5
The hosting of this event ensures extended shopping hours in the area of the event	1	2	3	4	5
Black economic empowerment will improve	1	2	3	4	5
I think that the prices of goods in the area will increase due to the event	1	2	3	4	5
Local businesses will increase their sales and profits during the event	1	2	3	4	5
In the region where the stadium is located, the businesses will strengthen	1	2	3	4	5
<b>Public Money</b>					
I feel that the use of public funds in support of this event is acceptable	1	2	3	4	5
Too much money was and is being spent on the 2010 event that could be spent	1	2	3	4	5



on other activities					
<b>Perceived social impacts of hosting 2010 FIFA World Cup</b>					
There will be many inconveniences such as traffic congestion, noise and parking difficulties	1	2	3	4	5
An increase in crime will be experienced due to this event e.g. thefts, muggings, etc.	1	2	3	4	5
An increase in vandalism (damage of properties) will be experienced due to the hosting of the event	1	2	3	4	5
The 2010 event will disrupt the lives of local residents as well as businesses and create inconvenience	1	2	3	4	5
Terrorism will be a concern during the event	1	2	3	4	5
The event will lead to excessive noise which will annoy local residents	1	2	3	4	5
Entertainment opportunities related to the event will be provided for local residents	1	2	3	4	5
The 2010 event will only benefit some members of the community and increase social inequalities	1	2	3	4	5
The event will stimulate training and skills development for members of the community	1	2	3	4	5
The 2010 event will be a major boost for national pride and nation building	1	2	3	4	5
I feel proud that this event is hosted in my town, city or area	1	2	3	4	5
The event has NO negative social impacts	1	2	3	4	5
For the disadvantaged people they can experience the glory and glamour of an international event	1	2	3	4	5
<b>Regional Showcase</b>					
The event will attract tourists to the area	1	2	3	4	5
The event will attract future businesses to the area	1	2	3	4	5
The event will increase positive media coverage of the area	1	2	3	4	5
Crime will showcase South Africa in a negative light	1	2	3	4	5
<b>Infrastructural development impacts</b>					
The access to amenities and the improvement in road facilities will result	1	2	3	4	5
Roads, parking facilities and amenities will be refurbished	1	2	3	4	5
There will be a delay of basic services in the poor areas	1	2	3	4	5
Run-down parts of this area will be upgraded	1	2	3	4	5
<b>Public facilities</b>					
The event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport	1	2	3	4	5

The 2010 event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding.	1	2	3	4	5
---	---	---	---	---	---

**8. Awareness of regulations regarding the 2010 FIFA World Cup™**

8.1. Do you plan to market your product/s or service/s during the World Cup close to the Stadium's location?

Yes	No
-----	----

8.1.1. If yes, are you aware of the FIFA marketing regulations/ restrictions?

Yes	No
-----	----

8.1.1.1. If yes, which regulations/ restrictions are you aware of?

---

8.2. Indicate whether you are familiar with regulations/restrictions regarding the FIFA World Cup relating to the following?

	Yes (specify)	No
Parking/ use of vehicles in designated areas around the stadium		
Sale of products/ services during the World Cup		
Construction/ renovations during the World Cup		
Security and safety		
Entertainment activities		

8.3. If you are aware of any of the regulations/ restrictions, how were you made aware (source of information)?

Media (TV, newspapers, radio, etc.)	
City officials	
Business organisation/ forum	
Other (specify)	

8.4. Would you like information pertaining to the regulations/ restrictions?

Yes	No
-----	----

8.4.1. If yes, how would you like to be informed?

---

**9. Business profile**

9.1 What type of business do you have? \_\_\_\_\_

9.2 How long has the business been in this location?

0-1 year	2-5 years	6-10 years	11-20 years	>20 years (specify)
----------	-----------	------------	-------------	---------------------

9.3 What type of enterprise is it?

Micro/Informal (1-4 employees)	Small (5-10 employees)	Medium (11-50 employees)
Large (more than 50 employees)	Public	Other (specify)

9.4 Profit generated per month in 2009

None	<10 000 (specify)	11 000-20 000	21 000-30 000	31 000-40 000
41 000-50 000	51 000-60 000	>60 000	Other (specify)	

9.5 Number of employees currently \_\_\_\_\_

9.6 On what basis are staff employed?

Part-time	Full-time	Contract basis
-----------	-----------	----------------

9.7 What distance is your business located from stadium? \_\_\_\_\_ km

**Thank you for your participation/contribution.**



**OFFICIAL USE ONLY**

Questionnaire #: GP\_\_

Date: \_\_\_\_\_ Sept 2010

Area: GP\_\_\_\_\_

**BUSINESS PERCEPTIONS OF THE 2010 FIFA WORLD CUP™ – POST-EVENT QUESTIONNAIRE**

**1. Businesses' awareness of 2010 FIFA World Cup™ stadia development and the Cape Town Stadium**

1.1 Do you know about South Africa's hosting the 2010 FIFA World Cup™?

Yes	No
-----	----

1.2 In this city, which stadium was used to host the 2010 World Cup?

\_\_\_\_\_

1.3 What are or will be the other uses of the stadium following the 2010 FIFA World Cup™?

Don't know	Conference venue	Training venue	Stores
Multi-purpose facility	Entertainment areas	Other (specify)	

**2. Involvement in 2010 and related activities (including support)**

2.1 Is your business a sponsor of any of the following because of 2010?

Local soccer clubs	Youth soccer clubs	School teams	Other (specify)
--------------------	--------------------	--------------	-----------------

2.2 Did you or any of your employees of your business attend any 2010 matches?

Yes	No
-----	----

2.2.1 If yes, did you or any of your employees of your business attend as official representatives of the business?

Yes	No
-----	----

2.3 Did you or any of your employees of your business watch any 2010 matches at the Fan Park or official public viewing areas (PVAs)?

Yes	No
-----	----

2.4 Did your staff receive any additional training related to 2010 FIFA World Cup™?

Yes	No
-----	----

2.4.1 If yes, specify what type of training /information sessions/courses etc.?

---



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2.5 Did your staff attend any City-supported events/conferences/sessions etc. on doing business in relation to the 2010 FIFA World Cup™?

Yes	No
-----	----

**3. 2010 FIFA World Cup™ leveraging opportunities**

3.1 Did any international corporations or local companies approach your business to form partnerships relationships for the 2010 FIFA World Cup™?

Yes	No
-----	----

3.1.1 If yes, specify type of partnership and for what purpose?

---



---

3.2 Did your organisation secure any business, future deal flow from the 2010 FIFA World Cup™?

Yes	No
-----	----

3.3 Did your company make any additional investments as a result of South Africa hosting the 2010 FIFA World Cup™?

Yes	No
-----	----

3.4 Did the company's turnover increase due to the 2010 FIFA World Cup™?

Yes	No
-----	----

3.5 What advertising to promote your business did you use for 2010?

None	TV	Radio	Street pole ads	Internet	Flyers	Bill boards	Other (specify)
------	----	-------	-----------------	----------	--------	-------------	-----------------

3.6 Did your business change its delivery of goods and provision of services to cater for the tourists visiting South Africa during the 2010 FIFA World Cup™?

Yes	No
-----	----

3.6.1 If yes, how?

---

---

3.7 Did your business open other branches/outlets for the 2010 FIFA World Cup™?

Yes	No
-----	----

3.7.1 If yes, where? \_\_\_\_\_

3.8 Did your business offer other services/products to the ones that it currently offers during the 2010 FIFA World Cup™?

Yes	No
-----	----

3.8.1 If yes, what type(s) of services?

---

3.8.2 If yes, why?

---

3.9 Did you employ more people during the 2010 FIFA World Cup™?

Yes	No
-----	----

3.9.1 If no, why not?

---

3.9.2 If yes, how many people did you employ? Indicate type of employment and number.

Temporary	Full-time	Part-time
-----------	-----------	-----------

3.9.3 If yes, for what purposes?

---

**4. Perceptions and experiences (including concerns) relating to the 2010 event**

4.1 Do you think the global economic climate impacted on the 2010 event?

Yes	No
-----	----

4.1.1 If yes, how?

---

4.2 What were you most concerned about regarding South Africa's hosting the 2010 event?

---

4.3 Was your business impacted upon positively or negatively by the 2010 FIFA World Cup™?

Positive	Negative
----------	----------

4.4 Did you experience any problems during the 2010 FIFA World Cup™?

Yes	No
-----	----

4.4.1 If yes, what type of problems did you experience?

---

4.5 Did your business improve its security system for the 2010 FIFA World Cup™?

Yes	No
-----	----

4.5.1 If yes, specify how?

---

4.6 Were you aware that the city had a Green Goal Programme to ensure that it hosted a responsible event?

Yes	No
-----	----

4.7 Do you think that hosting the 2010 event has assisted with the improvement and development of infrastructure in the area?

Yes	No
-----	----

**5. Perceptions and experiences with regard to the stadia (impacts)**

5.1 Did the construction of the stadium impact on your business?

Yes	No
-----	----

5.1.1 If yes, specify how your business was impacted

---

5.2 Was it positive or negative for your business to have a FIFA World Cup™ stadium in Cape Town?

Positive	Negative
----------	----------

5.3 Will your business be interested in using the Cape Town Stadium facilities?

Yes	No
-----	----

5.3.1. If yes, for what purposes?

Corporate hospitality suites	Conference venue	Events	Other (specify)
------------------------------	------------------	--------	-----------------

**6. Business expectations (including benefits) of 2010 World Cup, especially in terms of the stadium**

Please indicate your level of agreement with the statements below in relation to the codes provided.

<b>CODES:</b> 1= Strongly Agree (SA); 2 = Agree (A); 3 = Neutral (N); 4 = Disagree (D); 5 = Strongly Disagree (SD)
--

<b>South Africa's readiness to host the 2010 FIFA World Cup™</b>					
I feel confident that this event was successfully hosted by South Africa	1	2	3	4	5
The hosting of the FIFA World Cup in 2010 resulted in South Africa achieving a legacy	1	2	3	4	5
<b>Use of Public Money/Funds</b>					
I feel that the use of public funds in support of this event was acceptable	1	2	3	4	5
Too much money was spent on the 2010 event that could have been spent on other activities	1	2	3	4	5
<b>Infrastructural development impacts</b>					
The access to amenities and the improvement in road facilities resulted	1	2	3	4	5
Roads, parking facilities and amenities were be refurbished	1	2	3	4	5
There was-a delay of basic services in the poor areas	1	2	3	4	5
Run-down parts of this area were upgraded	1	2	3	4	5
Infrastructural development has taken place mainly near the stadiums	1	2	3	4	5
Facilities created for this event can be used in the long-term by local residents	1	2	3	4	5
<b>Perceived economic impacts of hosting the 2010 FIFA World Cup™</b>					
The FIFA World Cup will only benefit the rich and big businesses	1	2	3	4	5



The hosting of this event ensured employment opportunities for local community members	1	2	3	4	5
The hosting of this event led to increased spending in the local area thus ensuring economic benefits to the members of the local community	1	2	3	4	5
The hosting of this event ensured extended shopping hours in the area of the event	1	2	3	4	5
Black economic empowerment improved	1	2	3	4	5
I think that the prices of goods in the area increased due to the event	1	2	3	4	5
Local businesses in the area increased their sales and profits during the event	1	2	3	4	5
In the region where the stadium is located, the businesses will strengthen	1	2	3	4	5
<b>Perceived social impacts of hosting 2010 FIFA World Cup™</b>					
There were many inconveniences such as traffic congestion, noise and parking difficulties	1	2	3	4	5
An increase in crime was experienced due to this event e.g. thefts, muggings, etc.	1	2	3	4	5
An increase in vandalism (damage of properties) was experienced due to the hosting of the event	1	2	3	4	5
The 2010 event disrupted the lives of local residents as well as businesses and create inconvenience	1	2	3	4	5
Terrorism was a concern during the event	1	2	3	4	5
The event led to excessive noise which annoyed local residents	1	2	3	4	5
Entertainment opportunities related to the event was provided for local residents	1	2	3	4	5
The 2010 event only benefited some members of the community and increase social inequalities	1	2	3	4	5
The event stimulated training and skills development for members of the community	1	2	3	4	5
The 2010 event was a major boost for nation building	1	2	3	4	5
I feel proud that this event was hosted in my town, city or area	1	2	3	4	5
I feel proud that South Africa-hosted-the 2010 FIFA World Cup™	1	2	3	4	5
It was very important that Bafana-Bafana (the South African team) won matches	1	2	3	4	5
I feel more part of the African continent as a result of this event	1	2	3	4	5
This event divided cultural groups	1	2	3	4	5
Extensive alcohol abuse by persons attending this event led to spectator hooliganism					
The event had NO negative social impacts	1	2	3	4	5
For the disadvantaged people they experienced the glory and glamour of an international event	1	2	3	4	5

<b>Regional Showcase</b>					
The event attracted tourists to the area	1	2	3	4	5
The event attracted future businesses to the area	1	2	3	4	5
The event increased positive media coverage of the area	1	2	3	4	5
Crime showcased South Africa in a negative light	1	2	3	4	5
<b>Perceived environmental impacts of hosting the 2010 FIFA World Cup™</b>					
The environment was being degraded due to the hosting of the event	1	2	3	4	5
The hosting of the event increased air pollution in the local area	1	2	3	4	5
The hosting of the event led to a significant production of waste	1	2	3	4	5
The event had NO significant negative environmental impacts	1	2	3	4	5
<b>Public facilities</b>					
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport	1	2	3	4	5
The 2010 event denied local residents access to public facilities such as roads, parks, sporting facilities and / or public transport because of closure or overcrowding.	1	2	3	4	5

## **7. Awareness of regulations regarding the 2010 FIFA World Cup™**

7.1. Did you market your product/s or service/s during the World Cup close to the stadium location?

Yes	No
-----	----

7.2. Indicate whether you are familiar with regulations / restrictions regarding the FIFA World Cup relating to the following?

	Yes (specify)	No
Parking / use of vehicles in designated areas around the stadium		
Marketing products / services close to the stadium		
Sale of products / services during the World Cup		
Construction / renovations during the World Cup		
Security and safety		
Entertainment activities		

7.3. If you were aware of any of the regulations/ restrictions, how were you made aware (source of information)?

Media (TV, newspapers, radio, etc.)	
City officials	
Business organisation/forum	
Other (specify)	

**8. Responsible Tourism and the 2010 FIFA World Cup™ (This section is only applicable to tourism businesses)**

8.1 Do you promote responsible tourism practices in your business?

Yes	No
-----	----

8.1.1 If yes, specify how from list below?

Responsible Tourism Practices	Yes	No
Procure local goods and services		
Use water sparingly and efficiently eg. drink tap water		
Use electricity efficiently eg. switch off lights, TV when not in room		
Dispose of rubbish responsibly, recycle and reuse		
Participate in social responsibility programmes		
Provide visitors with responsible tourism tips		
Other ( <b>specify</b> )		

8.2 How did you learn about responsible tourism?

Cape Town Tourism	COCT Responsible Tourism Campaign	Print media	Electronic media
Meetings/ workshops	Other (specify)		

8.3 Has the 2010 FIFA World Cup™ contributed to you initiating more responsible tourism practices in your businesses?

Yes	No
-----	----

8.3.1. If yes, state specific initiatives?

---



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8.4 Are you aware of the City of Cape Town's Responsible Tourism Policy?

Yes	No
-----	----

**9. Future mega-event bids**

9.1 Do you think that South Africa should bid to host future mega-events such as the Olympic Games?  
Please provide reasons for your response.

Yes	No
-----	----

**10. Business profile**

10.1 What type of business do you have?

---

10.2 Where is your business located?

---

10.3 How long has the business been in this location?

Don't know	0-1 year	2-5 years	6-10 years	11-20 years	>20 years (specify)
------------	----------	-----------	------------	-------------	---------------------

10.4 What type of enterprise is it?

Micro / Informal (1-4 employees)	Small (5-10 employees)	Medium (11-50 employees)
Large (more than 50 employees)	Public	Other (specify)

10.5 Select the industrial classification that best describes your firm:

Agriculture, forestry and fishing	Mining and quarrying
Electricity, gas and water	Construction (contractors)
Transport, storage and communication	Manufacturing
Trade, catering and accommodation services	Financial intermediation, insurance, real estate and business services
Community, social and personal services	

10.6 Profit generated per month in 2010 thus far:

None	<10 000 (specify)	11 000-20 000	21 000-30 000	31 000-40 000
41 000-50 000	51 000-60 000	>60 000	Other (specify)	

10.7 What was the firm's turnover for the latest financial year?

< 1 million ZAR
1-5 million ZAR
5-10 million ZAR
>10 million ZAR
Uncertain
Cannot tell

10.8 How many full-time employees are currently employed by the business? \_\_\_\_\_

10.9 On what basis are staff employed? (indicate proportion in %):

Part-time %	Full-time %	Contract basis %
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10.10 What distance is your business located from the stadium? \_\_\_\_\_ km

**Thank you for your participation/contribution.**

