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Residents' perceptions of the 2010 FIFA World Cup : a case study of a suburb in Cape Town, South Africa

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

by

DION CHAIN

**Mini-dissertation submitted in partial fulfilment of the requirements for the
degree**

Master of Technology: Tourism and Hospitality Management

in the Faculty of Business

at the Cape Peninsula University of Technology

Supervisor: Professor K. Swart

**Cape Town
December 2009**

DECLARATION

I, Dion Chain, declare that the contents of this dissertation/thesis represent my own unaided work, and that the dissertation/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.

Signed

Date

ABSTRACT

Sport tourism events have grown in prominence globally. Governments increasingly include these activities into their development and tourism strategies. Notably, there are benefits and costs to hosting sport mega-events. The 2010 FIFA World Cup presents South Africa with tangible and intangible benefits.

Communities are one of the most important stakeholders of events. Research investigating residents' perceptions on impacts of mega-events, especially those residing closest to the event location are limited. This study examined Green Point residents' perceptions of the 2010 FIFA World Cup and the impacts of the Green Point Stadium. The aim was to investigate the level of awareness, perceptions and attitudes of residents' living within one kilometre of the Stadium using a spatially based stratified random sampling method. Interviewer completed questionnaires were administered and 344 responses from residents recorded.

Findings reveal that residents have high levels of awareness about the event but more could be done to improve communication and the dissemination of information by stakeholders. Although, the stadium location was initially contested, the majority of residents favour the chosen site. Residents' primary concern about South Africa hosting the event relate to crime, safety and security of visitors. Overall, residents have high expectations' regarding social and economic impacts. Moreover, residents have positive attitudes towards the country hosting the mega-event and most believe that lasting legacies will be left for the nation.

The findings encourage stakeholders to promote active community involvement and participation by using all communication methods available to regularly engage with residents to address and alleviate concerns about perceived negative impacts of the event and future events.

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GLOSSARY

Clarification of terms

2010 stakeholders:

Includes residents, FIFA, City of Cape Town (local government), Western Cape Government (provincial government) and South African Government (national government).

Close proximity:

Residents of the Green Point suburb living within one kilometre of the Green Point Stadium.

Mega-events:

Events so large that they affect whole economies and reverberate in global media. Events within this category include Olympic Games, FIFA World Cup and Commonwealth Games, largely representing activities that produce high levels of tourism, significant media coverage and economic benefits, and bring a distinctive level of prestige to the host. Mega-events are also referred to as hallmark events (Westerbeek, Smith, Turner, Emery, Green, & van Leeuwen, 2005:127).

Perception:

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

Resident:

A person who lives somewhere on a long-term basis (Concise Oxford English Dictionary, 2004:1223).

Sport tourism:

'Travel away from home to play sport, watch sport or to visit a sport attraction, and includes both competitive and non-competitive activities' (Hudson, 2003:xvii).

Host city:

Town or city where the event takes place.

Abbreviations

BEE	Black Economic Empowerment
CEPA	Cape Town Environmental Protection Association
CoCT	City of Cape Town
FIFA	Federation Internationale de Football Association
GPRRA	Green Point Ratepayers' and Residents' Association
IOC	International Olympic Committee
LOC	Local Organising Committee
MICE	Meetings, incentives, conferences, and exhibitions
MICES	Meetings, incentives, conferences, exhibitions and shows
PVA's	Public viewing areas
RQ	Research questions
SA	South Africa
SAT	South African Tourism
SPSS	Statistical Packages for Social Sciences
UNWTO	United Nations World Tourism Organisation

CHAPTER ONE

BACKGROUND TO THE RESEARCH PROBLEM AND LITERATURE REVIEW

The aim of this chapter is to initiate the study. It begins by providing an introduction and background to the research problem as well as a literature review for the study. The research problem, objectives and research questions gives the study direction and follows the introduction. A description of the research methodology used is introduced in this chapter. The chapter concludes with an overview of the delineation and the significance as well as the expected outcome, results and contributions of the research.

1.1 Introduction

Sport in recent years has transcended the boundary from being considered as an active leisure pass-time to be recognised as having considerable social and economic influence in contemporary society (Davies, 2005:268). Hinch and Higham (2004:18) describe sport tourism as a result of a confluence of the two sociological activities of sport and tourism, asserting that sport is an important activity within tourism, and travel is fundamentally associated with many types of sport. Interestingly, Neirotti (2003:1), states that sport tourism has existed for over a century and the notion of people travelling to participate and watch sport dates back to the ancient Olympic Games. Zauhar (2003:48) confirms that sport has been a great motivator for travel and tourism throughout history, which has grown into a mass tourism activity since its formative years. Interestingly, sporting events and mega-events in particular act as a catalyst for the development of tourism.

Turco, Riley and Swart (2002:73) confirm that sport tourism events are globally significant in terms of their ability to generate popular appeal and this strategy is used by communities to attract investment. Getz (2003:49) notes that events form an important element of sport tourism and more significantly in terms of the economic impact and tourist numbers. Deery and Jago (2006:247-248) confirm that sport tourism makes an important contribution to local and national economies. According to Turco *et al.* (2002:74), interest in hosting sport events has increased worldwide and has sparked a desire by communities to host these events. Sport tourism has therefore become a popular niche market which is internationally recognised and is able to reach and impact various parts of the world because of its global nature (Getz, 2003:49; Neirotti, 2003:1; Turco *et al.*, 2002:xv).

In recent years more and more attention has been paid to sport events of a particular size, the large scale sporting festivals or sport mega-events such as the Olympic Games, the Commonwealth Games as well as the Rugby and Soccer World Cups (Cornellissen, 2005a:137). According to Hiller (1998:47), bidding for and hosting of these mega-events is linked to the economic benefits from these events. Jones (2001:241) and Turco, Swart, Bob and Moodley (2003:223) confirm that mega-events contribute significantly to economic development but also emphasises its increasing importance in the development of tourism. On the other hand, Andranovich, Burbank and Heying (2001:114) emphasise the importance of national and international media recognition for the host city. This has resulted in intense competition among countries to host such events. Furthermore an increasing number of countries are integrating their sport mega-events into national and urban planning programmes (Cornellissen, 2005a:137).

South Africa (SA) in comparison with other African countries has aggressively promoted itself as a host destination for major international sport events and mega-events (Cornelissen, 2005a:138). Cornelissen adds that it emphasises the country's ambitions around sport mega-events and sporting events in the context of its wider internationally focussed tourism and other urban development programmes. According to Kotze (2006:291) and Pillay, Bass and Roberts (2008:1), South Africa successfully hosted the 1995 Rugby World Cup, the 1996 African Cup of Nations and the 2003 Cricket World Cup which helped create a new image and identity for the country, reflecting a new post-apartheid society further amplifying its reputation as a 'rainbow nation'. The successful hosting of these events certainly helped leverage the country's position in bidding and hosting of other major events and sport events.

Consequently, as a result of its robust attempt to position itself in the international mega-events arena (Cornelissen, 2005a:138), South Africa won the right to host the first Federation Internationale de Football Association (FIFA) World Cup to be held on the African continent in 2010. The 2010 FIFA World Cup will be held from 11 June to 11 July 2010, utilising ten stadiums in nine cities around SA. The football matches to be held in the City of Cape Town (CoCT), will be in the newly built Green Point Stadium (It must be noted that the Green Point Stadium was subsequently renamed to Cape Town Stadium by the CoCT on 28 October 2009 after the study was conducted (CoCT, 2009e). Notably, reference will be made to Green Point Stadium throughout the mini-dissertation). The mega-event will have an estimated cumulative worldwide audience of between 25 to 28 billion people not forgetting the many thousands that will make the journey to SA to watch the games in stadiums and fan parks around the country (CoCT, 2008a).

The CoCT (2008a) noted that the City would gain from both tangible and intangible benefits from hosting the mega-event. In addition, the event will give SA and the CoCT a lasting legacy (CoCT, 2008a). The events benefits and contributions to the City and the province was further emphasised by the Executive Mayor of Cape Town, Helen Zille in her progress report of the 2010 FIFA World Cup (Zille, 2009:2). Pillay and Bass (2009:79) add that the event presented the nation with the ideal opportunity to give the country's urban development agenda increased momentum.

While these benefits to the residents are notable and infrastructure developments needed, Dentlinger (2007b:1) reported that there were a number of objections to the building of the stadium in Green Point. It was further reported that a group of residents through the Cape Town Environmental Protection Association (CEPA) also objected to the development of the stadium on the Green Point Common, citing that the chosen site would have a negative environmental, social and cultural impact on the area. Dentlinger (2007a:4) reported that CEPA referred to the new stadium as an eyesore that will tarnish the beauty of Cape Town and would therefore institute legal action in the public interest to stop the development of the stadium. According to the City's 2010 World Cup spokesperson, Pieter Cronje (as cited in Dentlinger, 2007b), the objections centred around the stadium being built in the area, while other concerns raised were noted as traffic congestion and disruption, noise, the attraction of antisocial elements, the impact on property values and increasing rates bills, cost overruns and escalations. Further concerns highlighted by residents which were noted by the city included questions surrounding the sustainability of the stadium and the stadium not being completed on time for the event, hence becoming a 'colosseum' (CoCT, 2008b).

The Western Cape Government argued that Green Point was the best location for the stadium and a prolonged delay meant that the region would lose out on the financial benefits of hosting some World Cup matches in the City (Cape Gateway, 2008a). It was further reported that CEPA after a number of legal confrontations with the CoCT eventually agreed with the development and reached a so called 'compromise scenario' to the building of the stadium at the chosen site.

Gursoy and Kendall (2006:608) state that unfortunately because of intense competition to host these events, political leaders and organisers frequently ignore the negative impacts and glorify the expected benefits. They further state that communities are often the last to be involved and engaged in the process of bidding for mega-events even though they have a vested interest in the hosting and success of these events. Cornelissen (2005a:138) suggests that there are a range of economic, political and ideological motivations that underlies the hosting of sport events

and mega-events. Gursoy and Kendall (2006:603) confirm that mega-event planning predominantly involves a political planning process, which allows for little input from local residents apart from local political representatives. They note that often officials plan to proceed with the project first and attempt to justify it later. In other words, the use of public money is justified by the claimed benefits that events have for the host city (Green, Costa & Fitzgerald, 2008:347).

Fredline (2008:393) emphasised the importance for governments to manage the impacts of sport tourism on the host community, stressing that support for the event will decrease if residents perceive the negative impacts to outweigh the positives. It must be noted that the success of a mega-event depends heavily on the goodwill of the local residents but also the longevity of these positive impacts is likely to be determined by the level of local resident support for the event (Kim, Gursoy & Lee, 2006:89). Ohmann, Jones and Wilkes (2006:130) are in agreement but emphasise that residents' perceptions play just as an important role in the successful outcome of the event. Fredline (2004:155) warns that residents' may engage stakeholders in several ways in order to stop or delay the event by taking legal action, form protest groups or even vote against public officials who support the event if they are not consulted or included in the process. This further emphasises the importance of gauging the potential perceived impacts of residents and how this may affect their quality of life.

Ohmann *et al.* (2006:129) point out that all sporting events, to differing extents, impact the community within which they take place. Fredline (2004:167) and Fredline and Faulkner (2000:766) indicate in their assessment of two major motorsport events in Australia revealed that residents living closest to the event were most likely to be affected by the event as opposed to those that resided further away. Turco *et al.* (2002:74) note that some generic negative impacts of large-scale sport tourism events have been related to traffic congestion, crowding, crime, trespassing, disruption in daily schedules, litter and noise pollution. However, Gursoy and Kendall (2006:605) acknowledge that public discussions on the expected benefits and costs and widespread community involvement are likely to result in broad consensus over how to reduce the negative impacts and increase the benefits.

Hall (1997:82) notes that there are substantial costs and benefits of mega-events; however their net contribution to local communities, through the study of social and environmental effects as well as economic impacts, is rarely calculated. According to Fredline (2008:393) empirical research on the impacts of sport tourism on host communities is limited. Furthermore, Kim and Petrick (2005:28); Kim *et al.* (2006:89) and Turco *et al.* (2002:158) confirm that although there

are a number of studies that have been conducted on residents' perceptions of tourism developments, there is still a limited number of research studies investigating the perceptions, attitudes and views of residents on the potential impacts of mega-events.

The researcher believes that the area of study to be current, relevant and topical to Cape Town and SA as a whole. As suggested by literature there is limited research investigating residents' perceptions of sport mega-events. An academic investigation into the above subject area would be worthwhile, adding to the body of knowledge on residents' perceptions of sport mega-events, especially since Green Point, Cape Town will be hosting the 2010 FIFA World Cup.

1.2 Statement of research problem

Residents residing in close proximity to the Green Point Stadium in Cape Town will be impacted by developments as a result of the 2010 FIFA World Cup in the city.

1.3 Objectives of the research

Pillay and Bass (2009:81) assert that while public participation in the decision-making process is important, the impact of this is best realised if one understands what the public is thinking. The main aim of the study is to explore the level of awareness, perceptions and attitudes of residents living in close proximity to the Green Point Stadium with regards to the 2010 FIFA World Cup.

1.3.1 Primary Objectives

- To evaluate the residents' level of awareness of the 2010 FIFA World Cup.
- To evaluate the residents' perceptions and attitudes of the 2010 FIFA World Cup.
- To assess what residents perceive about the location of the Green Point Stadium.
- To identify the potential impacts of the 2010 FIFA World Cup on residents living in close proximity to the Green Point Stadium.

1.3.2 Secondary Objectives

- To establish if stakeholders are communicating regularly and effectively with residents.
- To explore the level of support of residents for the 2010 FIFA World Cup.

1.4 Research questions

In order to address the core issues of the study, research questions (RQ) were included in the investigation.

1.4.1 Awareness of residents

RQ1: What are the awareness levels of residents of the 2010 FIFA World Cup to be held in Green Point?

RQ1.1: How do residents perceive the relevance and frequency of information received from key 2010 stakeholders about the event?

RQ1.2: Has the availability of information to residents from stakeholders contributed to a positive or a negative attitude towards the 2010 FIFA World Cup and the Green Point Stadium?

1.4.2 Perceptions and attitudes of residents

RQ1: What are residents' perceptions of the 2010 FIFA World Cup?

RQ2: What are residents' perceptions of the location of Green Point Stadium?

RQ3: What do residents perceive the impacts will be from hosting the 2010 FIFA World Cup?

1.5 Research design and methodology

Both qualitative and quantitative research methods were adopted for the study. The research design of the study consisted of descriptive research.

Secondary Sources

A literature review forms a key component of the exploratory research process; in order gain a thorough understanding of the background of the study. The following secondary sources of information relevant to the study were consulted; journals, textbooks, published statistics, industry literature, government communications and legislation, Internet sites, electronic journals, and other published literature. A review of current and past research studies on sport tourism events and residents' perceptions of mega-events allowed for appropriate questions to be formulated for the interviews, questionnaire survey and observations of respondents.

Primary Sources

In order to achieve the research aims and objectives of the study, an empirical survey incorporating personal face to face interviews was used as the primary data collection method. The questionnaire was designed in conjunction with the supervisor and incorporated both open and closed questions.

1.5.1 Descriptive Research

The descriptive research design consisted of empirical surveys using personal face to face interviews to a cross-sectional set of residents residing in close proximity to the Green Point Stadium.

Research Population and Sample Selection

The research population of interest in this study was Green Point residents living in close proximity to the Green Point Stadium in Cape Town. The study targeted households located within a one kilometre (1 km) radius from the stadium.

The population size of the Green Point was estimated by the CoCT at the end of 2008 to be 3,626 people (Small, 2009). Based on the population size of the suburb, a sample size of 346 respondents within the Green Point area was established by consulting the table for determining the needed size of a randomly chosen sample from a given finite population (Isaac & Michael, 1981:193).

Data Collection Method

The study used a questionnaire to explore the levels of awareness, perceptions and attitudes related to the forthcoming mega-event. Empirical surveys were administered using a spatially based stratified random sampling method with personal face to face interviews.

The Green Point Ratepayers' and Residents' Association (GPRRA) represent the residents of Green Point. GPRRA provided consent to conduct the study on Green Point residents as per ethical considerations (refer to Annexure A for GPRRA letter confirming approval of study). As no written consent was required for participation in this study, interviewers requested verbal consent from prospective respondents prior to commencement of the survey due to ethical requirements. Surveys were conducted in residents' homes and apartments.

Data Analysis and Presentation of Findings

The Statistical Packages for Social Sciences (SPSS) software was used to analyse the quantitative data. Tables and graphs were generated to illustrate the findings. The findings were interpreted and described.

Limitations

The following limitations associated with fieldwork have been identified;

- Surveys were limited to households located in the Green Point suburb which are situated 1 km away from the Green Point Stadium in Cape Town.
- The 2009 Confederations Cup was held in June 2009, which was the period designated for fieldwork. This soccer tournament by FIFA was a prelude to the 2010 FIFA World Cup. The Cup comprised of eight teams and involved Italy as world champions, SA as the host country and six FIFA Confederations champions. The games took place in Johannesburg, Rustenburg, Tshwane, Bloemfontein and Port Elizabeth. No games were scheduled to take place in Cape Town. It is noted that residents could have used the 2009 Confederations Cup as basis for their perceptions, attitudes and views in respect to the questionnaire that primarily revolved around the 2010 FIFA World Cup and Green Point Stadium.
- A number of residents in the area reside in apartment blocks that restrict public access. This limited access to respondents. Potential challenges noted were that residents were mainly available during the evening due to fact that many residents worked during the day. Interviews were conducted with respondents in their homes when time permitted.

1.6 Delineation of the research

The research study focussed primarily on Green Point residents residing within 1 km from the Green Point Stadium. The study did not focus on commercial residents (businesses) located within close proximity of the stadium.

1.7 Significance of the research

Turco *et al.* (2002:158) confirm that relatively little is written about the residents of the community where the event takes place. They further indicate that few impact studies have specifically examined residents' attitudes toward sport tourism in their community. Therefore, an investigation into residents' perceptions of the 2010 FIFA World Cup with specific reference to the residents living in close proximity to the Green Point Stadium in Cape Town could provide useful insights into how this development will impact the community. Furthermore, the study could ascertain the level of support and awareness for the mega-event by residents.

Event managers and government normally drive the process of bidding and hosting of sport events. The findings from this study would allow key stakeholders and event managers to use this information to better engage and involve the community for future events and mega-events. In a developing country like SA, this research will provide an opportunity to leverage events for

social and economic benefits to all stakeholders of sport tourism events, while taking cognisance the most important beneficiary, the host community.

1.8 Expected outcomes, results and contributions of the research

The study will contribute to the current body of knowledge of residents' perceptions of sport events and mega-events in Cape Town and SA. It provides event stakeholders with the opportunity to understand residents' perceptions of mega-events and allows them to engage and involve residents in the entire process from bidding to post-event evaluation. Sport events and mega-events must be constantly measured and analysed, in order to understand public perceptions of these events. In addition, this study presents event managers and planners with the opportunity to understand what residents' attitudes and views are regarding the upcoming 2010 FIFA World Cup and the building of the Green Point Stadium in their area.

1.9 Structure of mini-dissertation

This mini-dissertation comprises of six chapters. This first chapter introduces the study and provides an understanding of the issue as well as describes the aims, objectives and relevance of the study.

Chapter two the first of two literature review chapters, explores two themes that relate to creating a framework of understanding of sport tourism and events. The two areas of review in this chapter have been identified as; contextualising sport tourism events, and South Africa's mega-event initiatives as well as its 2006 and 2010 FIFA World Cup bids. Various sub-themes pertinent to the study were incorporated into the main themes and provide further understanding of sport tourism and events.

Chapter three examines and discusses the second part of the literature review. It focuses on two themes; the impacts and legacies of sport tourism events; and residents' perceptions of sport tourism events. The benefits of hosting sport mega-events and the costs of mega-events as well as mega-event legacies were reviewed and discussed. In addition, residents' reactions to sport tourism events are examined. The review of literature assisted with the development of an appropriate research methodology and instrument to be designed and used to collect the primary data which ultimately assisted in finding solutions and recommendations for the problem outlined in this chapter.

Chapter four describes the research methodology used for the study. It describes the data collection method, the target population, sample frame and size, data collecting process and the

limitations of the study. Chapter five presents and discusses the results of the research findings from the primary investigation.

Chapter six concludes the mini-dissertation by setting out a summary of key findings and making recommendations based on the findings as well as the limitations and potential future research directions of the study. The references and appendices follow chapter six.

The second chapter now presents the first literature review chapter. It provides a contextual understanding of sport tourism events and South Africa's mega-event initiatives as well as an understanding of its 2006 and 2010 FIFA World Cup bids.

CHAPTER TWO

A THEORETICAL FRAMEWORK OF SPORT TOURISM MEGA-EVENTS

2.1 Introduction

The purpose of this chapter is to provide a theoretical understanding of sport tourism events through the review of relevant literature. A review of literature and past research studies conducted assist in the development of an appropriate research methodology and instrument to be designed and used to collect the primary data that will ultimately find solutions and recommendations for the problem outlined in the first chapter.

This chapter will explore two themes that relate to creating a framework of understanding of sport, tourism and events that is important to the study. The two areas of review and discussion in this chapter are identified as; contextualising sport tourism events; South Africa's mega-event initiatives and the FIFA bids. Various sub-themes pertinent to the study will be incorporated into the main themes to provide further understanding of the literature reviewed. A summary will conclude the chapter.

2.2 Contextualising sport tourism events

This section of the chapter begins by providing an understanding of tourism, sport and events. It must be understood that each of the above concepts are disciplines in their own right, therefore it is necessary to describe and define them individually to emphasise and establish their relationship. Furthermore, the current global prominence of sport tourism events, the status of sport tourism in SA and the country's sport tourism policies will be introduced and described in this section.

2.2.1 The relationship between sport and tourism

One of the most significant developments in tourism studies over the past decade is the vast range of activities that have been incorporated into tourism (Cornelissen, 2005a:137). Specific reference is made to events and sport which was noted to be two activities that have been traditionally viewed as being separate from tourism. Cornelissen further notes that there is a growing body of literature that explores the links between tourism and events on one hand and tourism and sport on the other. The relationship between sport and tourism will be explored in this section.

Tourism is multi-disciplinary in nature, encompassing and overlapping a number of disciplines such as sociology (social impacts of tourism), anthropology (cultural impacts of tourism and the relationships of tourists and locals), economics (economic impacts of tourism), and other relevant subject areas (George, 2007:13). Dieke (2003:287) agrees that tourism is multifaceted, adding that the economic aspect of the industry cannot occur without social, cultural and environmental links. In addition, Dieke notes that as demand for tourism grows the opportunity for linkages with other sectors increases.

The general improvement in worker leisure time combined with increased discretionary income for many people has fuelled the unprecedented growth of tourism (Ritchie & Adair, 2004:6). Furthermore, it has helped to increase the desire for people to escape from work routine and engage in holidays, whether domestically or internationally. Deane and Callanan (2004:253) add that since the development of mass travel and tourism in the 1960's, there have been more opportunities to engage in such activities.

The United Nations World Tourism Organisation (UNWTO) (2009) confirms that tourism over the decades has experienced continued growth and diversification becoming one of the fastest growing economic sectors in the world. The organisation indicates that tourism is closely linked to development and has become a key driver of socio-economic progress. In addition, it has become one the major industries in international commerce and at the same time become the primary income source for a number of developing countries while developed economies gain from the economic and employment benefits (UNWTO, 2009).

Dieke (2003:287) motivates that the purported benefits of tourism are often the reasons for supporting the growth and development of this sector by governments. It is suggested that the benefits of tourism are usually felt at two levels: macro or national, and micro or sub-national level. At the first level; tourism is expected to foster economic growth through foreign exchange earnings and increase state revenue and, at the second level, to improve its citizen's wellbeing in the areas of job creation, revenue or income distribution and balanced regional development (Dieke, 2003:287).

However, there is no single definition of tourism that is universally accepted (Mill & Morrison, 2006:1). George (2007:13) points out that although the concept is one of the most widely used, it is also one of the most misunderstood terms. Several authors (Ritchie & Adair, 2004:6; Mill & Morrison, 2006:1; George, 2007:3) agree that definitions of tourism vary, with respect to whether the term is applied from a supply side (industry) perspective or a demand side (consumer)

perspective. Even though there are a variety of definitions it must be noted that they ultimately follow a similar pattern of understanding of tourism which become evident and apparent in the descriptions (Botha, Fairer-Wessels, & Lubbe, 2006:1).

The UNWTO defines tourism as 'the activities of persons travelling to, and staying in, places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited' (George, 2007:3). Notably, tourism has grown substantially in South Africa as an economic and social activity and plays a significant role in the economy (Statistics South Africa, 2005). The Department of Environmental Affairs and Tourism (DEAT) defines tourism in the White Paper on Development and Promotion of Tourism in South Africa as 'all travel for whatever purpose that result in one or more nights away from home' (South Africa, 1996). DEAT further describes a tourist 'as a person who travels away from home, staying at least for one night and can be a domestic tourist, regional tourist or an overseas tourist, furthermore a tourist travels for different purposes including business, leisure, conference and incentive'. This illustrates a similar interpretation and common understanding of the definitions of tourism and the tourist.

Swart (2005:38) reveals that just like the cultural, environmental and social attraction categories; sport can also be depicted as an attraction category within the broader tourism industry. However, like tourism, sport faces similar challenges in relation to a universally accepted definition (Kotze, 2006:283). Kotze indicates that an all embracing definition is somewhat difficult because sport is a socially constructed activity that has progressed across historical eras, societies and cultures. However, Standeven and De Knop (1999:12) define sport as 'the whole range of competitive and non-competitive active pursuits that involve skill, strategy, and/or chance in which human beings engage, at their own level, simply for enjoyment and training or to raise their performance to levels of publicly acclaimed excellence'.

Hinch and Higham (2004:16) on the other hand, describe sport as institutionalised games that require physical prowess, and is structured in the sense that sports are governed by rules that relate to space and time. They add that the type of sport may include dimensions relating to play area, duration, and pace of the game or contest. Notably, the above definitions and descriptions of the two concepts result in a confluence of the two sociological activities of sport and tourism. In addition, they note that sport is an important activity within tourism and travel that is fundamentally associated with many types of sport (Hinch & Higham, 2004:18).

The origins of modern sport events can be clearly identified in the modes of sport that were created in ancient cultures, and the ancient Greek Games have emerged as sport events that have played an important role in the development of society (Standeven & De Knop, 1999:14; Masterman, 2004:25). Neirotti (2003:1) confirms that sport tourism has existed for over a century and the notion of people travelling to participate and watch sport dates back to the ancient Olympic Games. This indicates that sport has been a great motivator for travel and tourism throughout history, which has grown into a mass tourism activity since its formative years (Zauhar, 2003:48).

According to Kurtzman (2005:50), the increased momentum within tourism since the turn of the millennium has resulted in benefits to the sport tourism industry. A noticeable trend which the tourism industry has been adapting to over the past years indicates that more sport tourists are practising and observing sport on their holidays (Kurtzman, 2005:52).

Tourism and sport is more important than ever in present day society, exerting economic, social, cultural, political and technological influences, on a global level (UNWTO & International Olympic Committee (IOC), 2001:5; Masterman, 2004:2). In addition to the economic and social benefits of sport and tourism, the First World Conference on Sport and Tourism held jointly by the UNWTO and IOC in Barcelona in 2001 declared that they are inter-related and complementary and are powerful forces for development (UNWTO & IOC, 2001:11). Notably, sport is emerging as a key component of tourism supply. The conference formally facilitated a stronger relationship between the two activities, highlighting the importance of sport and tourism's undeniable relationship that has resulted in the union of these two activities (UNWTO & IOC, 2001:11).

Standeven and De Knop (1999:5) indicate that the relationship between sport and tourism is symbiotic in the modern world. They note that tourism not only aids sport, but also sport furthers tourism by offering an ever-increasing range of valued visitor experiences. This interdependent relationship of sport and tourism is illustrated in Figure 2.1.

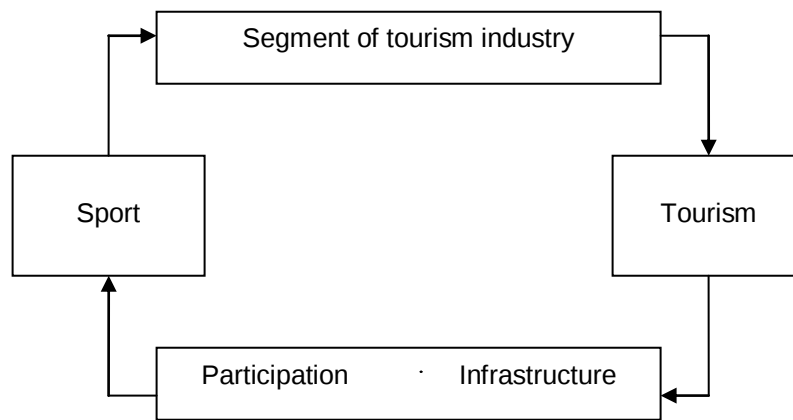


Figure 2.1: Basic model of sport tourism

(Adapted from Standeven & De Knop, 1999:5)

The figure identifies sport as a special segment of the tourism industry, highlighting the relationship between sport and tourism as interactive with tourism, which in turn influences sport participation and sport infrastructure (Standeven & De Knop, 1999:5). In addition, as the momentum of globalisation advances, new and exciting possibilities open up, enriching the touristic experiences through sport which enhances sport development through tourism. The model ultimately indicates that sport and tourism are now inextricably linked.

Cornelissen (2005a:138) adds that an insightful link between sport and tourism is created from a socio-anthropological point of view because it involves elements of performance or staging which attracts spectatorship. It is further asserted that the participation or observation of sporting activities involve travel and can contribute to increase the demand for tourism infrastructure.

This section highlighted the relationship between sport and tourism. It sets the scene for the next section which will attempt to define and describe sport tourism and events.

2.2.2 Defining sport tourism and events

Sport tourism has become an internationally recognised popular niche market which is able to reach and impact various parts of the world because of its global nature (Turco *et al.*, 2002:xv; Getz, 2003:49; Neirotti, 2003:1). A niche market is described as a 'highly specialised segment of the travel market, such as a group with unique special interests' (Tourism & Community Development Solutions, 2009). Neirotti (2003:1) notes that tourism and sport managers have begun to realise the significance of the potential of sport tourism and are aggressively pursuing this market niche. Therefore, tourism and sport industries are increasingly catering to travellers seeking sport experiences (Hinch & Higham, 2004:15).

According to Neirotti (2003:2), sport tourism like the tourism concept lacks common definition as a result of many tourism bodies and organisations like the UNWTO and the World Travel and Tourism Council (WTTC) labouring to find a common supply and demand side definition. Hudson (2003:xvii) defines sport tourism as 'travel away from home to play sport, watch sport or to visit a sport attraction, and includes both competitive and non-competitive activities'. Standeven and De Knop (1999:12) on the other hand categorises sport tourism into involvement and participation creating a typology of the sport tourist. They describe sport tourism as 'all forms of active and passive involvement in sporting activity, participated in casually or in an organised way for non-commercial or business/commercial reasons that necessitate the travel away from home and work locality'.

Sport tourism includes six supply-side tourism categories; events, resorts, cruises, attractions, adventures, and tours (Kurtzman, 2005:49). Kurtzman describes sport tourists as individuals that travel outside their home region, primarily motivated by sport. In addition, the following reasons are listed by sport tourists as reasons to visit sport sites: to attend/participate in sport events, to observe sporting activity, to learn more about sport or improve skills, to experience the ambience of a major event, the environment of a sporting activity and the meeting of sport personalities, and other related activities (Kurtzman, 2005:49).

Kurtzman (2005:55) continues by pointing out that included in the meetings, incentive, conferences, exhibitions and shows (MICES, which is typically referred to as MICE), a segment of sport tourism are sport organisation meetings, sport conferences, sport trade shows, sport equipment exhibitions and sport product shows. In addition, each of the MICES' activities has the ability to attract visitors to a host city and is considered to be 'shoulder or low' season tourism activities (Kurtzman, 2005:55).

Turco *et al.* (2002:1) note that travel may not only be primarily for sport, tourists may be attracted by the destinations' attractions and therefore fit the sporting activities into their plans to visit the city, region or country. Sport therefore becomes a supplemental or secondary attraction that can further satisfy visitors' needs, extend their length of stay and stimulate economic activity (Turco *et al.*, 2002:1). While Deery, Jago and Fredline (2004:239) agree that these pursuits may be incidental to the main purpose of the travel, it is argued that these activities could be classified as recreation and therefore not form part of the sport tourism definition.

Getz (2008:403) states that events too are an important motivator of tourism, and feature significantly in the development and marketing plans of most destinations. Getz notes that before the advent of the collective concept of event tourism it was normal to speak of special events, hallmark events, mega-events and specific types of events. George (2007:366) adds that events are usually defined according to their scale and size, noting that they can range from local town events to international sporting events. Furthermore, events are classified according to their purpose, for example, public, sporting, cultural and business/corporate events. Therefore, event tourism is now generally recognised as being inclusive of all planned events in an integrated approach to development and marketing (Getz, 2008:403/405).

Similarly, Saayman and Rossouw (2008:1) indicate that the term sport event refers to the organisation, marketing, implementation and evaluation of any type of event related to sport. Getz (2003:49) suggests that events form an important element of sport tourism and more significantly in terms of the economic impact and tourist numbers. Notably, Getz describes sport tourism events from the destination (a supply) perspective as the development and marketing of sport events to obtain community benefits while the consumer (demand) side definition as a consumer who travels for the purpose of participating in, or viewing a sport event. In addition, Neirotti (2003:8) describes sport tourism events as those sport activities that attract a sizable number of visiting participants and/or spectators.

Mega-events are enormous by nature and considerable by way of their significance and appeal (George, 2007:366). In addition to the size, scope and appeal, mega-events have a wide reach in terms of prestige, attendance, interest, and more importantly publicity (Cornelissen, 2005a:139). Mega-events by definition are short-term events of a fixed nature (Hiller, 1998:47). Douglas, Douglas and Derret (2001:357) add that mega-events are noted to affect entire communities, countries and continents. They note that due to the limited period over which it takes place, considerable resources are required. Notably, the distinction between small scale and hallmark events is not simply related to the size of the event but regular season sport events do not burden the resources of the host city in the same manner as hosting a mega-event (Gibson, Willming & Holdnak, 2003:182). The FIFA World Cup, and the summer and winter Olympic Games are sporting events that are categorised as mega-events or hallmark events.

Kim *et al.* (2006:86) define mega-events 'in terms of the number of visitors, length of the event and/or the degree of presence or absence of touristic developments' while hallmark events are defined as 'major one-time or recurring events of limited duration, developed primarily to enhance the awareness, appeal, and the profitability of a tourism destination in the short- and/or

long-term’.

Sport and tourism have become significant economic activities both in the developed and developing world (Swart & Bob, 2007:374). Matheson and Baade (2004:1085) emphasise that developing nations have increasingly begun insisting on their right to host these events, thereby reaping some of the perceived economic rewards. The next section will therefore review the global nature of sport tourism events and the purported interest by developing nations in bidding and hosting of these sport events.

2.2.3 The global nature of sport tourism events

International sport as a sector has seen significant expansion becoming the largest and fastest growing components of world economies (Cornelissen, 2005a:138). Turco *et al.* (2003:223) add that it is now widely recognised that major events contribute significantly towards increasing tourist traffic and drives economic development in regions. This view is supported by Tassiopoulos and Haydam (2008:870) while indicating further that it stimulates investment in infrastructure projects such as airports, roads, stadiums, sporting complexes and restaurants, which can be enjoyed by both the local population and tourists alike.

Broadway (1997:35) adds that cities around the world have over the past 30 years incorporated museums, sport stadia, convention centres and festival type marketplaces to their list of attractions with a number of these efforts being related to revitalising its city centres. He further adds that these investments have helped reshape its own urban structure resulting in significant tourist infrastructure emerging. Furthermore, these cities are using these activities to improve their income base and support some of the cyclical fluctuations of their economies. Consequently, these cities have widened their marketing efforts globally by including foreign countries, more notably bidding to host sport events and mega-events in particular (Broadway, 1997:35).

Ritchie (2005:158) indicates that sport and tourism are among developed countries most sought after leisure experiences and are becoming very important economic activities. Almost every city across North America now has a sport tourism initiative, often with dedicated personnel and agencies (Getz, 2008:411). Gibson (2006:7) states that global competition to bid for events and attract the sport event tourist is fierce. Furthermore, there is intense competition among towns and cities around the world to host sport events from mega-events, such as Olympic Games to the FIFA World Cup to small scale sport events.

Richards and Wilson (2004:1931) note that this trend can be linked to a general increase in competition between cities for the attention of important stakeholders, including consumers, investors and policy makers. Furthermore, as a result of the increasing integration of the global economy, a larger number of cities are drawn into this competitive environment. Subsequently, the built environment, infrastructure and amenities within these cities tend to become more similar. Therefore, cities need to find new ways of distinguishing themselves from their competitors. They continue by adding that the cost of building such landmarks is perhaps one of the most important reasons why events have become an increasingly important aspect of inter-urban competition in recent years (Richards & Wilson, 2004:1931).

Sport event tourism has a number of unique characteristics, notably many sport events can be attracted to a destination by bidding for them (Getz, 2003:50). Getz adds that sport events have become highly sought after. This has prompted a number of cities to integrate hosting and bidding for events into the overall tourism product of these destinations (Turco *et al.*, 2003:223).

Both Weed and Bull (2004:12) and Cornelissen (2007:246) indicate that the rapidly changing global environments, more especially commercialisation has led to the large scale growth and importance of sport and mega-events in the twentieth century. Evidently, television became a major global business and sport is one of many phenomena that can be commodified and sold to an ever-growing audience (Weed & Bull 2004:12). Weed and Bull argue that while it is understandable that it might seem odd that television would influence tourism but it popularises a great many sports and highlights international exchange in sport and the expansion of international sporting events. Consequently, this has led to many athletes travelling to participate in such competitions but also encouraging many people to travel to watch such events; in an effort to experience these games live. Furthermore, international competitions such as the Olympic Games, the Commonwealth Games and the FIFA World Cup have become major tourist attractions in their own right, attracting not just the traditional fans and enthusiasts but also those searching for the spectacular tourist experience. In addition, the sale of team products and merchandise may also promote the need for sport tourists to participate in parades in the appropriate team attire and to collect souvenirs enhancing the tourist experience (Weed & Bull, 2004:12).

The first Conference on Sport and Tourism (UNWTO & IOC, 2001:19), summarised a number of future trends indicating that sport and tourism was gaining popularity and growing in demand worldwide because destinations are able to develop by reaping economic, socio-cultural and other spin-offs from hosting sport tourism events. In addition, the importance of sport tourism as

a target market was highlighted by media statements by the both the UNWTO and the IOC, emphasising their commitment to reinforcing their partnerships on collaboration in the sport and tourism sector, worldwide. Furthermore, it was deduced that Africa is said to be the continent of the future, both as a sport and tourism destination, offering opportunities for infrastructure and communication developments (UNWTO & IOC, 2001:19).

Cornelissen (2004:1293) states that both developed and developing countries are increasingly engaging in contests to bid and host sport mega-events. There is intense competition to host sports mega-events as mentioned previously, cities and countries perceive that doing so will enhance their global image and make the destination more attractive to future tourist (Lee, Taylor, Lee & Lee, 2005:27). However, Van Der Merwe (2007:68) observes that in terms of vying for mega-events within the developing world, Africa remains far behind South America and Asia.

The World Conference on Sport and Tourism revealed that there is a shortage of statistics and information pertaining to this niche market on the continent which is an important source of statistical data in assessing and quantifying supply and demand of sport tourism (UNWTO & IOC, 2001:19). Matheson and Baade (2004:1085) note that a limited number of studies have been conducted on mega-events in developing countries which in part is due to the limited frequency of these events. Cornelissen (2005a:140) confirms that even though a number of developing countries have hosted sport mega-events very little research has been conducted on the specific nature and dynamics of large scale sporting events in a developing context, and little attention has been given to the recent increase in efforts by several developing countries to host such events and the motivations that inform such efforts.

This section highlighted the global significance of sport tourism events and its ability to generate popular appeal; communities are using these events as a strategy to attract investment (Turco *et al.*, 2002:73). The following section will examine and elaborate on the status of sport tourism and sport policies in South Africa.

2.2.4 Sport tourism and sport policies in South Africa

Andranovich, Burbank and Heying (2001:114, 117) state that the immediate task of a mega-event strategy is to bring external events to a city (by formally bidding and competing to host the event) and its subsequent goals are to attract sponsorship, tourists and publicity. However, they indicate that public officials must realise that winning bids is neither easy nor risk free when contemplating a mega-event strategy. Due to the intense competition to bid and host these

events, they often require a high degree of professionalism and investment (Turco *et al.*, 2002:108). It is suggested that communities develop a portfolio of sport events by initiating and focussing on a particular strategy instead of bidding on or hosting every event that becomes available (Turco, *et al.*, 2002:108). South Africa's sport tourism and sport tourism policies will be reviewed in this section.

Very few countries have made extensive progress in the creation and adoption of unified sport tourism policy or institutions although an obvious relationship exists between sport and tourism (Cornelissen, 2005a:158). Cornelissen further indicates that even though a number of countries have specific government departments for sport, recreation and tourism that are responsible for the development and promotion of the different sporting codes as well as tourism, often there is very little coordination and cooperation between these different entities in a unified approach.

A failure to adopt this approach was reflected in Australia's Draft Sport Tourism Strategy. The draft strategy was developed to maximise the tourism benefits associated with the hosting of events, post the 2000 Sydney Olympic Games (Commonwealth of Australia, 2000:5). Swart and Bob (2007:380) indicate that the key elements of the strategy included industry co-ordination, education and training, government regulation, infrastructure, research and data collection and the evaluation of economic benefits and implementation of the strategy. The Games presented the country with both short- and long-term benefits; while providing the country with the opportunity of learning important lessons from organising, managing and capitalising on the tourism benefits thereby taking the lead nationally to develop a clear strategy to maximise sport tourism benefits (Commonwealth of Australia, 2000:5). However, the strategy failed to proceed past draft stage when the two ministries of sport and tourism were split after the Games (Swart & Bob, 2007:381), resulting in both government ministers from the two departments losing interest thereby diminishing the drive to implement a co-ordinated sport tourism strategy.

South Africa's tourism and sport industries have not reached its full potential in terms of generating economic development which was largely due to the past apartheid policies adopted by the government prior to 1994 (Swart, 2005:37). Swart notes that as a result of these policies, tourism suffered immensely in the 1970's and 1980's. However, changes in the political environment in 1994 resulted in an increase in incoming international tourism. The new government quickly recognised that tourism offered an opportunity for development, job creation and increased foreign exchange reserves (Swart, 2005:37). According to South African Tourism (SAT), the official national tourism organisation responsible for marketing the country abroad, this recognition by the government for the generation of tourism is reflected through the Tourism

Act (SAT, 2007). SAT recognises the opportunity of the MICE sector as well as events as a growth sector for South African tourism. It believes that this is a market that has the potential to ensure through tourism the benefits are spread across the various sectors of tourism and other industries (SAT, 2007).

Dieke (2003:288) indicates that it is crucial to manage the growth of tourism by introducing clear guidelines to ensure that the resultant growth is compatible with the country's national and sectoral objectives. Dieke further indicates that policy provides guidance and a point of reference within which any development within the sector can be monitored and evaluated.

According to the Government Communication and Information System (GCIS) (2008), the creation and implementation of the 1996 White Paper – for the Development and Promotion of Tourism in South Africa by the Department of Environmental Affairs and Tourism (DEAT) helped provide a policy framework for tourism development. The White Paper notes that sport tourism offers good potential for development (South Africa, 1996:40). Therefore, the provision of facilities, training, marketing and promotion should be given emphasis and the development and growth of this segment of the industry should be encouraged (South Africa, 1996:40). Swart (2005:38) indicates that sport tourism has an important strategic function to play in order to achieve the aims of post-apartheid South Africa's Reconstruction and Development programme which is to uplift South African society economically.

Subsequent to the 1996 White Paper, the Ministry of Environmental Affairs and Tourism in association with the Ministry of Sport and Recreation launched South Africa Sports Tourism (SAST) in 1997 (Swart, 2005:41). Reportedly, the SA government launched SAST as a sport tourism campaign part of a theme-based initiative aimed at maximising the country's tourism potential. Swart and Bob (2007:384) confirm that while the intention of the initiative was to promote a range of sport tourism activities, the focus was almost solely on major sport events. They note that failure to translate policy into practice may be attributed in part to the lack of an overall sport tourism strategy as well as designated sport tourism supporters to oversee its implementation. The initiative experienced a number of challenges ranging from a lack of financial support from government to a lack of communication between sport and tourism bodies and a lack of forward planning by these entities. This resulted in its failure to make any significant impact on tourism development in South Africa (Swart & Bob, 2007:384).

In 2004, Sports and Recreation South Africa (SRSA) released its strategic plan 2004-2007. The primary role of the strategy was to develop and broaden sport and recreation while tourism was

largely considered in a supportive role (Tassiopoulos & Haydam, 2008:871). According to SRSA (2009), sport provides tangible social and economic benefits to host communities. The entity notes that it has grown in South Africa since re-entry into the international arena, adding revenue (R4.1 billion in 2007) and much needed employment (full-time, part-time and volunteer type employment) to the country's economy. In addition, SRSA indicates that the tourism industry has been recognised as the second fastest growing sector in the country's economy, with increased year on year international tourist arrivals to the country. The entity further indicates that sport tourism is estimated to contribute more than R6 billion to the South African tourism industry and recognises that the hosting of major sporting events brings economic activity and employment opportunities into the host country (SAT as cited in SRSA, 2009). In addition, it offers opportunities to raise the profile of the host city or country. Subsequently, SRSA released its 2009-2013 strategic plan reflecting minor changes and additions to the previous 2008-2012 plan. The latest plan now includes regulations to guide the hosting and bidding for sport events (SRSA, 2009).

A more recent assessment of the South African sports industry competitiveness by the Department of Environmental Affairs and Tourism and South African Tourism revealed poor linkages between sport and tourism, presenting challenges for both industries (South Africa, 2005). The following challenges were identified:

- *Poor communication and co-ordination*: Co-ordination with all necessary sectors of tourism does not occur consistently, and the tourism industry is often unaware of major sport events;
- *Limited co-operation*: Tourism and sport do not leverage each other's channels into target markets even though there are overlaps;
- *No channels for input*: Smaller event organising committees often lack representation from tourism;
- *Limited packages*: Tourism industry lacks insight into fan base to develop appropriate packages and channel for disseminating information;
- *Potentially misaligned incentives*: For example, cricket does not encourage international tourists, instead choosing to focus on growing its domestic (non-travelling) fan base at events to increase local support, and;
- *Poor alignment of calendars*: Sport events are not planned to coincide with other events.

It is further asserted that South African sport and tourism policies as well as the planning and resource allocations are vested in separate agencies (Swart, 2005:41). Swart and Bob

(2007:379) note these separate entities have been known to develop closer links on an adhoc basis, often in an uncoordinated manner, over a short-term basis. Furthermore, this collaboration is usually directed towards the bidding and hosting of mega-events. However, sport tourism tends to be neglected due to the fact that the responsibility of policy development within the two government departments continues to focus on their individual sectors (Swart & Bob, 2007:379).

Swart and Bob (2007:381) note that there are many issues and aspects of consideration that will affect policy development. They identify aspects related to a range of sport tourism products (for example, events, conferences, leisure centres, etc.); seasonality (especially promoting off season-activities); facilities and infrastructure; marketing, promotion and pricing; funding; information dissemination; monitoring and evaluation; and sport development. Furthermore, it is envisaged that these areas pose the potential for collaboration and consensus building but the main focus should consider both sport and tourism issues in all developments simultaneously. Finally, they note that while a concerted effort is being made for infrastructural developments (stadiums and transport networks) in preparation for the 2010 FIFA World Cup, it is also important to consider social and economic gains for local communities (Swart & Bob, 2007:381).

Swart and Bob (2007:389) indicate that sport tourism in South Africa has enormous potential. However, in order to overcome challenges facing the development of a sport tourism strategy in South Africa, it is suggested that cross-sectoral policy development needs to take place across all governments departments and all sectors. It is hoped that the 2010 FIFA World Cup will cause the implementation of related initiatives that will improve and increase South Africa's sport tourism potential beyond mega-events only (Swart & Bob, 2007:379). Standeven and De Knop (1999:305) suggest that an alliance should be formed, encouraging co-operation with each other rather than working against each other to highlight the country's market strengths, in particular its sport facilities, in order to boost the country's tourism appeal. In addition, several authors (Cornelissen, 2005a:158; Swart, 2005:41; Swart & Bob, 2007:379) state that a unified, well developed and coordinated sport tourism strategy should involve all stakeholders to ensure its success.

The first section of this chapter provided a contextual review of sport tourism and mega-events by examining the relationship between sport and tourism. In addition sport tourism and events was defined. The global nature of sport tourism events was reviewed and sport tourism and sport policies in South Africa were discussed. The next section will continue by evaluating and describing South Africa's mega-event campaigns and outline both FIFA World Cup bids.

2.3 South Africa's mega-event initiative and FIFA World Cup bids

This section of the chapter will start by examining South Africa's mega-event initiative. A brief description of the country's initial 2006 and subsequent 2010 FIFA World cup bids will follow. Cape Town, one of the FIFA World Cup host cities anticipates a number of benefits for the city and the province. This will be described and reviewed further in this section. Lastly, the debate related to the choice of Green Point Stadium as the competition venue will be elaborated on in this section.

2.3.1 South Africa's mega-event initiative

Getz (2003:71) notes that bidding for sport events and mega-events in particular have become very competitive with unpredictable results, often there are a few winners and a lot more losers. He adds that bids are often won through strong relationships with the sport governing bodies that award the events and often these bid campaigns are associated with high costs that take place over a number of years. Notably, there are a number of advantages that have been identified with bidding for sport mega-events. Some of the benefits include; attracting publicity to the destination, mobilising public support (although opposition can be negative), attracting interest and resources from sponsors, creating partnerships and organisational capability and improving infrastructure and venues (Getz, 2003:71).

According to Black (2007:263), the existing era of globalised mass media and hotly contested hosting decisions has resulted in cities using sporting events in an effort to position itself by using its distinctive qualities and unique characteristics. Moreover, it is about marketing and 'place promotion' which is essential to any bidding process. It is therefore imperative for every bid city/country to develop a compelling case highlighting why they would be desirable hosts of these events (Black, 2007:263).

Cornelissen (2004:1294) and Van Der Merwe (2007:69) indicate that a number of African countries over the past few years have indicated increased willingness to bid for mega-events. Notably, SA has emerged as a staunch supporter and advocate of sport events and mega-events in comparison with other African countries. Cornelissen (2004:1294) points out that in their efforts to bid for mega-events, African countries have expressed a high level of willingness to commit (often large) volumes of resources necessary to win these bids.

Cities and countries host events for a number of different reasons (Turco *et al.*, 2002:74). SA like a number of countries in the world, bid to host sporting events as part of its broader tourism strategy (Kotze, 2006:291). Cornelissen (2005a:138) adds that these events are related with a

re-imaging process, aimed at enhancing the country's profile. In addition, they are linked to strategies of urban regeneration, including the development or redevelopment of sport stadia, as well as tourism development. Van Der Merwe (2007:71) confirms that sport and sporting events presented the new SA government with developmental opportunities and infrastructure projects but adds the opportunity to address much needed nation building as a result of the country's uncomfortable re-entry into the sporting world in the early 1990's to break away from its racially divided past.

South Africa has world-class venues, good supporting infrastructure, top international events, and a passion for sport, this combination makes the country a huge draw card for sports fans (South Africa.info, 2009a). The 1995 Rugby World and 1996 African Cup of Nations were amongst the first major international sporting events hosted by SA after the transition to democracy (Cornelissen, 2005a:142). According to Makgabo (2006:2), winning the 1995 Rugby World Cup and the 1996 African Cup of Nations, soon after its readmission to the world football community presented the country as a 'winning nation' and instilled a high degree of self confidence. Makgabo adds that this indicated that South Africa's was ready to demonstrate that it could successfully compete with the rest of the world despite adversities. In addition, Van Der Merwe and Van Der Westhuizen (2007:347) and Van Der Merwe (2007:72) note that the 1995 Rugby World Cup slogan 'one team one nation' which was extended into the identity building slogan 'Rainbow Nation' helped bring the country closer in an extraordinary manner.

South Africa subsequently co-hosted with Zimbabwe and Kenya the Cricket World Cup in 2003 (Van Der Merwe, 2007:71). However, due to unanticipated political consequences and safety and security concerns as a result of co-hosting the event, most of the matches were centred in South Africa (Cornelissen, 2005a:148;150). Cornelissen adds that despite the political and other entanglements that characterised the event, it was widely held as a success. Kotze (2006:291) notes that the successful hosting of the Rugby and Cricket World Cup's in 1995 and 2003 respectively has helped create a new image and identity for the country, reflecting a new post-apartheid South African society.

In addition to hosting the 1995 Rugby World Cup; the 1996 African Cup of Nations and the 2003 Cricket World Cup; SA hosts a number of world-class sporting events every year and the country has proved that it can successfully pull off the really big events (South Africa.info, 2009a). Furthermore some of these events include the Women's World Cup of Golf 2005-2008; the inaugural World Twenty/twenty Cricket Championships in 2007; and the only street race in the A1 Grand Prix World Cup of Motorsport; held in Durban from 2006 to 2008. However, SA also

lost the bids to host the 2004 Olympic Games and the 2006 FIFA World Cup respectively (Cornelissen, 2005a:142 & Van Der Merwe, 2007:73).

Turco *et al.* (2002:74) note that the objective of the Cape Town Olympic bid was primarily linked to development. In addition, the Games development plan was to ensure that sporting facilities were provided in disadvantaged communities. Hiller (1998:54) and Cornelissen (2005a:161) confirm and highlight that SA used a developmental agenda in both the 2004 Cape Town Olympics and the 2006 FIFA World Cup bids. Hiller adds that SA included a commitment to building facilities and enhancing sport programmes in disadvantaged areas to be used to develop initiatives for community revitalisation in these areas, job creation, building of affordable housing, small business support programmes, the provision of an integrated transport system and community consultation. Furthermore, poverty reduction strategies were centred on Black Economic Empowerment (BEE) initiatives, job creation, transportation integration and township regeneration (Hiller, 1998:54).

Cornelissen (2005a:161) states that while development is a key imperative in SA, it is also the goal of an increasing number of developed and developing countries. However, these sport bids and events are highly political affairs and politics play a significant role in shaping events bid processes and outcomes. It is further stated that although mega-events are largely aimed at accomplishing economic objectives, many governments attempt to use these events to fulfil larger political aims, such as consolidating national legitimacy or as a means of nation building (Cornelissen, 2005a:161).

This section reviewed South Africa's mega-event initiative. The following section will briefly examine South Africa's 2006 and 2010 FIFA World Cup bids; it highlights the competition between the other bid countries such as Morocco, a bid process that was typified by extensive politicking and lobbying in order to win the opportunity to host the tournament.

2.3.2 South Africa's 2006 and 2010 FIFA World Cup bids

The immediate business of FIFA is to enhance and extend the reach of football globally; therefore the organisation is more willing to move away from traditional practices to grow the game (Davies, 2009:33). Matheson and Baade (2004:1086) note that FIFA seems to be more willing to award developing nations the opportunity to host the soccer tournament. Several South American countries have hosted the event in the past; however Africa has never been afforded the opportunity to stage the mega-event (Matheson & Baade, 2004:1086).

South Africa signalled its intention to bid for the 2006 FIFA World Cup in 1998, four year after the first democratic elections was held in the country (Cornelissen, 2005a:143). Cornelissen notes that this was prompted by hosting and subsequently winning the 1996 African Cup of Nations. In addition, the hosting and winning of the 1995 Rugby World Cup promoted national identity, improved reconciliation and encouraged a sense of loyalty to the new political dispensation which the post-apartheid government was attempting to foster through sport (Cornelissen, 2005a:143). Kersting (2007:291) adds that sport patriotism is regarded as the most important source of national identity and pride in South Africa.

Cornelissen (2005a:144) confirms that externally the bid was an attempt to showcase SA as a destination and to highlight its peaceful transition to the new democratic dispensation. It was also used to appease international concern over potential political volatility in a post-Mandela era. Hence, the 2006 World Cup would provide the ideal opportunity for consolidating South Africa's international position and also contribute positively to domestic transformation (Cornelissen, 2005a:144). In addition, it would have indicated to the world that a new relationship between SA, Africa and the international community was developing (Van Der Merwe, 2007:71).

South Africa joined the 2006 bid process with four other African countries (Cornelissen, 2004:1299; Cornelissen, 2005a:143). In an effort to present a unified approach Ghana, Egypt and Nigeria withdrew their bids (Mail and Guardian as cited in Cornelissen, 2005a:143). However, Morocco and SA stayed in the competition eventually proceeding to the final round of the competition against Germany, England and Brazil. Germany was eventually selected to host the 2006 FIFA World Cup (Cornelissen, 2005a:143). Matheson and Baade (2004:1086) note that the final round of voting was marred by controversy after the Oceania Football Confederation delegate abstained from voting resulting in Germany's win. Consequently, as a result of the uproar over the decision, FIFA guaranteed that the 2010 World Cup would be held in Africa (Matheson & Baade, 2004:1086).

South Africa entered the next round of bidding by attempting to win the right to host the 2010 FIFA World Cup against five other African countries (Cornelissen, 2005a:144). Notably, SA capitalised on the slogan 'Its Africa's Turn'. Van Der Merwe (2007:73) confirms that SA rejuvenated its quest to host the mega-event by appealing passionately that it was indeed Africa's turn.

A very comprehensive and well grounded bid plan emerged, laying the foundation for a truly meaningful development agenda (Pillay & Bass, 2009:77). Cornelissen (2005a:144) confirms that the bid was underpinned by economic and developmental objectives in conjunction with goals of reconciliation and nation building. Cornelissen notes that after a process that was characterised by robust lobbying and intense politicking by the competing countries, South Africa won the bid on 15 May 2004 receiving 14 of the 24 votes. Notably, FIFA highlighted in its technical report two weeks prior to the final announcement, that South Africa was the only country on the African continent that was capable of hosting an excellent finals (Cornelissen, 2005a:146). Van Der Merwe (2007:73) adds that winning and hosting the 2010 FIFA World Cup promises to be a crowning achievement for the country especially since its return to the international community.

The 2010 FIFA World Cup is scheduled to be held from 11 June to 11 July 2010 in nine cities around SA utilising ten stadiums planned for the event, with two stadiums considered for Johannesburg (Makgabo, 2006:3; Rogerson & Visser, 2007:28; Saayman & Rossouw, 2008:1). Thirty two teams are scheduled to play 64 matches during the 2010 FIFA World Cup in nine host cities which include Bloemfontein, Cape Town, Durban, Nelspruit, Rustenburg, Polokwane, Johannesburg, Pretoria and Port Elizabeth as illustrated in Figure 2.2 (Saayman & Rossouw, 2008:1). It must be noted that the role and location of existing and proposed stadiums in Cape Town was subject to much debate and was highly contested (Swart & Bob, 2009:114) hence the focus of this mini-dissertation.



Figure 2.2: The 2010 FIFA World Cup host cities in South Africa

(Source: FIFA.com, 2009)

According to Rogerson and Visser (2007:28) the stadiums will provide the focal point for the group stage matches that will open the tournament. It is noted that of the ten selected venues, six are situated in the country's major metropolitan areas; while the remaining four venues (Rustenburg, Bloemfontein, Nelspruit, and Polokwane) represent important secondary cities (Rogerson & Visser, 2007:28). Johannesburg is scheduled to host the opening and closing matches (FIFA.com, 2009).

The next section will examine Cape Town, one of the cities in South Africa that will host some of the 2010 FIFA World Cup matches. This section provides an understanding of the stadium in relation to this City and the province within the wider context of SA. The final section highlights the debate that resulted in its choice as the preferred competition venue in Cape Town.

2.3.3 Hosting the FIFA World Cup – Cape Town, Western Cape

South Africa is anticipating approximately 350, 000 visitors to the country during the 2010 FIFA World Cup and presents the country with the opportunity to showcase what it has to offer and highlight the various host cities as unique destinations (Makgabo, 2006:3). This view is supported by Pillay and Bass (2009:77) but add that the event presents the country and host cities with an extraordinary opportunity to give its urban development agenda added momentum. They note that the national government provided a blueprint of how it intends to roll-out this massive public works undertaking, while host cities implemented their own plans and schedules accordingly. Cornelissen (2007:251) notes that all cities in SA have in varying scales and ambition initiated major projects for development which seek to use the event as the anticipated key driver to deliver on its wider urban development goals.

Cornelissen (2005b:165) indicates that the Western Cape has become one of the foremost international destinations in the country in the recent past. Furthermore, the province has a number of physical and other qualities that adds to its appeal as a tourist destination. The province is made up of six tourism regions namely: Cape Town, Cape Overberg, Cape Winelands, Cape Garden Route and Klein Karoo, West Coast and Cape Karoo (Cape Town Routes Unlimited, n.d.).

Cape Town has become an important tourism destination within the local tourism industry (Rogerson & Visser, 2007:28). In addition, its popularity as a long haul destination has increased over the past decade, with nature and culture based products featuring more prominently. Its prominence as a city destination was featured during 2003–2004 when it was voted among the top ten destinations in the British Broadcasting Corporations (BBC) national poll of 'places to see

before I die' (Rogerson & Visser, 2007:28).

The newly built Green Point Stadium will be the designated competition venue in the City of Cape Town (CoCT) (CoCT, 2008a). The CoCT note that in addition to the many thousands that will make the journey to watch the games and partake in the festivities associated with the event it is estimated that the event will have a cumulative worldwide audience of between 25 to 28 billion people (CoCT, 2008a).

The Green Point Stadium was initially estimated to cost R1.2 billion in 2006 and has now escalated to cost around R4.4 billion including contributions from the CoCT to complete the project which is scheduled for handover in December 2009 (Lewis, 2009:1). Lewis notes that the construction of the stadium is being funded from various sources, R30 million grant from the Development Bank of South Africa, R3 billion from national government, R21 million from provincial government and R500 million from the City. The stadium will seat 68,000 spectators for the event but will be reduced to 55,000 and the stadium will be used as a multipurpose venue after the event for ball sports, major events and concerts (CoCT, 2008b).

The CoCT (2008a) indicated that hosting the 2010 FIFA World Cup gives the city a unique opportunity to improve its infrastructure by taking advantage of funds made available nationally for these 2010 related projects which include new stadiums, transport and other upgrades. In addition, the event presents a platform to market Cape Town and the Western Cape to the world thereby creating a more desirable destination for leisure, business and its residents. The City further indicated that hosting this mega-event will leave the country and the region with a lasting legacy (CoCT, 2008a).

The Executive Mayor of Cape Town, Helen Zille in her assessment of the city's progress of the 2010 FIFA World Cup, further highlighted the events benefits and contributions to the City and the province (Zille, 2009:2). She stated that as a result of the mega-event the Western Cape region would gain from a financial injection of around R10.5-billion, which is being used for infrastructure developments and upgrades. A number of other benefits were described and noted as; showcasing the city to the world, boosting investor confidence, attracting more visitors to the region and upgrades to public spaces and facilities like the Green Point Common. The Mayor emphasised that these investments will change the face of Cape Town for the better and help it to promote further economic growth and job creation towards 2020 (Zille, 2009:2).

Rugby and cricket are the sporting codes that capture a larger slice of media attention in the Western Cape rather than soccer (Alegi, 2004:316). Alegi adds that football is deeply rooted on the Cape Flats which is located approximately 15 kilometres away from the city and is home to the Black residents of the city (the apartheid regime classified South Africans as a result of the Group Areas Act into four historical racial groups: White, Indian (or Asian), Coloured and African. The term 'Coloured' described descendants of a wide variety of people, including indigenous Khoikhoi and San; slaves from Africa and Asia; and of racially mixed unions. The term 'Black' refer collectively to all groups who are not White (Alegi, 2004:329). In South Africa, Blacks are considered to be previously disadvantaged individuals). Furthermore, the Cape Flats is a world apart from the inner suburbs where most Whites, middle and upper class people live and it is this reality that continues to shape Cape Town football today, from the professional ranks down to the grassroots level (Alegi, 2004:316). The suburb of Green Point was historically a White residential suburb and is situated in close proximity to the city centre (Swart & Bob, 2009:119). It is within this context and other concerns expressed, that the location debate ensued prior to choosing the Green Point Stadium as the competition venue in Cape Town.

2.3.4 Choosing a location: The Green Point Stadium debate

Davies (2005:268) states that the function of stadia has been twofold; firstly to serve a sporting need and secondly to act as a catalyst for economic and social regeneration in the surrounding area. In many cases the hosting of sport events goes hand in hand with the development or redevelopment of stadia or sporting facilities (Kotze, 2006:285). Swart and Bob (2009:114) emphasise that the building of stadiums is linked to the achieving the social development objectives of hosting the 2010 FIFA World Cup in Cape Town. Bob and Swart (2009:48) indicate that the potential infrastructural benefits are one of the tangible long-term legacies associated with hosting the 2010 FIFA World Cup. They note that the development of new and refurbishment of old stadia in particular are significant features of South Africa's 2010 sport infrastructural improvement and expansion programmes.

The South African bids, according to Cornelissen (2004:1299), underwent some changes from the original 2006 bid proposals; the numbers of stadiums were increased to 11 and included a number of cities and town that were initially perceived to be outside the main soccer financing circuit of the country. Alegi (2004:318) states that South Africa's 2010 World Cup bid originally proposed Newlands as Cape Town's venue for the three first-round matches and one quarterfinal. It is further stated that this facility is home to Western Province rugby and is located in the affluent and established White southern suburb of Newlands. However, following the victory by the African National Congress in the 2004 provincial elections, the City Council and

the Western Cape provincial government tabled a proposal to change the World Cup venue in Cape Town to Athlone Stadium which is predominantly a Coloured area. The main aim of this decision sought to re-address the inadequate sporting facilities provided in the previously disadvantaged communities (Alegi, 2004:318).

Several authors (Alegi, 2004:318; Cornelissen, 2007:251; South Africa, 2007:7) note that the change from Newlands Stadium to Athlone Stadium would bring much needed social development opportunities to the area from the 2010 World Cup. Cornelissen continues by indicating that Bid promoters favoured developmental sites such as Athlone with the objective of socio-economic advancement. However, it must be noted that the local press reported that while city officials still favoured the Athlone Stadium as a competition venue, the Western Province arm of the SAFA proposed a plan to upgrade a stadium in Blue Downs on the Cape Flats (Salie & Gophe, 2005). Notably, this suggested that the city council and SAFA Western Province were at loggerheads over the location of the competition venue.

FIFA was approached to consider the change from Newlands Stadium to Athlone Stadium, which was agreed to in principle but was subject to a site inspection that took place on 18 October 2005 (Western Cape Government & CoCT, 2007:7-8). It is noted that Green Point Stadium was proposed to be a training venue. However, after inspecting Athlone and Green Point Stadiums, FIFA indicated that it was not willing to consider Athlone however it was surprised that Green Point was not chosen as the original site indicating that it was a prime site to showcase the city, South Africa and the continent through this event (Western Cape Government & CoCT, 2007:7). Consequently, this meant that Cape Town would be able to host a semi-final match. Notably, the event would give Cape Town the exposure it needs through the more than one billion television viewers and the many thousands that would visit as a result of the higher profile matches. It became clear to the provincial government and the CoCT after conducting a comparative cost-benefit analysis that although the Green Point Stadium would be more expensive to build, it would offer the most benefits. Green Point was subsequently chosen as the site to build the new stadium for the 2010 World Cup (Western Cape Government & CoCT, 2007:7-8).

The newly elected Executive Mayor of Cape Town, Helen Zille, initially indicated that she was not satisfied with Green Point Stadium as the chosen site and subsequently commissioned an alternative site study which included Athlone, Green Point and Newlands (Western Cape Government & CoCT, 2007:8). The study concluded and confirmed that this site was the most viable within the available time frame. Hence, Green Point was chosen as the official

competition venue for the 2010 FIFA World Cup in Cape Town while Athlone Stadium was chosen as a training venue, leaving the city with a long-term benefit in the form of a key legacy that emerged from the 2010 FIFA World Cup (Bob & Swart, 2009:50). They indicate that legacy stadia, which are in appropriate locations is aimed at the promotion and development of sport in disadvantaged communities. In addition, to Athlone Stadium, Philippi Stadium was also chosen by the CoCT and the Western Cape government as a second official training venue known as Venue Specific Training Sites for the event (Cape Gateway, 2008b). These stadiums will be used by participating teams as training venues in the buildup to the event.

Based on the context of the decision to choose Green Point it becomes evident that planning for the event is shaped by a number of factors (Cornelissen, 2007:250). Firstly, FIFA initiates and bases its plans on the initial objectives and proposals as presented by the South African Bid Committee in its submission. However, FIFA at times in its application of the objectives uses a firm, no compromise approach altering the initial submissions goals. Notably, this was reflected in FIFA's insistence that SA reduce its initial 13 cities in the Bid document to 10 in 2005 and to 9 subsequently in 2006. Secondly, after lengthy venue selection disagreements in Cape Town, FIFA expressed preference for the Green Point Stadium which affected planning processes even though the site was not initially identified by Bid promoters as a venue for the event (Cornelissen, 2007:250). Furthermore, Alegi (2004:319) notes that none of the meetings between the FIFA delegation and Cape Town officials were open to the public highlighting the assertion by Cornelissen of a firm, no compromise approach adopted by FIFA.

The eventual decision to utilise Green Point as the competition venue was not without resistance and debate. According to Mangxamba (2006), the Local Organising Committee (LOC) noted that the indecision in Cape Town was causing great concern to the organisers and was delaying efforts to meet FIFA deadlines. It was noted that while other cities in particular Durban and Port Elizabeth were on track, Cape Town still had not decided where its stadium would be built in Green Point. Furthermore, FIFA expressed concerns around the delay in releasing the environmental impact assessment report, and the fact that any decision eventually made could still be challenged in court (Mangxamba, 2006).

Dentlinger (2007b:1) reported that the CoCT received notification of objection to building the stadium in Green Point from residents living in Green Point, Sea Point and Mouille Point. It is further reported that the residents expressed concerns related to traffic, noise, accumulation of anti-social elements and impact on property values. Notably, the strongest opposition came from Cape Town Environmental Protection Association (CEPA) which staged protests and initiated

court actions to prevent the CoCT from building the World Cup stadium in Green Point (CoCT, 2008b). The group highlighted the negative impacts of the mega-event and tourism by building the stadium and staging the event in the Green Point area. In addition, the residents raised fears of escalating cost and disruptions, questions surrounding the sustainability of the stadium, and it would not be finished in time, becoming an eye-sore. Furthermore, CEPA highlighted a few other concerns; firstly the Green Point Common a public recreation space would be commercialised, a casino would operate in the stadium after the tournament, increased traffic gridlock and the risk of crippling rates bills to pay for cost overruns (CoCT, 2008b).

The Western Cape government (Cape Gateway, 2008), argued that this was the best location for the stadium and a prolonged delay meant that the Western Cape would lose out on the benefits of hosting some World Cup matches in the city. The Executive Mayor of Cape Town, Helen Zille, confirmed and warned residents that if the City did not host a semi-final match, the City would be the biggest loser. However, the group after legal confrontations with the City, finally agreed and reached a so called 'compromise scenario' to the building of the stadium at this site (CoCT, 2008b).

Cornelissen (2007:251) stated that the CoCT intended to develop a multimodal sport and tourism precinct around the 85 hectare Green Point Common. Barnes (2006:2) indicated that the existing Green Point Stadium will be demolished and the Green Point Common will be transformed into a quality open space and sport complex that will accommodate a range of sport codes, limited informal trading and a range of passive recreational opportunities. The CoCT (2009a) proposed a part of the Common to house the new stadium, leaving the rest of the green space for the development of a centralised sport complex of playing and practice fields plus club facilities (refer to the site plan of Green Point Stadium and the Urban Park in Appendix B). They indicated that all the existing sport codes such as athletics, rugby, soccer, cricket, bowls, golf and tennis will be catered for, eventually creating the Green Point Urban Park (CoCT, 2009a).

Hall (1997:83) points out that the stifling opposition to mega-events may be more noticeable than the creation of a community of interests that is claimed from these events. Pillay and Bass (2009:91) indicate that by not sufficiently achieving reasonable consensus on key issues that involve the community may result in opposition of related infrastructure developments associated with the 2010 FIFA World Cup thereby causing delays of these projects. Pillay and Bass highlight projects such as the Gautrain rapid rail network aimed at improving transport links between Johannesburg, Pretoria and Oliver Tambo International Airport, the Green Point Stadium location, the N2 Gateway housing project (a project instituted by the Ministry of Housing

aimed at eradicating shack dwelling along Cape Town's national road (N2) by building suitable housing for residents of the area) and La Mercy Airport. Notably, these projects were the subject of much public debate and opposition due to cost escalations, forced removals and other irregularities. However, consensus by key stakeholders was only partly and quickly reached (Pillay & Bass, 2009:91).

Pillay and Bass (2009:77) add that the Green Point Stadium debate as well as other developments linked to the 2010 World Cup identified that a lack of communication, both vertically and horizontally, has been a problem by key 2010 stakeholders. However, communication has seemingly been improved in the recent past. Furthermore, the opposition and debate over policy have not been unwelcome as this enabled the opportunity for some compromise to be reached, allowing construction and development to progress. Lastly, the decision making processes have to an extent been democratic, encouraging growth, equity and sustainable practices which has been somewhat positive for the future (Pillay & Bass, 2009:77).

2.4 Summary

The review of literature clearly indicates that an important link exists between sport and tourism. However, even though a symbiotic relationship exists, there is still a lack of common definition of both sport and tourism. The increasing interest to bid and host sport events for a variety of reasons emphasises the global nature of sport tourism events. South Africa, since its re-entry in the world sporting arena, signalled its intention to bid and host a number of sport tourism events. Moreover, it has been established that a unified, well developed and coordinated sport tourism strategy is required to ensure growth and success in South Africa's sport tourism plans. While there have been a few failed sport mega-event bids, the 2010 FIFA World Cup is the first sporting event of its kind in South Africa and on the continent. South Africa's bid plan was focussed on tangible and intangible goals. Notably, these objectives gave the country the opportunity to fast-track its development agenda. However, the development and choice of the Green Point Stadium in Cape Town was not without resistance, debate and delay. It was clearly identified that there was need for greater communication, inclusion and participation of all stakeholders in the 2010 World Cup process to avoid opposition of this nature.

Sport events have a variety of impacts (both positive and negative) on the community within which they take place (Fredline, 2004:155; Ohmann *et al.*, 2006:129; Bull & Lovell, 2007:234). This highlights the importance of monitoring and evaluating residents' perceptions and reactions of sport event impacts (Fredline & Faulkner, 2000:764). The next chapter will examine the perceived impacts of sport events on host communities.

CHAPTER THREE

THE IMPACTS OF SPORT EVENTS ON HOST COMMUNITIES

3.1 Introduction

This chapter examines and discusses the second part of the literature review. Two themes; the impacts and legacies of sport tourism events; and residents' perceptions of sport tourism events will be the focus of this chapter. Firstly, the chapter will begin by examining and discussing the benefits and the costs of hosting sport mega-events as well as mega-event legacies in order to provide further understanding of the first theme. Secondly, residents' reactions to sport tourism events will be discussed. A summary will conclude the chapter.

3.2 The impacts and legacies of sport tourism events

Mega-events require very large investments that are necessary to stage and ensure its success however; the short-term economic return is likely to be negative (Dimanche, 1997:68). On the other hand, Hiller (1998:47) argues that even though mega sporting contests are single, short-term obtrusive events, they are likely to have long-term positive consequences for the cities and communities that stage them. These two arguments indicate that two different schools of thought and highlights that impacts do occur whether positive or negative.

Dimanche (1997:68) notes that there are a number of research studies that have concentrated on short-term impacts of special events however, a limited number of studies have measured or evaluated these events over the long-term. Dimanche further notes that data should ideally be collected to reflect both short-term and long-term impacts but not having a standard method of impact measurement has made it difficult to monitor and measure the legacies of events. In addition, examining and evaluating the long-term impacts and legacies of mega-events will reveal its true performance and significance (legacies will be discussed later in the chapter). Furthermore, it is suggested that some of the variables that could be used to measure the success of an event include visitor satisfaction; resident satisfaction; visitor expenditure; economic impact data (costs and benefits); inward investment; regeneration of urban neighbourhoods; image of a destination; improvement of the touristic infrastructure; and overall growth of tourism (Dimanche, 1997:68).

Fredline (2004:156) indicates that understanding the potential impacts of events and how these may affect the quality of life of residents is a fundamental part of sport event planning and management process. Cornelissen (2005:167) adds that tourism impacts can be assessed through direct and indirect effects. The following section will review the potential impacts of sport

tourism events and the legacies that are left after hosting a sport event.

3.2.1 The benefits of hosting sport mega-events

The touted benefits of major sport events for a host destination are wide ranging (Black, 2007:261). Andranovich *et al.* (2001:114) indicate that mega-events allow cities to focus on economic development and attention for gain. Tassiopoulos and Haydam (2008:870) add that sport tourism events are recognised as powerful forces for development. They indicate that it stimulates investment in infrastructure projects which can be enjoyed by both the local population and tourists alike. Saayman and Rossouw (2008:2) assert that mega-events can improve the quality of life of the host community.

According to Feng (2008:125), city officials generally use similar motivations for investing in sport facilities. Feng adds that these claims usually revolve around substantial economic impacts such as income increases, job creation, and tax-revenue increases. Furthermore, people who travel to attend games from out of the city will spend money at the facilities and on many related and unrelated activities thereby injecting new spending in the city. According to Saayman and Rossouw (2008:2), the economic benefits are derived from two sources of additional spending, tourist spending and organisational spending in preparation for the event.

Standeven and De Knop (1999:204) note that sport tourism activities require services to be provided by the host community, creating potential social benefits in the form of employment that would not have otherwise existed, even though this benefit may be short-term. Turco *et al.* (2002:55) add the resultant creation of local employment and improved personal income, the economy subsequently enjoys re-spending by residents which is stimulated by hosting sport mega-events.

Rosentraub (2008:66) confirms that the potential exists for new sport facilities to be developed which in turn generate important benefits for governments and residents in the long-term. Table 3.1 reflects the most commonly identified or mentioned tangible and intangible public benefits that proponents for new sport facilities claim. Both Black (2007:261) and Tomlinson (2009:100) add that the anticipated benefits of mega-events for host cities include; economic or developmental benefits, unrivalled 'place promotion' opportunities, re-imaging of the city, creating awareness and branding of the city, aimed at expanding investments, tourism, and not least the ability to attract future events.

Table 3.1: The range of public benefits from a sport facility (Adapted from Rosentraub, 2008:66)

Possible public benefits	
<i>Tangible benefits</i> • Enhanced levels of regional income • Enhanced levels of wealth in region • Higher tax revenues • Downtown redevelopment: new private investment, relocated economic activity	<i>Intangible benefits</i> • Improved image • Enhanced identity • New levels of civic pride • Downtown redevelopment: for social mixing, research into relocated economic activity

Hall (1997:77) suggests that the hosting of major events is often deliberately exploited in an attempt to ‘rejuvenate’ or redevelop urban areas through the construction and development of new infrastructure, including roads and rail networks, airports, sewage and housing. Furthermore, this has increasingly been used to revitalise locations that are regarded by government, municipalities and business interests as requiring renewal.

Kotze (2006:285) agrees that major sporting events are often linked to a re-imaging process however they are also linked to urban regeneration and tourism development strategies. Several authors (Broadway, 1997:33; Jones, 2001:241; Gibson, 2006:7; Kotze, 2006:285) indicate that sport tourism remains an important component of most cities tourist marketing strategies. They note that the hosting of sporting events is increasingly being viewed as part of a broader tourism strategy aimed at enhancing the profile of a city. Andranovich *et al.* (2001:114) agrees that the intention of mega-events is to attract tourist traffic and revenue and also bring national and international recognition for the host city. Lee and Taylor (2005:595) add that the economic benefits of sport tourism mega-events now feature in many countries, regions and cities’ marketing literature as a means to attract investment, events and tourism. This supports the view held by Dimanche (1997:69) that a mega-event is supposed to boost visitation to a host community, noting that this is often the primary measure of a major events’ success.

Richards and Wilson (2004:1931) note that events provide a means of adding flexibility to fixed structures by supplying a source of spectacle which adds to the image of a landmark. They further indicate that events have emerged as a means of improving the image of cities, adding life to the streets and giving citizens renewed pride in their home city. Hankinson (2005:24) notes that Sydney’s bid to host the Olympic Games was linked to the city’s short-term repositioning strategies in terms of branding images. Richards and Wilson (2004:1932) state that this often represents a less costly means of distinguishing places and often generate significant media interest.

Swart and Bob (2007:37) note that the FIFA World Cup has numerous benefits. They state that in addition to leaving a lasting legacy for the hosts through the development of international standard sporting facilities and related infrastructure upgrades, the hosting of this event provides a country and city high profile promotion of their products and services which is given global exposure. Lee *et al.* (2005:840) confirm that the FIFA World Cup not only increases tourism receipts, income, and employment, it also raises awareness and knowledge of the country or region involved. They note that as a result of successfully co-hosting the 2002 FIFA World Cup, South Korea used this opportunity to project a positive impression to the world which in the long-term made Korea's tourism industry more competitive.

Lee and Taylor (2005:595) add that the FIFA World Cup and the Olympic Games draw huge numbers of domestic and international tourists, attract television coverage and corporate sponsorship, and showcase the host locations. Saayman and Rossouw (2008:2) add sport events of this nature offer massive marketing opportunities. Dimanche (1997:73) identified extensive media coverage as one of the main impacts of mega-events that the host community benefits from. Dimanche further indicates that often publicity for the event begins years in advance, long before the opening ceremony providing the host community with positive publicity resulting in a stronger image and increased awareness of the host destination. Notably, it is asserted that the 2002 FIFA World Cup in Korea and Japan was the most extensively covered and viewed event in television history but the 2010 FIFA World Cup is expected to draw even bigger audiences (South Africa.info, 2009b). As mentioned earlier, it is estimated that 350,000 international visitors are expected to attend the event (Makgabo, 2006:3; CoCT, 2008a). In addition, the event will be watched by billions of television viewers worldwide while the cream of the world's sporting media will be focused on the southern tip of Africa (South Africa.info, 2009b).

Lee and Taylor (2005:602) indicate that the longer term impacts of the 2002 FIFA World Cup helped provide the South Korean community with the opportunity to build and showcase their skills and capabilities, develop business contacts, partnering and investment, and promote international awareness of their country. Moreover, the mega-event had a strong symbolic function that invoked a sense of community, excitement and emotion. They note that the success of the South Korean Football team added to the countries sense of national pride which no economic impact assessment could put a price on (Lee & Taylor, 2005:602).

Swart and Bob (2007:37) state that successfully hosting an event provides a head start for bidding for other major events after the World Cup. Furthermore, the lessons learned by

governments, sporting bodies and business will play a major role in the further development of the sport tourism sector. Finally, there is the opportunity to expand traditional sport tourism markets to include new markets in football playing nations (Swart & Bob, 2007:37).

Chalip (2006:112) argues that events offer more than just economic value, the energy, excitement and togetherness of community increases its appeal, making it attractive to host and to attend. Interestingly, he notes that a new energy is injected into the communal atmosphere, which is shared by all, in other words there is a heightened sense of community among all present. Notably, the event allows for ample opportunity for people to share time, space and activities with one another which builds a sense of camaraderie that can be enabled not just in and around the venue but also beyond the event site (Chalip, 2006:112).

Standeven and De Knop (1999:204) suggest other less tangible benefits can be seen in the preservation, even the revival of cultural customs, events and pastimes, which might have otherwise died out. Du Plessis and Maennig (2009:62) add that often the feel-good effect of large sporting events on the population in the host country is neglected; however it is associated with one of the benefits of experiencing the World Cup.

Chalip (2006:115, 116) further indicates that the many points at a host destination are potential sites for people to gather and socialise. It is suggested that these sites should be encouraged as it welcomes visitors with event related decorations and special promotions. Furthermore, these venues become places that event attendees would frequent to share food, drink, and dances with one another. These designated places were prevalent during the staging of Sydney Olympics in 2000 known as 'LiveSites', the 2006 Commonwealth Games and the 2006 FIFA World Cup which were known as 'fanfests' at both events (Chalip, 2006:115, 116).

Haferburg, Golka and Selter (2009:195) confirm that public viewing areas (PVA's) provide facilities to view live broadcasts of matches and these facilities have gained momentum over the past few years adding to the urban impact. In addition to creating a myriad of business opportunities for the local residents, these facilities also contribute to social interaction and cohesion by bringing together families, friends and visitors thereby enhancing the social experience by hosts and guests (Haferburg *et al.*, 2009:195; Saayman & Rossouw, 2008:4). Bob and Swart (2009:53) agree that while these dedicated sites create opportunities for social interaction they also facilitate participation in the event by providing access to the event through dedicated viewing areas. Haferburg *et al.* (2009:174) note that these facilities provide a practical way to improve relations and social interaction in South African society which has a history of

division as a result of years of segregation and fragmentation.

Czeglédy (2009:281) indicates that the 2010 FIFA World Cup is not just a South African event, it is an African event and is recognised to be much more than just a sporting competition, more than entertainment, more than a commercial venture, and more than international tourism. While he recognises that these are all a necessary part of successfully preparing and hosting of one of the world's truly global spectacles, notably it has far-reaching ramifications on an international level. He adds that the true meaning of the 2010 FIFA World Cup provides the continent with the opportunity to strip itself off from its biased layers of history, colonial domination and images of the past to reveal Africa as a reality beyond its foreign past, and into its own present (Czeglédy, 2009:294).

Pillay and Bass (2009:79) noted that that the South African government recognised urban development and renewal as a key national imperative, stating that this has gained momentum and has become critical as a result of hosting the World Cup in 2010. They suggest that if the World Cup ran off as planned it would likely significantly boost the economy and create new jobs as well as increase tourism to the country in 2010. In addition, it will improve intangible benefits like national pride and more than likely nurture a true South African identity. They further suggest that South African cities needed to start co-operating and replace competing with other cities, with the realisation of the potential benefits that could accrue for the country as a whole. In other words job creation, economic growth, improved service delivery, infrastructure development and collective identity should be felt throughout the country and not just specific locales. The event in essence gives the country a unique opportunity to fast-track urban development, while also providing the prospect of reconstructing underdeveloped and peripheral areas around South Africa (Pillay & Bass, 2009:80).

According to Pillay and Bass (2009:88), the potential impact of the World Cup is not restricted to the host cities. Interestingly, impacts on the participating teams' countries are highlighted and can include economic, political and historical effects as a result of a country winning a tournament. Pillay, Tomlinson and Bass (2009:7-8) add that FIFA has ruled that countries within 90 minutes flying time of Johannesburg can compete to serve as base camps for teams to train in. Subsequently, some southern African countries are providing a number of options for participating teams. However, the decision rests on the team manager to select a base camp (Pillay *et al.*, 2009:7-8).

Rogerson and Visser (2007:28) state that looking forward to the 2010 FIFA World Cup, South Africa's hosting of this mega-event will offer enormous opportunities for further development of urban tourism across the country. Walmsley (2009) agrees that the event will give tourism equal focus to infrastructure development and showcase opportunities but add that above all the event will provide the opportunity to dispel negative perceptions of the country's security standards.

The Exhibition and Event Association of South Africa (2006) highlighted the advantages of hosting the 2010 FIFA World Cup as:

- Market South Africa to billions of people across the world;
- Economic boost, with long-term impact on tourism and sports industries;
- Improving the perception of South Africa as a destination;
- Programmes being sped up to address infrastructure backlogs. Programmes include improved infrastructure (communications, transportation, tourism/leisure facilities), urban regeneration, and regional beautification;
- An African World Cup, not just South African thus an upliftment in African pride and solidarity; and,
- Human resource development.

Van Der Merwe (2007:68) indicates that mega-events hosted in developing nations are often seen as a mixed blessing. Van Der Merwe notes that while these events make a number of promises to provide opportunities, it is often associated with much controversy and can lead to heavy financial losses if it is not planned carefully. Furthermore, it is asserted that while the financial losses can be pre-empted through cost benefit analysis, a number of other unintended consequences in other social, cultural and environmental areas can also take place. Pillay and Bass (2009:76) agree that there are at times long-term costs associated with the hosting of mega-events that have had serious consequences for the national economies of the host countries.

Collins, Flynn, Munday and Roberts (2007:459) indicate that any benefits of hosting sports events are likely to be a series of 'costs' that are rarely considered in ex-ante or ex-post economic assessments. Notably, these may include the effects of overcrowding and noise pollution, increased crime rates and hidden costs associated with policing and security, removing undesirables, sanitation and cost inflation around venues. While the benefits of sports events can be realised irrespective of the size of the event, there is an obvious inclination to relate quicker to the impacts of sport mega-events on host destinations and communities (Getz,

2003:50). The negative costs of mega-events will be examined and discussed in the next section.

3.2.2 The costs of hosting sport mega-events

Kim *et al.* (2006:87) state the despite the negative impacts, communities compete against each other to host these mega-events because of the expected benefits for the community, local business, positive economic benefits and attracting attention to the host community. Both Gursoy and Kendall (2006:608) and Kim *et al.* (2006:88) indicate that host communities, political leaders and organisers frequently ignore the negative impacts and glorify the expected benefits. According to Broadway (1997:32) adopting this stance has been somewhat controversial; cities with the assistance of national governments have invested millions to support one-time sporting events like the Olympic Games and the subsequent use of the stadium by other sporting franchises.

Cornelissen (2005a:149) suggests that mega-events produce varied, often negative economic outcomes and that they are costly affairs, the opportunity costs related to them need to be queried when they are too high, especially for developing country's; this assessment becomes more pertinent in the context of Africa. According to Kim and Petrick (2005:25), sport mega-event authorities tend to show a great interest on the economic criteria and they tend to ignore investigations into social and cultural impacts of the event on host communities. They add that economic cost impacts of sport tourism events include price inflation for tourism goods and services, opportunity and substitution costs. In addition, increases in crime, environmental degradation, and disruption of resident's lifestyles and patterns may also yield economic costs. Turco *et al.* (2002:56) states that quantifying some of these impacts into economic terms is difficult and that difficulty may be one reason why they are typically ignored.

Reid (2003:1) notes that tourism does improve the economy and economic conditions of people in less developed countries. However, it must be mentioned that historically tourism has not been a positive experience for all stakeholders concerned. Large multinational corporations and entrepreneurs benefit greatly from tourism development while the local people often bear the costs of the negative impacts (Reid, 2003:1).

Broadway (1997:32) argues that the benefits to be gained from sport tourism depends upon the size of the event, its duration, and the number of outside visitors, however hosting sports mega-events can produce unintended consequences. Standeven and De Knop (1999:206) note that the smaller the host community and the greater the number of visitors, the more the impact will

be likely to be felt by the hosts. Barker (2004:176) adds that sporting events are subject to many of the same social impacts and causes impacts due to the tourists' presence in a destination.

Apart from economic development and local revitalisation, an important aspect of constructing new sport facilities is to provide sufficient amenities for local residents to enhance their quality of life (Haruo & Toshio, 2002:183). Furthermore, Haruo and Toshio indicate that residents often raise concerns about the negative aspects of sport mega-events such as the absence of a long-term operational plan for the new sport facilities; the burden of a long and heavy financial debt on local taxpayers, the potential of destruction of the natural environment; and the acceptance of the homogenising globalisation process. It is further stated that opponents of stadium developments argue that the economic effects of these new stadia have been shown to be minimal and that public resources would be better spent elsewhere (Haruo & Toshio, 2002:177).

Pillay and Bass (2009:87) agree and suggest that the associated benefits of infrastructural developments require careful examination. They argue that infrastructure provision does not benefit the local residents because it is often not extensively used after the event. In addition, they state that improvements in transport, infrastructure, service provision and the quality of urban fabric, will be highly centralised and benefits for marginal urban, rural areas and non-host cities will be limited.

According to Standeven and De Knop (1999:205), stadiums are more often than not developed in city centre locations which add to the problems of overcrowding potentially affecting the quality of life of the communities where they are located. However, they note that the most serious in terms of negative impacts is from the increase in crime and behaviour of some visiting sport tourists. They further note that these may involve selling of tickets that are in short supply on the black market, theft, vandalism and hooliganism which is noted to be more harmful. In addition, problems are likely to arise from seating of supporters in the wrong areas of the stadium and the control of spectator behaviour if opposing sides are not segregated from each other properly. Finally, the growing popularity of sport tourism can be seen as a form of cultural consumption, however not everyone can expect to benefit from this cultural exchange (Standeven & De Knop, 1999:205).

Barker (2004:175-179) provides an in-depth account about the negative impacts of crime, stating that sporting events attract criminals who engage in criminal activities as a result of the temporal and spatial opportunities for tourism-related crime which is enhanced during the hosting of the event. A typology of sport event crime is illustrated in Table 3.2. The table notes

that each stage of increasing impact is inclusive of crime from the preceding stage (Barker, 2004:179). According to Barker the FIFA World Cup event has significant implications for safety and security being a multi-venue competition. He notes that crime may be opportunistic or it may be planned based on the offenders' knowledge of the regular occurrence and position of the sporting fixtures. Barker further notes that opportunistic crimes may include theft from visitors within the sport grounds or theft from vehicles while spectators attend the event while organised activities refer to criminals who travel to different destinations to prey on the visitors that attend global sporting events. In addition, other common nuisances that have a widespread impact on the local community by event visitors may be related to public drunkenness, disorderly conduct and vandalism (Barker, 2004:175-179).

Table 3.2: A typology of sport event crime (Barker, 2004:179)

Event Type	Example	Crime Type	Example	
Local	Weekend sport	Property, predatory, opportunistic	Theft	Impact on individuals ↓
Regional/National	National or Premier Leagues	Property, personal, nuisance outliners	Alcohol and drug-related	
International	European Cup, America's Cup	Personal, organised robbery, prostitution	Scams, violence	
Global	Olympic Games, World Cup	Organised, terrorism	Security threats, bombs	Increasing impact on the community

Barker adds that hooliganism is one of the infamous impacts that is often associated with drunkenness, offensive behaviour, vandalism, and violence. Donaldson and Ferreira (2007:354) indicate that the high intensity of large crowds over a relatively short period increases the potential for rival supporters to clash (hooliganism). Barker (2004:175-179) notes that hooliganism is a problem that has plagued football events throughout Europe despite official's efforts to eradicate it.

Major sport events present the ideal platform for potential terrorist threats and attacks (Donaldson & Ferreira, 2007:354). Barker (2004:178) notes that terrorism and politically motivated activities using international sporting events is an ever present threat to spectators and athletes, which may impact the event. According to Lloyd (2000:345), the failure of South Africa to win the bid to host the 2004 Olympic Games was linked in part to concerns related to the crime, safety and security. In addition, Donaldson and Ferreira (2007:369) indicate that

crime, safety and security is a key concern for the 2010 FIFA World Cup. They further indicate that a concerted effort is required to change the reality and the perception surrounding crime in the country. This represents a key lesson for South African and bid promoters for future events.

Horne (2007:89) indicates that the impact of mega-events on employment should be treated with caution. He questions the type of jobs (part-time or full-time, temporary or permanent) that is created from these events. Pillay and Bass (2009:76) add that while there may be low and intermediate-skilled job creation opportunities in the construction and built environment sectors ahead of the 2010 World Cup, these are likely to be mostly short-term and/or temporary employment opportunities involving a limited number of people. Furthermore, it is argued that past experience indicates that there is no evidence that the hosting of mega-events will result in meaningful job creation, a significant contribution to the gross domestic product (GDP) or infrastructural, service and facilities appropriate beyond the lifespan of the event (Pillay & Bass, 2009:92).

Kim *et al.* (2006:89) state that the destruction of the physical and natural environment is another critical concern. They further note that the perceived negative physical and environmental impacts include changes of land use, pollution of beaches, lakes and rivers, and deterioration of cultural or historical resources. Collins *et al.* (2007:473) found in their assessment of the 2003/2004 Football Association Cup Final in the United Kingdom that the economic benefits of hosting this major event was small, however the global environmental impact was significant. They add that the more the city acts as a draw for visitors, the greater the ecological impact will be. Furthermore, they suggest that environmental evaluations should not be ignored in future events and tourism planning.

Hiller (1998:55) notes that local development guidelines and the IOC usually require environmental impact assessments (EIA) for the Olympic Games. However, these EIA's are usually site specific and do not prevent governments from overriding impact recommendations and do not deal with the overall question of impacts of the event itself (Hiller, 1998:55).

As indicated in this section of the chapter, impacts of sports events on their immediate and wider environment can be both negative and positive. However, Masterman (2004:68) advises that the key to minimising negative impacts and achieving positive impacts is by ensuring that the event is effectively planned. He adds that as impacts occur at different stages; short-term (before, during, immediately after the event); medium-term (post-event after the event has closed down) and in the long-term; and different strategies are required in the planning phase to ensure that

they reflect an understanding of the different stages of impact that is likely to occur (Masterman, 2004:68). The long-term impacts as a result of staging events will be discussed in the next section of the chapter.

3.2.3 Mega-event legacies

Masterman (2004:68) states that long-term impacts as a result of staging events are referred to as event legacies. Masterman further notes that the long-term impacts are the point at which the physical and non-physical legacies begin; it is generally referred to as after-use. Sport event legacy is subject to much debate, with no clear definition evident (Chappelet & Junod, 2006:84; Preuss 2007:2). According to Preuss (2007:3), legacy is 'planned and unplanned, positive and negative, intangible and tangible structures that were/will be created through a sport event and remain after the event'. Chappelet and Junod (2006:84) define legacy as 'the material and non-material effects produced directly or indirectly by the sport event, whether planned or not, that durably transform the host region in an objectively and subjectively positive or negative way'. Similarly, the definition by Chappelet and Junod emphasises that sport event legacies can be positive and negative, planned and unplanned as well as tangible and intangible.

The significance of mega-events is not solely related to the high visitor component that attends but also the resultant infrastructure and environmental improvements that leave behind legacies which will have an impact on the host community far greater than the period in which the event took place (Hall, 1997:75; Standeven & De Knop, 1999:204). Standeven and De Knop (1999:204) further add that sport tourism inevitably affects more than the economy; the presence of tourists' impact on the host population and the host population have an effect of their visitors.

Hiller (1998:47) notes that mega-events are too quickly seen as a special case and is often exempted from normal processes due its stature and the presumed cause-effect relationship which begins with the event and its immediate impacts and ends with clearly identified outcomes which is often referred to as legacies. In addition, mega-events are described as an intrusive activity, but is given legitimacy through anticipated economic benefits which enhances its desirability and is often hardly ever comprehensively scrutinised (Hiller, 1998:47).

Masterman (2004:69-85) lists the following examples of impacts and legacies of major sporting events on host communities:

- *Land regeneration*, where the objectives are concerned with the regeneration of an inner-city area of host cities for the development of jobs and economic growth.

- *Improvement of facilities and services*, the building of stadia and other related infrastructure as part of the requirements of hosting the event which takes into account after-use of facilities by host communities after the event. On the other hand, negative impact comes from the form of unnecessary and under-utilised stadiums (the term often used is 'white elephant') which lead to a drain of public money from maintenance which host cities and governments are keen to avoid.
- *Social regeneration*, renewal programmes can create a new focus for social activities while new sport facilities can provide longer term benefits. The negative impacts raise questions about how local the benefit can be, in terms of job opportunities and improvement of facilities and housing for the locals of that area.
- *Political development*, through the improved profile of governments at national and international level. National and cultural identity is noted to be affected by events and therefore open to political manipulation.
- *Cultural development*, major sport events can offer wider programmes that are seen to be culturally and socially beneficial, by including arts and cultural programmes that are representative and distinctive of the local community raises the events appeal to its customer base.
- *Sport development*, through the awareness and development of sport as a result of being showcased by a major event. It brings enhanced opportunities for both spectators and participants while encouraging newcomers to the sport and grassroots sport development. However, long-term impacts relate to the ongoing monitoring and management of further opportunities through strategies that follow up on these initiatives to ensure its success. In addition, concerns are raised regarding the displacement of funds from grassroots sport initiatives to fund major sport events.
- *Environmental development*, incorporating operational policies that take the environment into account by laying down environmental legacies for the host city for the future. Negative impacts in the short-term may include the non-disposal of waste and the destruction of habitats.
- *Economic development*, economic impact is of critical importance when it comes to justifying the investments made. If the impact is negative, it can leave a long lasting and costly legacy for the local taxpayer, however if positive it can bring important revenue to bolster municipal and country revenues; and,
- *Tourism*, events are seen as a catalyst for driving tourism and forms a key aspect of economic impact. Major sport events can develop high profiles for host cities gained via the media which is claimed to be good for attracting future tourists after the event has

been staged. This is regarded as an important objective by host cities.

Smith and Fox (2005:1125, 1126) state that one way of understanding cities is to analyse the legacies of events they have staged, for example the 1888 World's Fair, 1929 World Exposition and the 1992 Olympic Games helped shape contemporary Barcelona. They argue that most host cities are using sport events strategically to revitalise areas that have suffered as a result of industrial decline rather than using these events as cultural celebrations or athletic endeavours. In addition, some cities have even supplemented 'hard' legacies with 'softer' regeneration ambitions. They note that Barcelona is a prime example of what can be achieved; having had a long association with industrial decline, political unrest and general drabness has now been replaced by fashionable associations with sport and design. Consequently, it is suggested that the 1992 Olympic Games acted as catalyst and was the cause of this transformation (Smith & Fox, 2005:1125, 1126).

Horne (2004:1233, 1240, 1241) notes that Japan used the 2002 FIFA World Cup as an opportunity to impress visitors with their friendliness, showcase their impressive organisation skills of the event and highlight the countries technological advancements. However, after assessing both the event and development in Japan it was revealed that putting large amounts of money into the development of stadia did not find unanimous favour with its citizens. Horne notes that this negative and dismissive attitude was as a result of the failure of the 1998 Winter Olympics to revive the economy as promised. Furthermore, this resulted in heated debates over urban development taking place in a number of the host cities for the 2002 World Cup in Japan, firstly the construction of mega-sites for a single event and secondly the high costs of the stadia as well as the legacy and continued use of these facilities after the event. Finally, it is suggested that most, if not all of the stadiums in Japan have left a negative financial legacy as a result of scheduled loan repayments and interest as well as the maintenance and cost of running the facilities after the event, ultimately leaving the local taxpayers with a heavy financial burden (Horne, 2004:1233, 1240, 1241).

Danny Jordaan, the Chief Executive Officer of the 2010 LOC indicated that the lack of facilities for soccer in rural areas was in part due to insufficient support and recognition of football by the previous apartheid regimes (South Africa.info, 2009c). He noted that bidding to host the FIFA World Cup in 2010 was done so with the intention of leaving a lasting legacy of football in the country. He further notes that development must be strengthened at grassroots level by providing quality football fields to speed up the generation of world class players at all levels of the SAFA. Therefore, in keeping with this objective of legacy, South Africa's National Lottery has

donated R81-million to the creation of 27 FIFA one star standard synthetic surface soccer fields as well as a clubhouse and offices for the local community in rural and township areas around the country over the next few years (South Africa.info, 2009c).

Cornelissen and Solberg (2007:311) note that the 2010 FIFA World Cup will encourage the development of the sport and create investment in sport facilities. It is further noted that the event could facilitate and improve the recruitment and movement of players from and to other African countries, South Africa and Europe. In addition, this event could also influence the creation of initiatives and programmes to stem the movement of African footballers to Europe as a way of keeping talented African players on the continent (Cornelissen & Solberg, 2007:311).

FIFA introduced the initiative 'Win in Africa with Africa', with the aim of using football as a development tool and drawing attention to Africa ahead of the 2010 FIFA World Cup (FIFA.com, 2009). FIFA indicates that essentially the initiative will provide tools to progress and the skills to continue its own development. They note that the project consists of three major undertakings, namely; developing the game, touching the world and building a better future. FIFA indicate that similar programmes are planned for other regions of the world (FIFA.com, 2009).

The Western Cape Government and the CoCT (2007) through the 2010 Football World Cup strategic plan for the province and the city presented a strategy in an attempt to define the legacy to be attained for the region from the mega-event. The plan identified infrastructure, social, sport, environmental and financial points of view which is translated through tangible and intangible benefits as illustrated in Figure 3.1. Notably, the Athlone Stadium was identified as the legacy stadium that would be used as a training venue in Cape Town. Furthermore, through its vision for Green Point Stadium and the Common it intended to propel city-wide growth, attract visitors and tourists, boost investment, create jobs and open up opportunities for sporting, leisure, and entertainment events on a scale not yet seen in the city. According to Barnes (2006:2) the new stadium and the transformed Common will form an integral part of the Urban Park. An illustration of site development/landscape plan of the Green Point Stadium and the Urban Park is illustrated in Appendix B. In addition the strategic plan highlighted the following legacies for the region (Western Cape Government & the CoCT, 2007):

- *Urban and rural development legacy:* Through infrastructure development and upgrades to stadia, roads, airports, public transport, etc;
- *Training venues:* through the use of appropriate training as well as health and fitness facilities by visiting teams as base camps;

- *Accommodation*: the inclusion of bed and breakfasts and township accommodation in the portfolio of accommodation;
- *Environmental legacy*: the adoption of “Green Goal” to ensure that all World Cup events are environmentally well managed in order to prevent further damage to the natural environment;
- *Social capital legacy*: by revitalising local communities; building social and human capital through skills development, education; developing critical skills in the workforce and inspiring national pride and unity;
- *Proudly South African*: by using locally manufactured products and services, meeting FIFA standards and requirements;
- *Financial legacy*: ensure financial sustainability to avoid a potential financial burden on generations to come. Increased revenue through rates and improved infrastructure;
- *Gearing to maximise economic opportunities*: a range of economic opportunities are available for small businesses to take advantage of; and,
- *Sport legacy*: by creating awareness through sport development in schools and youth development in soccer.

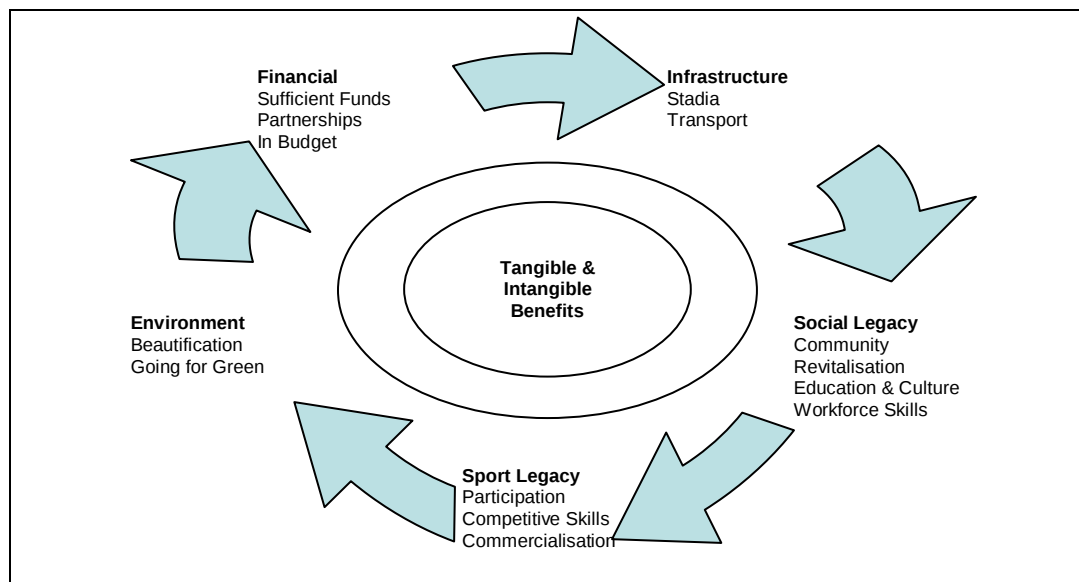


Figure 3.1: Tangible and intangible benefits from hosting the 2010 FIFA World Cup: Western Cape Government and CoCT

(Adapted from Western Cape Government & CoCT, 2007:24).

Masterman (2004:85) suggests that there is a need for strategies to be put in place at the appropriate stages of the planning process for any long-term impacts to be realised. He further suggests that included in these strategies, plans must be put in place for the handing over

and/or develop short-term benefits that can be realised into sustainable legacies for host communities. Swart and Bob (2007:378) indicate that in recent years the sustainable development issues have emerged as a key concern for sport tourism destination. They suggest that these destinations need to embrace the triple bottom line approach (includes economic, social and the environment) in order to ensure sustainability and growth over the long-term. In addition, for a sustainable legacy to succeed beyond the 2010 FIFA World Cup, South Africa needs to take full advantage of the widespread interest and resources to develop a strategic framework (includes policy formulation and implementation) that should be an integral part and key outcome of the planning for 2010 (Swart & Bob, 2007:389).

Gursoy and Kendall (2006:604) note that community involvement in sport mega-event planning is a recent phenomenon and research into locals support for hosting these venues is limited. However, local residents' support is essential regardless of the type of tourism and mega-events are no exception (Kim *et al.*, 2005:27). The next section of the chapter will review host community perceptions of sport tourism events and their reactions to these events.

3.3 Residents' perceptions of sport tourism events

Perception is a process by which a person selects, organises, and interprets information inputs to create a meaningful picture of the world (George, 2005:400). On the other hand, Carmichael (2000:603) defines attitudes as an enduring predisposition towards a particular aspect of ones environment. Several authors (Kim & Petrick, 2005:28; Kim *et al.*, 2006:89; Ohmann *et al.*, 2006:130) state that measuring perceptions of mega-events often lack credibility and objectivity due to varying residents' views, however it is important to assess their attitude toward the impacts of major events. Ap (1992:665) indicates that understanding residents' perceptions and attitudes toward the impacts of tourism allows for proper planning and policy creation in order to ensure the successful development, marketing, and operation of existing and future tourism projects.

The social exchange theory is used to understand people's reactions toward tourism ventures. Turco *et al.* (2002:158) and Kim *et al.* (2006:87) state that the social exchange theory suggests that local residents are likely to form perceptions which are likely to differ based on the expected value of the exchange before the actual exchange occurs. Furthermore, Kim *et al.* (2006:87) point out that it is rare to find studies being carried out on the residents' perceptions of impacts before and after the event that report on the comparison of the perceptual difference of the two periods.

Fredline (2004:155) notes that large scale events are associated with a range of positive and negative impacts that will accrue to the community but also have a differential effect on individuals within the community. Dimanche (1997:72) states that tourism and special events should also benefit the communities that host them. Furthermore, residents' perceptions of mega-events and the subsequent tourism it brings and their support for tourism development are more likely to be positive when they can perceive some benefits from tourism, resulting in quality of life improvement. As a result the hosting of mega-events appeals to many sectors of the community (Lee *et al.*, 2005:839).

The explosion of events worldwide has sparked and increased the desire for a number of communities to host events without careful consideration of the consequences and impacts on its society (Turco *et al.*, 2002:74). Jones (2001:242) indicates that mega-events are often seen primarily in economic terms, however in almost all cases they have significant social effects. The next section of the chapter will examine and discuss residents' reactions to sport tourism events.

3.3.1 Residents' reactions to sport tourism events

There has been increasing attention given to the impacts of tourism by researchers over the past decades (Ap, 1992:665). Ap further notes that the primary reason for the increased attention is that the residents' perceptions and attitudes toward the impacts of tourism is likely to be an important factor in the planning and policy consideration for the successful development, marketing, and operation of existing and future tourism programmes and projects. In addition, for tourism to thrive in a destination its adverse impacts should be minimised and it must be viewed favourably by the host population (Ap, 1992:665).

There are substantial costs and benefits of mega-events, however their net contribution to local communities through the study of social and environmental effects as well as economic impacts are rarely calculated (Hall, 1997:82). Furthermore, several authors (Turco *et al.*, 2002:158; Kim & Petrick, 2005:27; Kim *et al.*, 2006:89) confirm that although there are number of studies that have been conducted on residents' perceptions of tourism developments, there is still a lack of research investigating the responses of residents with different socio-demographic characteristics in perceiving the impacts of mega-events. Moreover, Turco *et al.* (2002:158) indicate that few impact studies have specifically investigated residents' attitudes towards sport tourism events in their community.

Turco *et al.* (2002:1) indicate that hosting sport mega-events do come with a huge degree of importance and prestige and this often leads to fast tracking the planning and development often

ignoring community resistance to hosting the event or the construction of associated infrastructure. Turco *et al.* further note that tourism products such as events cannot be forced on communities if they oppose it. They add that if communities are consulted and encouraged to assist as well as participate in the planning of the event, the residents may be more inclined to own the event. Therefore, gaining the interest and support from members of various groups such as government, service clubs, educational institutions, unions, cultural associations, and youth groups is an essential component for any sport tourism event to be successful as well as strengthen and build relationships for the future (Turco *et al.*, 2002:124).

Fredline (2004:155) warns that residents' may engage stakeholders in several ways in order to stop or delay the event by taking legal action, form protest groups or even vote against public officials who support the event if they are not consulted or included in the process. It is further stressed that while there are a range of factors that contribute to residents reactions to sport events, it is important to understand what influences these responses (Fredline, 2004:155).

People living closer to the event may have different reactions to those living away further away (Fredline, 2004:166). Fredline notes that residents living close to these events are subject to localised impacts such as noise, traffic and parking and access restrictions to a larger extent than those residents that reside further away from the event location. Swart and Bob (2009:123) confirm and agree that residents of host localities, more especially those that reside close to the event are stakeholders that are directly impacted by these events.

As mentioned previously, this was highlighted by the opposition to the Green Point Stadium; a group of residents belonging to CEPA opposed the development of the stadium in Green Point (CoCT, 2008). In its opposition, CEPA claimed that the chosen site would have a negative impact on the environment as well as the people residing in the area (social and cultural impacts).

Barnes (2006:19) confirms that a large number of comments were received from interested and affected parties throughout the process. Notably, the majority of the comments were concerns related to the location of Green Point Stadium and centred on the following issues; financial implications, traffic, transport, residents' access, safety and security, crime, parking, noise, and other related inconveniences. According to Dentlinger (2009:4) further impacts were also noted by CEPA which resulted in court challenges to stop the development of the stadium in Green Point. It was further stated that while the organisation supported the event it was opposed to the building of the new stadium citing various reasons for its resistance. The threatened legal action

was eventually averted after a majority of the residents through a compromise supported the go ahead of the stadium at a public meeting that was held (CoCT, 2008b).

Kim *et al.* (2006:87) states that several factors affect the way residents evaluate the rewards of hosting a mega-event in relation to the costs before hosting the event. They add that as result of the associated hype generated by the national media, government agencies and the mega-event committee, local residents are likely to believe that expected benefits of hosting the mega-event would exceed the expected cost. Furthermore Fredline and Faulkner (2000:766) indicate that perceptions of the costs and benefits of an event are complicated by apprehension and varying value systems of different members of the community.

Fredline (2004:167) and Fredline and Faulkner (2000:766) indicate in their assessment of two major motorsport events in Australia revealed that these events have a range of positive and negative impacts on the host population. Fredline and Faulkner (2000:773) used the social exchange theory to measure parallels in resident's perceptions of tourism and events across communities. They note that 36 impacts statements were summarised into six groups; community benefits (benefits accruing to the whole community); short-term negative impacts (physical problems such as noise, overcrowding and traffic congestion); international profile and economic benefits (such as tourism promotion); negative economic impacts (demand price increases); negative physical impacts (litter, noise levels and parking congestion) as well as amenity and facility development benefits (development, maintenance and improvements of facilities) (Fredline & Faulkner, 2000:773).

Fredline (2004:167) notes that the community as a whole seems to perceive these two motorsport events as having a positive impact overall as the benefits seem to outweigh the costs. However, the study reveals that certain subgroups of the community perceive themselves to be negatively affected by the event. Furthermore, results showed that residents living closest to the event were most likely to be affected by the event as opposed to those that resided further away; therefore every effort should be made to reduce inconveniences and disruptions associated with the event (Fredline, 2004:167; Fredline & Faulkner, 2000:766).

A study completed by Kim and Petrick (2005:35-37) on resident's perceptions on impacts during and after the 2002 FIFA World Cup in Seoul, indicated that five dimensions were produced from a factor analysis of 22 items of positive impacts, namely; tourism resource development and urban revitalisation; image enhancement and consolidation; economic benefits, interest in foreign countries or their cultures and tourism infrastructure development. In addition, nine

negative impacts were derived as a result of the factor analysis which produced three dimensions; negative economic perspective; disorder and conflicts; and traffic problems and conflicts. Moreover, the results indicate that the residents living in Seoul perceived a fairly high level of positive impacts from the World Cup, with image enhancements and consolidation perceived to be the most likely positive impact. Furthermore, for the three negative impact factors, residents reportedly experienced high levels of the negative economic perspective factor and the traffic problem and congestion factor, while the disorder and conflicts factor was not perceived to be as large a problem. Finally, the study concluded that residents' perceptions of impacts of mega-events vary over time (Kim & Petrick, 2005:35-37).

Another longitudinal study conducted by Kim *et al.*, (2006:93) into the impact of the 2002 World Cup on South Korea before and after the event, revealed that the residents perceptions of the impact of the 2002 World Cup games have drastically changed after the tournament. They found that before the event residents held high expectations about the games with a lot of economic and cultural benefits for their communities, although they were aware that these benefits would come at a cost. Furthermore, residents realised that the anticipated benefits were lower than expected; in particular the economic benefits were a big disappointment. They add that the study found that the World Cup was held without any major negative economic, societal and cultural impacts. Notably, results revealed that vandalism, prostitution, crime and increases in real estate prices as well as goods and services were much less than residents expected. However, traffic congestion is unavoidable to a certain degree, it appeared to be the largest problem during the game period although it was managed better than residents expected. It is suggested that the relevant authorities should come up with practical ways to cope with the problem (Kim *et al.*, 2006:93).

A more recent study conducted by Ohmann *et al.* (2006:129) on the perceived social impacts of the 2006 FIFA World Cup on residents of Munich in Germany, revealed that the impacts were mainly perceived to be positive in terms of urban regeneration, increased sense of security, positive fan behaviour and the general atmosphere surrounding the event. They further note that fewer residents perceived negative impacts related to increased crime, prostitution, and displacement of local residents. Lastly, the study revealed that perceptions are not dependant on socio-demographic factors such as age, gender or length of residence (Ohmann *et al.*, 2006:129).

Pillay, Bass and Roberts (2008:1) indicated in their findings of a longitudinal survey on South African's attitudes to both the 2010 World Cup and sport and recreation activities that people

consistently perceive there to be benefits from hosting the mega-event. They add that some of the benefits have been seen mostly as economic growth, job creation, putting South Africa on the map and increased tourism. Furthermore, findings from the study conducted by Pillay *et al.* reveal that residents have high expectations and perceive the event to create social and economic opportunities. Notably, these findings are consistent with results from the study conducted by Swart and Bob (2009:126) on the 2010 FIFA World Cup venue selection.

Hiller (1998:55) notes that mega-event impacts are certainly complex and must be viewed as similar to other developmental impacts. Hiller further noted that the Stop 2004 Olympic Bid Forum noted that organisers are more interested in marketing the bid to local residents rather than listen to what they had to say. Therefore, the real issue is whether organisers are committed to be socially responsible and allow for public participation rather than public buy-in in events (Hiller, 1998:55).

Turco *et al.* (2002:1) indicate that community involvement in hosting a mega-event is an important element in ensuring that there is a successful outcome of the event. They suggest that a consultative process must be established with the local community from the outset, this process must allow the community to participate and be involved in the planning for the event. Furthermore, this process encourages ownership of the events, adds its local flavour in the nature of the event, assists in the sustainability of the tourist resources and reduces opposition to further and future development of tourism (Turco *et al.*, 2002:1).

However, Turco *et al.* (2002:145) note that residents are often the most neglected stakeholders of events and gaining their interest and support generally occur as an afterthought. They further note that the successful planning and implementation of an event cannot be achieved without extensive attention to community involvement.

According to Gursoy and Kendall (2006:605), public discussions on the expected benefits and costs and widespread community involvement is likely to result in broad agreement over how to reduce the negative impacts and increase the benefits. They state that this process requires abandoning traditional political planning approaches and adopting a more democratic planning model. This can be achieved through a collaboration approach of stakeholders, encouraging engagement, joint decision making and collective responsibility to resolve conflicts or to advance visions (Gursoy & Kendall, 2006:605).

In addition, Gursoy and Kendall (2006:603) note that mega-event planning predominantly involves a political planning process, which allows for little input from local residents apart from local political representatives. They note that often officials plan to proceed with the project first and attempt later to justify it. Pillay and Bass (2009:91) indicated that agreement was only partly and hastily achieved, even though the location of Green Point Stadium resulted in much public debate and unpleasantness.

According to Fredline (2004:155), governments should consider the constituents that elect them into public office; therefore they should make decisions that serve to improve the lives of the community. In addition, public officials must understand the full impacts of events and how they affect communities and to ensure that these events make a positive contribution to society. This can be achieved by involving the community in the process or it could result in discontent that may manifest in visible opposition, voting against officials, forming protest groups and/or even taking legal action which may seriously affect the outcome of the event (Fredline, 2004:155).

Pillay and Bass (2009:81) note that while participation in the decision making process is important, the impact of the 2010 FIFA World Cup would be best realised if one understood what the public was thinking (their perceptions on the event). It is further suggested, that public perceptions with regard to a range of issues need to be constantly measured and analysed and to directly inform especially that part of the development agenda that speak about the benefits that could potentially accrue (Pillay & Bass, 2009:81).

3.4 Summary

This chapter continued with the review of literature pertaining to the perceived impacts of sport events on host communities. Notably, all sport events have impacts on the host community. However, the negative impacts are often ignored while the resultant benefits emphasised. These impacts take place at different stages; short-term, medium-term and long-term. The long-term impacts as a result of staging events are referred to as the event legacies. The importance of understanding the potential impacts of sport events and how these may affect the lives of the local community is underscored. Furthermore, this section highlighted the importance of measuring residents' perceptions because community views may be quite different before, during and after the event. Understanding what people think play an important part in the successful outcome of the event. Having reviewed the relevant literature pertinent to this investigation, this chapter provides the framework for the methodology to be used in the study. The next chapter (chapter four) focuses on the research methodology to be adopted for the study.

CHAPTER FOUR

RESEARCH METHODOLOGY

Research is described as any organised enquiry carried out to provide information for solving problems (Cooper & Schindler, 1998:21). This chapter provides a detailed plan of the research methodology used in the study to gather empirical data to achieve the research objectives. The main aim of the study was to understand the level of awareness, perceptions and attitudes of Green Point residents on the potential impacts of the 2010 FIFA World Cup.

4.1 Introduction

The research design, the research population and the sample population of the study is described and defined in this chapter. The sample size and the sampling procedures of the study will be clearly identified. A description of the data collection methods adopted and the role of research ethics and the ethical treatment of respondents which is important to the study will be explored and discussed. In addition a brief discussion of the data analysis and the presentation of the findings will be clarified. Reference will also be made to the limitations and challenges experienced and a delineation of the study will be discussed. Lastly, a summary will conclude the chapter.

4.2 Research design

The study incorporated both qualitative and quantitative research methods. Wallace (1984:181) states that qualitative research is designed to understand the nature of the business situation; it produces data that are verbal and behavioural rather than numerical and statistical. On the other hand, quantitative research is designed to answer a research question in terms of numerical quantities; it produces numbers that can be statistically analysed, and from which percentages, means, correlations, and averages can be derived and displayed in tables and graphs (Wallace, 1984:181). Read Baum (1995:7) confirms that the two approaches can be combined in such a way as to minimise the limitations and maximise the strengths of each.

Cooper and Schindler (1998:132) explain that descriptive research is concerned with finding out who, what, where, when, or how much while the objective of exploratory research is to discover future research tasks. They note that the immediate purpose of exploratory research is usually to develop hypotheses or questions for further research. The research design of the study consists of descriptive research.

Secondary data sources

As part of exploratory research a broad range of information in the form of secondary data was sourced and used in the background and literature review of the study. The review of current and past literature provided an informed understanding of the context of sport tourism events and its perceived impacts on host communities (residents). The following secondary sources of information relevant to the study were consulted and reviewed:

- books,
- accredited academic journals,
- electronic journals,
- conference papers,
- reports,
- databases,
- published statistics,
- industry literature,
- government communications and legislation,
- Internet sites,
- newspaper articles,
- interviews, and
- other published literature.

The review of current and past research studies on sport tourism events and residents' perceptions of sport tourism events allowed for appropriate questions to be formulated for the interviews, questionnaire survey and observations of respondents.

Primary sources

Personal face to face interviewer completed empirical surveys was used as the primary data collection method to capture information related to Green Point residents awareness, perceptions and attitude towards the impacts of the 2010 FIFA World Cup and the Green Point Stadium.

4.2.1 Descriptive Research

The descriptive research design consisted of surveys which incorporated personal face to face interviewer completed questionnaires with a cross-sectional set of Green Point residents residing in close proximity to the Green Point Stadium. Interviews were conducted with respondents in an informal, semi-structured manner.

The research population and sample selection as well as the data collection method used are further discussed in the following sections of the chapter.

4.3 The research population and sample selection

Cape Town was established in 1652 by the Dutch East India Company as a refreshment station on the sea route to the Indies (Leigh, 1993:12). He further indicates that it has one of the grandest settings of any city in the world with breathtaking mountain and sea views and is well-known for its iconic landmark, Table Mountain. Cape Town is the oldest city in the country and is currently the legislative capital of South Africa (Moore, 1989:122).

The suburb of Green Point is located at the foot of Signal Hill, a geographically significant landmark in Cape Town as indicated in Figure 4.1. It is situated approximately two to three kilometres northwest from the city centre. Green Point together with Three Anchor Bay and Sea Point form part of Ward 54 (City of Cape Town, 2009b:3). The Green Point Stadium is the designated competition venue in Cape Town for the 2010 FIFA World Cup and is located on the Green Point Common which is a public and recreation space. The suburb is located to the south of the Common and the stadium. Historically Green Point was a White residential suburb (Bob & Swart, 2009:50), which is currently made up of a combination of businesses, accommodation establishments, private residences, apartment blocks, religious sites (for example churches and synagogues), social and various sporting clubs.

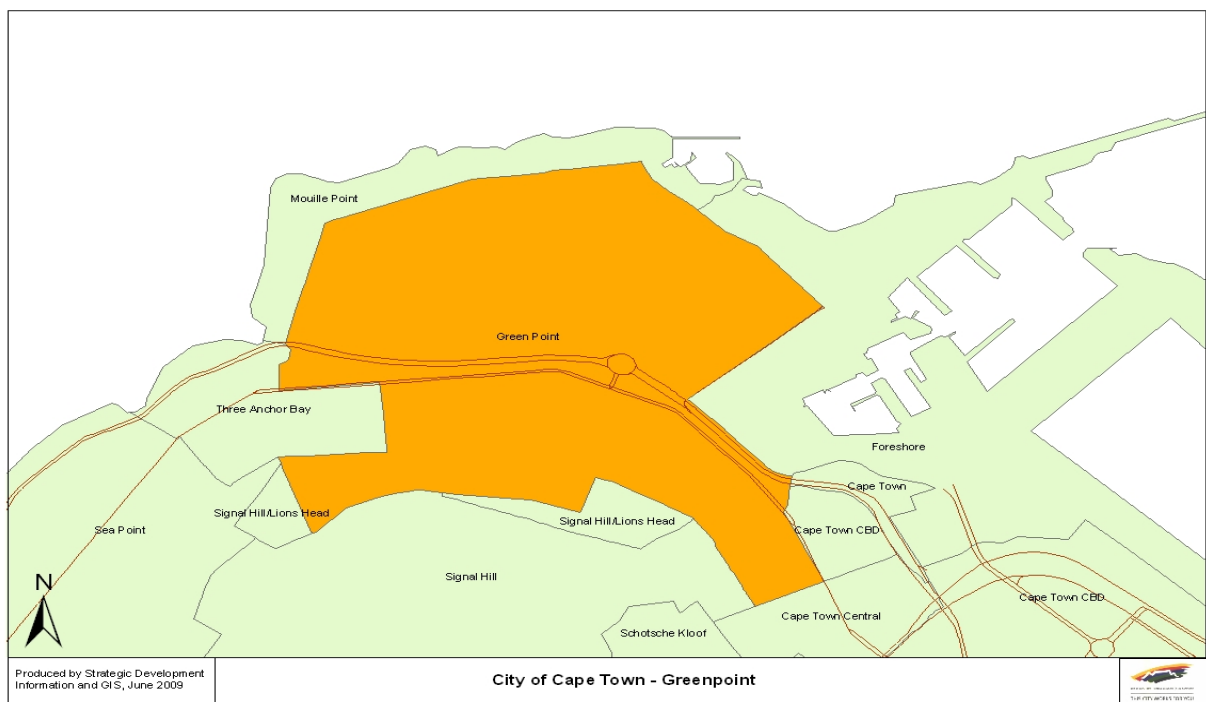


Figure 4.1: Map showing the boundaries of Green Point (Small, 2009)

The research population of interest in the study was clearly established as Green Point residents living in close proximity to the Green Point Stadium in Cape Town. Fredline (2004:167) and Fredline and Faulkner (2000:766) indicate in their studies of two major motorsport events in Australia, that residents living closest to the event were most likely to be affected by the event as opposed to those that resided further away. As mentioned previously the study targeted Green Point residents' residing within a one kilometre (1 km) radius of the stadium.

Weiner (2009) states that Statistics South Africa through their descriptive community survey that was conducted in 2007 indicated that the total population of the Western Cape is 5,278,588 people, Cape Town has a population of 3,497,100 people. The population size of the suburb of Green Point as estimated by the City of Cape Town at the end of 2008 is 3,626 people (Small, 2009). Based on the population size, 346 residents within the Green Point area was established as the appropriate sample size (n), by consulting the table for determining the required size of a randomly chosen sample from a given finite population (Isaac & Michael, 1981:193).

4.4 Data collection method

A questionnaire was used to assess the levels of awareness, perceptions and attitudes of residents related to the upcoming mega-event in 2010. Cooper and Schindler (1998:219) indicate that probability sampling is based on the concept of random selection; it is a controlled procedure that assures that each population element is given a non-zero chance of selection. They note that simple random sampling is often impractical. Therefore, interviewer completed surveys were administered using a spatially based stratified random sampling method in order to gain a broad representation of respondents within the area of study. The primary data was collected during June and July 2009, approximately one year before the event was scheduled to take place

Cooper and Schindler (1998:239) indicate that there are three reasons why a stratified random sampling method is chosen, by researchers:

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

A stratified random sampling method was chosen as the preferred data collection method because the population could be divided into the appropriate strata which allowed for a simple random sample to be taken within each stratum. It must be noted that stratification is usually

more efficient statistically than simple random sampling and at worst equal to it (Cooper & Schindler, 1998:239).

Turco *et al.* (2002:151) indicate that there are a number of survey approaches employed in researching sport mega-events, including interviews; diaries; mail-back; telephone and self-administered surveys. It is further stated that interviews are commonly used in sport mega-event research. Therefore, surveys with personal face to face interviewer completed questionnaires were conducted in the residents' homes and flats.

Goddard and Melville (2001:41) indicate that researchers have to measure data somehow. They state that any device used for this measurement is called an instrument. Furthermore, they note that there are two important criteria for instruments:

- reliability, which means that measurements made are consistent, in other words, if the same experiment is performed under the same conditions, the same measurements will be obtained; and,
- validity, which means that the measurements are correct, in other words, the instrument measures what it is intended to measure and that it measures this correctly.

The instrument used is a questionnaire that included a printed list of questions that respondents were asked to answer (Goddard & Melville, 2001:47). The residents' questionnaire was based on the survey instrument that was developed by Fredline and Faulkner (2002) and Fredline (2004). Approval to use this instrument in this study was given by Fredline and the survey was modified and adapted to suit a South African context. The instrument was tested for validity and reliability within a South African context in previous studies conducted by Ntloko and Swart (2008) and Bob and Swart (2009).

The questionnaire was designed and adapted to a South African context in consultation and conjunction with the supervisor and incorporated both open and closed questions. The questions were related to awareness, perceptions and attitudes about the event and impacts of the event on residents (Refer to example of survey questionnaire in Appendix C). The instrument featured seven sections which included the following areas of questioning:

- Residents' awareness of the 2010 FIFA World Cup;
- Residents' interest in soccer;
- Involvement in the 2010 FIFA World Cup;
- Perceptions and attitudes towards the construction of the stadia and impacts (pre-event,

during the event and post event);

- Residents' perceptions and attitudes; which used a Likert-type rating scale to ask for the level of agreement with a batch of statements, from 'strongly agree' to 'strongly disagree', with a neutral response allowed for; and,
- Residents' profile, which included age, educational level, employment status, monthly income, gender and historical racial classification.

Goddard and Melville (2001:47) indicate that open (or unstructured) questions can be used in a preliminary survey or to get a feel for the subject, it allows respondents to answer questions in their own words. On the other hand, they indicate that closed (or structured) questions are used in large scale data collection, where respondents choose from a collection of alternatives (for example true/false) or assign a numerical score or ranking (Goddard & Melville, 2001:47).

According to Ohmann *et al.* (2006:137), this method of questionnaire design is appropriate because it allows a large amount of data to be collected from a sizeable population whilst maintaining a high degree of control over the research process. They note that this method presents the possibility to generalise finding to larger populations if respondents are carefully sampled. Furthermore, Ohmann *et al.* imply that open ended questions in respondent completed questionnaires are indicated as a drawback, respondents required to write lengthy answers may lead to the risk of these questions being ignored. Therefore, using an interviewer completed technique allows for this type of question to be effectively answered and captured (Ohmann *et al.*, 2006:137).

4.4.1 Pilot study

Typically pilot testing should begin before the commencement of the data collecting phase (Cooper & Schindler, 1998:76). Strydom (1998:179) indicates that pilot studies are viewed as the "dress rehearsal" of the main investigation but on a smaller scale. According to Cooper and Schindler (1998:77), a pilot test is conducted to detect weaknesses in the design and instrumentation and provide proxy data for the selection of a probability sample. They note that a pilot test should draw subjects from the target population and to simulate the procedures that have been designated for the data collection. Gray (2004:205) on the other hand, indicates that the questionnaire should be tested on respondents that are not part of the target population and observations should be made to understand where questions are unclear. In addition, Gray states that it is essential that questionnaires be accurate, unambiguous and simple to complete.

According to Cooper and Schindler (1998:77), there are a number of variations on pilot testing. They note that one form, pretesting, may rely on colleagues, respondent surrogates, or actual respondents for the purpose of refining a measuring instrument. The questionnaire was piloted by simulating the actual field conditions to assess the respondents understanding of the style, format as well as the questions and to monitor the time taken to complete interview. The pilot test revealed that questions pertaining to residents' perceptions and attitudes were in separate sections of the questionnaire which hindered the flow of the interview. It was decided in conjunction with the supervisor to combine the two separate questions to ease the flow of the questionnaire.

4.4.2 Collecting the data

The suburb was demarcated by identifying the street names and the target population located within the area of study. The area was clearly defined by using maps obtained from the City of Cape Town as illustrated in Figure 4.2.

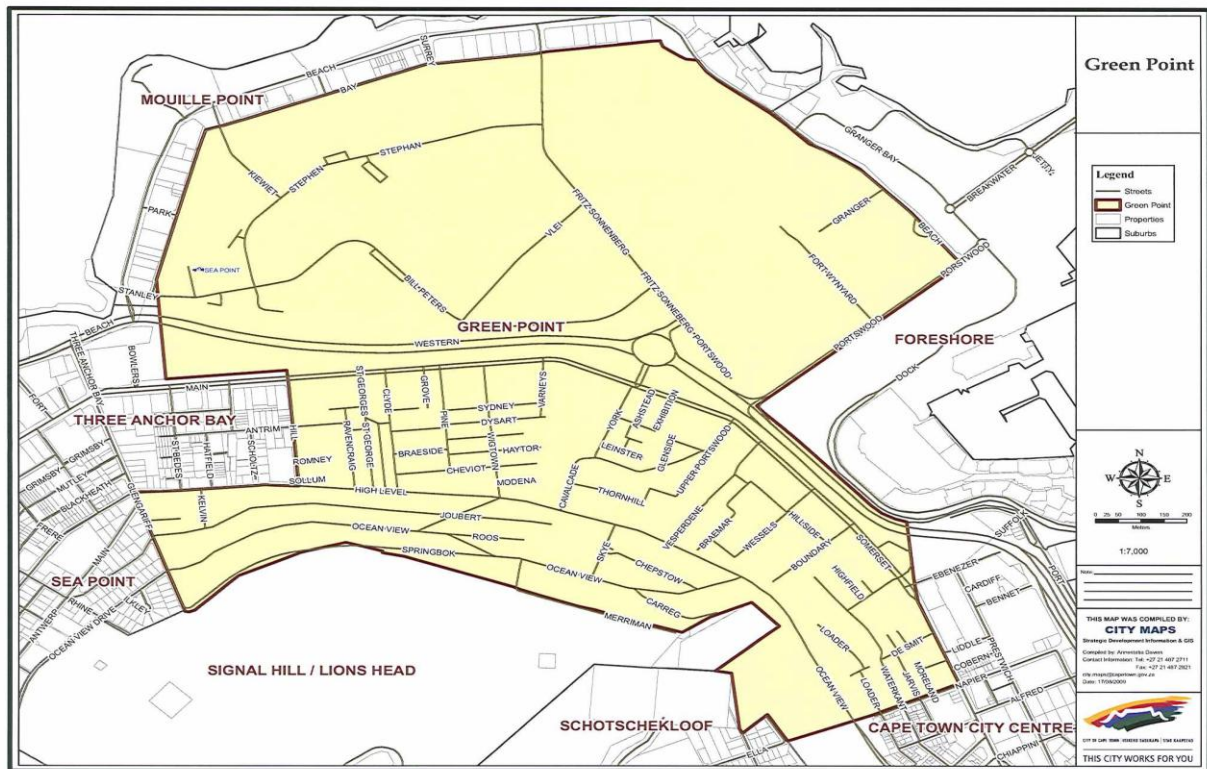


Figure 4.2: Street layout Green Point (Small, 2009)

In order to ensure that a representative sample of the entire suburb was captured, the researcher worked systematically and in sequence interviewing residents from east to west. Using a spatially based stratified random sampling method, data was collected from residents

residing in homes and flats situated on both sides of the street using interviewer completed surveys. Every third household or flat was selected in order to ensure consistency in the approach. If a chosen household was not available or participation in the study was declined, a neighbouring household or apartment was interviewed.

A total of five students recommended by the Centre for Tourism Research in Africa (CETRA) at Cape Peninsula University of Technology (CPUT) were selected on merit to interview respondents. The students were currently enrolled at the Cape Peninsula University of Technology and the University of the Western Cape for undergraduate and post graduate studies. The students had to have an understanding of gathering information timely and accurately. They were expected to be familiar with the subject area of sport tourism events and have research expertise and skills and be able to communicate effectively and fluently with respondents.

Although the students had some experience in conducting and administering surveys, further training was conducted at CETRA to improve their skills in data collection. The training covered the following areas: the ethical treatment of the respondents, understanding of the questions, communication skills, how to encourage respondents to co-operate in the interview, how to complete the questionnaires and the potential challenges of the data collection. The students were requested to complete the questionnaires using pencils to ensure a high quality of data collection, furthermore they were told to note the date as well as the street name and to complete the questionnaires clearly. In addition, the interviewers were trained to approach and introduce themselves to prospective respondents by outlining the purpose of the study and invite the residents to participate in the survey. The interviewers were given a letter of introduction and request for participation in the survey (see Appendix C) which indicated the researcher's details, the University's name, the purpose of the survey and an explanation of the confidentiality and anonymity of the respondents.

The researcher started the data collection phase on 22 June 2009 and continued for three weeks in order to capture the intended sample size of 346 from the research population of interest. The researchers encountered several challenges in the data collection which will be highlighted in the limitations and challenges of the study. The researcher highlighted in the training that an important focus of the survey was to maintain the ethical integrity of the respondents and the research study. The next section discusses research ethics and the ethical treatment of respondents.

4.5 Research ethics

Cooper and Schindler (1998:108) describe ethics as norms or standards of behaviour that guide moral choices about our behaviour and our relationships with others. They note that the goal of ethics in research is to ensure that no one is harmed or suffers adverse consequences from research activities.

4.5.1 Ethical treatment of respondents

As an empirical survey which incorporates personal face to face interviews was used as the primary data collection method; the primary focus of the interviewers was to safeguard the rights of the respondents and the integrity of the study. Research must be designed to ensure that respondents do not suffer physical harm, discomfort, pain, embarrassment, or loss of privacy (Cooper & Schindler, 1998:109). As mentioned in Chapter one, the Green Point Ratepayers' and Residents Association (GPRRA) which represent Green Point residents provided consent to conduct the study as per ethical requirements (see Appendix A).

Prior to commencement of the fieldwork researchers were briefed to ensure that they conform to the prescribed ethical guidelines of the research when administering the questionnaires and interviewing respondents. Cooper and Schindler (1998:109) provided two guiding principles that served as ethical guidelines to the interviewers during the fieldwork:

- The interviewers began the data collection by explaining to respondents the expected benefits from the research. Interviewers ensured that they neither overstated the benefits so as to ensure that the respondents were not inclined to exaggerate answers.
- The interviewers explained to the respondents that their rights and well-being were adequately protected. This was accomplished by maintaining confidentiality of the responses. The respondent was advised that no names and addresses were required when completing the survey (Cooper & Schindler, 1998:109).

As no written consent was required for participation in the study, interviewers requested verbal consent for participation in the survey prior to the commencement of the interview. The interview only proceeded when prospective respondents verbally agreed to participating in the study. Prior to the commencement of the interview, the interviewer indicated to respondents that the questionnaire contained some questions that may be perceived as sensitive and they were free not to answer any questions that made them feel uncomfortable.

4.6 Data analysis and presentation of findings

Data preparation was the first process when data collection was completed. It included editing, coding and data entry. Secondly the collected data was explored, displayed and examined to establish meaningful descriptions, patterns, and relationships. This involved breaking down, inspecting and rearranging the data. The Statistical Packages for Social Sciences (SPSS) software was used to analyse the data. Open questions in the form of qualitative data collected were examined, explored and displayed, and meaningful themes, trends, patterns and relationships were extracted. Frequency tables, bar charts and pie charts were generated to illustrate and display the findings. The findings were then presented, interpreted and described.

4.7 The limitations of the study

The following limitations and challenges associated with fieldwork were identified:

- Surveys were limited to residents living in flats and homes the Green Point suburb which is situated within a 1 km of the Green Point Stadium in Cape Town.
- The fieldwork was planned to take place in June 2009 when the Confederations Cup was scheduled to take place in South Africa. Although no matches were planned to be played in Cape Town, it was envisaged that residents participating in the study may use the 2009 Confederations Cup as a basis for their responses in respect to the questionnaire that focussed primarily on the 2010 FIFA World Cup and Green Point Stadium.
- Access to residents was noted as a potential limitation due to restricted public access to apartment blocks. Furthermore, access to homes was restricted due to access control, gates and high walls. The first barrier to entry was noted as an intercom system, which made it easy for respondents to indicate that they were not willing to participate in the survey or not respond at all.
- It was noted that residents could refuse to participate in the study altogether. In such instances the interviewers were encouraged to thank the respondents for their time and to proceed to the next resident.
- Security was noted as a major concern for residents which impeded the research process and contributed to the high number of non-responses. In order to overcome this challenge, the researcher contacted the Community Policing Forum for the area to inform them that the study was taking place. In addition, an article was placed in the Atlantic Sun (a free local community newspaper that is widely read) to create awareness and to encourage residents to participate in the study.
- A large number of residents work during the week which also contributed to the high number of non-responses. The streets that had a high number of non-responses on

weekdays were canvassed again on weekends to ensure that a representative sample of respondents was captured.

- Potential respondents were put off by the perception of a lengthy questionnaire citing time constraints.
- A number of homes have pet dogs in the suburb. Interviewers were afraid to approach the homes with barking dogs as they were unsure as to how the pets would react to their presence. Therefore, interviewers cited this as a research limitation.
- The above constraints and challenges resulted in the data collection phase being extended to three weeks in order to interview as many residents as possible over this period.

4.8 Delineation of the research

The research study focussed primarily on Green Point residents that resided within 1 km of the Green Point stadium. The study did not focus on businesses located within close proximity of stadium.

4.9 Summary

This chapter presented the research methods that were used in this study in order to achieve the stated research objectives. A secondary data literature search on past and present studies was conducted to establish a contextual and background understanding of sport tourism events and its perceived impacts on host communities (residents). The descriptive research design consisted of primary data collected using interviewer completed empirical surveys of 346 Green Point residents living within the area of study. The research (target) population, the sample size and the sample procedures used were established and discussed. In addition, the methods used to collect the data were described and the role of research ethics and the ethical treatment of respondents which was important to maintaining the ethical integrity of the study were discussed. The data analysis methods used and the presentation of the findings were clarified. Finally, the limitations and a delineation of the study clarifying the parameters of the research were noted at the end of the chapter.

The review of the methodology used in this study sets the scene for the following chapter which outlines the findings as well as an analysis and discussion of the data collected.

CHAPTER FIVE

RESEARCH RESULTS AND DISCUSSION OF FINDINGS

5.1 Introduction

The preceding chapter outlined the research methods used in this investigation to explore the level of awareness, perceptions and attitudes of residents living in close proximity to the stadium with regard to the impacts of the 2010 FIFA World Cup. The descriptive research design consisted of interviewer completed questionnaires that were administered using a spatially based stratified random sampling method in order to gain a broad representation of respondents residing within 1 km of the Green Point Stadium.

The targeted sample size of respondents was 346 and the actual response rate was 344 respondents. The fieldwork was conducted during a three-week period, from 22 June to 13 July 2009. The researcher tried to interview more respondents after the above time period. However, no interviews were recorded after this date. The limitations and challenges of the study were noted in the previous chapter.

This chapter now sets out the findings, analysis and discussion of the responses of residents. Tables and figures have been used to present the findings as clearly as possible.

5.2 Demographic profile of respondents

5.2.1 Gender

Table 5.1 gives a breakdown of the respondents by gender. The results represent a respondent profile that is 54.7% male and 45.3% female.

Table 5.1: Gender of respondents (in %) (n=344)

Male	54.7
Female	45.3

The almost equal proportion of respondents could be influenced by factors such as people who are usually at home during the weekdays or on weekends having time to respond to the interviewers as well as respondents that were self-employed and were working from home.

5.2.2 Historical racial classification

Historically, Green Point was a White residential suburb (Bob & Swart, 2009:50). Notably, this is reflected in the results of this study as more than half of the respondents were White (53%) and the rest were African (26.7%), Coloured (17.7%) and Indian (2.6%) as presented in Figure 5.1.

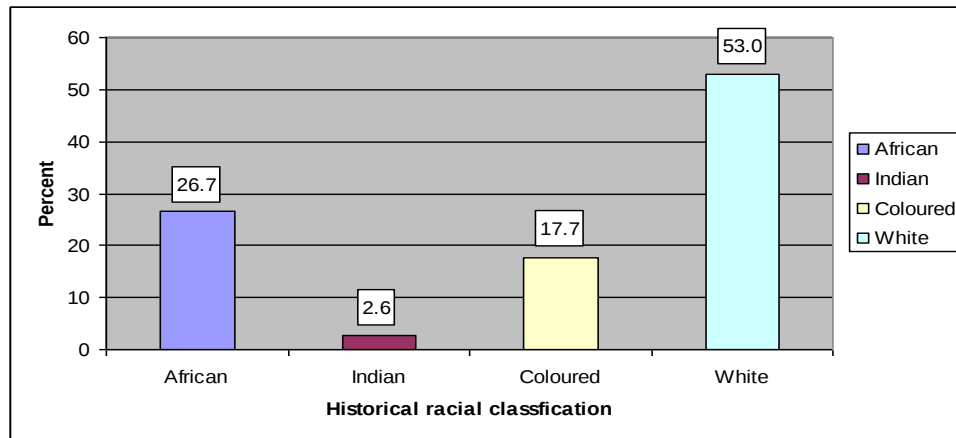


Figure 5.1: Historical racial classification of respondents (in %) (n = 344)

5.2.3 Age

The age of respondents interviewed ranged from 19 years to 85 years. Based on the results the following age groups were noted:

- Less than 20 years (1.5%);
- 21-30 years (34.9%);
- 31-40 years (21.8%);
- 41-50 years (16.9%);
- 61-70 years (9.9%);
- 51- 60 years (9.0%); and
- more than 71 years (6.0%).

Notably, the following age groups: 21-30 years (34.9%), 31-40 years (21.8%) and 41-50 years (16.9%) comprise 73.6% of the respondents. The average age of respondents was 40.7 years.

5.2.4 Educational level

Table 5.2 indicates the results of the respondent's educational qualifications. The results reveal that 31.7% of the respondents hold certificates/diploma's, while 27.6% completed secondary school, 21.2% had attained undergraduate degrees and 14.2% had achieved post graduate degrees. The majority of the respondents (67.1%) possess post-school educational qualifications indicating a respondent profile that is well educated.

Table 5.2: Educational level of respondents (in %) (n=344)

No formal education	0.6
Partial primary	0.3
Primary completed	3.8
Secondary completed	27.6
Certificate/diploma	31.7
Undergraduate degree	21.2
Postgraduate degree	14.2
Other (specify)	0.6

5.2.5 Employment status

Employment categories noted were diverse, as indicated in Table 5.3. The largest number of respondents indicated that they were self-employed (15.4%), 13.1% indicated they were retired and 12.8% were employed as administrators/managers. Seven percent of the respondents (7%) nominated the other category of which 3.5% accounted for employment in the hospitality sector. The low unemployment rate (3.5%) is indicative of the high educational levels of respondents having secondary school and post-school education.

Table 5.3: Employment status of respondents (in %) (n=344)

Self-employed	15.4
Retired	13.1
Administrator/Manager	12.8
Sales/marketing	10.8
Student/Scholar	9.3
Business person	7.6
Professional	7.0
Labour/unskilled	6.4
Home executive	4.1
Unemployed	3.5
Artisan/technician	3.2
Other (specify)	7.0

5.2.6 Income

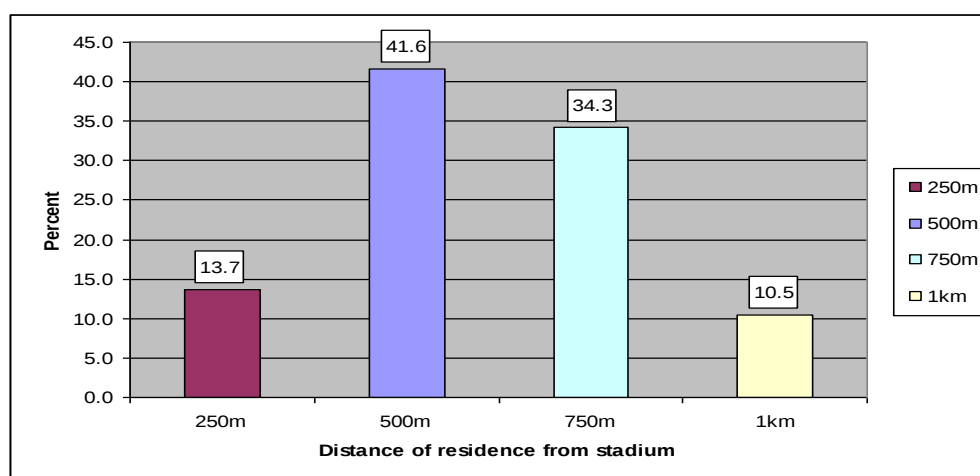
In terms of income, Table 5.4 indicates the range of income levels of respondents. A high proportion of respondents (36.6%) indicated that their income was confidential, with 28.2% earning between R1-R10 000 and 15.1% earning R10 000-R20 000. Respondents that indicated none (11.6%) could be attributed to people being unemployed, students and home executives that didn't earn an income. The average income of respondents was R10 092.00.

Table 5.4: Income of respondents (in %) (n=344)

None	11.6
R1-R10 000	28.2
R10 001-R20 000	15.1
R20 001-R30 000	4.4
R30 001-R40 000	2.0
R40 001-R50 000	2.0
Confidential	36.6

5.2.7 Distance of residence from stadium

Surveys were limited to households located in the Green Point suburb which was situated 1 km away from the Green Point Stadium in Cape Town. The distance of the respondents' residences within 1 km of the Green Point Stadium was noted by interviewers during the interview and is reflected in Figure 5.2. The largest number of respondents interviewed (41.6%) resided 500 meters away, 34.3% lived 750 meters away; 13.7% lived 250 meters away while 10.5% of the residences were located 1 km away from the stadium.

**Figure 5.2:** Distance of respondents' residence from stadium (in %) (n=344)

5.3 Awareness of respondents

The importance of assessing residents' level of awareness is underscored and is reliant on the successful dissemination of information by organisers and relevant stakeholders about the event and the positive benefits that will potentially accrue from it (Bull & Lovell, 2007: 239). Awareness levels of past and forthcoming events were ascertained and are discussed next.

5.3.1 Past events

The majority of respondents (88.4%) indicated that they were aware of major sport tourism events that were held in South Africa in the past, 7.3 % indicated that they did not know, while 4.4% were not sure as illustrated in Table 5.5.

Table 5.5: Respondents' awareness of past sport events held in South Africa (in %) (n=344)

Yes	88.4
No	7.3
Not sure	4.4

Respondents were requested to indicate what sport events were held in South Africa in the past. More than half of the respondents (51.6%) identified the 1995 Rugby World Cup, 26.5% indicated the 2003 Cricket World Cup, 8.2% chose soccer and 7.5% specified other events that were held in the country in the past (see Table 5.6). The Indian Premier League (IPL) Twenty/Twenty cricket tournament was chosen by 3.6% of the respondents. This event took place from April to May 2009 and was widely publicised both locally and overseas due to international interest in the tournament. As this event was the last major sport event that was held in the country approximately a month before the data collection, it is understandable that respondents would remember this event.

Table 5.6: Sport events held in South Africa in the past (in %) (n=306)

1995 Rugby World Cup	51.6
2003 Cricket World Cup	26.5
Golf Tournament	2.3
Soccer	8.2
Swimming	0.3
IPL 20/20 Cricket	3.6
Other (specify)	7.5

5.3.2 Forthcoming event

Table 5.7 represents respondents' awareness of any forthcoming major sport event that South Africa is hosting. Almost all respondents (99.4%) indicated that they were aware of the forthcoming major sport event that will be held in the country.

Table 5.7: Respondents' awareness of forthcoming major sport events South Africa is hosting (in %) (n=344)

Yes	99.4
No	0.6

In addition, respondents were requested to identify any forthcoming major sport event that South Africa is hosting (see Table 5.8). The overwhelming majority of the respondents (96.2%) indicated the 2010 FIFA World Cup while 3.8% nominated the 2009 Confederations Cup. However, when respondents were asked whether they were aware of South Africa hosting the 2010 FIFA World Cup, interestingly all respondents (100%) indicated that they were aware of the forthcoming mega-event to be held.

Table 5.8: Forthcoming major sport event identified by respondents (in %) (n=344)

2010 FIFA World Cup	96.2
2009 Confederations Cup	3.8

5.3.3 Planned competition and training venue in Cape Town

In terms of the competition venue, all respondents (100%) indicated that they were aware of the competition venue being planned in Cape Town. Equally, all respondents (100%) indicated that the Green Point Stadium was the dedicated competition venue that is being planned for Cape Town.

Legacy stadia are to be built or upgraded in appropriate locations to promote sport and development in disadvantaged communities (Swart & Bob, 2009). The Athlone Stadium would serve as a Western Cape Legacy Project and will be used to host international warm-up matches and a training venue (Western Cape Government & the CoCT, 2007). While all (100%) of the respondents were aware of the competition venue, almost half of the respondents (48%) did not know and 12.5% were not sure about the dedicated training venue being planned as a 2010 soccer legacy for Cape Town (see Table 5.9). Of the respondents (39.5%) that indicated they were aware of the dedicated training venue, 83.7% of these respondents indicated Athlone Stadium, 8.9% chose Newlands Stadium while 7.4% indicated Green Point Stadium.

Table 5.9: Respondents' awareness of the planned training venue in Cape Town (in %) (n=344)

Yes	39.5
No	48.0
Not sure	12.5

The results indicate that high levels of awareness with regards to past sporting events and the upcoming 2010 FIFA World Cup event, however residents appear unclear about the legacy stadium being planned for Cape Town. While residents appear to understand that the Green Point Stadium is the venue where the matches will be played (competition venue), the responses reflect that respondents are not as aware of the planned dedicated legacy stadium. A similar pattern of confusion in residents pertaining to the dedicated legacy venue was established in the study conducted by Swart and Bob (2009:124). Notably, the study by Swart and Bob was conducted in 2005 and this state of uncertainty still seems to exist four years after their findings. The results raise concerns about the communication and distribution of information regarding planned stadia developments and the distribution of benefits by 2010 key stakeholders. Moreover, it appears that stakeholder's efforts to increase the residents' awareness of the 2010 FIFA World Cup plans and developments are not achieving the desired effect.

5.3.4 Interest in soccer

The results illustrated in Figure 5.3 summarises the respondents interest in soccer as a spectator. Thirty two percent (32%) of respondents are interested in the sport and watch when they can while 23.5% of the respondents are avid fans of the sport and always try to attend or watch it on television. On the other hand, 18.9% of the respondents indicated that they were not interested in the sport but sometimes attend or watch it because family and friends are interested. In addition, 18% of the respondents indicated that they have no interest in the sport or the associated festivities even when it's held in the area where they reside. Furthermore, 7.6% of the respondents don't have any particular interest in the sport but they enjoy watching it when it comes to their area.

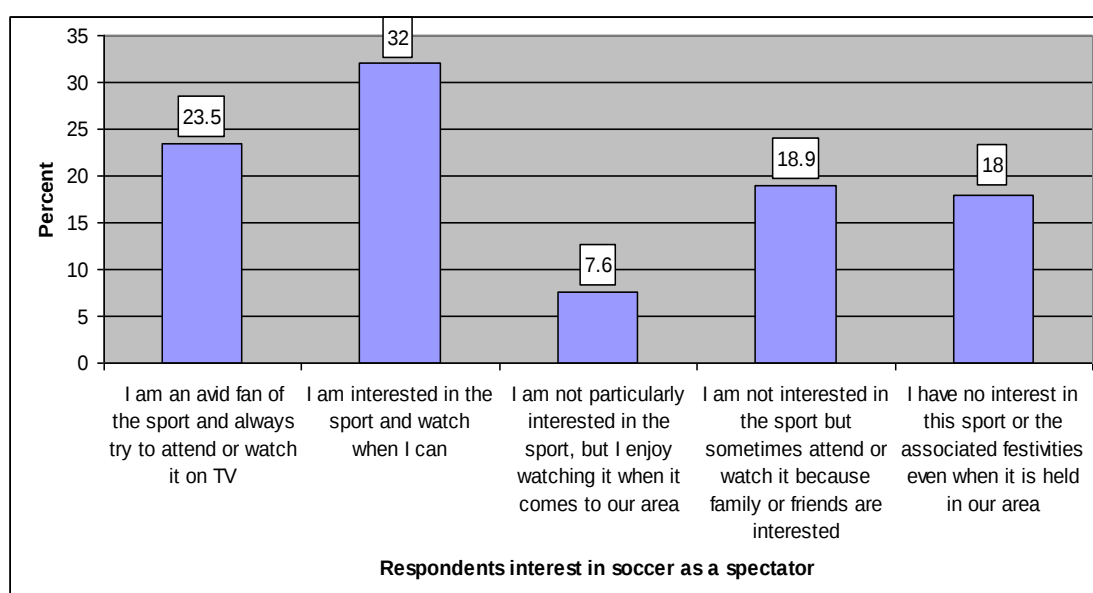


Figure 5.3: Respondents' interest in soccer as a spectator (in %) (n=344)

In terms of the interest in soccer as a recreational activity, the respondents indicated the following:

- I have absolutely no interest in participating recreationally in this sport (47.1%).
- I used to participate but I have not done so in recent years (25.9%).
- I occasionally participate in this sport socially (11.0%).
- I am a keen participant of this sport who is regularly involved but not in any formal competition (9.9%).
- I am a keen participant of this sport who is regularly involved in club competition (6.1%).

The majority of the respondents (67.7%) indicated that they do not attend soccer matches in Cape Town while 32.3% indicated that they do attend as illustrated in Table 5.10. The following

reasons were cited by respondents that attend soccer matches in Cape Town:

- Interest in soccer (68.8%).
- Ability to meet with friends (21.1%).
- Want to support the development of the sport (5.5%).
- A way to relax (2.8%).
- Complimentary tickets (1.8%).

Table 5.10: Respondents' attendance of soccer matches in Cape Town (in %) (n=344)

Yes	32.3
No	67.7

Slightly more than half of the respondents (50.9%) indicated that they would be attending the 2010 FIFA World Cup matches while 49.1% indicated the opposite (see Table 5.11).

Table 5.11: Respondents' attendance of 2010 FIFA World Cup matches (in %) (n=344)

Yes	50.9
No	49.1

Of the 50.9% that indicated that they would attend 2010 World Cup matches, 93.1% indicated that they intended to attend matches in Cape Town while 3.4% indicated that they would attend matches in Johannesburg. Less than two percent each indicated that they would attend matches in Durban (1.7%), Pretoria (1.1%), and Port Elizabeth (0.6%). No respondents indicated that they would attend matches in Rustenburg, Nelspruit, Polokwane and Bloemfontein.

In addition, respondents (49.1%) were requested to provide reasons for not attending any of the 2010 FIFA World matches. Some of the respondents (34.9%) indicated that they were not interested in soccer, 27.8% prefer to watch the matches on television, 20.1% indicated that they would not be able to afford the tickets and 17.2% specified other reasons. Respondents cited the following reasons:

- Unable to access tickets (5.8%). Respondents indicated that they were unable to access tickets due to the lengthy and cumbersome ticket purchase process.
- Travelling abroad for the duration of the event (4.6%).
- Work commitments during the event (4.2%).
- Don't like large crowds (1.2%).
- Too much noise at the stadium (0.6%).
- Do not agree with the location choice (0.6%).

However, when respondents were asked whether they would consider watching the 2010 FIFA World Cup matches on television, 87.2% indicated that they would consider it while 12.8% indicated that they would not watch any matches on television.

In addition, 60.8% indicated that they would consider watching the matches at the dedicated PVA's, while 39.2% were not interested in watching the matches at these sites (see Table 5.12). Moreover, 54.1% felt that access to PVA's should be free while 45.9% of the respondents indicated that they would pay for access. More than ten percent (10.5%) of the respondents indicated that they were willing to pay R100.00, 9% were willing to pay R50.00 and 4.7% were willing to pay R150.00. The average price that respondents were willing to pay for entry into the PVA's is R67.00. Haferburg *et al.* (2009:175) note that there are no access restrictions to the public and no registration is required to use these facilities, although in some cases a fee may be charged. However, the PVA's for the 2010 FIFA World Cup are 'free' events. Notably, the respondent's willingness to pay to use these dedicated facilities highlights the residents' level of support for the event. In addition, it indicates that residents are willing to take part in the associated festivities of the event thereby contributing to the success of the World Cup.

Table 5.12: Respondents use of the dedicated spectator locations (in %) (n=344)

Yes	60.8
No	39.2

The CoCT will be using PVA's as interventions to strengthen and create cohesion within the country's and cities' urban fabric thereby providing long term social and spatial benefits (Haferburg *et al.*, 2009:195). Bob and Swart (2009:53) confirm that PVA's create opportunities for access to the matches thereby facilitating participation and social interaction by providing dedicated viewing areas.

Notably, the results in this section reveal a moderate to high response of respondents' interest in participating in the event in some way, by attending matches at the competition venues, watching the matches on television or at the dedicated PVA's and should be viewed as an indicator of resident support and excitement towards the 2010 FIFA World Cup.

5.3.5 Involvement in the World Cup

In terms of how residents see their involvement in the 2010 FIFA World Cup, more than half of the respondents (50.29%) viewed their involvement mainly as spectators at soccer matches while 20.06% anticipate income generating opportunities linked to the event (see Table 5.13). A

further 6.10% each see their involvement as volunteers or stated that they were uncertain or didn't know what their involvement would be. Close to fifteen percent (14.84%) of the respondents did not respond to this question.

Table 5.13: Respondents' involvement in the 2010 World Cup (in %) (n=344)

A spectator at soccer matches	50.29%
A volunteer	6.1.%
Directly employed	0.58%
Income generating opportunities linked to event, e.g. Businesses	20.06%
Uncertain/don't know	6.10%
Other (specify)	2.03%
No response	14.84%

Ntloko and Swart (2008:80) assert that involving people of the host community directly or indirectly in the process is an essential part of both sport and tourism, and is important for the sustained existence of these events. Therefore, adopting and maintaining this approach will assist in minimising the negative impacts of these types of events.

5.3.6 Communication

Almost sixty percent (59.9%) of the respondents indicated that 2010 stakeholders communicate regularly with residents with regards to stadium developments in the area while 40.1% indicated the opposite as illustrated in Table 5.14. Pillay and Bass (2009:77) identified a lack of communication, both vertically and horizontally by the key 2010 stakeholders with regards to the Green Point Stadium debate as well as other developments linked to the 2010 World Cup which validates the findings from the latter response by respondents. The findings reveal that in general, the broad consensus emanating from the interviews indicate that residents should be more informed about the 2010 FIFA World Cup as matches will be held in their neighbourhood.

Table 5.14: 2010 stakeholder communication with residents (in %) (n=344)

Yes	59.9
No	40.1

Respondents suggested possible ways of improving the communication of information between 2010 stakeholders and residents. Suggestions were recorded as multiple responses from respondents and were noted as:

- Provide residents with regular feedback/updates on progress and timelines using a co-ordinated approach (21.8%).
- Publish a weekly or a monthly advisory of disruptions using local media (free local newspaper, radio, pamphlets, newsletters, posters, etc.) (20.1%).

- Directly involve and consult with residents with any 2010 developments (have public meetings, local councillor, send letters, notices, etc.) (15.4%).
- Provide a central point to get information (dedicated person, website, toll free telephone number, bulk email residents, etc.) (2.0%).
- Consult with residents before bidding to host events (2.0%).
- Advise residents in advance of any disruptions to roads, public transport and parking (1.2%).

The above feedback from respondents is consistent with Swart and Bob's (2009:124,125) assertion that stadium developments are not adequately communicated to residents. The results question the methods of communication and distribution of information to residents residing in close proximity to the stadium who are most likely to be impacted by stadium developments and the event. Furthermore, the results indicate ways to enhance communication between 2010 stakeholders and residents.

The majority of respondents (79.4%) indicated that they would like to be updated on stadium developments in their area related to the 2010 FIFA World Cup. Multiple types of communication methods were indicated by respondents as preferred means to disseminate information pertaining to the events developments to residents. These were indicated as multiple responses by respondents:

- newspaper (42%);
- television (40.1%);
- rosters (25.3%);
- radio (23.8%);
- e-mail (21.8%);
- Internet (14.2%).
- community meetings (12%);
- short message service (SMS) (10.8%);
- friends (8.7%); and
- other methods specified by respondents (10.2%).

In addition, 10.2% of the respondents that nominated the other category suggested that stakeholders use the following types of media to communicate with residents about 2010 World Cup developments in conjunction with the above methods that were chosen:

- free local newspaper (Atlantic Sun) (3.8%);

- pamphlets (2.0%);
- letters to residents (1.2%);
- newsletters (1.2%);
- bulletins and press releases (1.2%);
- free tours to the stadium (0.6%);
- dedicated website for Green Point Stadium developments (0.3%); and
- local ward councillor (0.3%).

The above responses indicate that a broad range of communication strategies should be considered and used by key 2010 stakeholders to inform residents in media that are easily accessible to them. The above results are consistent with findings from the study conducted by Swart and Bob (2009:125) that confirms that a multi-media approach to the dissemination of information be adopted. Findings from their study indicate that organisers and officials must consider a range of communication strategies, more importantly the information must be presented in a manner that is easily available to local residents.

In terms of events and opportunities related to the 2010 FIFA World Cup, 74.4% of the respondents indicated that they would like to be updated on events and opportunities related to the mega-event, while 25.6% indicated the opposite. Respondents preferred a multi-media approach to communicating information about events and opportunities pertaining to the World Cup. The following methods were indicated as multiple responses by respondents:

- newspaper (38.7%);
- television (35.2%);
- e-mail (26.5%);
- Internet (21.2%);
- radio (19.8%);
- posters (18.6%);
- SMS (12.2%);
- community meetings (6.1%);
- friends (6.1%); and
- other specified methods (3.8%).

In addition, a few respondents (3.8%) that nominated the other category, suggested that stakeholders use the following types of media to communicate events and opportunities related to the 2010 World Cup developments in conjunction with the above methods that were chosen:

- free local newspaper (Atlantic Sun) (1.7%);
- letters (0.9%); and
- pamphlets (0.6).

5.3.7 Location of stadium

Table 5.15 indicates that 75% of respondents were in favour of the stadium being located in Green Point. This represents strong support for the competition venue by residents living in close proximity to the stadium. The main reasons for being in favour of the location of the 2010 Stadium in their area were noted as:

- Strategically positioned to provide exposure and showcase Green Point, Cape Town and South Africa (20.1%).
- The old stadium and the common was neglected, the area will be upgraded with new facilities for locals which will lead to an increase in property values in and around the area (16.6%).
- The stadium is centrally located and easily accessible by tourists/visitors (16%).
- Easy access to the stadium for residents living in the area, providing an opportunity to watch matches live (9.9%).
- Conveniently located close to major tourist attractions and tourist amenities (9.6%).
- The basic infrastructure was already here (1.7%).
- Close to public transport facilities and road infrastructure (bus, roads, rail and airports) (1.2%).

Table 5.15: Level of agreement with the Green Point Stadium location (in %) (n=344)

Yes	75
No	25

Twenty five percent of the respondents objected to the stadium being located in their area. Of the 25% of respondents that objected to the location of the stadium, 9.6% indicated that the area is small and does not have adequate infrastructure to handle high volumes of people and traffic, 6.7% indicated that the stadium should not be built in a residential area, 4.1% indicated that the stadium should have been built in an area that could have benefited from the resulting infrastructure upgrade and sporting facilities, 2.6% indicated that soccer fans live away from the area, the stadium would have been better suited and more accessible if it was constructed closer to where the soccer fans live, 1.2% indicated that there was no consultative process in deciding where the stadium should be located and less than one percent (0.9%) of the respondents indicated that building the stadium changes the landscape of the area and interrupts views from residents' homes.

It was interesting to note that the Environmental Impact Report (EIR) commissioned by the CoCT (2006:93-94) found that although negative impacts may result on the chosen site in the form of noise and heritage impacts, a higher net negative impact will occur if the existing stadium site was chosen. Notably, this opinion differed from the perceptions of stakeholders who were interviewed in the specialist study on social impacts in the EIR. It was suggested that mitigation measures be implemented to ensure that the negative impacts of the chosen site are managed (CoCT, 2006:93-94).

Fredline (2004:155) warns that residents may engage stakeholders in several ways in order to stop or delay the event by taking legal action, form protest groups or even vote against public officials who support the event if they are not consulted or included in the process. This was reflected in the opposition to the Green Point Stadium by a group of residents belonging to the CEPA who opposed the development of the stadium in Green Point as mentioned previously (CoCT, 2008a). In its opposition, CEPA claimed that the chosen site would have a negative impact on the environment and the residents of the area (social and cultural impacts). In addition, CEPA cited concerns related to the location of Green Point Stadium and centred on the following issues; financial implications, traffic, transport, residents' access, safety and security, crime, parking, noise, and other related inconveniences (Barnes 2006:19). The above findings support some of the concerns noted by CEPA pertaining to social and cultural impacts.

The community is a significant stakeholder of events; therefore the importance of community involvement in hosting mega-events is underscored (Turco *et al.*, 2002:1). Therefore, the community should be actively engaged and involved in the planning and management of events to ensure its success. Moreover, a consultative process from the outset encourages ownership of the events; it promotes the ongoing sustainability of tourist resources and reduces opposition to further and future development of tourism while adding local flavour in the nature of the events (Turco *et al.*, 2002:1).

These findings provide 2010 stakeholders with an ideal opportunity (given that a majority of the residents approve of the location of the stadium) to consult and engage residents on an ongoing basis in the lead up to the event as well as after the event to address residents' concerns and reduce the perceived and real negative impacts of the 2010 FIFA World Cup.

Of the 23% of the respondents that objected; 21.2% indicated that the event should have been held in another location outside the community, 1.7% of respondents indicated that the 2010 World Cup should be discontinued altogether. Notably, 2% of the respondents did not provide a

response to this question. This is in contrast to the study conducted by Swart and Bob (2009:125) that revealed that none of the respondents stated that the stadium development in Cape Town for the 2010 FIFA World Cup should be discontinued. No respondents indicated that the event should be held in another location in the community.

Despite some of the residents not being in favour of the stadium location, the results illustrate positive attitudes and strong support among residents to 2010 stadium development and the World Cup in general. Notably, these high levels of support by residents for the stadium being located in the area where they reside are consistent with findings from the study conducted by Swart and Bob (2009:125) that indicated a high rate of support for the Green Point Stadium.

5.4 Perceived impacts

Swart and Bob (2009:123) state that residents of host communities residing in close proximity to the event stadiums are stakeholders that are impacted directly by events. Both Fredline (2004:155) and Gursoy and Kendall (2006:618) assert the importance of measuring the potential perceived impacts on residents and how this may affect their quality of life. Moreover, Gursoy and Kendall add that communications, perceptions and visual impacts may be quite different before, during and after the event. This section highlights the key findings of respondents response to perceived impacts before (construction and development phase), during and after the event.

5.4.1 Impacts before the event (stadium construction)

Impacts related to the construction of the stadium are almost equal with 50.9% of the respondents indicating that they are being impacted by the construction of the stadium while 49.1% indicated the opposite (see Table 5.16).

Table 5.16: Impacts due to the stadium construction (in %) (n=344)

Yes	50.9
No	49.1

In addition, the respondents (50.9%) that were impacted were requested to identify the impacts caused due to the construction of the stadium. The following impacts were highlighted by respondents and noted as multiple responses:

- Traffic congestion due to road construction, detours and closures (19.5%).
- Increased level of construction noise in the form of drilling, digging, movement of heavy machinery and trucks (16.3%).
- Increased construction dust and dirt (5.5%).

- Restricted movement in the suburb and access to usual facilities (sporting, public transport and shopping) (3.2%).
- The entire area was a construction site with high volumes of construction vehicles and heavy machinery (2.6%).
- Pavements and sidewalks dug up or blocked, restricting access or movement (1.2%).
- High volumes of traffic increasing congestion causing travel delays (1.2%).
- Reduced parking facilities (0.9%).
- Interrupted views from home due to the construction of the stadium (0.9%).

The above findings support the assertions made in the 2010 World Cup business plan, which states that there are likely to be considerable impacts during the construction phase, such as noise, dust, traffic delays, potential increase in crime and antisocial behaviour linked to the construction workers (CoCT (2006) as cited in Swart & Bob, 2009:127).

In addition to the impacts, respondents were requested to indicate whether they experienced problems as a result of the construction of the stadium. Fifty percent (50%) indicated that they experienced problems during the construction of the stadium while 50% indicated the opposite. Of the respondents that experienced problems, the majority of the respondents (34%) noted traffic related problems, 5.5% complained about excessive noise as a result of the construction and 3.2% indicated high amounts of dust and dirt were the main problems experienced. Other problems experienced that were noted included (less than 7% of the respondents combined):

- Restricted access/movement to shops, public and roads in the suburb.
- Changes in the road system without prior warning.
- Pavements and sidewalks under construction, cannot move freely and easily on foot in the neighbourhood.
- Unsynchronised and short timed traffic lights increasing travel time (adding to congestion).
- No alternative routes to alleviate traffic congestion.
- No parking facilities on the Main Road.

Just over fifty six percent (56.4%) of the respondents indicated that they have no suggestions to solve the problems associated with the construction of the stadium; however 43.6% of the respondents suggested possible solutions to address problems associated with the construction of the stadium. Suggestions were recorded as multiple responses from respondents and were noted as follows:

- Work at night to minimise disruptions and speed up construction of roads, parking, pavements and other infrastructure (9%).
- Traffic department should monitor the traffic flow and traffic police should be stationed at the intersection to facilitate traffic during peak periods (6.7%).
- Stakeholders should inform residents regularly about updates, progress and timelines of the construction and other infrastructure developments taking place in the area (4.7%).
- Synchronise traffic lights on the Main Road or remove traffic lights and re-introduce the original traffic circle (4.7%).
- Inform residents in advance about road closures, delays and detours using appropriate communication strategies like the local free newspaper, posters, pamphlets and news bulletins (4.1%).
- Provide adequate and clear signage in respect of road detours and road closures (1.7%).
- Have dedicated people for residents to make suggestions or lodge complaints about the construction, also have toll free telephone numbers and a website for easy access to updated information about the developments, road deviations and closures (0.9%).
- Provide better public transport facilities to reduce traffic congestion (0.9%).
- Interestingly, 16% of the respondents indicated that the inconveniences created by the construction of the stadium is short-term and will eventually result in an improved and upgraded road and transport infrastructure. This indicates that some residents are prepared to tolerate the inconvenience of the construction and the associated developments as long there is some benefits from this. This supports Fredline and Faulkner (2000:773) assertion that benefits accrue to the whole community through amenity and facility development benefits (development, maintenance and improvements of facilities).

5.4.2 Impacts during the event

In terms of impacts during the event, Table 5.17 indicates that 64.5% of the respondents noted that they would be impacted during the 2010 FIFA World Cup event and 35.5% indicated the opposite.

Table 5.17: Perceived impacts during the event (in %) (n=344)

Yes	64.5
No	35.5

Respondents were requested to indicate what these impacts may be. Of the 64.5% that responded to this question, the following impacts were noted by respondents. Responses were

grouped as negative impacts and positive impacts as illustrated in Tables 5.13 and 5.14. Sixteen percent (16%) indicated that there will be high volumes of traffic, resulting in traffic congestion and road closures, 12.2% indicated that there will be an influx of people into the area resulting in overcrowding and the movement to residences by residents will be monitored and restricted due to access control measures that may be put into effect while 5.2% indicated that there will be excessive noise in to the area. This indicates that combined, 45.3% of the respondents foresee negative impacts that will affect and disrupt the daily lives of residents during the event (see Table 5.18).

Table 5.18: Perceived negative impacts during the event (in %) (n=222)

High traffic volumes (traffic congestion, road closures)	16.0
Influx of people to the area resulting in overcrowding	12.2
Movement and access to residences by residents will be monitored and restricted	6.4
Excessive noise in the area	5.2
Increased crime	2.0
Moving away from the area for the duration of the event	1.6
There will excessive parking difficulties for residents	0.9
Safety and security of the tourists and visitors	0.6

These findings support Swart and Bob's (2009:122) assertion that Green Point is likely to attract increased traffic, noise and other disruptions. Furthermore, impacts such as noise, traffic, access to residential and other areas and antisocial behaviour on match days were noted in the 2010 World Cup business plan (City of Cape Town (2006) as cited in Swart and Bob, 2009:127).

In terms of positive impacts (see Table 5.19) that may occur during the 2010 FIFA World Cup, 9.6% of the respondents indicated there may be increased tourism to the area and the city, 3.2% indicated that the country will benefit from the economic gains associated with the event, 2.9% indicated that businesses will benefit as a result of visitor spend and 2.6% indicated that the event will allow for cultural exchange by way of interaction and meeting new people. The combined positive impacts account for 19.8% of the responses by respondents.

Table 5.19: Perceived positive impacts during the event (in %) (n=222)

Increased tourism to the city and the area	9.6
Economic gain for the country	3.2
Positive impact on business	2.9
Cultural exchange (meeting new people)	2.6
Increased job opportunities	1.2
The country and city will get exposure during the event	0.3

The above findings reveal that respondents perceive there to be more negative impacts than positive impacts during the 2010 FIFA World Cup. The negative impacts relate to social impacts of the event and the potential disruption of the event on the residents daily lives, while the positive impacts relate to tourism, economic and cultural exchange benefits. Fredline (2004:167) asserts that certain subgroups of the community perceive themselves to be negatively affected by events. Kim *et al.* (2006:89) confirms this assertion by Fredline but add that local residents' perceptions of mega-events vary. They indicate that one group of residents is apt to view mega-events as having both positive and negative impacts; another group tend to perceive mega-events as having only negative impacts; and the third group is inclined to view mega-events as having only positive impacts. Therefore, the above findings are consistent with the assertion made by Kim *et al.* that local residents' perceptions vary. Fredline (2008:393) advises that it is important to manage the impacts of sport tourism on the host community, stressing that support for the event will decrease if residents perceive the negative impacts to outweigh the positives.

Table 5.20 illustrates the potential problems that may be experienced during the hosting of the event. Multiple responses were noted by respondents in this section. The overwhelming majority of the respondents (95.1%) highlighted the following potential problems; 33.1% indicated that there will be an increased incidence of both opportunistic and organised crime, 20.1% indicated problems associated with traffic congestion and parking problems in the area as a result of overcrowding, while 9.6% of the respondents indicated concerns related to the safety and security of visitors, tourists and residents alike. However, 18% of the respondents indicated that the event will be planned and managed well and no major problems will be experienced. Almost five percent (4.9%) of the respondents did not answer this question.

Table 5.20: Potential problems experienced during the event (in %) (n=327) (Multiple responses)

Increased crime (opportunistic and organised crime)	33.1
Traffic congestion, parking problems and overcrowding of area	20.1
The event will be planned and managed well and go off without any major problems	18.0
Safety and security of visitors, tourists, residents and the event	9.6
Access to residences and movement in the area will be restricted and monitored	5.5
Increased hooliganism/unruly behaviour of visitors	3.2
Access to stadium due to transport problems and inadequate public transport	2.9
Inability of police to manage and control crowds	1.2
Road closures in the area	0.9
Overall mismanagement and poor planning of the event	0.6

In addition, respondents were requested to suggest potential solutions to the problems that were identified. Multiple responses were noted by respondents and were noted as:

- Increased police/security presence in the form of high visibility policing to monitor, enforce and control crime, traffic and large crowds (48.5%).
- Tighter security/enforce the law by using police on horseback, regular vehicle and foot patrols, plain clothes police, traffic police and closed circuit television monitoring (33.7%).
- Have an organised transport management system/plan with efficient public transport in place for movement of visitors and residents in the area (25.3%).
- Plans regarding road closures, safety and security, transport management and parking should be effectively communicated to residents (9.6%).
- Police and security personnel should be well trained to cope with any given situation and enforce the laws of the country strictly (9.0%).
- Provide residents with access discs or identity cards to monitor, control and facilitate access into the area (8.1%).
- Introduce a park and ride on match days to keep unnecessary vehicles out of the area (6.4%).
- Only allow residents to park in the residential area, by setting up access control points for residents and visitors of residents only (5.2%).
- Establish satellite police contact points for easy access and visibility of police (4.7%).
- Create adequate parking for the event (4.7%).
- Inform tourists/visitors about potential threats and problems related to crime and safety (2.6%).
- Provide visitors and tourists with consistently good service (0.9%).
- In addition, 1.2% of the respondents indicated that residents, visitors and tourists need to be security conscious and alert at all times; and both volunteers and car guards should be used to monitor fans behaviour, respectively.

Overall the results reveal that residents are concerned about increased crime (both organised and opportunistic) as well as safety and security of the visitors, tourists and residents during the event. The response is consistent with Barker's (2004:175-179) assertion that sporting events attract criminals who engage in criminal activities as a result of the temporal and spatial opportunities for tourism-related crime which is enhanced during the hosting of the event. Therefore, the FIFA World Cup being a multi-venue competition has significant implications for safety and security, and criminal acts may be opportunistic or planned based on the offenders' knowledge of the regular occurrence and position of the sporting fixtures. Furthermore, Barker notes that other common nuisances associated with events that have a potential impact on the local community by event visitors may be related to public drunkenness, disorderly conduct,

vandalism and hooliganism. Often, these infamous impacts are associated with drunkenness, offensive behaviour, vandalism, and violence. However, Donaldson and Ferreira (2007:357) assert that the 2010 FIFA World Cup provides an opportunity to address the negative perceptions around safety and security by ensuring a safe and positive experience for tourists visiting the country during the event. They suggest that security and safety plans and policies must be in place, not only for the duration of the event but also after the event.

Kim *et al.* (2006:93) indicate that traffic congestion on match days may be unavoidable to a certain degree. However, they suggest ways to cope with the problem, for example, residents should be alerted and informed in advance pertaining to traffic flows, dedicated local traffic channels to broadcast updates about the traffic situation, and encouraging the use of public transport and car pools on certain days. Residents' concerns related to these inconveniences are noted in the findings of this study and the suggestion by Kim *et al.* is consistent with respondents' suggestions pertaining to traffic and transport management, parking, and movement and access by residents.

5.4.3 Impacts after the event

In terms of impacts after the event (see Table 5.21), 97.4% of the respondents answered this question. Eighteen percent of the respondents indicated that people will lose jobs associated with the World Cup after the event. Respondents made reference to stadium construction personnel as an example. Horne (2007:89) advises that the impact of mega-events on employment should be treated with caution. Moreover, Horne questions the type and quality of jobs being created (part-time or full-time, temporary or permanent employment). Broadway (1997:35) points out that tourism-related employment is seasonal (people are employed during the busy tourist season or when required). In addition, Pillay and Bass (2009:76) assert that while there may be low and intermediate-skilled job creation opportunities in the construction and built environment sectors ahead of the 2010 World Cup, these are likely to be mostly short-term and/or temporary employment opportunities involving a limited number of people. Therefore the concerns expressed by residents about potential job losses after the event support Pillay and Bass' assertion that there is no significant evidence that hosting mega-events will result in meaningful job creation beyond the lifespan of the 2010 FIFA World Cup.

Table 5.21: Perceived impacts after the event (in %) (n=335)

Job losses after the event	18.0
There will be no impact on the country and the city as a result of hosting the 2010 FIFA World Cup	18.0
No sustainable use of the stadium after the event, becoming a 'white elephant'	14.2
Event will leave a legacy, with improved infrastructure and facilities for long-term use	13.7
Increased tourism after the event	10.8
South Africa will benefit from economic gains and foreign investment	6.7
If successful, improved image and exposure for the area, city and country	5.8
Attract more events after the World Cup	5.2
Higher rates and taxes for maintenance and upkeep of the facilities, financial burden for residents	3.5
Facilities will not be maintained resulting in neglect	0.9
Event will boost national pride and nation building	0.6
Non response	2.6

In addition, 18.0% of the respondents indicated that there will be no impact on the country and the CoCT after hosting the World Cup. Furthermore, 14.2% of the respondents indicated that there will be no sustainable use for the stadium after the event therefore becoming a 'white elephant'. On the other hand, 13.7% indicated that the World Cup will leave the CoCT and country with a lasting legacy in the form of improved infrastructure and sporting facilities for long-term use after the event. Other positive impacts that featured by respondents indicated that there will be increased tourism after the event (10.8%); 6.7% indicated that South Africa will benefit from economic gains and foreign investment that will follow as a result of hosting the event, 5.2% indicated that if the event is successful, it will improve the image of the country and the CoCT thereby providing exposure for future tourism to the country and City, and 5.4% indicate that more events will be attracted to the city as a result of hosting the event.

Findings pertaining to impacts after the event reveal that residents have mixed feelings about the potential benefits that may be derived from hosting this mega-event. The responses reflect agreement with some of the purported benefits of sport mega-events however residents raise concern about job losses and the sustainable use of the stadium after the event. The concern raised by residents in terms of the long-term use of the stadium is underscored by the underutilisation of new stadia, resulting in waste of public money on building and operating new venues as asserted by Smith and Fox (2007:1127).

In terms of the continued use of the stadium facilities; 62.2% of the respondents indicated that they would be interested to use the stadium facilities after the event and 37.8% indicated that they would not be interested to use the facilities as illustrated in Table 5.22. This indicates that local residents residing close to the venue are willing to support the sustainable use of the

stadium through activities and events that may be held or facilities that will be developed for use by the community.

Table 5.22: Post-event use of the stadium facilities by respondents (in %) (n=344)

Yes	62.2
No	37.8

Of the 62.2% of the respondents that responded to this question, 25% indicated that they would use the facilities to watch or play sport, 18% would attend live shows and music concerts that may be held at the stadium, while 11.3% would use the facilities for meetings, incentives, conferences, exhibitions, events and functions. In addition, 5.2% would use the facilities around the stadium such as the Urban Park for sport and recreation, 1.2% would use the stadium for religious gatherings and carnivals and festivals, respectively and 0.3% would use the stadium for political rallies.

5.5 Perceptions and attitudes of respondents

In order to determine the perceptions and attitudes of residents, respondents were asked to rate the level of agreement with a range of relevant statements pertaining to the 2010 FIFA World Cup. The Linkert scale was used with the following options available as responses: SD = Strongly disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly agree.

A summary of resident's perceptions, attitudes and reactions to the impacts of the 2010 FIFA World Cup is presented from Table 5.23 to Table 5.35. As there is a close relationship between the strongly disagreed and disagreed and strongly agreed and agreed responses, it was necessary to group these responses for a greater understanding of the results.

5.5.1 Environmental impacts

Respondents were asked to rate a range of statements to determine the perceptions of residents based on the potential environmental impacts of the 2010 FIFA World Cup (see Table 5.23). Results indicate that 77.4% of the respondents strongly agreed and agreed that pollution will occur close to the stadium while 15.7% strongly disagreed and disagreed with this statement.

Table 5.23: Respondents' level of agreement with environmental impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Perceived environmental impacts of hosting the 2010 FIFA World Cup					
Pollution will occur close to the stadium	1.5	14.2	7.0	51.2	26.2
Excessive degradation of land as a result of the tarred areas (such as parking lots) and infrastructural development	2.6	27.3	15.1	35.8	19.2
The tourists will become more aware of environmental issues as a result of the biodiversity of South Africa's flora and fauna	3.8	15.7	10.5	52.0	18.0
Conservation/ environmental issues will attract greater attention during this period	4.4	15.7	13.7	48.0	18.3

Respondents' strong agreement and agreement with the above statements support assertions made by Kim *et al.* (2006:89) and Collins *et al.* (2007:473) that highlight residents concerns around the destruction of the physical and natural environment as well as the perceived negative physical and environmental impacts as a result of the influx of visitors to a host city. In addition, the above response by respondents mirrors concerns echoed by the CoCT (2009c) that the event will generate large amounts of waste. However, the CoCT plans to introduce waste management plans to minimise pollution. In addition, the CoCT (2009d) in conjunction with the Western Cape government has committed to the 'Green Goal 2010' programme in an effort to raise awareness, minimise waste, diversifying and using energy efficiently, compensating for the event's carbon footprint, practising responsible tourism, and constructing infrastructure with future generations in mind beyond the duration of the event. Notably, the strong agreement with the above statements by respondents seemingly reflects the CoCT's failure to communicate these environmental management plans to residents leading to lack of awareness of these programmes.

More than half of the respondents (55%) strongly agreed and agreed that there would be excessive degradation of land as a result of the tarred areas (such as parking lots) and infrastructural development while 29.9% strongly disagreed and disagreed with this statement. A further 15.1% of the respondents chose to remain neutral. Respondents' concern associated with the above statement support claims made by Haruo and Toshio (2002:183) and Kim and Petrick (2005:25) that the potential for the destruction of the natural environment exists and is associated with the negative aspect of sport mega-events that may also lead to economic costs.

The majority of respondents (70%) strongly agreed and agreed that tourists will become more aware of environmental issues as a result of the biodiversity of South Africa's flora and fauna while almost twenty percent (19.5%) strongly disagreed and disagreed with this statement.

Respondents strongly agreed and agreed (66.3%) that conservation/environmental issues will attract greater attention during this period while 20.1% strongly disagreed and disagreed. A further 10.5% and 15.7% of the respondents preferred to remain neutral pertaining to the last two statements, respectively.

5.5.2 Economic benefits

In terms of economic benefits, results indicate that 48.3% strongly disagreed and disagreed that the 2010 FIFA World Cup will only benefit the rich and the poor won't benefit while 40.5% strongly agreed and agreed with this statement (see Table 5.24). Almost 45% (44.8%) strongly agreed and agreed that all residents will reap the rewards of the 2010 World Cup and 38.1% indicated the opposite. Furthermore, 17.2% of the respondents indicated that they were neutral with regards to this statement.

Table 5.24: Respondents' level of agreement with the economic benefits of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Economic benefits					
The 2010 World Cup will only benefit the rich and the poor won't benefit	13.7	34.6	11.3	23.3	17.2
All residents will reap the rewards of the 2010 World Cup	9.6	28.5	17.2	32.6	12.2
Black Economic Empowerment will improve	6.1	16.9	24.7	41.6	10.8
Jobs will increase	2.3	7.0	8.4	60.5	21.8
Small business will benefit	0.9	7.3	5.8	62.2	23.8
The businesses will increase their sales and their profits	0.9	3.5	4.9	62.5	28.2
In the region where the stadium is located, the businesses will strengthen	1.5	4.4	3.8	60.2	30.2
Foreign investment will proliferate/ increase	1.5	6.7	8.4	57.8	25.6

About half of the respondents (52.4%) strongly agreed and agreed that BEE will improve as a result of the event, 23% strongly disagreed and disagreed that BEE will improve as a result of hosting this event while 24.7% were neutral. The majority of respondents (82.3%) strongly agreed and agreed that jobs will increase as a result of the 2010 FIFA World Cup while 9.3% strongly disagreed and disagreed with this statement.

There were consistently high levels of agreement in terms of benefits to businesses, with 86% strongly agreed and agreed that small businesses will benefit from the event while 8.2% strongly disagreed and disagreed that any benefits will accrue to small businesses. The overwhelming majority (90.7%) strongly agreed and agreed that businesses will increase their sales and profits while 4.4% strongly disagreed and disagreed with this statement. Similarly, 90.2% strongly agreed and agreed that businesses in the region where the stadium is located will strengthen

while 5.9% strongly disagreed and disagreed. While residents' expectations pertaining to businesses are consistently high, Smith and Fox (2007:1129) indicate that often events assist local businesses, however there is likelihood that events can sometimes have the opposite effect. Therefore, support and assistance may be needed to ensure local businesses benefit from the event. Furthermore, they assert that it is important to ensure that local business and disadvantaged individuals are able to benefit from lucrative contracts usually associated with large events.

In terms of an increase in foreign investment into the country, 83.4% of the respondents strongly agreed and agreed with this statement while 8.2% strongly disagreed and disagreed that this was likely to occur.

5.5.3 Public money

Results below (see Table 5.25) indicate that 63.1% of respondents strongly disagreed and disagreed that the 2010 FIFA World Cup will be a waste of public money while 23.5% agreed and strongly agreed with this statement. About half the respondents (47.6%) indicated that too much money will be spent on the event that could be spent on other activities. These responses are consistent with assertions made by Haruo and Toshio (2002:177) that indicate that opponents of stadium developments argue that the economic effects of these new stadia have been known to be minimal and that public resources would be better spent elsewhere. The above responses indicate that although residents generally support the event, concerns are raised about the excessive use of money to deliver the event and the resources could have been spent on other activities.

Table 5.25: Respondents' level of agreement with the use of public money for the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Public Money					
The 2010 World Cup event will be a waste of public money	23.3	39.8	13.4	12.2	11.3
Too much money will be spent on the 2010 World Cup event that could be spent on other activities	12.5	27.3	12.5	29.9	17.7

The above results is consistent with findings from the study conducted by Horne (2004) on the 2002 FIFA World Cup in Japan, that found that putting large amounts of money into the development of stadia and the event did not find unanimous favour with its citizens. In addition, it is suggested that most, if not all of the stadiums in Japan have left a negative financial legacy as a result of scheduled loan repayments and interest as well as the maintenance and cost of

running the facilities after the event, ultimately leaving the local taxpayers with a heavy financial burden. These findings are consistent with the residents' initial objections to the building of the Green Point Stadium citing concerns related to the sustainable use of the stadium after the event and the financial implications and burden on taxpayers to maintain the facility being noted (Barnes, 2006:19). Notably this event may leave Green Point residents' and other CoCT residents with a negative financial legacy to bear the financial burden through increased rates and taxes for upkeep and maintenance of the venue.

5.5.4 Price/ cost of living

The majority of respondents (82.6%) strongly agreed and agreed that the 2010 FIFA World Cup will lead to increases in prices of some things such as food, transport and property values around the stadia locations and host cities while very few respondents (9.8%) strongly disagreed and disagreed with this statement. In addition, more than 82.8% strongly agreed and agreed that the overall cost of living will increase around the stadia locations and host cities during the event period, however 11% of the respondents strongly disagreed and disagreed with this statement as illustrated on Table 5.26.

Table 5.26: Respondents' level of agreement about increases in prices/cost of living pertaining to the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Price/cost of living					
The 2010 World Cup event will lead to increases in the price of some things such as food, transport and property values around the stadia locations and host cities	1.7	8.1	7.6	50.6	32.0
During the 2010 World Cup event period, the overall cost of living will increase around the stadia locations and host cities	1.7	9.3	6.1	52.0	30.8

5.5.5 Social impacts

Table 5.27 provides a summary of findings related to respondents' level of agreement with the social impacts of the 2010 FIFA World Cup. The overwhelming majority, 89% strongly agreed and agreed that there will be many inconveniences such as traffic congestion and parking difficulties while 7.8% strongly disagreed and disagreed with this statement. Moreover, 66.9% strongly agreed and agreed that the 2010 World Cup event will disrupt the lives of local residents and create inconvenience and 21.8% strongly disagreed and disagreed. Seventy seven percent (77%) strongly agreed and agreed that the event will create excessive noise in the area while 15.4% indicated the opposite.

Table 5.27: Respondents' level of agreement with the social impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Social Impacts					
There will be many inconveniences such as traffic congestion and parking difficulties	2.9	4.9	3.2	41.0	48.0
There will be many disruptions such as power failures	7.3	32.8	16.6	24.7	18.3
There will be a delay of basic services in the poor areas	4.1	21.5	14.5	39.5	20.3
There will be a higher incidence of criminal activities	4.9	11.6	9.9	39.8	33.7
Hooliganism will occur	7.0	19.5	14.8	35.2	23.5
Terrorism will occur	14.2	37.2	21.2	15.7	11.6
The 2010 World Cup event will disrupt the lives of local residents and create inconvenience	3.8	18.0	11.3	37.5	29.4
The 2010 World Cup event will create excessive noise in the community	2.3	13.1	7.6	45.3	31.7
Locals will benefit from entertainment opportunities created by the 2010 World Cup	3.5	15.1	8.7	50.0	22.7

The high percentage of agreement with the above statements support the assertion by Fredline (2004:166) that residents living close to the event sites are subjected to localised event impacts such as noise, traffic and parking, and access restrictions to a greater extent than those living further away.

In addition, 43% of the respondents strongly agreed and agreed that there will be many disruptions such as power failures and 40.1% strongly disagreed and disagreed that this will occur. Just over sixty percent (60.1%) strongly agreed and agreed that there will be a delay of basic services in the poor areas and 25.6% strongly disagreed and disagreed. Both statements drew a fair amount of neutral responses, 16.6% for the former and 14.5% for the latter could mean that respondents were not aware of the plans or contingency plans that will be put into place to ensure a successful event.

The majority of the respondents (73.5%) strongly agreed and agreed that there will be a higher incidence of criminal activities while 16.5% strongly disagreed and disagreed that criminal activities will increase as a result of the 2010 FIFA World Cup. The survey findings reveal strongly that residents have a negative perception about crime, safety and security related to the event as stated earlier in this section. However, Donaldson and Ferreira (2007:369) assert that the South African government supported by all law enforcement agencies, have an ideal opportunity to improve their performance with regard to crime prevention. Notably, this would be a long lasting beneficial consequence for the tourism industry and the local citizens.

In terms of hooliganism, 58.7% of the respondents strongly agreed and agreed that this was likely to take place between rival fans, 26.5% strongly disagreed and disagreed and 14.8% provided neutral responses. It was observed during the interview that respondents did not associate hooliganism with South African soccer fans, however making reference to visiting English and German fans that are associated with this type of fan behaviour. Barnes (2009:1) indicates that plans are in place and authorities are ready to handle hooliganism should it take place.

About half of the respondents (51.4%) strongly disagreed and disagreed that terrorism will occur while 27.3% strongly agreed and agreed that terrorism will occur. A large number of respondents (21.2%) indicated neutral; this could mean that residents are not aware of the safety and security plans that will be put into effect to protect the event and visitors. Although there is a likelihood of this taking place, residents' responses reflect the view that the country is not really affected by terrorism. However, Barker (2004:175-179) asserts that terrorism and politically motivated activities using international sporting events is an ever present threat to spectators and athletes which may impact the event. Crime, safety and security are a key concern for the 2010 FIFA World Cup as asserted by Donaldson and Ferreira (2007:369). Key 2010 stakeholders cannot discount this ever present threat that could jeopardise the successful outcome of the event, therefore safety and security plans must be implemented in a coordinated approach by all security agencies in the country to maintain the safety of the event.

The majority of respondents (72.7%) indicated that locals will benefit from entertainment opportunities created by the 2010 World Cup while 18.6% strongly disagreed and disagreed with this statement. These responses indicate that the event has an entertainment value as supported by previous studies conducted by Fredline and Faulkner (2002).

5.5.6 Sport benefits

Table 5.28 illustrate respondents' level of agreement with the sport benefits of the 2010 FIFA World Cup. Results indicate that 75.3% strongly agreed and agreed that people will be exposed to the training of great sportsmen and can be inspired by them and by their presence on the sport fields while 12.5% strongly disagreed and disagreed with this statement. A further 12.2% of the respondents remained neutral.

Table 5.28: Respondents' level of agreement with the sport benefits of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Sports benefits					
People will be exposed to the training of great sportsmen and can be inspired by them and by their presence on the sport fields	3.5	9.0	12.2	50.6	24.7
People can learn how to develop their skills in the sport	2.3	7.8	15.1	53.2	21.5
Disadvantaged people can experience the glory and glamour of an international sporting event	2.3	9.9	14.2	53.5	20.1

It is interesting to note that the majority of respondents (75.3%) strongly agreed and agreed that people can learn how to develop their skills in the sport while 10.1% strongly disagreed and disagreed with this statement. Similarly, 73.6% strongly agreed and agreed that disadvantaged people can experience the glory and glamour of an international sporting event and 12.2% strongly disagreed and disagreed. The above two statements drew an almost equal neutral responses with 15.1% and 14.2% respectively. Respondent's reaction to the above statement confirms the feel-good effect on the population in the host country and is one of the benefits associated with experiencing a World Cup (Du Plessis & Maennig, 2009:62).

5.5.7 Community benefits

Table 5.29 illustrates respondents' level of agreement with the community benefits of the 2010 FIFA World Cup. More than sixty five percent of the respondents (65.7%) strongly agreed and agreed that the community will benefit directly from the 2010 FIFA World Cup event while 18.3% strongly disagreed and disagreed with this statement. More than half of the respondents (55.5%) strongly agreed and agreed that the event will increase social inequity, indicating that only some members of the community will benefit from the event and 24.4% indicated the opposite. The above responses by residents support Pillay and Bass' (2009:92) assertion that more widespread development benefits is not a direct consequence on spending associated with mega-events therefore increases the likelihood of inequality.

Table 5.29: Respondents' level of agreement with the community benefits of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Community benefits					
The community will benefit directly from the 2010 World Cup event	3.5	14.8	16.0	50.0	15.7
Only some members of the community will benefit from the 2010 World Cup event/ the 2010 World Cup event will increase social inequity	6.7	17.7	20.1	43.3	12.2
The event will stimulate training and skills development for members of the community where events are held	2.6	10.8	19.2	54.4	13.1
The standard of living for communities located close to the stadiums will increase as a result of the stadium being built in the area for the 2010 World Cup event	2.6	21.2	16.9	46.5	12.8
There will be a significant opportunity for boosting the image of Green Point Stadium as a tourist destination during the 2010 World Cup	2.0	5.5	9.0	56.4	27.0
Ordinary residents will get a say in the planning and management of the 2010 World Cup event	18.9	27.9	16.6	29.1	7.6

In terms of the event stimulating training and skills development for members of the community where events are held, 67.5% strongly agreed and agreed while 13.4% strongly disagreed and disagreed with this statement. The strong agreement and agreement with the above statement support assertions made by Smith and Fox (2007:1128) that some events encourage economic and social regeneration by providing new skills and support for the local people. Furthermore, this is often achieved through volunteer programmes to help stage the event, while offering employment as well as training and skills development (Smith & Fox, 2007:1128).

In terms of ordinary residents getting a say in the planning and management of the event, 46.8% strongly disagreed and disagreed with this statement, while 36.7% strongly agreed and agreed indicating that ordinary residents will get a say in this process. The strong agreement and agreement with this statement raise concerns that there is a perception that ordinary residents have no say in the planning and management of the event. The above reaction by respondents support assertions made by Swart and Ntloko (2008:90) that for community benefits to be addressed there needs to be community involvement in the planning and organising of the event. In addition, community involvement will ensure there is a common understanding of the costs and benefits associated with the event and minimise the potential conflicts between the organisers and the community (Swart & Ntloko, 2008:90).

Almost sixty percent (58.3%) strongly agreed and agreed that the standard of living for communities located close to the stadiums will increase as a result of the stadium being built in

the area for the 2010 World Cup event, however 23.8% strongly disagreed and disagreed with this statement. The majority of respondents (83.4%) strongly agreed and agreed that the event will provide a significant opportunity for boosting the image of Green Point Stadium as a tourist destination during the 2010 FIFA World Cup and 7.5% strongly disagreed and disagreed with this statement.

High levels of neutral related community benefits could indicate that residents were unaware of how the community would benefit directly from the event. Bull and Lovell (2007:239) indicate that one of the pre-requisites of hosting an event and achieving the benefits are the successful and effective dissemination of information, not just about the event but also about the positive benefits that accrues from it.

5.5.8 Community pride

In terms of community pride (see Table 5.30), 91% strongly agreed and agreed that the 2010 FIFA World Cup event will be a major boost for national pride and nation building, while 84.3% strongly agree and agree that the event will make locals feel good about themselves and their community. South Africa has a very high level of nationalism, national pride and sport patriotism (Kersting, 2007:289). The findings from respondents support this assertion by Kersting.

Table 5.30: Respondents' level of agreement with community pride impacts as a result of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Community pride					
The 2010 World Cup event will be a major boost for national pride and nation building	1.7	2.6	4.7	37.2	53.8
The 2010 World Cup event will make locals feel good about themselves and their community	2.0	3.2	10.5	37.8	46.5

5.5.9 Regional showcase

As outlined in Table 5.31, results reveal high levels of agreement with the 2010 FIFA World Cup as a regional showcase. There was strong agreement and agreement that the event will result in the CoCT becoming internationally competitive (87.8%), it will showcase the area in a positive light (91%), tourists will be attracted to the area (93.9%), it will attract future businesses to the area (86.7%) and finally the area will be showcased in a positive light through positive media coverage (90.1%).

Table 5.31: Respondents' level of agreement with regional showcase impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Regional showcase					
This city will be internationally competitive	1.5	3.8	7.0	59.3	28.5
The 2010 World Cup event will showcase the area in a positive light	1.7	3.2	4.1	63.7	27.3
The 2010 World Cup event will attract tourists to the area	1.2	2.0	2.9	54.1	39.8
The 2010 World Cup event will attract future businesses to the area	1.5	4.7	7.3	57.6	29.1
The 2010 World Cup event will increase positive media coverage of the area	1.5	3.2	5.2	61.9	28.2

The findings confirm assertions by Lee *et al.* (2005:41); Lee and Taylor (2005:595) and Black (2007:261) that holding a sport mega-event like the FIFA World Cup not only has the direct benefits of income generation and stimulation of the local economy but is also extended to the indirect effects such as enhanced image. Lee *et al.* (2005:41) add that the impact of enhanced image benefits the host communities through a better global profile, post-event increases in tourism and levels of attractiveness to business.

5.5.10 Infrastructure development impacts

Table 5.32 illustrates the results pertaining respondents' level of agreement of the impacts of the 2010 FIFA World Cup pertaining to infrastructure development. The results reveal high levels of agreement with infrastructure development impacts. The overwhelming majority (90.7%) strongly agreed and agreed that the event will result in greater access to amenities and the improvement in road facilities will result, 90.5% strongly agreed and agreed that roads, parking facilities and amenities will be refurbished and 88.4% strongly agreed and agreed that the run down parts of the area will be upgraded.

Table 5.32: Respondents' level of agreement with infrastructure development impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Infrastructure development impacts					
The access to amenities and the improvement in road facilities will result	1.2	2.0	6.1	61.3	29.4
Roads, parking facilities and amenities will be refurbished	1.2	1.5	7.0	60.8	29.7
Run-down parts of this area will be upgraded	1.2	3.8	6.7	59.9	28.5

The above findings supports assertions made by Hall (1997:77) that the hosting of major sporting events is often used to rejuvenate or redevelop urban areas that require renewal through the construction and development of new infrastructure, including roads and rail networks, airports, sewage and housing. In addition, Tassiopoulos and Haydam (2008:870) note

that tourism and sport is recognised as powerful forces for development. They indicate that it stimulates investment in infrastructure projects which can be enjoyed by both the local population and tourists alike. The results indicate that residents have very high expectations regarding improvement of their general quality of life in the form of infrastructure development and upgrades like roads, public transport systems as a result of the World Cup event.

5.5.11 Public facilities

The majority of the respondents (82.8%) strongly agreed and agreed that the 2010 FIFA World Cup event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community as illustrated in [Table 5.33](#). However, 66.2% strongly agreed and agreed that the event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding. In contrast, 20.9% of the respondents strongly disagreed and disagreed that this was likely to occur and a further 12.8% remained neutral in response to this statement. This could be attributed to respondents being unaware of the plans surrounding access to public facilities and transportation.

Table 5.33: Respondents' level of agreement with public facilities impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA
Public facilities					
The 2010 World Cup event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community	2.3	5.5	9.3	52.9	29.9
The 2010 World Cup event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding.	6.4	14.5	12.8	39.5	26.7

The findings indicate that residents have high expectations of stakeholders in terms of maintenance and upkeep of the stadia and other related facilities. The high rate of agreement with the latter statement raise concerns about residents being excluded from using normally frequented public facilities during the event. The above findings support Smith and Fox's (2007:1129) assertion that removing access to community facilities by residents may result in the local and marginalised people feeling excluded from the benefits of the event.

5.5.12 Attitude toward management and hosting of the 2010 FIFA World Cup

Table 5.34 indicates the results of respondent's attitude toward management and hosting of the event. The majority of the respondents (76.7%) strongly agreed and agreed that South Africa will be ready to host the 2010 FIFA World Cup. Similarly, 77.6% strongly agreed and agreed that South Africa has the resources and potential to host a triumphant 2010 World Cup. In addition, 73% strongly agreed and agreed that the local government will be able to meet the needs of the event. It is interesting to note that 79.4% strongly agreed and agreed that the country will attain a legendary sports event and achieve a legacy. The above findings support assertions by Hall (1997:75) and Standeven and De Knop (1999:204) that mega-events are extremely significant because it involves infrastructure and environmental improvements that leave behind legacies which will have an impact on the host community far greater than the period in which the event took place. Notably, these high levels of agreement are indicative of residents' support for the event and faith in the 2010 stakeholders to successfully manage and host of the event.

Table 5.34: Respondents' attitude towards the management and hosting of the event (in %) (n=344)

	SD	D	N	A	SA
Attitude toward management and hosting of the 2010 FIFA World Cup					
South Africa will be ready to host the FIFA World Cup in 2010	1.5	5.5	16.3	45.9	30.8
South Africa has the resources and potential to host a triumphant 2010 World Cup	0.9	7.6	14.0	49.4	28.2
Local government will be able to meet the needs of the FIFA World Cup in 2010	1.7	5.2	20.1	53.5	19.5
South Africa will attain a legendary sports event and achieve a legacy	1.7	5.2	15.7	53.2	24.1
Residents can make a significant contribution in active engagement in management/hosting of 2010 World Cup	4.4	12.2	18.3	48.3	16.9
Environmental degradation will be given attention during the planning and management phase	4.9	8.4	19.8	51.2	15.7
The 2010 World Cup event will influence residents to engage in sporting activities	4.1	16.0	18.6	43.0	18.3

Many respondents (65.2%) strongly agreed and agreed that residents can make a significant contribution in active engagement in management/hosting of 2010 World Cup while 16.6% strongly disagreed and disagreed with this statement. The strong agreement and agreement with the above statement supports findings as mentioned earlier by Ntloko and Swart (2008:90) that highlights the importance of community involvement in the planning and management of the event. Furthermore, stakeholders could expect better host/guest relations from residents especially those residing close to the event location if they are made aware of the event.

It is welcoming to note that 66.9% of the respondents strongly agreed and agreed that environmental degradation will be given attention during the planning and management phase, while 13.3% strongly disagreed and disagreed with this statement. This high level of agreement supports the assertion by Masterman (2004:69-85), that environmental development must incorporate operational policies that take the environment into account by laying down environmental legacies for the host city for the future.

The results reveal a high number of neutral responses from respondents pertaining to residents' attitude toward management and hosting of the 2010 FIFA World Cup. These high levels of neutral range from 14% to 20.1% and could be an indication of resident's lack of awareness about the management and hosting of the event.

5.5.13 African legacy

The findings reveal that 63.6% of the respondents strongly agreed and agreed that other African countries would benefit from South Africa hosting the 2010 FIFA World Cup as part of the event's African legacy, while 15.4% strongly disagreed and disagreed with this statement (see Table 5.35).

Table 5.35: African legacy (in %) (n=344)

	SD	D	N	A	SA
African legacy					
Other African countries will benefit	3.2	12.2	20.9	42.4	21.2

These findings support assertions by Pillay *et al.* (2009:7) that FIFA has ruled that countries within 90 minutes flying time of Johannesburg can compete to serve as base camps for teams to train in. Notably, some southern African countries are providing a number of options for teams. This would inadvertently increase the impact of the 2010 FIFA World Cup to other southern Africa countries. However, the decision rests on the team manager to select a base camp for the participating team. More than twenty percent of the respondents (20.9%) remained neutral opting not to rate this statement. This high rate of neutral responses could be as result of respondents being unaware of how the benefits would be spread and shared with other African countries.

5.5.14 Overall beneficiary of the event

Finally, Figure 5.4 illustrates respondents' response pertaining to who benefits the most from hosting the 2010 FIFA World Cup. Most respondents indicated businesses (45.9%), followed by the wealthy and rich (17.2%) and people living in towns and cities (10.8%). More than twenty

percent (21.5%) chose to specify other beneficiaries that would gain the most from the event. Of those respondents (21.5%) that indicated the other category, 13.1% indicated that FIFA would benefit the most and 6.7% indicated that all South Africans will benefit directly or indirectly from the country hosting the event. In addition, respondents indicated the following in terms of who benefits the most within the other category.

- The South African government (0.3%).
- The African National Congress members of parliament (0.3%).
- The Green Point residents (0.3%).
- Only the people involved in 2010 (0.3%).
- The areas situated around the stadium (0.3%).
- The tourism industry in the country (0.3%).



Figure 5.4: Overall beneficiary of the event (in %) (n=344)

In terms of benefits to people living in rural areas, the low response (1.7%) is consistent with Pillay and Bass' (2009:88) assertion that benefits such as improved transport, infrastructure, service provision and general improvement in the quality of the urban fabric will be highly centralised. Hence, benefits to marginal urban areas, rural areas and non-host cities will be limited.

5.5.15 Primary concern of respondents

Table 5.36 illustrates respondents' primary concern about South Africa hosting the 2010 World Cup event. Many respondents (39.2%) indicated that they were concerned about increased crime (both opportunistic crime and organised crime); while 14% indicated that they were concerned about the safety and security of the visitors, tourists and the event. Notably, the

above findings combined represent 53.2% of the respondents that indicated that their primary concern revolved around crime and safety. The findings are consistent with concerns expressed and discussed earlier in the study by residents about the effects of crime, safety and security pertaining to the event. Interestingly, 10.5% of the respondents indicated that they have no concerns and the event will be planned and managed well.

Table 5.36: Respondents' primary concern about South Africa hosting the event (in %) (n=344)

Increased crime (opportunistic or organised crime)	39.2
Safety and security of visitors/ tourists and the event	14.0
None	10.5
Inadequate transport and tourist infrastructure to accommodate influx of people to the area	9.6
Very high cost/affordability of the event, too much money being spent on the event that could be spent on other activities	7.8
High volumes of traffic in the area	4.4
Poor image of the country if the event is not planned and managed well	3.5
Pollution (noise, litter)	3.2
The area is not equipped to handle high volumes of people	2.9
South Africa will not be ready to host the event on time	2.6
Increase in prices of property values, rentals, levies and rates	0.9
Access and parking difficulties for residents	0.9
Use of the stadium after the event	0.6

In addition, 9.6% of the respondents were concerned that the transport and tourist infrastructure was inadequate and would not be able to accommodate the influx of people to the area. These concerns are consistent with assertions made by Standeven and De Knop (1999:205) that often stadia are situated in city centre locations which aggravates the problems associated with overcrowding, which has a negative impact on the community's quality of life.

The findings of the primary concern of respondents support Collins *et al.* (2007:459) assertion that event impacts may include overcrowding and noise pollution, increased crime rates and hidden costs associated with policing and security, removing undesirables, sanitation and cost inflation around venues. Overall, the findings indicate eleven perceived negative impacts related to crime and safety and security, traffic problems and conflicts, overcrowding, poor organisation and negative economic effects. These responses raise concerns about the management of these perceptions by key 2010 stakeholders.

5.6 Summary

This chapter presented findings and analysis of the impact of the 2010 FIFA World Cup based on the awareness, attitudes and perceptions of the Green Point residents towards the event. The demographic profiles of the 344 residents interviewed revealed an almost equal gender representation, 54.7% were male and 45.3% were female. The average age of respondents was 40.7 years and the majority of respondents were White (53%) according to the historical racial classification.

The majority of the respondents presented high levels of awareness pertaining to the forthcoming event and the matches that will be played in the Green Point Stadium. Concerns were raised about levels of effective communication and distribution of information regarding planned stadia developments and the distribution of benefits by 2010 key stakeholders with 40.1% indicating that there is a lack of communication and suggested that more could be done to improve this.

Support for the event is high, with respondents indicating that they would either be attending the event (51.2%), watching the event on television (87.2%) or watching matches at the dedicated public viewing areas planned (60.8%). The majority of the respondents (75%) are in favour of the stadium being located in Green Point highlighting residents' high level of support and positive attitude for the stadium and the event.

Respondents noted perceived impacts before (development phase) (50.9%), during (64.5%) and after (97.4%) the event. Respondents suggested ways to address inconveniences and potential problems that may arise before and during the event. Concerns raised by residents revolved around crime, safety and security, transport, traffic and parking problems, overcrowding, restricted access and movement, and unruly behaviour of visitors and tourists. In addition, 18% of the respondents expressed concern about job losses after the event. In terms of residents' primary concern about South Africa hosting the 2010 FIFA World Cup, the majority of the respondents expressed apprehension related to increased crime (39.2%) and the safety and security of the visitors, tourists and the event (14%).

In terms of perceptions and attitudes of respondents, residents have high expectations regarding impacts of a social and economic nature. Overall, respondents have positive attitudes towards the 2010 FIFA World Cup and toward the hosting of the mega-event, with most perceiving that the event will leave positive legacies for the nation. The following chapter now presents the conclusions drawn from the findings of the investigation, based on the research objectives.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

The preceding chapter presented, analysed and discussed the findings from the primary investigation with the main aim of meeting the research objectives. This section presents a summary of the key findings, recommendations and limitations of the study. The conclusion provides an overview of the study and recommendations are made for 2010 FIFA World Cup stakeholders. The limitations encountered during the study are highlighted and future research directions are suggested. The chapter will end with a summary.

6.2 Summary of key findings

The study aimed at investigating residents' awareness, perceptions and attitudes of the impact of the 2010 FIFA World Cup. The results were analysed in line with the aims and objectives set for this study.

The target population of the study was Green Point residents that resided within 1 km of the Green Point Stadium. Interviewer completed surveys were conducted on respondents using a spatially based stratified random sampling method in order to gain a broad representation of respondents within the specified area of study. The targeted sample size of respondents was 346 and the actual response rate was 344 respondents.

A demographic profile of respondents reveals that 54.7% were male while 45.3% were female. The age of respondents interviewed ranged from 19 years to 85 years. The average age of the respondents was 40.7 years. The historical racial classification revealed that the majority of the respondents were White (53%) given that the area was previously a White residential suburb. More than 67.1% of the respondents had post-school qualifications, with a majority possessing certificates/diplomas. The average income of respondents was R10 092.00.

In terms of awareness, the majority of the respondents presented high levels of awareness pertaining to the 2010 FIFA World Cup and the matches that will be played in the Green Point Stadium. However, almost half of respondents (48%) were not aware and 12.5% were not sure about the legacy stadium being planned for the city, raising concerns about the communication and distribution of information regarding planned stadia developments and the distribution of benefits by 2010 key stakeholders.

About half the respondents (50.9%) indicated that they would support the event by attending the World Cup matches. Of those respondents that indicated that they would not attend the World Cup matches, only 17.2% were not interested in soccer. Interestingly, the vast majority of respondents (87.2%) noted that they would consider watching the matches on television emphasising support for the tournament. The dedicated PVA's planned for the city was well received with the majority of the respondents (60.8%) indicating that they would participate in the tournaments festivities through this medium. Notably, the respondents' willingness to pay (the average price that respondents were willing to pay for entry into the PVA's is R67.00) to use these dedicated facilities highlights the residents' level of support for the event, given that the PVA's are 'free' events. In addition, it indicates that residents are willing to take part in the associated festivities of the event thereby contributing to the success of the World Cup. Half the respondents (50.29%) indicated that their involvement was primarily as a spectator while some of the respondents had economic expectations of income generating opportunities and job or volunteer opportunities associated with the event.

In the area of communication, the majority of the respondents (79.4%) indicated that they would like to be updated and informed about 2010 World Cup developments. Equally, the majority of the respondents (74.4%) would like to be updated and informed about events and opportunities related to the 2010 FIFA World Cup. Respondents recommended that stakeholders use a myriad of communication strategies and multiple mediums to get information across to residents about these developments and initiatives. While a number of respondents (59.9%) felt that key 2010 stakeholders were communicating adequately with the residents, 40.1% of the respondents felt that key stakeholders were not doing enough to communicate with residents and suggested possible ways of improving the communication of information between 2010 stakeholders and residents. Suggestions focussed primarily on; information dissemination through print media, advisories, updates, notices, and direct participation and involvement of residents through community meetings with the stakeholders and the local councillor pertaining to construction, developments and disruptions that may affect them.

While the location of the stadium remains a contentious issue with some of the respondents, the majority of the respondents (75%) are in favour of the stadium being located in Green Point. This illustrates positive attitudes and strong support among residents toward the 2010 stadium development and the World Cup event in general. On the other hand, 25% objected to the location of the competition venue. The majority of the objections centred on the suitability of the location to handle large crowds, some indicated that the stadium could have been built in an area that could have benefited from the infrastructure upgrade and development which would

have made more of a social and economic impact. In addition, some respondents felt that the stadium could have been built closer to where the soccer fans lived. Notably, although respondents objected to the stadium being built in the area, there was strong support for the hosting of the 2010 FIFA World Cup in the country.

Perceived impacts on resident's way of life before the event during the development phase reveal more than half of the respondents (50.9%) are affected by the developments associated with the construction of the stadium. The majority of respondents cited problems related to traffic congestion as a result of road closure and detours. In addition, heavy construction vehicles and machinery, noise, dust and dirt contributed to the discomfort of residents. Furthermore, the restricted movement and access to usual facilities and shops within the area close to the stadium added to the inconvenience experienced by residents. Residents suggested possible ways of reducing these inconveniences with a majority indicating that they should be informed and warned in advance of possible disruptions. These suggestions indicate that 2010 stakeholders have an opportunity to reduce the effects of these negative impacts through effective and regular communication with residents. Interestingly, a number of respondents (16%) indicated that they were prepared to tolerate the short-term inconvenience of the construction and the associated developments as long as there are some benefits that will accrue from this, in terms of improvements to road and transport infrastructure.

In terms of perceived impacts during the event, a high number of respondents (64.5%) indicated that they would be affected either positively or negatively during the event. The majority of the respondents (45.3%) perceived the impacts to be negative to their way of life during the event. The majority of the responses involved traffic congestion, overcrowding, restricted movement and access by residents, noise and crime. On the other hand, positive perceptions noted were; increased tourism, economic gain, benefits to businesses, cultural exchange and increased job opportunities. Notably, local residents' perceptions of mega-events vary. It is therefore important to manage the impacts of sport tourism because support for the event may decrease if residents negative impacts to outweigh the positives. While a number of respondents (18%) indicated that the event will be planned and managed well, a high number of respondents were concerned about potential problems related to crime and safety, traffic-related problems, overcrowding and restriction on movement and access to homes by residents, during the event. Residents suggested ways of eliminating these potential problems and disruptions, with the majority focusing on crime prevention and security-related solutions as well as suggestions pertaining to resident's access and management plans of the event.

Respondents expressed concern about job losses (18.0%) and the sustainable use of the stadium (14.2%) after the event as possible negative impacts, while a number of respondents added that the event will give the residents a lasting legacy in the form of upgraded transport infrastructure and amenities for long-term use, increased tourism and improved image for the country.

The findings suggest that residents have high expectations regarding impacts of a social and economic nature. The expectations in economic benefits are underscored by local economic development through business benefits, job creation and income benefits through foreign exchange for the country. In addition, residents have very high expectations regarding improvement of their general quality of life in the form of benefits from infrastructure development as well as upgrades to roads and public transport systems as a result of the World Cup event. While results reveal that the event is not a waste of public money, concerns were expressed about the excessive use of public money that could have been used more effectively in other social programmes that would more beneficial to the community. Key concerns around social impacts relate to inconveniences around traffic congestion and parking difficulties, crime, and unruly behaviour of visitors and noise in the community. The concerns relate to the distribution of perceived benefits with regard to social and economic opportunities as well as inconveniences associated with the stadium construction and the hosting of the 2010 World Cup. In addition, there was strong agreement that other African countries will also benefit from South Africa hosting the event.

In terms of residents' primary concern about South Africa hosting the 2010 FIFA World Cup, the majority of the respondents (53.2%) expressed apprehension related to increased crime (39.2%) and the safety and security of the visitors, tourists and the event (14%).

Overall, the key findings from the primary data collected pertaining to the awareness, perceptions and attitudes of respondents reveal that residents have very high social and economic expectations of the event. The majority of respondents have positive attitudes towards the 2010 FIFA World Cup and toward South Africa hosting the mega-event. More especially, there is strong support for the event location. Most respondents believe that the country will be ready host the mega-event and the event will leave long-term positive legacies for the nation in the form of tangible and intangible benefits such as facilities, infrastructure, economic, tourism, enhanced image and will bring the nation closer together.

6.3 Recommendations

This section provides recommendations for 2010 stakeholders for the forthcoming FIFA World Cup as well as event stakeholders of future events that may be held. The following recommendations are reached in conjunction with the findings and discussion in the previous chapter.

Community participation and involvement

Steps should be taken to increase community participation and involvement in the planning and management of events at the stadium. Fredline (2004:155) recommends that public officials must understand the full impacts of events and how they affect communities. In addition, these officials need to ensure that these events make a positive contribution to society. The community must have a say in the planning and management of the event and any subsequent events that will take place in the future at the Green Point Stadium. This can be achieved by adopting and maintaining a more consultative approach in the planning and management of the event through community meetings with residents and residents associations. Involving residents in the entire process will encourage mutual respect between stakeholders but more importantly will guarantee the success of the event due to the level of support and goodwill of the residents as asserted by several authors (Fredline, 2004:155; Kim *et al.*, 2006:89; Ohmann *et al.*, 2006:130; Ntloko & Swart, 2008:90).

Communication and dissemination of information to residents

Effective communication and the distribution of information are key to increasing levels of awareness. Key 2010 stakeholders should provide residents with regular feedback and updates pertaining to developments concerning the event. This could assist in minimising the potential disruptions that residents experience before, during the preparation phase and after the event. Concerns related to problems and inconveniences that could potentially occur should be addressed and communicated using a multimedia approach well in advance so that residents are aware and well prepared. Information should be freely available to residents by assigning a dedicated call centre, radio broadcasts, print media and electronic mediums like websites, etc. Bob and Swart (2009:58) highlight the importance of ensuring that effective communication strategies and consultation mechanisms are implemented by event organisers and government officials to inform residents of 2010 developments.

Management

There should be a mutual respect between the management of the event and the community. Fredline (2004:156) notes that understanding the potential impacts of sport events and how these may affect the quality of life of residents is a fundamental part of sport event planning and management process. Smith and Fox (2007:1130) recommend that delivering a successful event and positive legacies; require co-ordination between organisers, regeneration agencies, different levels of government, local businesses and community representatives. Residents should be informed well in advance about management plans for the World Cup event; these include safety, security, crime prevention, access and movement of residents, plans during match days, transportation and traffic plans as well as crowd control measures. This information will assist residents in planning around the possible disruptions and inconveniences that may occur.

In addition, management must ensure responsible tourism business practices are maintained by ensuring that sustainable environmental management policies are in place prior to the event and these must be maintained as a blueprint for any other future events that will take place at the stadium to minimise the negative environmental impacts. Swart and Bob (2007:378) recommend that sport tourism destinations need to embrace the triple bottom line approach (includes economic, social and the environment) in order to ensure sustainability and growth over the long-term.

Marketing of the event

The local residents are an important stakeholder and should be regarded as an internal customer; therefore some form of internal marketing may be useful in achieving higher levels of satisfaction within the community and stronger support for the event (Fredline, 2004:169). Therefore, implementing ongoing marketing strategies before 2010 FIFA World Cup will encourage community involvement and enthusiasm in the build up to the event.

Longitudinal research

Sport events and mega-events must be constantly measured and analysed, in order to understand public awareness, perceptions and attitudes of these events. To ensure that the World Cup event is continually measured and monitored, longitudinal studies should be conducted over a period of time to evaluate changes in residents' awareness, perceptions and attitudes as well as the potential impacts of the mega-event. These studies will allow event stakeholders to understand residents' perceptions of events, furthermore stakeholders will be

able to use this information to better engage and involve the community when leveraging for future events and mega-events.

6.4 Limitations of the study

In addition to the limitations and challenges expressed in the research methodology chapter, the following were identified as the main problems encountered in the study:

- Access to respondents was noted to be a major challenge. Most residents live in flats and homes that restrict public access.
- The issue of safety and security by respondents added to the high number of respondents not willing to participate in the study.
- The perception of a lengthy questionnaire proved restrictive in getting respondents to participate in the survey. The in-field survey was also time consuming, limiting the number of questionnaires that could be completed per day.
- The study required a high financial input to execute the fieldwork due to the methodology adopted.

6.5 Future research directions

The findings of this study present a range of future research opportunities.

- There is a need for continued and further research into residents' perceptions of sporting events, especially those residents living within close proximity of the event venues. Understanding residents' attitudes will enable event managers and event stakeholders to plan and manage events more effectively while taking note of the community's feelings about the perceived impacts of these events.
- Ongoing studies should take place with Green Point residents before, during and after the 2010 FIFA World Cup in the form of longitudinal studies to assess changes in residents' awareness, perceptions and attitudes towards the event.
- This research should be replicated in different host cities in South Africa in order to measure residents' awareness, perceptions and attitudes in a consistent manner using a standardised questionnaire.
- There is a need to assess social impacts and economic impacts of the events on the host communities.

6.6 Summary

The first chapter of the study presented an introduction and background to the research problem. The aims, objectives and an overview of the methodology used were noted. In addition, the delineation, significance and the expected outcomes, results and contributions of the research were set out.

Chapter two explored and discussed two themes that assisted in creating a framework of understanding of sport tourism mega-events. The first theme; contextualising sport tourism events, highlighted the interdependent relationship between sport and tourism. Sport tourism, events and mega-events were then defined. In addition, the global nature of sport tourism events and South Africa's sport tourism and sport policies were also explored and discussed. The second theme of the chapter; South Africa's mega-event initiatives as well as the FIFA World Cup bids, allowed for South Africa's mega-event plan and 2006 and 2010 FIFA World Cup to be examined. In addition, Cape Town's role as a host city of the 2010 FIFA World Cup was explored. Finally, the contentious issue of choosing the Green Point Stadium as a location was highlighted and discussed.

Chapter three discussed the second part of the literature review. It focused on two themes; the impacts and legacies of sport tourism events and residents' perceptions of sport tourism events. The benefits of hosting sport mega-events and the costs of sport mega-events as well as mega-event legacies were reviewed and discussed. In addition, residents' reactions to sport tourism events examined. The literature review of past studies conducted assisted with the development of an appropriate research methodology and instrument to be designed to collect the primary data.

The fourth chapter described the methodology used to gather primary data. It set out the method of data collection, the target population, sample frame and size, data collecting process, ethical considerations and the limitations of the study.

Chapter five presented, analysed and discussed the findings of data collected from the primary data collected. Finally, chapter six concludes the mini-thesis by summarising and setting out the conclusion and make suitable recommendations from the findings. In addition, the limitations were highlighted and future research directions recommend areas for further research. The chapter ends with a summary and finally with concluding remarks.

Concluding remarks

The 2010 FIFA World Cup to be held in South Africa is one of the most important sporting events to be held on the African continent. It promises to be a catalyst for future events of this magnitude to be exploited by other African countries. More especially it provides South Africa with the opportunity to showcase its ability to host major sporting and cultural events in a bid to attract other multi-sport events like the Commonwealth Games and the Olympic Games in the future.

Event managers and government need to realise from the outset that the community within which events are held is one of the most important stakeholders of these events. Active participation by the community in the entire process from the outset must be encouraged and welcomed by all relevant event stakeholders. The communication and distribution of information is another crucial aspect of creating awareness and informing the community where these events are taking place, not only about the event itself but more importantly about the progress and anticipated disruptions that may likely occur as a result of these events. 2010 organisers and management must realise that an innovative approach towards event communications is required. All possible mediums must be used to distribute information to the communities concerned in order ensure that residents are fully informed and also feel a part of the event. This will not only promote a healthy relationship between the event stakeholders and the community but also get support for any future events that may take place at these venues.

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APPENDICES

Appendix A: GPRRA letter confirming approval of study



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

4th June 2009

Re: Request for a letter of approval by Green Point Ratepayers' and Residents' Association (GPRRA) consenting to a research study conducted by Mr Dion Chain / title of the study: "Residents' perceptions of the 2010 FIFA WORLD CUP: A case study of a suburb in Cape Town" / Your letter dated 1st June 2009

Dear Dr. Swart,

With reference to **Mr Dion Chain's request**, I herewith on behalf of the **Green Point Ratepayers' and Residents' Association (GPRRA)** would like to respond to your a.m. letter.

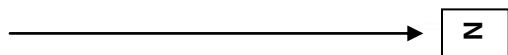
The Management Committee of the GPRRA has agreed that we have no objection to Mr Chain's conducting his study of Green Point residents' perceptions of the 2010 FIFA World Cup.

Sincerely,

- GPRRA Chairman -

Phone: 076 0612371 (answering machine), Fax: 086 609 5310
E-mail: info@gprra.co.za (for General inquiries)/
bec@gprra.co.za (BUILT ENVIRONMENT COMMITTEE - for construction-related issues)
HEC@gprra.co.za (HUMAN ENVIRONMENT COMMITTEE – for issues related to the human environment)
Website: www.gprra.co.za
Postal address: GPRRA, P.O. Box 27156, Rhine Road, 8050

(Source: OvP Associates: Landscape Architects, 2008)



Appendix C: Letter of introduction and survey questionnaire



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

20 June 2009

Green Point Residents
Cape Town

Dear Resident

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

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

I, Dion Chain, am currently conducting research on the above title as part of the requirements for achieving a Masters in Technology Degree through the Cape Peninsula University of Technology. The main objective of the study is to investigate the level of awareness, perceptions and attitudes of Green Point residents living within a 1-km radius to the Green Point Stadium with regards to the 2010 FIFA World Cup event. I would like you to participate in the study by answering a questionnaire. The information collected will be used solely for the purposes of completing my master's mini-dissertation and in future papers, journal articles and books that will be written by the researcher.

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

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

My contact details are: (021) 555 2703 (B)

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

Yours sincerely

Mr. Dion Chain

**FACULTY OF BUSINESS
DEPARTMENT OF TOURISM & HOSPITALITY MANAGEMENT**

Date				
Survey Number				
Street				
Distance of residence from stadium				
	250m	500m	750m	1-km

RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP: A CASE STUDY OF A SUBURB IN CAPE TOWN, SOUTH AFRICA

1. Residents general awareness of sport tourism events?

1.1 Do you know of any major sport tourism events that were held in South Africa in the past?

Yes	No	Not sure
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1.1.1 If yes, please indicate which major sport event South Africa hosted in the past? (One response)

1995 Rugby World Cup	2003 Cricket World Cup	Golf Tournament	Soccer	Swimming	Other (specify)
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2. Residents awareness of the 2010 FIFA World Cup?

2.1 Are you aware of any forthcoming major sport event that South Africa is hosting?

Yes	No
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2.1.1 If yes, which event is it? (One response)

2009 Confederations Cup	2010 FIFA World Cup	Olympic Games	Other (specify)
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2.2 Do you know about South Africa hosting the 2010 FIFA World Cup?

Yes	No
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2.3 Are you aware of a competition venue that is being planned in Cape Town?

Yes	No	Not sure
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2.4 If yes, in which area will the competition venue be located in Cape Town?

2.5 Are you aware of a dedicated training venue that is being planned as a 2010 soccer legacy?

Yes	No	Not sure
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2.6 If yes, in which area will the training venue be located in Cape Town?

3. Residents interest in soccer

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

I am an avid fan of the sport and always try to attend or watch it on TV	
I am interested in the sport and watch when I can	
I am not particularly interested in the sport, but I enjoy watching it when it comes to our area	
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	
I have no interest in this sport or the associated festivities even when it is held in our area	

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

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

3.3 Do you currently attend soccer matches in Cape Town?

Yes	No
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3.3.1 If yes, why?

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

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

Yes	No
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3.4.1 If yes, where?

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

3.4.2 If no, why not?

Not interested in soccer	Will not be able to afford to purchase tickets
Prefer to watch game on TV	Other (specify)

3.4.2.1 Will you consider watching the match on television?

Yes	No
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3.5 If you cannot afford to purchase tickets or cannot access tickets would you consider watching the game at dedicated spectator locations on big-screens?

Yes	No
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3.5.1 Would you pay for that?

Yes	No
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3.5.1.1 If yes, how much are you willing to pay?

4. Involvement in 2010 FIFA World Cup

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

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

4.2 Do 2010 stakeholders communicate regularly with residents in respect to stadium developments in your area related to the 2010 World Cup event?

Yes	No
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4.2.1 If no, do you have any suggestions for improving the communication relating to the 2010 World Cup?

4.3 Would you like to be updated on the stadium developments in your area related to the 2010 World Cup?

Yes	No
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4.3.1 If yes, how would you like to be updated on 2010 World Cup developments? (Multiple response)

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

4.4 Would you like to be updated on events and opportunities related to the 2010 World Cup?

Yes	No
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4.4.1 If yes, how would you like to be updated on 2010 World Cup initiatives? (Multiple response)

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

4.5 What is your primary concern about South Africa hosting the 2010 World Cup event?

5. Perceptions and attitudes towards the construction of the stadia and impacts (pre-event, during the event and post-event)

5.1 Are you in favour of the stadium being located in the area?

Yes	No
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5.1.1 If no, why?

5.1.2 If no, should the stadium be located in another community, located outside the community or discontinued?

Another location in the community	Another location outside community	Discontinued altogether
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5.1.3 If yes, why?

5.2 Are you being impacted by the construction of the stadium?

Yes	No
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5.2.1 If yes, how is the construction impacting on you?

5.2.2 Have you experienced any problems thus far? If yes, please indicate problem/s experienced?

5.2.3 Do you have any suggestions to address these problems?

5.3 Will the 2010 FIFA World Cup impact you during the event?

Yes	No
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5.3.1 If yes, what do you foresee the impacts to be?

5.3.2 Do you foresee any possible problems during the event?

5.3.3 What suggestions do you have to address the problems that may be experienced during the event? (Multiple responses)

5.4 Do you foresee any impacts that may arise after the event?

5.4.1 Will you be interested to use the stadium facilities?

Yes	No
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5.4.2 If yes, for what purposes?

6. Perceptions and Attitudes

6.1 Please indicate your level of agreement with the statements below in relation to the codes provided.

CODES
1= Strongly Disagree ; 2= Disagree ;3= Neutral; 4= Agree 5= Strongly Agree

	SD	D	N	A	SA
Perceived economic impacts of hosting the 2010 FIFA World Cup					
The 2010 World Cup will only benefit the rich and the poor won't benefit					
All residents will reap the rewards of the 2010 World Cup					
Black Economic Empowerment will improve					
Jobs will increase					
Small businesses will benefit					
The businesses will increase their sales and their profits					
In the region where the stadium is located, the businesses will strengthen					
Foreign investment will proliferate/ increase					
Public Money					
The 2010 World Cup event will be a waste of public money					
Too much money will be spent on the 2010 World Cup event that could be spent on other activities					
Price/ cost in living					
The 2010 World Cup event will lead to increases in the price of some things such as food, transport and property values around the stadia locations and host cities.					
During the 2010 World Cup event period, the overall cost of living will increase around the stadia locations and host cities					
Perceived social impacts of hosting 2010 FIFA World Cup					
There will be many inconveniences such as traffic congestion and parking difficulties					
There will be many disruptions such as power failures					
There will be a delay of basic services in the poor areas					
There will be a higher incidence of criminal activities					
Hooliganism will occur					
Terrorism will occur					
The 2010 World Cup event will disrupt the lives of local residents and create inconvenience					
The 2010 World Cup event will create excessive noise in the community					
Locals will benefit from entertainment opportunities created by the 2010 World Cup					
Community benefits					
The community will benefit directly from the 2010 World Cup event					
Only some members of the community will benefit from the 2010 World					

Cup event/ the 2010 World Cup event will increase social inequity					
The event will stimulate training and skills development for members of the community where events are held					
The standard of living for communities located close to the stadiums will increase as a result of the stadium being built in the area for the 2010 World Cup event					
There will be a significant opportunity for boosting the image of Green Point Stadium as a tourist destination during the 2010 World Cup					
Ordinary residents will get a say in the planning and management of the 2010 World Cup event					
Community Pride					
The 2010 World Cup event will be a major boost for national pride and nation building					
The 2010 World Cup event will make locals feel good about themselves and their community					
Regional Showcase					
This city will be internationally competitive					
The 2010 World Cup event will showcase the area in a positive light					
The 2010 World Cup event will attract tourists to the area					
The 2010 World Cup event will attract future businesses to the area					
The 2010 World Cup event will increase positive media coverage of the area					
Infrastructural development impacts					
The access to amenities and the improvement in road facilities will result					
Roads, parking facilities and amenities will be refurbished					
Run-down parts of this area will be upgraded					
Public facilities					
The 2010 World Cup event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community.					
The 2010 World Cup event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding.					
Attitudes toward the management and hosting of the 2010 FIFA World Cup					
South Africa will be ready to host the FIFA World Cup in 2010					
South Africa has the resources and potential to host a triumphant 2010 World Cup					
Local government will be able to meet the needs of the FIFA World Cup in 2010					
South Africa will attain a legendary sports event and achieve a legacy					
Residents can make a significant contribution in active engagement in management/hosting of 2010 World Cup					
Environmental degradation will be given attention during the planning and management phase.					
The 2010 World Cup event will influence residents to engage in sporting activities.					
African Legacy					
Other African countries will benefits					

6.2 Which of the following will benefit the most from the 2010 FIFA World Cup (one response only)?

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

7. Resident profile

7.1 What is your age? (specify) _____ years.

7.2 Highest Educational Level attained?

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

7.3 Employment Status?

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

7.4 Monthly income in Rands?

None	1-10 000	10 001-20 000	20 001-30 000
30 001-40 000	40001-50 000	>50 001 (specify)	Confidential

7.5 INTERVIEWER TO NOTE

7.5.1 Gender?

Male	Female
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7.5.2 Historical racial classification?

African	Indian	Coloured	White
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THANK YOU FOR YOUR PARTICIPATION

Appendix D: Statistical Packages for Social Sciences (SPSS) data in tables

Demographic profile of respondents

Table 1: Gender of respondents (in %) (n=344)

	Frequency	Percent
Male	188	54.7
Female	156	45.3
Total	344	100.0

Table 2: Historical racial classification (in %) (n=344)

	Frequency	Percent
African	92	26.7
Indian	9	2.6
Coloured	61	17.7
White	182	52.9
Total	344	100.0

Table 3: Age of respondents (in %) (n=344)

Age in years	Frequency	Percent
>20	5	1.2
21-30	120	34.9
31-40	75	21.8
41-50	58	16.9
51-60	31	9.0
61-70	34	9.9
>70	21	6.3
Total	344	100

Table 4: Educational level of respondents (in %) (n=344)

	Frequency	Percent
No formal education	2	0.6
Partial primary	1	0.3
Primary completed	13	3.8
Secondary completed	95	27.6
Certificate/diploma	109	31.7
Undergraduate degree	73	21.2
Postgraduate degree	49	14.2
Other (specify)	2	0.6
Total	344	100.0

Table 5: Employment status of respondents (in %) (n=344)

	Frequency	Percent
Student/Scholar	32	9.3
Retired	45	13.1
Sales/marketing	37	10.8
Unemployed	12	3.5
Administrator/Manager	44	12.8
Business person	26	7.6
Artisan/technician	11	3.2
Professional	24	7.0
Self-employed	53	15.4
Home executive	14	4.1
Labour/unskilled	22	6.4
Other (specify)	24	7.0
Total	344	100.0

Table 6: Income of respondents (in %) (n=344)

	Frequency	Percent
None	40	11.6
1-10 000	97	28.2
10 001-20 000	52	15.1
20 001-30 000	15	4.4
30 001-40 000	7	2.0
40 001-50 000	7	2.0
Confidential	126	36.6
Total	344	100.0

Table 7: Distance of respondents' residence from stadium (in %) (n=344)

	Frequency	Percent
250m	47	13.7
500m	143	41.6
750m	118	34.3
1km	36	10.5
Total	344	100.0

Awareness of respondents

Table 8: Respondents' awareness of past sport events held in South Africa (in %) (n=344)

	Frequency	Percent
Yes	304	88.4
No	25	7.3
Not sure	15	4.4
Total	344	100.0

Table 9: Sport events held in South Africa in the past (in %) (n=306)

	Frequency	Percent
1995 Rugby World Cup	158	51.6
2003 Cricket World Cup	81	26.5
Golf Tournament	7	2.3
Soccer	25	8.2
swimming	1	0.3
Other (specify)	34	11.1
Total	306	100.0

Table 10: Sport events held in South Africa in the past (specify) (in %) (n=34)

	Frequency	Percent
IPL 20/20 Cricket	12	3.6
1996 African Cup of Nations	7	2.1
1CC 20/20 Cricket World Cup	2	0.6
2009 Confederations Cup	7	2.0
Cape Argus Cycle Tour	1	0.3
Rugby - Lions Tour	2	0.6
Rugby Super 14	2	0.6
Tennis	1	0.3
Total	34	9.9

Table 11: Respondents' awareness of forthcoming major sport events South Africa is hosting (in %) (n=344)

	Frequency	Percent
Yes	342	99.4
No	2	0.6
Total	344	100.0

Table 12: Forthcoming major sport event identified by respondents (in %) (n=344)

	Frequency	Percent
2009 Confederations Cup	13	3.8
2010 FIFA World Cup	331	96.2
Total	344	100.0

Table 13: Respondents' awareness of South Africa hosting the 2010 FIFA World Cup (in %) (n=344)

	Frequency	Percent
Yes	344	100.0
No	0	0
Total	344	100.0

Table 14: Respondents' awareness of the competition venue in Cape Town (in %) (n=344)

	Frequency	Percent
Yes	344	100.0
Total	344	100.0

Table 15: Respondents' awareness of area where competition venue located (in %) (n=344)

	Frequency	Percent
Green Point	344	100.0
Total	344	100.0

Table 16: Respondents' awareness of the planned training venue in Cape Town (in %) (n=344)

	Frequency	Percent
Yes	136	39.5
No	165	48.0
Not sure	43	12.5
Total	344	100.0

Table 17: Respondents' awareness of area where training venue located (in %) (n=136)

	Frequency	Percent
Green Point	10	7.4
Athlone	114	83.7
Newlands	12	8.9
Total	136	100.0

Table 18: Respondents' interest in soccer as a spectator (in %) (n=344)

	Frequency	Percent
I am an avid fan of the sport and always try to attend or watch it on TV	81	23.5
I am interested in the sport and watch when I can	110	32.0
I am not particularly interested in the sport, but I enjoy watching it when it comes to our area	26	7.6
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	65	18.9
I have no interest in this sport or the associated festivities even when it is held in our area	62	18.0
Total	344	100.0

Table 19: Respondents' interest in soccer as a recreational activity (in %) (n=344)

	Frequency	Percent
I am a keen participant of this sport who is regularly involved in club competition	21	6.1
I am a keen participant of this sport who is regularly involved but not in any formal competition	34	9.9
I occasionally participate in this sport socially	38	11.0
I used to participate but I have not done so in recent years	89	25.9
I have absolutely no interest in participating recreationally in this sport	162	47.1
Total	344	100.0

Table 20: Respondents' attendance of soccer matches in Cape Town (in %) (n=344)

	Frequency	Percent
Yes	111	32.3
No	233	67.7
Total	344	100.0

Table 21: Reasons for attending soccer matches in Cape Town (in %) (n=111)

	Frequency	Percent
Interest in soccer	77	68.8
Complimentary tickets	2	1.8
Ability to meet with friends	23	21.1
Want to support the development of the sport	6	5.5
A way to relax	3	2.8
Total	111	100.0

Table 22: Respondents' attendance of 2010 FIFA World Cup matches (in %) (n=344)

	Frequency	Percent
Yes	175	50.9
No	169	49.1
Total	344	100.0

Table 23: Respondents' attendance of 2010 FIFA World Cup Matches by host city (in %) (n=175)

	Frequency	Percent
Durban	3	1.7
Cape Town	163	93.1
Port Elizabeth	1	0.6
Johannesburg	6	3.4
Pretoria	2	1.1
Total	175	100.0

Table 24: Respondents' reason for not attending 2010 FIFA World Cup matches (in %) (n=169)

	Frequency	Percent
Not interested in soccer	59	34.9
Will not be able to afford to purchase tickets	34	20.1
Prefer to watch game on TV	47	27.8
Other (specify)	27	17.2
Total	169	100.0

Table 25: Respondents' reason for not attending (specify) (in %) (n=169)

	Frequency	Percent
Cannot access tickets	10	5.8
Do not agree with location choice	1	0.6
Don't like large crowds	2	1.2
Too much noise at the stadium	1	0.6
Travelling abroad for the duration of the event	8	4.6
Work commitments during the event	7	4.2
Total	27	17.0

Table 26: Respondents' response to watching 2010 FIFA World Cup matches on television (in %) (n=344)

	Frequency	Percent
Yes	300	87.2
No	44	12.8
Total	344	100.0

Table 27: Respondents' use of the dedicated spectator locations (in %) (n=344)

	Frequency	Percent
Yes	209	60.8
No	135	39.2
Total	344	100.0

Table 28: Payment for access to dedicated spectator locations (in %) (n=344)

	Frequency	Percent
Yes	158	45.9
No	186	54.1
Total	344	100.0

Table 29: Amount in Rands respondents are willing to pay for entry into dedicated spectator locations (in %) (n=344)

	Frequency	Percent
0	189	54.9
10	2	0.6
15	1	0.3
20	11	3.2
25	1	0.3
30	8	2.3
35	1	0.3
40	3	0.9
50	31	9.0
80	4	1.2
85	1	0.3
100	36	10.5
120	1	0.3
150	16	4.7
200	11	3.2
250	6	1.7
300	6	1.7
350	3	0.9
400	1	0.3
500	8	2.3
550	1	0.3
800	1	0.3
1000	2	0.6
Total	344	100.0

Table 30: Respondents' involvement in the 2010 World Cup (in %) (n=344)

	Frequency	Percent
A spectator at soccer matches	173	50.3
A volunteer	21	6.1
Directly employed	2	0.6
Income generating opportunities linked to event, e.g. Businesses	69	20.1
Uncertain/don't know	21	6.1
Other (specify	7	2.0
Non response	51	14.8
Total	344	100

Table 31: Respondents' involvement in the 2010 FIFA World Cup (Specify) (in %) (n=7)

	Frequency	Percent
A good host to visitors/tourists	3	0.9
Broadcasting - Media	1	0.3
Entertain family visitors to the event	1	0.3
Part of GPRRA	1	0.3
Participate in festivities and mix with fans, etc.	1	0.3
Total	7	2.1

Table 32: 2010 stakeholder communication with residents (in %) (n=344)

	Frequency	Percent
Yes	206	59.9
No	138	40.1
Total	344	100.0

Table 33: Respondents' suggestions for improving communication by 2010 stakeholders (in %) (Multiple responses)

	Frequency	Percent
Provide residents with regular feedback/updates on progress and timelines using a co-ordinated approach	75	21.8
Publish weekly/monthly advisory of disruptions using local media (free local newspaper, radio, pamphlets, newsletters, posters, etc.)	69	20.1
Directly involve/consult with residents with any 2010 developments (have public meetings, local councillor, send letters, notices, etc)	53	15.4
Advise residents in advance of any disruptions to roads, public transport and parking	4	1.2
Provide a central point to get information (dedicated person, website, toll free telephone number, bulk email residents, etc.)	7	2.0
Consult with residents before bidding to host events	7	2.0

Table 34: Stadium development updates (in %) (n=344)

	Frequency	Percent
Yes	273	79.4
No	71	20.6
Total	344	100.0

Table 35: Mediums for 2010 stadium development updates (in %) (Multiple responses)

	Frequency	Percent
Television	138	40.1
Newspaper	152	44.2
Internet	49	14.2
Posters	87	25.3
Community meetings	41	11.9
Radio	82	23.8
Short message service (SMS)	37	10.8
e-mail	75	21.8
Other (specify)	35	10.2
Friends	30	8.7

Table 36: Mediums for 2010 stadium development updates (specify) (in %) (multiple responses)

	Frequency	Percent
Free local newspaper	13	3.8
Have a dedicated website for Green Point Stadium developments	1	0.3
Inform residents through bulletins and press releases about developments	4	1.2
Letters to residents	4	1.2
Local ward councillor	1	0.3
Newsletter	4	1.2
Pamphlets	7	2.0
Free tours to stadium	2	0.6

Table 37: Updates on 2010 World Cup events and opportunities (in %) (n=344)

	Frequency	Percent
Yes	256	74.4
No	88	25.6
Total	344	100.0

Table 38: Mediums for 2010 World Cup events and initiatives (specify) (in %) (Multiple responses)

	Frequency	Percent
Television	121	35.2
Newspaper	133	38.7
Internet	73	21.2
Posters	64	18.6
Community meetings	21	6.1
Radio	68	19.8
Short message service (SMS)	42	12.2
e-mail	91	26.5
Other (specify)	13	3.8
Friends	21	6.1

Table 39: Mediums for 2010 World Cup events and initiatives (specify) (in %) (Multiple responses)

	Frequency	Percent
Pamphlets	3	.9
Free local newspaper	6	1.7
Letters	4	1.2
Total	344	100.0

Table 40: Level of agreement with the Green Point Stadium location (in %) (n=344)

	Frequency	Percent
Yes	258	75.0
No	86	25.0
Total	344	100.0

Table 41: Respondents' reason for agreement with Green Point Stadium location (in %) (n=258)

	Frequency	Percent
Centrally located and easily accessible by tourists/visitors	55	16.0
The old stadium and the common was neglected, the area will be upgraded with new facilities for locals increasing the value of property in the area	57	16.6
Strategically positioned to showcase Green Point, Cape Town and South Africa (exposure)	69	20.1
Easy access to the stadium for residents living in the area	34	9.9
Conveniently located close to major tourist attractions and tourist amenities	33	9.6
The basic infrastructure was already here	6	1.7
Close to transport facilities (bus, roads, rail and airports)	4	1.2
Total	258	75.0

Table 42: Opposition to Green Point Stadium location (in%) (n=86)

	Frequency	Percent
Area is small and not equipped to handle high volumes of people and traffic	33	9.6
The stadium should not be built in a residential area	23	6.7
Stadium should have been built in an area that could have benefited from the infrastructure upgrade and sporting facilities	14	4.1
No consultative process in deciding where the stadium should be located	4	1.2
Soccer fans live away from this area, the stadium would have been better suited and easily accessible if it was constructed closer to the soccer fans	9	2.6
The stadium changes the landscape and blocks views	3	0.9
Total	86	25.0

Table 43: Respondents preference to location of stadium (in %) (n=86)

	Frequency	Percent
Another location outside community	73	21.2
Discontinued altogether	6	1.7
Non response	7	2.1
Total	86	25

Perceived impacts

Table 44: Impacts due to stadium construction (in %) (n=344)

	Frequency	Percent
Yes	175	50.9
No	169	49.1
Total	344	100

Table 45: Impacts experienced by respondents during the stadium construction (in %) (n=175)
(Multiple responses)

	Frequency	Percent
Whole area is a construction site with high volume of construction vehicles and heavy machinery	9	2.6
High levels of construction noise (drilling, digging and trucks, etc)	56	16.3
Increased construction dust and dirt	19	5.5
Pavements and sidewalks dug up or blocked restricting access/movement	4	1.2
Restricted movement to usual facilities (sporting, public transport and shopping)	11	3.2
Traffic congestion due to road construction, detours and closures	67	19.5
High volumes of traffic increasing congestion causing travel delays	4	1.2
Parking facilities removed due to construction	3	0.9
Blocked view due to the construction of the stadium	3	0.9
Total	175	51.2

Table 46: Indication of problems due to construction of the Stadium (in %) (n=344)

	Frequency	Percent
Yes	172	50.0
No	172	50.0
Total	344	100.0

Table 47: Construction problems experienced by respondents (in %) (n=176) (Multiple responses)

	Frequency	Percent
Traffic delays/ congestion due to road works, detours and road closures	117	34.0
High amounts of dust and dirt	11	3.2
Noise due to drilling, digging, trucks and movement of heavy machinery	19	5.5
No parking facilities on the Main Road	1	0.3
Changes in the road system without prior warning	5	1.5
No alternative routes to alleviate traffic congestion	1	0.3
Pavements and sidewalks dug up, cannot move freely and easily on foot in the neighbourhood	4	1.2
Unsynchornised and short timed traffic lights increasing travel time (adding to congestion)	4	1.2
Access/movement to shops, public and roads in the suburb restricted	7	2.0
Short term inconvenience, upgraded infrastructure once completed	7	2.0
Total	176	51.2

Table 48: Construction problems (in %) (n=344)

	Frequency	Percent
Yes	150	43.6
No	194	56.4
Total	344	100.0

Table 49: Suggestions to address construction problems (in %) (n=344) (multiple responses)

	Frequency	Percent
Work at night to minimise disruption and speed up construction of roads, parking, pavements and other infrastructure	31	9.0
Stakeholders should Inform residents regularly about updates, progress and timelines of the stadium and other construction taking place in the area	16	4.7
Inform residents in advance about road closures, delays and detours through local free newspaper, posters, pamphlets and bulletins	14	4.1
Have dedicated people for residents to make suggestions or complain (including toll-free telephone numbers and websites for easy access to updated information)	3	0.9
Synchronise traffic lights on the Main Road or remove traffic lights and introduce a traffic circle	16	4.7
Traffic department should monitor the traffic flow, traffic police should be stationed at the intersection to facilitate traffic during peak periods	23	6.7
Provide adequate and clear signage in respect of road detours and road closures	6	1.7
It is a short term/temporary inconvenience, the road infrastructure will be improved and upgraded	55	16.0

Table 50: Perceived impacts during the event (in %) (n=344)

	Frequency	Percent
Yes	222	64.5
No	122	35.5
Total	344	100.0

Table 51: Perceived impacts experienced during the event (in %) (n=222)

	Frequency	Percent
Influx of people to the area resulting in overcrowding	42	12.2
High traffic volumes (traffic congestion, road closures)	55	16.0
Increased tourism to the city and the area	33	9.6
Increased job opportunities	4	1.2
Cultural exchange (meeting new people)	9	2.6
Movement and access to residences by residents will be monitored and restricted	22	6.4
Excessive noise in the area	18	5.2
Economic gain for the country	11	3.2
The country and city will get exposure during the event	1	0.3
Increased crime	7	2.0
Safety and security of the tourists and visitors	2	0.6
There will excessive parking difficulties for residents	3	0.9
Moving away from the area for the duration of the event	5	1.6
Positive impact on business	10	2.9
Total	222	65.1

Table 52: Possible problems during the event (in %) (n=327) (multiple responses)

	Frequency	Percent
Traffic congestion, parking problems and overcrowding of area	69	20.1
Access to residences and movement in the area will be restricted and monitored	19	5.5
Increased crime (opportunistic and organised crime)	114	33.1
Access to stadium due to transport problems and inadequate public transport	10	2.9
Inability of police to manage and control crowds	4	1.2
Increased hooliganism/unruly behaviour of visitors	11	3.2
Road closures in the area	3	0.9
Safety and security of visitors, tourists, residents and the event	33	9.6
The event will be planned and managed well and go off without any major problems	62	18.0
Overall mismanagement and poor planning of the event	2	0.6
Total	327	95.1

Table 53: Suggestions to address potential problems during the event (in %) (n=344) (multiple responses)

	Frequency	Percent
Have an organised transport management system/plan with efficient public transport in place for movement of visitors and residents in the area	87	25.3
Introduce a park and ride system to keep cars out of the area, only allow residents to park in the area	22	6.4
Provide residents with access discs or identity cards to monitor, control and facilitate access into the area	28	8.1
Only allow residents to park in the residential area, by setting up access control points for residents and visitors of residents only	18	5.2
Increased police/security presence (high visible policing) to monitor, enforce and control crime, traffic and crowds	167	48.5
Establish satellite police contact points for easy access and visibility of police	16	4.7
Tighter security/enforce the law by using police on horseback, regular vehicle and foot patrols, plain clothes police, traffic police and CCTV monitoring	116	33.7
Police should be well trained to cope with any given situation and enforce the laws of the country strictly	31	9.0
Communicate plans with residents regarding road closures, safety and security plans, transport management and parking plans	33	9.6
Create adequate parking for the event	16	4.7
Inform tourists/visitors about potential threats and problems	9	2.6
Provide good service to visitors and tourists	3	0.9

Table 54: Suggestions to address potential problems during the event (specify) (in %) (n=31)
(multiple responses)

	Frequency	Percent
All security agencies must work together in a co-ordinated approach to keep the event safe and secure	1	0.3
Complete the main bridge linking the N1/N2 to Green Point	1	0.3
Don't overcharge tourists, this will have a negative impact on future tourism	1	0.3
Don't inflate prices during the event	1	0.3
Educate residents about the benefits of having this event in South Africa	1	0.3
Encourage walking in the area and around the stadium by provide adequate walkways	1	0.3
Everyone needs to be security conscious and alert	4	1.2
Implement a mechanism to reduce the noise from the stadium	1	0.3
Improve taxi vehicles	1	0.3
Increase the size of the police force, don't take away from other areas, this will make these area vulnerable to crime	1	0.3
Inform tourists about the risks contracting HIV/AIDS from prostitutes	1	0.3
Introduce a toll gate to monitor and screen vehicles entering the area	1	0.3
Involve all safety and security agencies in the country	1	0.3
Issue soccer visa's to monitor for terrorism	1	0.3
Learn from other countries that held these events in the past	1	0.3
Learn from this event for future events that may be held and use lessons learnt	1	0.3
Make people aware of the importance of the event	1	0.3
Plans are in place to ensure event runs smoothly	1	0.3
Profile visitors entering the country	1	0.3
Show tourists the beauty of the country, let them experience some of our resorts, etc	1	0.3

Use lessons learned from the 2009 Confederations Cup	1	0.3
Use police dogs to check for drugs	1	0.3
Use police from fans countries to assist/ patrol on foot on match days	1	0.3
Use volunteers to monitor fans and car guards	4	1.2
Vuvuzela's are noisy, ban them	1	0.3

Table 55: Perceived impacts after the event (in %) (n=335)

	Frequency	Percent
If successful, improved image and exposure for the area, city and country	20	5.8
Attract more events after the World Cup	18	5.2
Event will leave a legacy, with improved infrastructure and facilities for long term use	47	13.7
Increased tourism after the event	37	10.8
South Africa will benefit from economic gains and foreign investment	23	6.7
No sustainable use of the stadium after the event, becoming a White Elephant	49	14.2
Higher rates and taxes for maintenance and upkeep of the facilities, financial burden for residents	12	3.5
Facilities will not be maintained resulting in neglect	3	0.9
Job losses after the event	62	18.0
Event will boost national pride and nation building	2	0.6
There will be no impact on the country and the city as a result of the 2010 FIFA World Cup	62	18.0
Total	335	97.4

Table 56: Post-event use of the stadium facilities by respondents (in %) (n=344)

	Frequency	Percent
Yes	214	62.2
No	130	37.8
Total	344	100.0

Table 57: Purpose of post-event use of the stadium facilities by respondents (in %) (n=214)

	Frequency	Percent
Watch and play sport	86	25.0
Meetings, incentives, conferences, exhibitions, events, functions	39	11.3
Political rallies	1	0.3
Live shows and music concerts	62	18.0
Religious gatherings	4	1.2
Carnivals and festivals	4	1.2
Use of the Urban Park for sport and recreation	18	5.2
Total	214	62.2

Perceptions and attitudes of respondents

Table 58: Respondents' level of agreement with environmental impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Perceived environmental impacts of hosting the 2010 FIFA World Cup						
Pollution will occur close to the stadium	1.5	14.2	7.0	51.2	26.2	100
Excessive degradation of land as a result of the tarred areas (such as parking lots) and infrastructural development	2.6	27.3	15.1	35.8	19.2	100
The tourists will become more aware of environmental issues as a result of the biodiversity of South Africa's flora and fauna	3.8	15.7	10.5	52.0	18.0	100
Conservation/ environmental issues will attract greater attention during this period	4.4	15.7	13.7	48.0	18.3	100

Table 59: Respondents' level of agreement with the economic benefits of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Economic benefits						
The 2010 World Cup will only benefit the rich and the poor won't benefit	13.7	34.6	11.3	23.3	17.2	100
All residents will reap the rewards of the 2010 World Cup	9.6	28.5	17.2	32.6	12.2	100
Black Economic Empowerment will improve	6.1	16.9	24.7	41.6	10.8	100
Jobs will increase	2.3	7.0	8.4	60.5	21.8	100
Small business will benefit	0.9	7.3	5.8	62.2	23.8	100
The businesses will increase their sales and their profits	0.9	3.5	4.9	62.5	28.2	100
In the region where the stadium is located, the businesses will strengthen	1.5	4.4	3.8	60.2	30.2	100
Foreign investment will proliferate/ increase	1.5	6.7	8.4	57.8	25.6	100

Table 60: Respondents' level of agreement with the use of public money for the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Public Money						
The 2010 World Cup event will be a waste of public money	23.3	39.8	13.4	12.2	11.3	100
Too much money will be spent on the 2010 World Cup event that could be spent on other activities	12.5	27.3	12.5	29.9	17.7	100

Table 61: Respondents' level of agreement about increases in prices/cost of living pertaining to the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Price/cost of living						
The 2010 World Cup event will lead to increases in the price of some things such as food, transport and property values around the stadia locations and host cities	1.7	8.1	7.6	50.6	32.0	100
During the 2010 World Cup event period, the overall cost of living will increase around the stadia locations and host cities	1.7	9.3	6.1	52.0	30.8	100

Table 62: Respondents' level of agreement with the social impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Social Impacts						
There will be many inconveniences such as traffic congestion and parking difficulties	2.9	4.9	3.2	41.0	48.0	100
There will be many disruptions such as power failures	7.3	32.8	16.6	24.7	18.3	100
There will be a delay of basic services in the poor areas	4.1	21.5	14.5	39.5	20.3	100
There will be a higher incidence of criminal activities	4.9	11.6	9.9	39.8	33.7	100
Hooliganism will occur	7.0	19.5	14.8	35.2	23.5	100
Terrorism will occur	14.2	37.2	21.2	15.7	11.6	100
The 2010 World Cup event will disrupt the lives of local residents and create inconvenience	3.8	18.0	11.3	37.5	29.4	100
The 2010 World Cup event will create excessive noise in the community	2.3	13.1	7.6	45.3	31.7	100
Locals will benefit from entertainment opportunities created by the 2010 World Cup	3.5	15.1	8.7	50.0	22.7	100

Table 63: Respondents' level of agreement with the sport benefits of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Sports benefits						
People will be exposed to the training of great sportsmen and can be inspired by them and by their presence on the sport fields	3.5	9.0	12.2	50.6	24.7	100
People can learn how to develop their skills in the sport	2.3	7.8	15.1	53.2	21.5	100
Disadvantaged people can experience the glory and glamour of an international sporting event	2.3	9.9	14.2	53.5	20.1	100

Table 64: Respondents' level of agreement with the community benefits of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Community benefits						
The community will benefit directly from the 2010 World Cup event	3.5	14.8	16.0	50.0	15.7	100
Only some members of the community will benefit from the 2010 World Cup event/ the 2010 World Cup event will increase social inequity	6.7	17.7	20.1	43.3	12.2	100
The event will stimulate training and skills development for members of the community where events are held	2.6	10.8	19.2	54.4	13.1	100
The standard of living for communities located close to the stadiums will increase as a result of the stadium being built in the area for the 2010 World Cup event	2.6	21.2	16.9	46.5	12.8	100
There will be a significant opportunity for boosting the image of Green Point Stadium as a tourist destination during the 2010 World Cup	2.0	5.5	9.0	56.4	27.0	100
Ordinary residents will get a say in the planning and management of the 2010 World Cup event	18.9	27.9	16.6	29.1	7.6	100

Table 65: Respondents' level of agreement with community pride impacts as a result of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Community pride						
The 2010 World Cup event will be a major boost for national pride and nation building	1.7	2.6	4.7	37.2	53.8	100
The 2010 World Cup event will make locals feel good about themselves and their community	2.0	3.2	10.5	37.8	46.5	100

Table 66: Respondents' level of agreement with regional showcase impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Regional showcase						
This city will be internationally competitive	1.5	3.8	7.0	59.3	28.5	100
The 2010 World Cup event will showcase the area in a positive light	1.7	3.2	4.1	63.7	27.3	100
The 2010 World Cup event will attract tourists to the area	1.2	2.0	2.9	54.1	39.8	100
The 2010 World Cup event will attract future businesses to the area	1.5	4.7	7.3	57.6	29.1	100
The 2010 World Cup event will increase positive media coverage of the area	1.5	3.2	5.2	61.9	28.2	100

Table 67: Respondents' level of agreement with infrastructure development impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Infrastructure development impacts						
The access to amenities and the improvement in road facilities will result	1.2	2.0	6.1	61.3	29.4	100
Roads, parking facilities and amenities will be refurbished	1.2	1.5	7.0	60.8	29.7	100
Run-down parts of this area will be upgraded	1.2	3.8	6.7	59.9	28.5	100

Table 68: Respondents' level of agreement with public facilities impacts of the 2010 FIFA World Cup (in %) (n=344)

	SD	D	N	A	SA	%
Public facilities						
The 2010 World Cup event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community	2.3	5.5	9.3	52.9	29.9	100
The 2010 World Cup event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding.	6.4	14.5	12.8	39.5	26.7	100

Table 69: Respondents' attitude towards the management and hosting of the event (in %) (n=344)

	SD	D	N	A	SA	%
Attitude toward management and hosting of the 2010 FIFA World Cup						
South Africa will be ready to host the FIFA World Cup in 2010	1.5	5.5	16.3	45.9	30.8	100
South Africa has the resources and potential to host a triumphant 2010 World Cup	0.9	7.6	14.0	49.4	28.2	100
Local government will be able to meet the needs of the FIFA World Cup in 2010	1.7	5.2	20.1	53.5	19.5	100
South Africa will attain a legendary sports event and achieve a legacy	1.7	5.2	15.7	53.2	24.1	100
Residents can make a significant contribution in active engagement in management/hosting of 2010 World Cup	4.4	12.2	18.3	48.3	16.9	100
Environmental degradation will be given attention during the planning and management phase	4.9	8.4	19.8	51.2	15.7	100
The 2010 World Cup event will influence residents to engage in sporting activities	4.1	16.0	18.6	43.0	18.3	100

Table 70: African legacy (in %) (n=344)

	SD	D	N	A	SA	%
African legacy						
Other African countries will benefit	3.2	12.2	20.9	42.4	21.2	100

Table 71: Overall beneficiary of the event (in %) (n=344)

	Frequency	Percent
Poor and disadvantaged	10	2.9
People living in the rural areas	6	1.7
Businesses	158	45.9
Wealthy and rich	59	17.2
People living in towns and cities	37	10.8
Other (specify)	74	21.5
Total	344	100.0

Table 72: Overall beneficiary of the event (specify) (in%) (n=74)

	Frequency	Percent
The SA government	1	0.3
ANC members of parliament will benefit the most	1	0.3
Everyone will benefit directly or indirectly from the World Cup	23	6.7
FIFA will benefit the most from the event	45	13.1
Green Point residents	1	0.3
Only the people involved in 2010 will benefit the most	1	0.3
The area around the stadium will benefit the most	1	0.3
The tourism industry in the country will benefit	1	0.3
Total	74	21.6

Table 73: Respondents' primary concern about South Africa hosting the event (in %) (n=344)

	Frequency	Percent
Safety and security of visitors/ tourists and the event	48	14.0
Increased crime (opportunistic or organised crime)	135	39.2
Access and parking difficulties for residents	3	0.9
Inadequate transport and tourist infrastructure to accommodate influx of people to the area	33	9.6
Poor image of the country if the event is not planned and managed well	12	3.5
South Africa will not be ready to host the event on time	9	2.6
The area is not equipped to handle high volumes of people	10	2.9
Very high cost/affordability of the event, too much money being spent on the event that could be spent on other activities	27	7.8
High volumes of traffic in the area	15	4.4
No concerns, the event will be planned and managed well	36	10.5
Pollution (noise, litter)	11	3.2
Increase in prices of property values, rentals, levies and rates	3	0.9
Use of the stadium after the event	2	0.6
Total	344	100.0

