



Cape Peninsula
University of Technology

**RESIDENTS' PERCEPTIONS OF THE 2009 FIFA CONFEDERATIONS CUP: A
CASE STUDY OF A SUBURB IN PRETORIA, SOUTH AFRICA**

by

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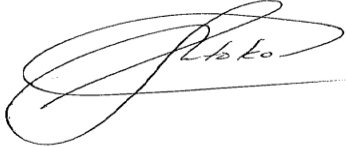
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ABSTRACT

Sport tourism and mega-events have grown rapidly in size in recent years. Governments have taken a keen interest in bidding for the hosting of mega-events, as part of their overall development plan. This research examines ways in which the residents of a suburb in Pretoria perceived the 2009 FIFA Confederations Cup. By identifying the different perceptions within the community, it was possible to improve the understanding of both the tangible, and the intangible, impacts of mega-events, and how they affected the quality of life of the local residents at the time of the study.

The aim of the study was to investigate the levels of awareness, as well as the perceptions, and the attitudes, of residents living in a particular suburb that was situated within a 2km radius of the stadium, using a stratified random sampling method. In response to the administration of a questionnaire, 326 successfully completed questionnaires were obtained. The findings revealed that the residents had high levels of awareness regarding the event. The most outstanding perceived benefits of the event were that it provided the community with entertainment, as well as increasing the spending on public facilities, boosting the sense of community pride, and showcasing the area in a positive light, whereas the most negative overall impacts appeared to be the minimal direct economic benefits of the event accruing to the community involved. The residents' major concerns included, but were not limited to, inappropriate behaviour, and an increase in the crime rate, as well as in the amount of traffic congestion. Excessive noise was also a key concern.

The study encourages the government, and the event organisers, to increase active community involvement, and participation, in the planning, and in the management, of the event, so as to address, and to help alleviate, concerns regarding the perceived negative impacts of the event, as well as of future events.

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DEDICATION

This work is dedicated to my late aunt and surrogate mother, Maboniseng Francina Theletsane. Although receiving this degree in your absence will feel somewhat incomplete, the birth of Onalenna Lebone Setokoe will bring comfort in your absence.

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GLOSSARY

Residents living in close proximity:

Residents of the Sunnyside suburb of Pretoria living within a 2km area of the Loftus Versfeld Stadium.

FIFA Confederations Cup:

The FIFA Confederations Cup is an eight-team international tournament that is held every four years as a dress rehearsal for nations hosting a World Cup in the following year. The hosting of the former Cup gives an opportunity to use many of the World Cup facilities in advance. It also provides stiffer competition for the host nation than might otherwise be available only in the form of friendlies that it plays because it could avoid going through the World Cup qualifying process (Robinson, 2009).

FIFA World Cup:

The international tournament contested by the men's national teams of the members of *Fédération Internationale de Football Association* (FIFA). It is played every four years, with each team, apart from the host nation, having to qualify to play in the tournament. The current format of the World Cup finals involves 32 teams playing in eight groups, with two from each group progressing to the knockout stages of the competition (Coggin, 2009?).

Mega-events:

Events that usually generate long-term profound impacts, both positive and negative, on the host communities concerned (Kim, Gursoy & Lee, 2006:87).

Large-scale cultural (including commercial and sporting) events that have a dramatic character, mass popular appeal, and international significance (Horne, 2007:82).

Perception:

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

Questionnaire:

A written set of questions that are asked of subjects in a study, so as to be able collect facts or opinions about some issue(s) of interest (Merriam-Webster, n.d.).

Resident:

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

Sampling:

The means by which subjects, or study units, from the target population are included in the research project (Jennings, 2001:136).

Social exchange theory:

The assumption that individuals are likely to participate in an exchange if they are likely to gain benefits without incurring unacceptable costs (Gursoy & Kendall, 2006:606).

Sport tourism:

Travel away from home to play sport, to watch sport, or to visit a sport attraction, with the travel involved including both competitive, and non-competitive, activities (Hudson, 2003:xvii).

Urban regeneration:

Rehabilitation of impoverished *urban* neighbourhoods, by means of large-scale renovation, or reconstruction, of housing and public works (Farlex, n.d.).

ACRONYMS AND ABBREVIATIONS

FIFA	<i>Fédération Internationale de Football Association</i>
GCSI	Government Communication and Information Systems
GDP	gross domestic product
HSRC	Human Sciences Research Council
IRRIDEX	Irritation Index Model
RQ	research question
SMEs	small medium enterprises
SPSS	Statistical Package for the Social Sciences
SRB	Single Regeneration Budget
UNWTO	United Nations World Tourism Organisation
WTTC	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE RESEARCH

1.1 Introduction

South Africa has actively fared much better in comparison with its African counterparts with regard to promoting itself as a major international sport events destination. According to Cornelissen (2005:138), a range of economic, political and ideological motivations underlie the country's need to host such events. She further asserts that the sport mega-events play a significant role in the country's ambitions to reach its tourism development goals on an international level.

Having made numerous bids to host mega-sporting events, South Africa successfully won the right to host the 2010 *Fédération Internationale de Football Association* (FIFA) World Cup. Hosting the Rugby and Cricket World Cups in 1995 and 2003 respectively, assisted in creating an image, and an identity, reflective of a new post-apartheid South African society (Kotze, 2006:291). According to the Government Communication and Information System (South Africa. Government Communication and Information System, 2009),

the South African government's objective in hosting a mega-event such as the 2010 FIFA World Cup coincides with its priorities of economic growth and development. The hosting of the 2010 World Cup will be a catalyst for faster economic growth and the achievement of the developmental goals.

Pillay (2008) further indicates that in social terms, urban rejuvenation and infrastructure upgrades were seen as key goals, together with the development of world-class sporting and training facilities associated with the legacy left behind by the hosting of mega-events

While the benefits cited above are generally put forward, the policy to host mega-events is often driven by the associated economic aspects, attracting the attention of academics, with economic impact studies being an obligatory part of the proceedings (Bull & Lovell, 2007:230). The two researchers further assert that, while studies are more inclined to focus on what people spend, very little is known about the communities' general perceptions of such events. The assumption is normally that, because of the large numbers of spectators who tend to be attracted by such events, they draw widespread support. However, little is known about the views and perceptions of the residents concerned. Inskeep (1991:140) asserts that the main aim for any

government in developing tourism, is to protect and enhance the environment while meeting the host community's needs, and improving the quality of life of all people concerned. Fredline (2004:229) also notes the importance of establishing mechanisms to measure and monitor the impact of the events on the quality of life of the local residents, so that informed decisions can be made regarding events that are publicly funded.

Despite the increasing number of studies that focus on residents' perceptions towards the hosting of mega-events in particular, and towards tourism development in general, Carmichael (2000:601) states that there is still only limited understanding of residents' responses to the impact of tourism, and of under what conditions residents react to such an impact. A lack of understanding is partially a result of diversity in the communities in which tourism occurs, which is largely due to differences in the socio-economic circumstances existing within social areas. Sometimes, the differences concerned are reinforced by cultural and ethnic divisions.

Kim, Gursoy and Lee (2006:87) describe mega-events as being one-time events that usually generate long-term profound impacts, both positive and negative, on the host communities. According to Deccio and Baloglu (2002:47),

despite the negative impacts communities compete against each other to host these mega-events because of the expected benefits for the community and local businesses. Mega-events are likely to focus a great deal of attention on the host community and generate positive economic benefits.

The events can have a positive impact on the host area that is not limited to tourism opportunities, as well as to an enhanced image for the area, and prospects for a better quality of life for the host community involved (Kim et al., 2006:89).

When tourism development occurs in diverse communities, it is not surprising that a wide variation in perceptions of tourism is likely to be present. This can be reflected in the manner in which a person thinks, feels and behaves. However, an individual's attachment to a community is an existing social variables that can have an influence on residents' evaluation of the positive and negative effects of any development (Amuquandoh, 2010:235). This is given further credence by Carmichael's (2000:603) assertion that perceptions are structured along three dimensions: (1) cognitive (beliefs, knowledge); (2) affective (likes and dislikes); (3) behavioural (action taken or expressed, and/or instinct to act with respect to a particular object, or place).

According to Gursoy and Kendall (2006:605), the hosting of such mega-events as the Olympic Games and the FIFA World Cup requires considerable investment of human, financial and physical resources from host communities. The planning and hosting of such events requires the involvement, and participation of residents in the area (Hall, as cited in Zamani-Farahani & Musa, 2008:1234). Residents' viewpoints on the developments in the area are conditional, thus supporting the assertion made by Turco, Riley and Swart (2002:1) that community involvement in hosting a mega-event is an important element in ensuring that the event has a successful outcome.

Gursoy and Kendall (2006:606) further suggest that winning the bid to host mega-events requires the involvement, and the support of all stakeholders, including the host community, irrespective of the perceptions that they might previously have held. The authors further quote Haxton (1999) as stating,

Community concerns over both potential benefits and costs encourage planners to increase community involvement levels in the process. The need to address and resolve social issues raised by different community groups is likely to encourage political agents to develop collaborative strategies that improve the payoffs to stakeholders and reduce opposition.

Organisers would be likely to benefit greatly from listening to the voice of the local people as a starting point for embarking on an exercise that should produce sustainable benefits for, and minimal negative impacts on, the region concerned (Zamani-Farahani & Musa, 2008:1234). Furthermore, Turco et al. (2002:1) suggest that a consultative process be established with the local community from the outset. The process should allow the community to assist with, and to be involved in the planning of the event. In this way, the hosting of the event is likely to encourage its ownership, to add local flavour to its nature, to assist in the sustainability of the tourist resources concerned, and to reduce any opposition to the further, and future development of tourism.

Fredline and Faulkner (2000:764) assert that the sound management of an event is dependent on the organisers' ability to minimise the negative impacts, while accentuating the positive ones. These are concerns of an ethical nature, taking into account the equity and the quality of life issues relating to the practical implications of destination marketing for the host community. Neglecting such issues can lead to a decrease in the residents' willingness to support any future ideas regarding the hosting of mega-events (Kim et al., 2006:94). Fredline and Faulkner (2000:774) further explain how residents in a community perceive the hosting of

mega-events, in terms of a clustering analysis that categorises them into (1) ambivalent supporters (cautious romantics); (2) haters; (3) realists; (4) lovers; and (5) those who are concerned for a specific reason. The categories identified give a clear indication of differing perceptions regarding the hosting of mega-events.

Pillay and Bass (2008:334) suggest that the public perceptions with regard to a range of 2010 World Cup issues required to be constantly measured and analysed, and to directly inform especially that part of the development agenda concerning the benefits that can potentially accrue from the hosting of an event of such magnitude.

A lack of research into the 2009 FIFA Confederations Cup, as a precursor to the 2010 FIFA World Cup, has made it imperative for the undertaking of this study. Furthermore, this investigation could provide useful insights for both government and mega-event organisers to use in planning for the main 2010 FIFA World Cup event, as well as for other future events that are hosted in South Africa.

1.2 Problem statement

According to Gratton, Shibli and Coleman (2005:233), many governments around the world have taken a keen interest in hosting mega-events as part of their development agenda, with the objective of accruing benefits ranging from the development of an urban regeneration legacy, through the encouragement of a sporting legacy, tourism and an enhanced image, to the boosting of social and cultural benefits, as well as economic ones. Bull and Lovell (2007:230) warn that, while such benefits are well articulated and have credence, very little is known about the views and perceptions of residents in relation to the hosting of mega-events. This study focuses on the views and perceptions of Pretoria (specifically Sunnyside) residents in relation to the 2010 FIFA World Cup in general and to the 2009 FIFA Confederations Cup as a test event in particular.

1.3 Research questions

The research questions (RQs) that this study sought to answer were the following:

- RQ1: What are the perceptions of Sunnyside residents towards the hosting of the 2009 FIFA Confederations Cup?

- RQ2: How are the residents involved in planning for the hosting of the 2009 FIFA Confederations Cup in the area?
- RQ3: Which areas of improvement can governments and event organisers identify with regard to involving the host residents in the planning for future sport mega-events?

1.4 Objectives

The objectives of the study were to:

- identify the perceptions of Sunnyside residents regarding the 2009 FIFA Confederations Cup;
- ascertain the importance of the involvement of Sunnyside residents in the planning of sport mega-events;
- investigate factors that influenced the perceptions of Sunnyside residents regarding the 2009 FIFA Confederations Cup; and
- identify areas of improvement for the government, and for the event organisers, with regard to involving Sunnyside residents in the planning for future sport mega-events.

1.5 Research design and methodology

The research methods employed in this research were as are outlined in the following subsections.

1.5.1 Secondary sources

An extensive search of the available secondary sources of literature related to the study was conducted. As well as allowing for the development of a strong theoretical background, the review provided the necessary depth for the study. Secondary data were obtained from the consulting of various books, academic journals, newspaper articles, and conference papers, as well as from internet searches. The sources concerned were consulted so as to provide an understanding of the residents' perceptions with regard to the hosting sport mega-events.

1.5.2 Primary sources

Primary data were collected by means of an interview-completed questionnaire that was administered in Sunnyside, which is a suburb of Pretoria that is situated to the west of Loftus Versfeld, the stadium hosting the event. The primary motivation for choosing Sunnyside as a focus area for the study was because it formed part of the western demarcation of a Park and Walk established at Pretoria Technical High School, which is situated in the suburb (Anon, 2009). The proximity of the sample to the stadium was chosen because the households in the area were likely to be most impacted on by the event of all those in Pretoria. Fredline and Faulkner (2000:771) affirm that the affinities between an event and tourism, along with the history of social impact research in an area, mean that the theoretical frameworks, and the methods developed, can be adapted as a framework for the design of the survey.

1.5.3 Population and sample selection

An interview-completed questionnaire was employed, using a stratified random sampling approach. This enabled every unit (household) to have an equal chance of being selected (Jennings, 2001:141). According to Statistics South Africa (South Africa. Statistics South Africa, 2003), Sunnyside has a population of 26 773. Jennings (2001:148) states that an acceptable sample for such a population would consist of 379 respondents.

1.5.4 Ethical considerations

The survey was accompanied by a covering letter, and verbal consent was obtained from the respondents prior to the commencement of the survey. (See Appendix A.)

1.5.5 Questionnaire design and research analysis

An empirical study was conducted, in the form of an interview-completed questionnaire that had a fair degree of structure. The survey instrument used was based on Fredline and Faulkner's (2000) questionnaire, with permission being obtained for the use of the questionnaire. The questionnaire was also previously used in the South African context by Arrey (2006), Ntloko and Swart (2008), Bob and Swart (2009), and Chain (2010). Some of the questions were changed to suit the South African context of the study.

1.6 Delineation of the research

The primary research of this investigation was focused on the perceptions of Pretoria, and especially Sunnyside, residents, with regard to the 2009 FIFA Confederations Cup. The study was focused on the Sunnyside area, due to its close proximity to the match venue, Loftus Versfeld. The investigation also included undertaking secondary research, comprising the conducting of a survey of local, and international, academic literature concerning resident perceptions of sport mega-events.

1.7 Significance of the research

An investigation into the perceptions of residents regarding the 2009 FIFA Confederations Cup, which was hosted as a prelude to the 2010 FIFA World Cup, and the factors influencing these perceptions, could provide useful insight for government and mega-event organisers to use in planning for future events, including the main event, the 2010 FIFA World Cup.

1.8 Exposition of the chapters

Chapter One has introduced the study, and it has provided a background to the study. Chapter Two explores and analyses the theoretical framework that underpins the study. Chapter Three explores the available literature, drawing on examples from areas that have hosted events of this nature. Chapter Four provides the research methodology that was used in the study. Chapter Five expounds on the findings made in relation to the respondents' answers. Chapter Six, which is the final chapter of the mini-dissertation, sums up the study with a conclusion, and makes recommendations for the event planners, and the managers, to take note of, in preparation for future events to be hosted in South Africa.

CHAPTER TWO

THEORETICAL FRAMEWORK

2.1 Introduction

According to De Vos, Strydom, Fouche and Delpont (2006:34), a research process starts with a conceptual framework of the phenomena to be investigated. A conceptual framework can be seen as philosophies that researchers use to guide or to structure an investigation (Maree & Van der Westhuizen, 2009:15). In this study, the researcher used the social exchange theory to develop an appropriate conceptual framework for the research. The residents were identified as the key stakeholders for the study, and the above-mentioned theory assisted the researcher to identify the residents' perceptions of the 2009 FIFA Confederations Cup, as a prelude to the 2010 FIFA World Cup.

2.2 Social exchange theory

Ap (1990:614) describes social exchange theory as "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction". A community's willingness to engage in an interaction process where expectations of benefits, be they material, social or psychological, are dependent on the judgements that are made of the rewards exceeding the costs of such an exchange (Andereck, Valentine, Knopf & Vogt, 2005:1061). McGehee and Andereck (2004:133) further state that, in the context of tourism development, an exchange is regarded as the process of residents developing, and promoting tourism with the sole purpose of serving the needs of the tourist, without compromising either the community, or the environment. Gursoy and Kendall (2006:606) suggest that the success of a mega-event depends on the understanding, and participation of the host community in the venture. In terms of such an understanding, it is important that both the government, and the organisers, appreciate the level of community support of the event, and that they should understand the dual basis of both support, and opposition.

Building and maintaining community relations in tourism is an important theme in contemporary tourism studies. Attempts at measuring the anticipated positive support of sport mega-events have been relatively unsatisfactory up until the present moment, due to the limited amount of research that has been undertaken into examining host community reaction towards

the hosting of the events (Waite, 2001:257). Social exchange theory is an appropriate theory for studying residents' perceptions of mega-events, because it allows people to explain their motives, and reasons, for entering into an exchange with tourists, or their lack of support for such an exchange (Deccio & Baloglu, 2002:48). Gursoy and Kendall (2006:606) further postulate that the above-mentioned theory forms the basis for gaining a conceptual and theoretical understanding of residents' perceptions of mega-events, by assuming that such participation is likely to be undertaken as a result of perceived benefits, in the absence of perceptions that unacceptable losses might be incurred thereby.

Furthermore, Zafirovski (2005:12) explains that the social exchange theory rests upon a premise that human beings are motivated to action by the expectation of profit at minimal cost. The rewards involved are not solely monetary, for they might be social, or psychological. Burns (1973:203) and Bernerth, Armenakis, Feild, Giles and Walker (2007:984) explain that, even though the returns from an exchange might be unspecified, individuals tend to enter into social exchange based on expectations of receiving positive returns. Kim et al. (2006:87) assert that examining local residents' perceptions of impacts both before and after event, and the compilation of a report comparing the perceptual differences between the two time periods is extremely rare. Initial perceptions serve as a reference point for the future, with outcomes that are below the reference point being viewed as losses (in terms of generating negative perceptions, and disappointment), with the opposite being seen as gain, and even assisting, as a point of reference for future events (Kim et al., 2006:87). Evaluation of the above-mentioned position requires an examination of the factors that influence the social exchange theory, as is described below.

2.3 Factors that influence the social exchange theory

According to Kim et al. (2006:87), prior to events, the residents tend to hold high expectations of the many potential economic and cultural benefits that can accrue for communities, as well as a sense of awareness of the costs that accompany the hosting of such events. In this context, Jurowski (1996:110), and Gardiner and Chalip (2006:16), argue that the residents at tourist destinations are only likely to support the hosting of mega-events and tourism development in the hope that, the by-products of the local tourism industry such as improved facilities, community development, and improvements to the physical attractiveness of the area, will be favourable for the local community. Furthermore, Macleod (2004:138) contends that residents can also come to resent tourism, because of the known ills (in the form of overcrowding,

increased criminal activity, and an increase in the cost of living, among others) that normally accompany the hosting of mega-events, and the development of tourism.

An analysis of the weight that is carried by the benefits of tourism, and by the costs that are incurred in developing tourism in an area, determines whether or not the local residents are likely to support a project. Jurowski (1996:114) illustrates why residents might support, or oppose, tourism and the hosting of events in an area, in the terms described below.

Residents might *support* such tourism, and hosting, because they perceive it as:

- creating more opportunities for employment than there might otherwise have been;
- improving recreational facilities;
- providing opportunities for meeting, and for interacting with, new people;
- offering an outlet for self-expression;
- developing a sense of pride in the community;
- creating a demand for local art, crafts and culture; and
- improving the physical appearance of the community.

Residents might *oppose* such tourism, and hosting, because they perceive it as:

- creating congestion in stores, restaurants and roads;
- potentially increasing the levels of such criminal activities as drug trafficking, prostitution and theft;
- putting pressure on local services (i.e. fire, and/or police);
- increasing the cost of living; and
- resulting in vandalism and litter.

In order to ensure a favourable social exchange, the government, the tourism development planners and the mega-event organisers should adopt similar approaches, such as the Single

Regeneration Budget (SRB) system that was used for the 2002 Commonwealth Games in Manchester. In order to ensure that the positive impact is maximised, and the negative impact is minimised, Fordham, Hutchinson and Foley (1999:131) suggest the adoption of an SRB system, such as that which was used by the Conservative government in 1994, for securing a positive legacy for the Commonwealth Games. Smith and Fox (2007:1133) further outline the aims of the SRB (which was also referred to as the Legacy Programme) as follows:

- to improve the skills, educational attainment, and personal development within targeted disadvantaged areas;
- to develop skills, and to improve cohesion, through participation in celebratory events and health improvement projects; and
- to improve the competitiveness of small and medium enterprises (SMEs) in the targeted sectors.

A decision to support or to oppose tourism development in areas is determined by the amount of power that is held by the residents over the resources that are required by the developers, and by the amount of control that is exerted over the returns that are obtained from the exchange, as is discussed in the following subsection.

2.3.1 Power of residents

Kayat (2002:175) proposes that power is one of the factors that influence the social exchange theory. The exchange relationship is a function of the power and dependency relationship between actors, which often manifests itself in terms of the control that is exercised by residents over resources that are required for tourism development and for the hosting of mega-events (Kayat, 2002:175; Nunkoo & Ramkissoon, 2012:1005). The relationship concerned influences the residents' ability to conduct exchanges, so that considering the source of power can be seen as being of importance.

Logan and Molotch (2007:3) state that power is dictated by the residents' ability to influence the tourism development process with the objective of satisfying their own needs. Kayat (2002:176) further states that resources are crucial in the exchange process as they can help to ensure that the residents concerned are able to maintain an advantageous position while also determining whether the residents perceive the impacts of the exchange to be positive or

negative. By means of the manipulation of resources, the residents are able to exercise their power in favour of tourism development, in line with the expectation of potential benefits as is illustrated in Figure 2.1 below.

Figure 2.1 further depicts the power of residents that is based on their dependence on tourism. Such dependences can result in residents supporting or rejecting tourism. The kind of power the residents can exercise over the development of tourism can determine the nature, and measure, of their dependence on tourism-related activities. With relatively low levels of power, or with few channels by means of which to show power, the community has little control over its own resources, and thus tends to depend more than it otherwise might on tourism-related activities (Dasarath, 2010:40). The residents’ evaluation of the social exchange influences their perceptions of tourism development and of the hosting of mega-events in general.

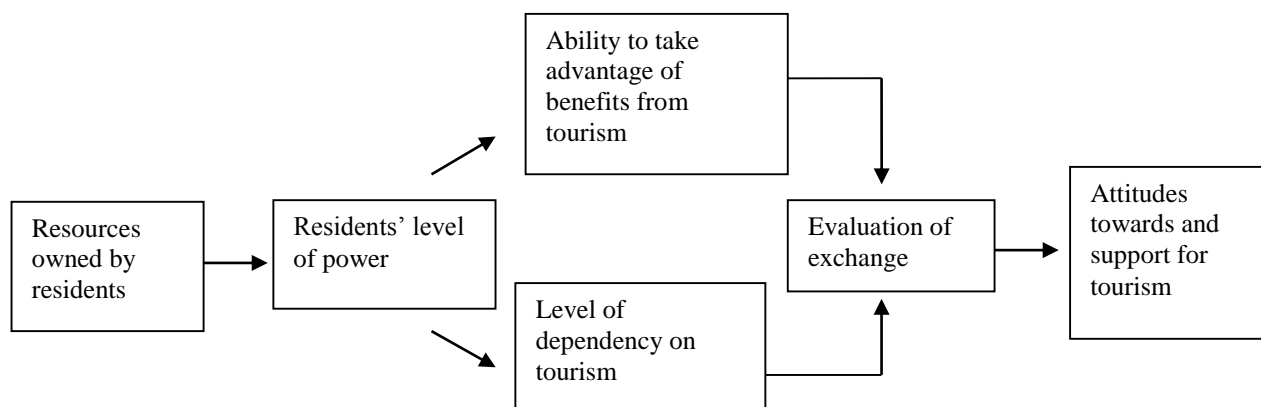


Figure 2.1: Conceptual framework for understanding residents’ perceptions towards tourism

Source: Adopted from Kayat (2002:176).

2.4 Conclusion

The social exchange theory was employed to highlight the relevance of examining residents’ perceptions of the 2009 FIFA Confederations Cup, as a prelude to the 2010 FIFA World Cup. The theory highlights that support for tourism and mega-events is influenced by residents’ perceptions of the potential costs and benefits involved (Gursoy & Kendall, 2006:606). Residents make decisions as to whether or not to support the development of tourism and mega-events, on the basis of evaluating their power over the resources that are required to enable the projects to come to fruition. This power can be used to ensure that the residents concerned accrue benefits without incurring unacceptable losses. The next chapter presents a literature review, with specific focus on the nature of sport events and their associated impacts on the host communities involved.

CHAPTER THREE

LITERATURE REVIEW

3.1 Introduction

The aim of this chapter is to present a literature review that is guided by the conceptual framework that was presented in Chapter Two. Specifically, the chapter describes the nature of sport events, and their potential impact on the host communities. In addition, the review includes an overview of mega-event impact research in South Africa, as well as worldwide. Although the study focuses on the 2009 FIFA Confederations Cup, the review thematically presents a discussion that incorporates mega-events, given that the FIFA Confederations Cup was hosted as a prelude to the FIFA World Cup, with the aim of assessing the state of readiness among the host destinations. The first section below contextualises sport tourism events.

3.2 Events within the context of sport tourism

According to Curran (1978, as cited in Kotze, 2006:282), tourism has been viewed, and studied, only in terms of travel patterns, typology, financial implications, and general activity movement, as well as in terms of the demand-supply equation, and service development. By the end of the twentieth century, event tourism had emerged as one of the fastest growing components of the leisure travel market (Gibson, 2013:10). Although event tourism includes the arts, festivals and cultural activities, as well as sport events, the latter have played a key role in the growth of the event industry. One reason for this is that sport events have been seen to make an effective contribution to the economic development mix of cities and regions (Getz, 2013:xii; Kotze, 2006:282).

Sport tourism has become a large part of the tourism industry. Turco et al. (2002:xv) state that the ambit of sport and tourism has grown over the years and that sport tourism has developed into a niche market that is developing into a global phenomenon, with the ability to reach and positively to impact various parts of the world. Weed and Bull (2012:13) suggest that sport and tourism have been encouraged for such extrinsic reasons as economic contribution, especially in relation to employment and urban regeneration.

According to Neirotti (2003:2) and Gibson (2013:6), sport tourism lacks common definition, as a result of many tourism bodies and organisations, like the World Tourism Organisation

(WTO) and the World Travel and Tourism Council (WTTC), labouring to find a common supply- and demand-side definition of tourism. Hudson (2003:xvii) defines sport tourism as “travel away from home to play sport, watch sport or to visit a sport attraction, and [it] includes both competitive and non-competitive activities”. Both industries cater to travellers seeking sport experiences (Hinch & Higham, 2004:15; Weed & Bull, 2012:18). Sport tourism, in many ways, encapsulates mega-events as promoting visitation to the host areas concerned.

3.3 Mega-events

Events, and mega-events in particular, are a major component of sport tourism. Cornelissen (2005:138) asserts that sport mega-events have become an increasingly important part of global tourism economies. The reintegration of South Africa into the international sporting arena in 1994 saw the country progressively use sport tourism, and mega-events in particular, including the 1995 Rugby World Cup, the 2003 Cricket World Cup, and the 2010 FIFA World Cup, to reposition itself on an equal footing within the international sporting arena (Swart & Bob, 2008:49).

In consideration of the above descriptions, Horne (2007:82) states that mega-events are best understood as being “large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance”. Contemporary mega-events can be characterised in terms of two central features that they possess. Firstly, they are deemed to have significant consequences for the host city, region, or nation in which they occur. Secondly, they attract considerable media coverage (Horne, 2007:82). Getz (1997:16) further supports the above notions of events, with an assertion that the events in question constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena. From the above description, it is clear that mega-events represent a wide range of tourism activities. Proper planning and organisation is important if the organisers want to maximise the potential benefits that are often associated with the hosting of such events (Arrey, 2006:24). Arrey (2006:24) further asserts that, with the growth of events within the tourism destination marketing mix, it is imperative for governments, event organisers, and managers to assess the impact of the events on the host communities concerned.

Hall (1997:75), Pillay and Bass (2008:332), and Bob and Majola (2011:388) suggest that mega-events have assumed a key role in urban development with their primary function being to provide the host community with an opportunity to secure high prominence in the tourism

marketplace and to provide the country's development agenda with increased momentum. Such events, which are capable of creating a world-class image for an area, can leave behind a lasting legacy that is important for the enhancement of the area's future economic development strategies (Burbank, Andranovich & Heying, 2012:165; Getz, 2013:54).

Gratton, Shibli and Coleman (2005:234) note that the study of mega-events within the context of sport tourism has become an important part of the tourism literature since the 1980s. The economics of sport tourism at major sport events has increasingly become an important part of event tourism literature. Alegi (2001:3), Kotze (2006:285) and Bijkerk, De Ridder and Donaldson (2012:84) further state that many governments around the world have adopted national sport policies that stipulate that the hosting of major sport events is a primary objective, in line with such policies, their sights are set on maximising the benefits that can be accrued from staging the events, with the benefits concerned including, but not being limited to, the usual economic benefits that tend to be associated with such events.

Hosting sports events has become an integral part of broader tourism strategies that are aimed at enhancing the profile of the host area (Cornelissen, 2011:3222). Therefore, success in this regard cannot be measured on the basis of profit and loss, as the events' attractiveness is usually linked to processes of re-imaging, urban regeneration, and tourism development (Gratton et al., 2005:234; Kotze, 2006:285). The host area's ability to achieve the above is dependent on the capacity to successfully host such events as the FIFA World Cup.

3.4 Background to the FIFA World Cup, and to the Confederations Cup

The FIFA World Cup, which is sometimes referred to as the 'Football World Cup', or as the 'Soccer World Cup', but which is usually referred to simply as the 'World Cup', is an international football competition that is contested by the men's national football teams of the member nations of FIFA, the sport's global governing body (FIFA, 2008). The championship has been awarded every four years since the first tournament in 1930, except in 1942, and 1946, due to the waging of World War II at around that time (FIFA, 2008).

The tournament's final phase, which is often referred to as the 'World Cup finals', is the most widely-viewed sporting event in the world, with an estimated 715.1 million people watching the 2006 tournament final (FIFA, 2008). The current format of the finals involves 32 national teams competing at venues within the host nation (or nations), over the period of about a month.

To determine which participating teams take part in the finals, the qualifying rounds take place over the three years preceding their hosting (FIFA, 2008).

In the 18 tournaments held by the time of the current study, with the 18th being held at the time at which the current mini-dissertation was written, only seven nations had won the title. Brazil is the most successful World Cup team, having won the tournament five times (FIFA, 2008). The Cup holder at the time of writing the mini-dissertation, Italy, follows with four titles, while Germany holds three. The other former champions are Uruguay (who won the inaugural tournament), and Argentina, with two titles each, and England and France with one title each (FIFA, 2008).

In 1997, FIFA introduced a competition for national teams called the FIFA Confederations Cup. As the name implies, the tournament principally features the winning teams from each of the six continental confederations, with the World Champions and the host team making up the eight participants concerned (FIFA, 2008). The FIFA Confederations Cup aims to give the top teams from all continents a chance to represent their region in a world play-off (FIFA, 2008). This also serves as a dress rehearsal for the main event, being the World Cup and it forms part of the hosting of the World Cup. The tournament takes place in the country that is set to host the World Cup in the year preceding the actual tournament.

3.4.1 The FIFA 2009 Confederations Cup and the 2010 World Cup

Following the above-mentioned process, the host country has to undergo a bidding process for the right to host the FIFA World Cup. Mega-events have a significant ideological and political dimension. According to Cornelissen (2005:143), South Africa signalled its intention to bid for the 2006 FIFA World Cup in 1998. The author further states that the intention for South Africa to host the FIFA World Cup was intensified by the evidence of its national identity, by its improved reconciliation process, and by its instilling of a sense of loyalty to the political dispensation concerned, which was shown when hosting the 1995 Rugby World Cup. The idea of hosting the World Cup was first mooted in the early 1990s. Furthermore, it was envisioned that the event would have three primary objectives. These included that the construction of the required facilities would enhance the country's international visibility, and attract tourism to the country, while eliciting a sense of national pride, and affording the power brokers involved a claim in developing the 'new' South Africa (Nauright, 2010:2; Van der Merwe, 2009:29).

The subsequent winning of the 1996 Africa Cup of Nations further encouraged South Africa to bid for the hosting of the 2006 FIFA World Cup. Such bidding was a clear political move that was aimed at showcasing the progress that had been made in South Africa regarding reconciliation, nation-building, and the peaceful transition to the new democratic dispensation, while appeasing international concerns over any possible political instability in a post-Mandela era (Cornelissen, 2005:144).

South Africa joined the 2006 bidding process, proceeding to the final round of the competition together with Germany (the eventual winner), England, and Brazil (Cornelissen, 2005:143). According to Van der Merwe (2009:29), the socio-economic marginalisation of Africa was used to evoke an emotional posture, when South African undertook the 2006 and 2010 bid, the former of which the country lost. Alegi (2001:13) and Cornelissen (2004a:1297) further emphasise that the loss by one vote, due to Charles Dempsey's decision not to utilise the Oceania mandate, placed South Africa under heavy criticism for not doing enough to secure the votes which in hindsight served as a learning curve and averted possible logistical problems.

Having lost the 2006 World Cup bid, South Africa entered the next round of bidding for the right to host the event. This round of bidding was unique, as FIFA introduced a rational system, inducing a continent-wide charge for the right to host the event. The bidding playing fields were levelled, affording Africa a chance to compete with Europe and America only on the field of play, and not against their beautiful cities and strong infrastructure (Van der Merwe, 2009:30). In addition, Cornelissen (2005:144) states that Morocco's entry into the bidding process heightened the level of competition, as they too, had similar objectives, and a strong emotive thrust that relied heavily on the invocation of African identity.

The 2010 event was set to be hosted by an African nation, leaving the contest to articulate this vision to the nations competing for the rights concerned. The race involved eventually became a two-nation one (between South Africa and Morocco), which was eventually won by South Africa, which, arguably had the strongest sporting, transport, media, and hospitality infrastructure and facilities in Africa (Van der Merwe, 2009:30). The stage was then set for the Confederations Cup to be under way, which is an event that is used by FIFA and the host nation to prepare for, and to test the readiness of the host country to host the World Cup. The tournament is contested by winners of each of the six FIFA Confederation championships together with the holders of the FIFA World Cup and the host nation, bringing the number of

contestants to eight overall (FIFA, 2014). The South African edition involved 16 matches, played from 14 to 28 June, 2009, and hosted by four cities, namely Pretoria, Johannesburg, Bloemfontein, and Rustenburg (FIFA, 2014). With South Africa's apparent ability to host the event serving as a prelude to the 2010 FIFA World Cup, the next section discusses the impact that hosting the event would have on the host community.

3.5 Impact of mega-events on the community

According to Cashman (2002:7) and Chen (2011:112), the costs and benefits of hosting a mega-event are matters of continuing debate before, during and after an event. It is virtually impossible to know the true cost to an area of hosting a mega-event, because there is no accepted way of assessing the effect of the expenditure involved. Budgets for mega-events are both politically contentious, and notoriously unreliable. To present budgets for mega-events in the best possible light, host cities often hide certain items or shift them to other budgets. Infrastructure costs might appear in the government public works budget rather than in the event budget. Presumably, there is a fear that the disclosure of the full cost of staging a mega-event diminishes the degree of public support for the event (Andereck & Nyaupane, 2011:250; Cashman, 2002:7).

The emergence of South Africa in the mega-events arena has served as a prime example of a nation that has actively sought the hosting of such events in the belief that they will bring about a range of beneficial elements (Van der Merwe, 2007:67). Having hosted the 1995 Rugby World Cup, the 1996 African Cup of Nations, the 1998 All Africa Games, and the 2003 Cricket World Cup, among other major sport events, and having eventually won the right to host the 2010 Football World Cup, South Africa has, since then, increased its efforts in pursuing the right to host sport mega-events. This has been done not only for their anticipated development and financial gains, but also for their ability to build a favourable identity, as well as for their associated democracy and human rights enhancing qualities (Maharaj, 2011:51; Van der Merwe, 2007:68). The attractiveness of hosting mega-events brings with it impacts that can either persuade the locals to, or dissuade them from, supporting the event.

3.5.1 Positive impacts

The following subsections discuss the positive impacts that are likely to accrue with regard to the hosting of sport, and mega-events, in general. The subsections also look at the positive

outcomes that were likely to occur with hosting the 2009 FIFA Confederations Cup, and the 2010 FIFA World Cup.

3.5.1.1 Promotion of the host region

The struggles between nations to host mega-events have become as intensely competitive as the events themselves (Whitson, 2004:1215). Such competition is mainly influenced by the perceived benefits that are associated with the hosting of the events. Roberts (2004:108) maintains that the events involved are out of the ordinary, international, and large. Consequently, the events are able to generate promotional messages that are sent to billions of people, by means of television, and other developments, in telecommunications (Knott, Allen & Swart, 2012:117). An estimated television audience of 3.9 billion people watched parts of the 2004 Athens Olympic Games, with the cumulative television audience estimate for the Olympic Games concerned being 40 billion (Horne, 2007:82). Horne further states that a total of 35 000 hours were dedicated to the Games' media coverage, being an increase of 27% over the Olympic Games that were held in Sydney in 2000. The FIFA World Cup, which was staged in Japan and Korea, provided even more footage, with 41 000 hours of programming in 213 countries, producing an estimated cumulative audience of 28.8 billion viewers (Horne, 2007:82). According to FIFA (2014), the coverage of the 2010 FIFA World Cup that was held in South Africa reached over 3.2 billion people around the world, being 46.4% of the global population, and an 8% rise on the percentage that was achieved by the 2006 FIFA World Cup that was held in Germany.

3.5.1.2 Urban regeneration

Urban development and renewal was also identified by the South African government as a key national imperative. According to Pillay and Bass (2008:330), hosting the FIFA World Cup was intended to bring with it initiatives that were aimed at carefully nurturing and stimulating sustained economic growth and employment creation, in order to support the government's urban renewal strategy that was under way at the time. Furthermore, Hiller (1998:54) and Smith (2013:2) refer to the needs that are associated with hosting mega-events in developing contexts by referring to the case of the Cape Town-based 2004 Olympic Games, and the FIFA 2010 World Cup bids. The undertaking of such bids required a commitment to the construction of facilities that would leave a positive legacy in disadvantaged areas, including in respect of the enhancing of sport programmes, job creation, small business support and the establishment of an integrated transport system.

3.5.1.3 Employment opportunities and skills development

South Africa's planners and authorities faced the additional strain of delivering on their projections and promises that the World Cup would create employment and that it would lead to the economic development, not least that of a highly expectant domestic constituency (Cornelissen & Maennig, 2010:101). Deccio and Baloglu (2002:47), and Jory and Boojihawon (2011:12), state that mega-events have the ability to create both long-term and short-term employment opportunities. Baum and Lockstone (2007:35), and Smith (2012:35), dispute that mega-events rarely create long-term employment opportunities, stating that, rather, they tend to provide short-term employment and sometimes volunteer programmes that are beneficial only to mega-event organisers. Smith and Fox (2007:1128) further explain that volunteer programmes provide and enhance host residents' skills that can be nurtured even after the conclusion of a mega-event. Volunteer programmes are commonly employed to encourage economic and social regeneration by providing new skills and support for the locals. As volunteers are required to help stage events, the offering of training and the granting to volunteers of employment experience, can assist in nurturing the development of new skills (Smith & Fox, 2007:1128). The call for volunteers for the Confederations Cup and the World Cup saw an influx of 67 999 applications from 170 countries. Furthermore, 15 000 volunteers, the majority of whom were South African, were able to gain working experience from the mega-events (South Africa. Department of Sports and Recreation, 2010:84).

3.5.1.4 A sense of community pride and social cohesion

The hosting of mega-events has the ability to instil a sense of much-needed pride, especially in the case of a relatively new democracy, such as South Africa. Pillay and Bass (2008:332) postulate that, despite the highly published economic benefits that the World Cup would bring, that the boost to national pride and to the potential to nurture a true South African identity, was likely to be significant. Cornelissen and Maennig (2010:109) illustrate the pride that can be brought by hosting a mega-event using Germany 2006 as a point of reference when they state:

The positive resonance of the international reporting in the course of the World Cup, characterised by the change of atmosphere experienced in Germany, was picked up by German people through the national press and organs of the media. The boost in the national image and in civic pride initiated a further strengthening of the feel-good effect.

The above-mentioned kind of dynamic might have been the most important long-term outcome that resulted from the hosting of the 2010 World Cup in South Africa. In the post-apartheid era successful sport performance has become one of the main ingredients of the country's nascent

nation-building process (Cornelissen & Maennig, 2010:109). The association between post-apartheid sporting success and a sense of national pride and cohesion started with South Africa's hosting of, and victory in the 1995 Rugby World Cup. Cornelissen and Maennig (2010:110) further state:

the sight of then president Nelson Mandela appearing side by side with the captain of the predominantly white rugby team, to celebrate victory in a sport long considered emblematic of apartheid's racism and segregation, became a metaphor for the endeavours toward racial reconciliation that came to define Mandela's presidency.

The stimulation of a sense of national pride and cohesion held a unique significance for South Africa, with the two factors constituting inputs into the overall political stability of the country. In relation to the possibility that hosting the 2010 World Cup might present hidden fiscal costs long after the event had come to an end and thus be a potential source of instability, it was important to offset the potential of such effects by emphasising the positive socio-political consequences, such as a sense of national fortitude, that could result from the hosting of the World Cup (Cornelissen & Maennig, 2010:116).

3.5.1.5 The environment

Mega-events can also serve as catalysts for bringing attention to environmental concerns and thus help to preserve elements of the physical landscape and of the local heritage that would, otherwise, have been likely to have been ignored (Death, 2011:105; Deccio & Baloglu, 2002:48). Policymakers are increasingly concerned with both the environmental, and the economic, impacts of major sports events in the different regions in which they are held. In general, there are growing regional needs for higher levels of environmental accountability than in the past, with the levels concerned being required to be in line with locally and nationally set sustainable development objectives (Collins, Flynn, Munday & Roberts, 2007:457). In response to such needs, sport institutions, teams, and sponsoring organisations have recognised the need to deepen the understanding of the environmental impacts of activities that they sponsor, host, and regulate (Collins, Jones & Munday, 2009:829).

The general theme of greening sport events has been taken up by the United Nations Environmental Programme (UNEP) with its Global Forum for Sport and the Environment bringing together stakeholders to review the impact of sporting events on the environment (Collins et al., 2009:830). Collins et al. (2009:830) further state that FIFA, and other sport governing bodies, have come to recognise the importance of environmental considerations in

the planning and hosting of mega-events. The environmental strategies that have been undertaken by local Organising Committees to date have concentrated on the implementation of 'environmentally friendly' approaches to construction and event hosting, such as the implementing of waste avoidance and the use of water minimisation measures (Collins et al., 2009:830). In its endeavours to green both the FIFA Confederations Cup and the FIFA World Cup, South Africa was committed to pursuing a quest to raise awareness, to minimise waste production, to diversify, and use energy efficiently, to consume water sparingly, to compensate for its carbon footprint, to practise responsible tourism and to construct an infrastructure that kept future generations in mind (South Africa. Department of Sports and Recreation, 2010:97).

3.5.1.6 The making of a positive contribution to tourism

According to Fourie and Santana-Gallego (2010:1365), the world has seen a trend in which countries and regions have placed an emphasis on exploiting lucrative opportunities that encapsulate large potential tangible and intangible benefits for the host community. Bob and Potgieter (2013:76) indicate tourism impacts to be the main justification for the trend mentioned above and for the massive public investments that are often associated with the hosting of mega-events.

Bob and Potgieter (2013:76) argue that mega-events are intended to attract tourist revenue and media recognition. They posit that tourists are assumed to spend money in the local economy, with a subsequent multiplier effect. The expectations for tourism that is linked to mega-events are usually high. These expectations were given credence by Allmers and Maennig (2009:500), who in a study conducted in relation to the 2006 FIFA World Cup hosted in Germany, revealed that the event generated 700 000 additional overnight stays and US\$900 million in net national tourism income. The influx of tourists indicated above could in the case of the Confederation and World Cups, have assisted in stimulating further interest in South Africa as a prime tourist and foreign direct investment destination (Cottle, 2010:7).

3.5.2 Negative impacts

With regard to the negative impacts that are associated with the hosting of such sport mega-events as the 2009 FIFA Confederations, and the 2010 FIFA World, Cups, the subsections below describe the possible negative impacts that might be incurred by the host areas involved. According to Greef (2008:11), the hosting of mega-events cannot provide a long-term solution to remedying the multiple challenges facing South Africa.

3.5.2.1 The utilisation of public funds

Literature on an international scale has highlighted the importance of the social impact that is associated with the hosting of mega-events, with the impact involved not being restricted to solely the developed world. Andranovich, Burbank and Heying (2001:126) state that hosting the Olympic Games in Atlanta in 1996 did not provide an opportunity to improve the living conditions of the local residents, as was initially set out in the objectives. A further warning, this time from Pillay and Bass (2008:336), was issued about the dubiousness of using public funds to provide a festival when the people at grassroots level require physical sustenance. Lenskyj (2002:227), in concurring with the above, shows how homelessness, and other social problems, increased in the run-up to the 2000 Sydney Olympic Games. Such a contention gives credence to warnings that the staging of mega-events services the interests of capitalism, while exacerbating the social problems that are already present in the society (Ntloko & Swart, 2012:146). Developing countries should be attuned to the possible negative outcomes of the hosting of mega-events (Andranovich et al., 2001:127-128). In this light, it must be kept in mind that the South African government spent over R30 billion in preparing for the World Cup (South Africa. Department of Sports and Recreation, 2010).

3.5.2.2 Displacement of the locals

While legacies of staging mega-events can be positive, the related impacts such as the making of wasteful investments and of major debts can be less beneficial (Andranovich et al., 2001:127). In addition, Essex and Chalkley (2004:204) state that other problems, including inflation and housing gentrification, might lead to the accentuation of social disadvantage and exclusion by the media. Furthermore, whereas urban renewal tends to be aimed at improving the quality of life for locals, where a mega-event is held, the price of real estate is likely to soar, leading to the displacement of the less affluent groups of citizens involved (Ohmann, Jones & Wilke, 2006:135). During the hosting of mega-events, residents in the host areas concerned are often less inclined to use the local amenities and facilities, such as buses, restaurants, and shops, due to the crowding by event visitors that is anticipated in relation to the events (Mules & Dweyer, 2005:342). Instead, the local inhabitants of such areas are then likely to avoid or even to decide to leave the area entirely for the duration of the event (Whitson, 2004:1215).

Moreover, the positive effect for property owners, that often occurs in the areas in which mega-events are hosted might have a negative effect on the poor who live there, with rents increasing until they become unaffordable for the pre-existing tenants (Barclay, 2009:65). Consequently,

although an area might benefit from the event-related investments that are made in terms of a growing property market, and in relation to the improved infrastructure that is associated with the building of a stadium, the people whom the hosting of a mega-event might be intended to benefit are likely to be forced to move elsewhere. Such construction, and reconstruction, might mean that the intended regeneration of the city involved amounts to a redistribution of people, as those who originally resided in the vicinity of the mega-event are forced to move elsewhere, accompanied by their poverty, and social problems (Barclay, 2009:65). In the context of the 2010 FIFA World Cup, Wreth (2010:3) illustrates the severity of displacement in the following words:

About 20 000 dwellers from Joe Slovo settlement, an informal near Cape Town's newly upgraded airport, had been targeted for eviction to make way for rental housing for the World Cup. But residents went to court and won for a ruling that made their removal so costly that the local authorities abandoned the plan, but not before several thousand were evicted.

The preparation for sporting mega-events often subjects citizens to forced evictions from their homes, or to simply being priced out of the neighbourhoods in which they live, all for the sake of 'beautifying' the city (Schissel, 2012:29). Such occurrences are common for low-income neighbourhoods with residents that have relatively few economic means for contesting their eviction (Greene, 2003:165).

3.5.2.3 Economic leakage from the area

The temporary entry of external firms selling products during the hosting of mega-events increases the amount of leakage that might otherwise occur. Such leakage might result in the locals not actually benefiting from the assumed growth in tourism during the event (Barclay, 2009:64). Mega-events are to an extent self-contained, as many sponsors and corporations are allowed to have access to prime venues within the host areas that local businesses do not (Owen, 2005:4). Accordingly, a mega-event becomes an economy unto itself, which means that much of the income accrued goes to firms that are only temporary elements of the local economy (Barclay, 2009:64). Barclay (2009:64) further states that substantial leakages also accrue from those who are involved in staging the events and from businesses that provide goods and services during the matches.

3.5.2.4 The cost of the construction of facilities, and the accompanying unsustainable employment opportunities

Although the construction of stadia and other facilities has always been considered to increase economic activity, it is also necessary to consider the vast opportunity costs incurred, as public expenditure on such projects might mean a reduction in other public services, and greater than usual government borrowing or higher levels of taxation (Barclay, 2009:65). Barclay (2009:65), as well as Malfas, Theodoraki and Houlihan (2004:212), caution that host areas that try to solve problems related to unemployment with the construction of facilities for mega-events will find this strategy to be fruitless, as such jobs tend to be temporary, and unsustainable. Pillay and Bass (2008:342) further state that

one can also consider construction employment as temporary, and although many in South Africa expect employment to rise and attract migrants from rural areas, urban unemployment is expected to rise after the tournament.

In an example of quantification of the above premise, by Baade and Matheson (2004:31), it is noted that, during the 1996 Atlanta Olympic Games, employment only increased by between 3500 and 42 000 work opportunities, as opposed to the Organising Committee's ambitiously proposed 77 000 new jobs. Similarly, Cottle (2010:6) refers to the sharp decline in employment in the tourism sector in South Africa, from 421 800 in 2007/08, to 398 000 in 2009/10, for the period in which both the Confederations Cup and the World Cup were hosted in South Africa.

3.5.2.5 The environment

According to Deccio and Baloglu (2002:49), as well as Death (2011:114), the natural environment is a paradox within the destination tourism context because a balance must be maintained between recreational use and preservation. The challenge in this regard stems from people not viewing the impacts involved as being serious (Kim et al., 2006:94). Cashman (2002:10) further exemplifies the above, in terms of the shortcomings of the overly ambitious Sydney Olympic Games greening project, which proved very difficult to deliver. Furthermore, such situations can result in the generation of waste, in the excess utilisation of energy, in negative impacts upon water quality and quantity and in the disturbance of natural environments as well as of local people's activities (Ahmed, Moodley & Sookrajh, 2008:78; Death, 2011:116).

3.5.2.6 Negative tourism-related effects

The hosting of mega-events tends to come with a great influx of attendees, who can be seen to be an irritation to the locals, as well as non-sport tourists visiting the area. Siegfried and Zimbalist (2006:420) state that many locals may decide to travel outside their city or to avoid shopping, eating out or attending leisure events in the area where mega-events are seen as attracting too many visitors.

Furthermore, although numbers are expected to increase significantly during the hosting of such an event, studies have pointed to the need for careful appraisal of possible tourist displacement. In terms of such displacement, 'regular' tourists are seen to change their behaviour when a mega-event is held, either shifting their trip to a different time or to a different location (Fourie & Santana-Gallego, 2010:1364). The research conducted by Allmers and Maennig (2009:505) shows that little, or an insignificant amount of, difference in visitor numbers occurred during the 2006 FIFA World Cup in Germany, in relation to the usual number of tourism arrivals experienced in the area, even though it was considered to be the most successful FIFA World Cup that had ever been held. The finding involved has important implications for countries that consider bidding for such an event, given the large amount of investments/expenditure required.

3.6 Conclusion

The awareness that mega-events can have many positive and negative impacts on the host environment has been growing apace (Cashman, 2002:13), due to the economic, tourism, and political spin-offs and costs that are linked to the hosting of such events (Cornelissen, 2004b:39). The growth of such awareness has served to entrench still further the growing belief that mega-events should leave the host community and the area in which they are held, better off than they were before the hosting of the events (Cashman, 2002:13).

The current chapter has explained the relevant issues pertaining to the hosting, and to the impacts of sport mega-events. It has examined the nature of sport events and their potential impact on host communities in the context of South Africa hosting the 2009 FIFA Confederations Cup as part of the preparations for the 2010 FIFA World Cup.

CHAPTER 4

RESEARCH METHODOLOGY

This chapter outlines the methodology that was used by the researcher to gather the empirical data for this study that aimed to investigate residents' perceptions of the 2009 FIFA Confederations Cup and the factors that influenced these perceptions in regard to the residents of Sunnyside.

4.1 Introduction

The primary objectives of this research study were to investigate Sunnyside residents' perceptions regarding the 2009 FIFA Confederations Cup, as a basis for future sport mega-events planning.

The researcher followed the sequence of stages recommended by Jennings (2001:23), in devising the research process. The stages of this research process are as follows:

- Stage 1: Identify the research problem.
- Stage 2: Develop the research design.
- Stage 3: Implement the research design.
- Stage 4: Report the findings.

The identification of the research problem, and the objectives of the study, were dealt with in Chapter One. The research design consisted of both exploratory and descriptive research. For the descriptive research phase, the choice of data collection method as well as the form of the study, including the sample design and the data collection, are detailed in this chapter, in addition to the data preparation.

4.2 Exploratory research

The exploratory research consisted of consulting secondary sources constituting a scholarly literature of all relevant sources that were available to the researcher. A literature review formed the major part of the exploratory research process for the study. The literature search

covered all available sources relevant to the study, including conceptual literature, in the form of journals, textbooks, and other published materials. The sources covered the key topics of:

- mega-events;
- sport tourism;
- the impact of sport mega-events;
- the residents' perceptions of sport mega-events; and
- theories influencing perceptions.

The literature was sourced through the Cape Peninsula University of Technology libraries, as well as from the Internet, in the form of articles.

4.3 Descriptive research

The descriptive research design consisted of an interviewer-completed questionnaire that was administered in Sunnyside, a suburb west of Loftus Versfeld, which was one of the match venues for the 2009 FIFA Confederations Cup.

The research objectives were to:

- identify the perceptions of Sunnyside residents regarding the 2009 FIFA Confederations Cup;
- ascertain the importance of the involvement of Sunnyside residents in the planning of sport mega-events;
- investigate factors that influenced the perceptions of Sunnyside residents regarding the 2009 FIFA Confederations Cup; and
- identify areas of improvement for the government, and for the event organisers, with regard to involving Sunnyside residents in the planning for future sport mega-events.

In order to obtain the required information, the researcher was required to make decisions with respect to the data collection, the sampling procedure, and the design of the questionnaires. The decisions taken are discussed below.

4.3.1 The research population and sample selection

According to the City of Tshwane Metropolitan Municipality (2013:1), the city of Pretoria forms part of the greater Tshwane Metropolitan Municipality which was established on 5 December 2000 under the Municipal Demarcation Board and in terms of section 4 of the Local Government Municipal Structures Act 117 of 1998 (South Africa, 1998). As Pretoria is the administrative capital of South Africa, it houses the Union Buildings (City of Tshwane Metropolitan Municipality, 2013:1).

According to the City of Tshwane Integrated Development Plan (IDP) (City of Tshwane Metropolitan Municipality, 2008), the city of Pretoria is both complex and dynamic. The city faces many development challenges, balancing development and growth with the uplifting and the upgrading of the urban environment. The city's urban pattern like that of most South African cities was shaped by the apartheid policies of the past. In addition, market forces and prominent natural features, have played an even more important role in structuring the urban environment than has urban planning. In effect, Pretoria is a dual city in which a formal, well-developed core city coexists with an extensive, low-income and poorly developed peripheral complex which relies on the core (City of Tshwane Metropolitan Municipality, 2008:28).

As part of the preparations for the 2009 FIFA Confederations Cup, and for the 2010 FIFA World Cup, Pretoria embarked on development initiatives that required investment in inner city developments to curb the type of decay that tends to be experienced by both developed and developing cities (City of Tshwane Metropolitan Municipality, 2008:36). This has given the city an opportunity to showcase its status as the administrative capital of South Africa, which has a high concentration of national heritage sites, including the Union Buildings, among many others. Furthermore, the city has a great variety of attractions and other tourism assets that are not optimally integrated into its product offering, including natural resources, educational and research institutions, an array of cultures, leading venues for the arts, world-class sporting facilities, and accommodation establishments that rival the world's best (City of Tshwane Metropolitan Municipality, 2008:36).

The current study focuses on the perceptions of Sunnyside residents. As indicated in the literature review, the residents concerned were those who were most likely to be affected by the presence of an official Park and Walk facility that was situated at the Pretoria Technical

High School (see Figure 4.1 below). It is beyond the scope of the study to examine the perceptions of all residents residing in Pretoria at the time of the research.

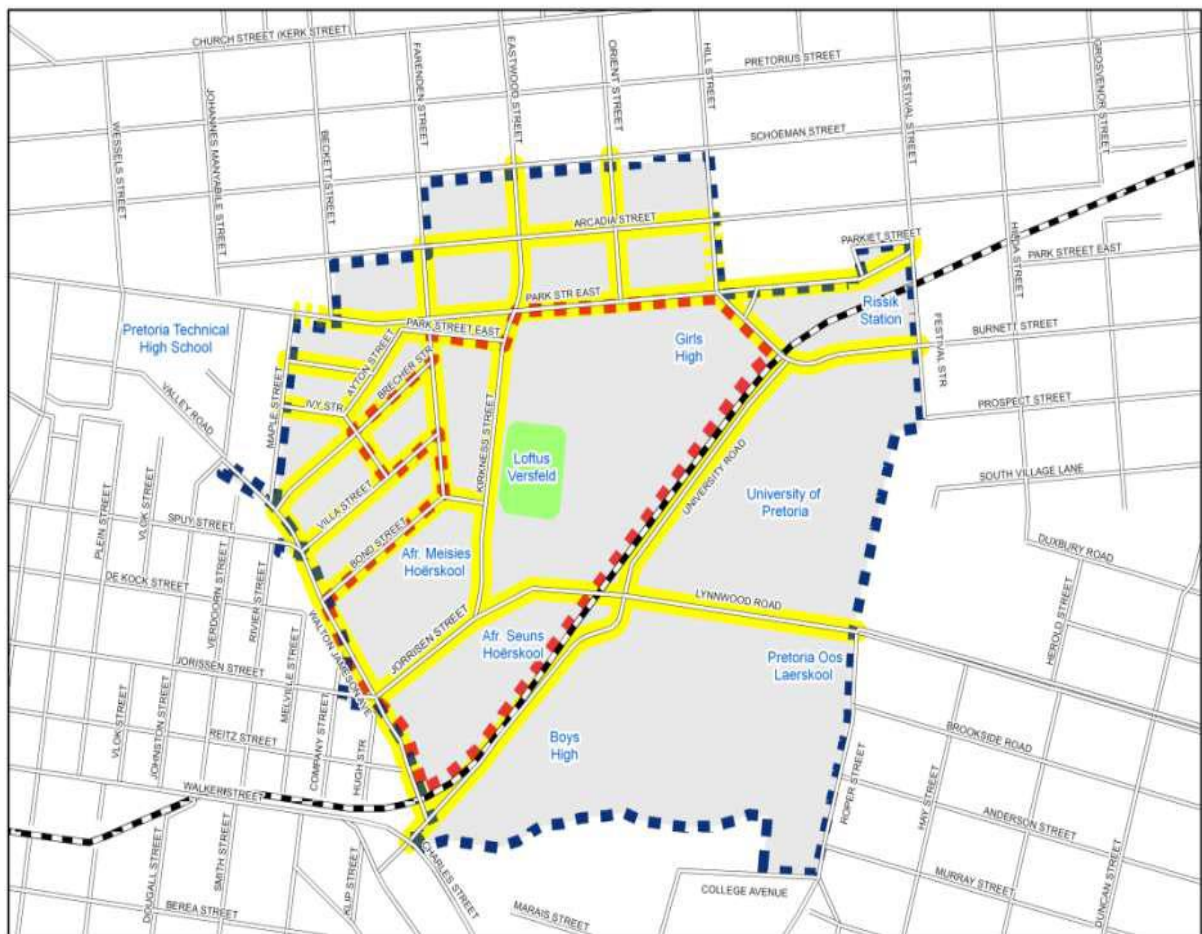


Figure 4.1: Map of Sunnyside

Source: City of Tshwane Metropolitan Municipality (2008).

The population size of the suburb of Sunnyside as estimated by Statistics South Africa (South Africa. Statistics South Africa, 2003) at the end of 2008 was 26 773 people. Based on such size, a sample of 379 residents within the Sunnyside area was selected, as recommended by Jennings (2001:148).

4.3.2 Data collection method

The basic objective of the instrument is to obtain facts, and opinions, about a phenomenon from people who are informed on a particular issue (De Vos et al., 2006:166). In general, surveys are methods of data collection, in which information is gathered through oral, or written, questioning. Jennings (2001:238) further suggests that the method selected enables the

researcher to best gather the required data for analysis. The data collection method employed in the present study took the form of interviewer-completed questionnaires. The method was chosen for this study as having the advantage of speed and clarity, although it was possibly, less objective than it could have been, because of possible interviewer bias (Jennings, 2001:238). Interviews are rigid in the order of question framing, and in the choice of question responses. The questions asked were predominantly closed questions in an attempt to remove any researcher bias (Jennings, 2001:238).

Trained interviewers were employed as field workers to conduct face-to-face interviews, so as to achieve the objectives of the survey instrument that was used as prescribed by De Vos et al. (2006:166). The field workers were trained by the researcher in basic data collection techniques including establishing rapport with prospective respondents.

4.3.3 Sampling procedures

Jennings (2001:136) defines sampling as the means by which subjects, or study units, from the target population are included in the research project. The subjects, or study units, targeted those residing in Sunnyside (the area hosting an official Walk and Park). It was anticipated that the individuals concerned would likely be those who were most affected by the event involved, as was mentioned in Chapter One (see 1.5.2).

4.3.3.1 Identifying the sampling frame

Interview-completed questionnaires were employed using a stratified random sampling approach. Since the population of Sunnyside was 26 773 at the time of the study, not all the residents could be included in the study, hence the researcher wanted to afford every unit (household) an equal chance of being selected for the research (Jennings, 2001:141). Accordingly, the population was split up into different strata, which constituted the final sample in the study. Jennings (2001:141) further outlines the following steps that are involved in stratified sampling:

- Step 1: Split up the population into a number of strata.
- Step 2: Develop the sampling frames for each strata.
- Step 3: Identify the samples from each strata.
- Step 4: Merge the individual samples into one list.

4.3.3.2 Selecting a sampling procedure and the sample

Sampling techniques can be divided and differentiated into probability and non-probability categories. Table 4.1 below shows the most common type of sampling procedures that are found in both the categories.

Table 4.1: Classification of sampling techniques

Classification	Probability sampling	Non-probability sampling
Selection of participants	Structured and systematic	Non-structured
Opportunity to participate	Equal chance	Unequal chance
Relationship to population	Representative	Non-representative
Applicability of findings	Generalisable	Study-group specific

Source: Jennings (2001:146).

Probability sampling allows the researcher to specify in advance each segment of the population that will be represented in the sample. This is the distinguishing characteristic that sets such sampling apart from non-probability sampling (Leedy & Ormrod, 2010:208). In the current state, the researcher chose to employ a stratified random sampling approach, which allowed him to study the clusters in a geographical area. The advantage of adopting such an approach is that it guarantees the equal representation of each cluster in a specific area.

Geographically, the Sunnyside area is divided into precincts, as is illustrated in Figure 4.1 on page 31, with a sample of the precincts being selected for the current study. Then, a number of blocks within each of the randomly selected precincts were sampled. Within each of the selected blocks, households were selected for incorporation into the study, with one resident from within each household being invited to participate in the study.

4.3.4 The survey instrument, in terms of its testing and administration

The survey instrument, in terms of its testing and administration, is discussed in the following subsections.

4.3.4.1 Physical characteristics of the questionnaire

The physical characteristics of a questionnaire can affect how respondents react to it, as well as the ease with which replies can be processed. The aims of evaluating the physical

characteristics are to ensure that the questionnaire is acceptable, and to facilitate the handling, and control, of the questionnaire (Knott, 2007:67).

The formulation of the survey instrument relied on Fredline and Faulkner's (2000) questionnaire with permission being granted for the use of the questionnaire. The questionnaire was also previously used in the South African context by Arrey (2006), Ntloko and Swart (2008), Bob and Swart (2009), and Chain (2010). Accordingly, some of the questions were changed to suit the South African context. Included were primarily closed questions that facilitated the quantification of the information obtained. Variables that were measured in the instrument included the socio-demographic profile of the residents, their awareness of and attendance at the event, the suitability of the host location, the event consequences for the locals and suggestions on how to improve the event in preparation of the hosting of the 2010 World Cup.

The researcher made every effort to keep the layout of the questionnaire simple. A covering letter accompanied the questionnaire, briefly explaining the purpose of the survey, as was noted in Chapter One (see 1.5.4).

4.3.4.2 Pretesting the questionnaire

Given the complexity of designing a questionnaire, it is impossible even for experts to do so correctly the first time around. Any questionnaire must be pretested on a small sample of people who are characteristically similar to the subjects that are used in the full-scale study (Leung, 2001). Such pretesting enables the researcher to determine whether the categories into which the questions fall are valid and reliable measures, whether the terms are understandable, whether the question order flows and how long the administration of the tool is likely to take, as well as the suitability of the measures that are to be used in the analysis (Jennings, 2001:253). The peer reviewing of the questionnaire provided the researcher with an opportunity to restructure some of the ambiguous questions. The average time that it took to complete the questionnaire was ten minutes.

4.3.4.3 Procedure followed in administering the questionnaire

Before the fieldworkers were deployed in the field, they were trained on how to approach the residents concerned, as well as being orientated on the contents and the purpose of the questionnaire. Three hundred and seventy-nine (379) questionnaires were distributed among

three fieldworkers during the FIFA 2009 Confederations Cup. However, three hundred and twenty-six (326) questionnaires were completed in the survey, resulting in the limitation of the study that is discussed further below. The survey was designed to cover a period of 14 days of the event.

No letters were issued to the residents before the survey was administered and no incentives were given to the surveyed respondents. The lack of such inducements was due to the fact that, if the awarding of an incentive is attached to a questionnaire, there is a risk of the incentive influencing the quality of response received, as the recipients concerned might not then, reveal their genuine feelings about an issue, as they might fear not receiving the incentive afterwards. A letter from the local council was obtained, which informed the residents in the area that fieldworkers would be carrying out door-to-door surveys in case any residents complained about people knocking on their doors. A covering letter was attached to each questionnaire and a letter from the Council was handed to each fieldworker so as to verify that the fieldworkers were involved in a bona fide study.

Three hundred and twenty-six questionnaires were completed rather than the 379 that were set as forming an acceptable sample. The difference in numbers was due to 53 of the respondents declining to respond to the questionnaire. No attempt was made to return to the households where no residents were found at home, as there was no guarantee that the residents would even then, be home since no prior arrangements were made with the prospective respondents concerned. In the event of there being no response in the identified house, the next house was visited. Furthermore, in the event that the respondent first encountered did not speak English, another member of the household who could speak English was interviewed.

4.3.5 Method used in analysing the data

The data analysis involved the use of Statistical Package for the Social Sciences (SPSS) software whose statistical tests were used for the generation of tables, bar charts, and cross-tabulation. The qualitative data were analysed into conceptual categories, based on the use of the constant comparative method. Analysis of the responses obtained will be undertaken in Chapter Five (page 37).

4.3.6 Challenges faced by the fieldworkers

The following challenges were faced by the fieldworkers:

- Some people were unwilling to open their doors to speak to them.
- It was scary entering strangers' houses, especially where there were dogs present.
- Some people raised issues that had nothing to do with the study, resulting in the wasting of valuable time.
- Language was a barrier, as some residents did not speak English.

The conditions under which the research was conducted were stressful, especially considering the above-mentioned limitations. However, the fieldworkers were governed by the prescribed methodology (stratified random sampling), which allowed them to go to the next person or household in turn, if they encountered any of the aforementioned challenges. This practice enabled them to complete their interviews by and large successfully.

4.4 Conclusion

The current chapter has detailed the exploratory and the descriptive research methods used in the study. The descriptive research design consisted of an interviewer-based questionnaire. Three hundred and twenty-six respondents were interviewed using a stratified random sampling method. The method of analysing the data has been indicated as providing an overview of the software used in the data analysis. Finally, the challenges that were faced by the fieldworkers while administering the questionnaires were also stated, so as to illustrate the difficulties encountered during the data collection phase.

Having reviewed the methodology of the study, the following chapter will present the findings, and an analysis and discussion of the collected data, in an effort to satisfy the research objectives that were set in Chapter One (see 1.3 and 1.4).

CHAPTER FIVE

FINDINGS

5.1 Introduction

In the previous chapter, the researcher detailed the methodological processes that were adopted to collect the data for this study. In this chapter, the results are presented that were obtained by means of administering the questionnaire survey which was intended to identify the perceptions of the residents of Sunnyside with regard to the hosting of the FIFA Confederations Cup and the World Cup. The $n=326$ valid questionnaires received after the fieldwork had been completed formed the basis of the following analysis. To improve the understanding of the results obtained, tables and figures are used to illustrate the results. In addition to the descriptive statistics, cross-tabulations and chi-square tests were performed to determine significant similarities and differences where relevant. To set the tone for the discussion, the demographic profiles of the respondents are presented next.

5.2 Demographic profiles of the respondents

Table 5.1 below provides a breakdown of the demographic profiles of the respondents, by age and gender. The results indicate an evenly balanced respondent profile of 50.3% men, and 49.7% women. The majority of the respondents (70.7%) fell within two age categories, 21 to 30 years old (47.5%), and 31 to 40 years old (23.2%). The category of those falling below 20 years old accounted for 6.4% of the respondents, while 11.3%, 6.4%, 4.6%, and 0.6% accounted for the older categories (41 to 50 years old; 51 to 60 years old; 61 to 70 years old; and over 70 years old) respectively. Accordingly, the average age of the respondents was calculated to be 33.54 years.

Table 5.1: Cross-tabulation of respondents by age and gender ($n=326$, in %)

Gender (in %)	Age (in %)							Total (in %)
	<20	21-30	31-40	41-50	51-60	61-70	>70	
Male	2.5	24.2	11.9	6.1	2.8	2.5	0.3	50.3
Female	3.9	23.3	11.3	5.2	3.6	2.1	0.3	49.7
Total	6.4	47.5	23.2	11.3	6.4	4.6	0.6	100

A cross-tabulation of the respondents by historic race classification and income is indicated in Table 5.2 below. Given the sensitive nature of the question, the respondents were given an

option of confidentiality for the income category. Nearly half (49.9%) of the respondents across the racial groups chose the confidential option. The table represents a respondent profile, based on historical racial categories, which indicates that 68.9% of the respondents were African (Black), with white people accounting for 23.1%, and coloured and Indian people accounting for 5.4% and 2.6%, respectively. Such percentages represent the profile of Sunnyside residents according to Statistics South Africa (South Africa. Statistics South Africa, 2003). Furthermore, the results indicate that 35.3% of the respondents did not have a monthly income with the majority of those concerned (27.1%) being African (Black). The finding is not surprising, due to the disparities that were created by the apartheid era. An average monthly income was calculated as being R5737.78.

Table 5.2: Cross-tabulation of respondents by race and income ($n=326$, in %)

Income (in Rands)	Race (in %)				
	African	White	Coloured	Indian	Total (in %)
None	27.1	5.5	2.0	0.9	35.3
1-6000	7.4	1.9	1.5	0.3	11.0
6001-12 000	5.7	0	0	0.3	6.0
>12 000	0.3	0.3	0	0	0.6
Confidential	28.4	15.4	1.9	1.2	46.9
Total	68.9	23.1	5.4	2.6	100

The low-income classification is reflected in the distribution of education completed, and the employment categories concerned (see Table 5.3 below). Respondents who had completed high school accounted for 43.0% whereas respondents with undergraduate degrees accounted for 22.4%, with certificate/diploma holders accounting for 18.2% and postgraduate degree holders making up 12.6%. The business employment categories were administrator/manager (13.8%), professional (9.5%), and the self-employed (8.6%). Overall, there is evidence of a clear relationship between education and employment. Of the employed respondents, 96% had completed at least a secondary school education (43.0% secondary school; 18.1% certificate/diploma; 22.4% undergraduate degree; and 12.6% postgraduate degree, respectively).

Table 5.3: Cross-tabulation of respondents by education and employment ($n=326$, in %)

Employment (in %)	Highest level of education completed (in %)						
	No formal education	Partial primary	Secondary completed	Certificate/Diploma	Undergraduate degree	Post-graduate degree	Total
Unemployed	1.2	0.6	8.3	2.7	0	0	12.8
Student	0.3	0	20.0	2.4	0	0	22.7
Retired	0	0	0.9	0	1.8	1.2	3.9
Labour/Unskilled	0	0	8.0	2.1	0.6	0	10.7
Sales/Marketing	0	0	0	1.8	2.7	0	4.5
Administrator/Manager	0	0.3	1.2	3.0	7.3	1.8	13.6
Educator	0	0	0	0.6	1.2	4.4	6.2
Professional, e.g. doctor	0	0	0	0.3	4.6	4.6	9.5
Artisan/Technician	0	0	0.3	1.5	0.9	0	2.7
Home executive	0	0	1.8	0.9	0.3	0	3
Self-employed	0.9	0.3	2.5	2.1	3.0	0	8.8
Other	0	0	0	0.7	0.3	0.6	1.6
Total	2.4	1.2	43.0	18.1	22.7	12.6	100

5.3 General analysis of the event

The general analysis of the event is discussed, in terms of awareness of the event, below.

5.3.1 Awareness of the event

To determine the residents' awareness of the event, a question was asked as to whether the respondents were aware of any major sport(s) event taking place in South Africa in 2009 (see Table 5.4 below).

Table 5.4: Awareness of any major sport(s) event taking place in South Africa in 2009 ($n=326$, in %)

Awareness of event	Total (in %)
Yes	100
No	0

The responses received indicated that the residents were all aware of the event happening in the area. Accordingly, all the respondents (100%) indicated an awareness of the Confederations Cup taking place, when they were asked to name the event (see Table 5.5 below).

Table 5.5: Which event taking place in South Africa in 2009 (n=326, in %)

Event	Total (in %)
Confederations Cup	100
Do not know	0

A question was then asked about the competition venue's location, which also indicated that 100% of the respondents were aware of the location, Loftus Versfeld, at which the event was held (see Table 5.6 below).

Table 5.6: Area in which the event venue located (n=326, in %)

Area in which event venue located	Total (in %)
Loftus Versfeld	100
Do not know	0

5.4 Attendance/Non-attendance of the event

To determine the attendance rate of the residents, a question was asked as to whether the respondents intended to attend the event. The results indicate that only 45.1% of them intended to attend the event, whereas 54.9% had no intentions of doing so (see Table 5.7 below).

Table 5.7: Intention to attend the event (n=326, in %)

Intention to attend event	Total (in %)
Yes	45.1
No	54.9

In terms of the reasons for non-attendance of the event, the results indicate that 37.9% (n=82) of the respondents could not afford to purchase a ticket, whereas 32.4% had no interest in attending the event. Of the remaining respondents, 29.1% preferred to watch the event on TV, and 0.6% stated other reasons for not attending, such as that they would be overseas at the time, whereas others had a hectic work schedule (see Table 5.8 below).

Table 5.8: Reasons for non-attendance of the Confederations Cup in 2009 (n=182, in %)

Reasons for non-attendance	Total (in %)
Not able to afford a ticket	37.9
Not interested in soccer	32.4
Prefer to watch the game on TV	29.1
Other	0.6

Given the likelihood that some residents would not be able to afford to purchase a ticket for the event, a question was asked whether the respondents would consider watching the game at a dedicated fan park. The results indicate that 72.1% of the respondents were prepared to consider such an option, while 27.9% of them were not (see Table 5.9 below). The residents' willingness to participate in the event, even if they had no tickets, could be attributed to assertions made by Haferburg, Golka and Selter (2009:118), that the extension of an event to fan park areas presents vast opportunities, not only for marketing, but also social significance. Consequently, the majority of the respondents (79.8%) concurred that the event increased entertainment opportunities for the locals, as is indicated in Table 5.9 below.

Table 5.9: Whether respondents would consider watching the game at a dedicated fan park (n=182, in %)

Whether considering watching the game at a dedicated fan park	Total (in %)
Yes	72.1
No	27.9

5.5 Perceptions of the respondents

In order to determine the perceptions of the respondents, a series of questions were asked regarding how the event affected their personal quality of life and the community in general. The following options were available as responses: Strongly Disagree = SD; Disagree = D; Neutral = N; Agree = A; and Strongly Agree = SA. The responses were grouped to facilitate understanding of the results (SA & A, and SD & D).

5.5.1 Entertainment value of the event

The results indicate that the majority of the respondents viewed the event as entertainment value (see Table 5.10 below). The majority of the respondents (82.2%) agreed, and strongly agreed, that the event provided an opportunity to attend an interesting event, with 84% of them

also strongly agreeing, and agreeing, that the event provided an opportunity to have fun with family and friends. Additionally, 79.8% and 80.6% of the respondents agreed and strongly agreed, respectively, that the event increased entertainment opportunities for the locals and provided an opportunity to meet new people. In contrast, fewer than 10% of the respondents disagreed and strongly disagreed, that the event was associated with any aspect of entertainment, with an average of 12.4% opting to remain neutral on the issue. The above discussion indicates that the respondents had a positive impression with respect to the entertainment value of the event.

Table 5.10: Entertainment value of the event (n=326, in %)

Statements	SD	D	N	A	SA
The event provides an opportunity to attend an interesting event.	0.9	5.2	11.7	53.1	29.1
The event provides an opportunity to have fun with family and friends.	0.7	5.2	10.1	50.9	33.1
The event provides an opportunity to meet new people.	0.3	4.7	14.4	38.3	42.3
The event increases entertainment opportunities for the locals.	1.2	5.8	13.2	44.2	35.6

5.5.2 Public spending on the event

The results (see Table 5.11 below) indicate that 75.5% of the respondents strongly disagreed, and disagreed that public money was wasted in planning for the event, while 60.7% strongly disagreed and disagreed that too much money was spent on the event that might otherwise have been spent on other activities, with a further 44.8% of the respondents viewing the event as increasing public spending on sport. In contrast, very few respondents (13.8%) strongly agreed and agreed that it was a waste of public money to organise an event of this nature. Resident perceptions on public spending further yielded neutral responses, with the following being notable: 10.7% were neutral about the wastage of public money, 23.0% were neutral about whether the money spent could have been utilised for other activities; and 46.6% were neutral about the event assisting in increasing public spending on sport. The above findings compare unfavourably with a study that was conducted by Bob and Swart (2009:55), citing residents' concerns regarding public expenditure on the infrastructure required for mega-events. Furthermore, the results support Rosentraub's (2008:66) confirmation of the potential for new sport facilities to be developed which in turn generate important benefits for the government

and for residents in the long term. However, almost half (46.7%) of the respondents were uncertain of the event’s ability to assist in increasing public spending on sport.

Table 5.11: Public spending on the event (n=326, in %)

Statements	SD	D	N	A	SA
The event is a waste of public money.	53.7	21.8	10.7	5.2	8.6
Too much was spent on the event that could have been spent on other activities.	32.2	28.5	23	8.0	8.3
The event assists in increasing public spending on sport.	1.8	6.7	46.7	41.1	3.7

5.5.3 Economic benefits from the event

To determine the perceptions of residents, based on the economic benefits of the event for the community, the respondents were asked whether the event was good for the economy since it created jobs as well as increasing local business turnover. The results indicate that the majority of the respondents (82.5%) strongly agreed and agreed that the event created jobs, while a further 73.3% were also positive about the event’s ability to increase local business turnover. In contrast, very few respondents (5.5%) strongly disagreed and disagreed that the event was associated with job creation and only 7.1% were sceptical of the event’s ability to increase local business turnover (see Table 5.12 below). The above results compare favourably with the findings of Bob and Swart (2009:56), who confirmed that the residents believed that the 2010 event would result in economic opportunities at the local level. While the residents’ perceptions pertaining to businesses were high, Smith and Fox (2007:1129) indicate that although events can assist local businesses there is a likelihood that events can sometimes have the opposite effect. Therefore, support and assistance may be required to ensure that local businesses benefit from the hosting of an event. They further assert that it is important to ensure that local business and disadvantaged individuals are able to benefit from the lucrative contracts that are usually associated with large events. Tien, Lo and Lin (2011:12) caution that hosting mega-events does not necessarily produce a long-term impact on the local communities, but rather a short-term impact on the gross domestic product (GDP) and employment (with the significant impact only occurring before, and during, the event, and not after the event).

Table 5.12: Economic benefits from the event (n=326, in %)

Statements	SD	D	N	A	SA
The event is good for the economy, since it stimulates job opportunities.	1.8	3.7	12.0	24.5	58.0
The event is good for local businesses (increases turnover).	3.7	3.4	19.6	39.3	34.0

5.5.4 Disruption of local residents by the event

The results (see Table 5.13 below) indicate that 55.2% of the respondents strongly disagreed and disagreed that the event disrupted the life of the local residents, while 23.0% of them viewed it as a disruption. The investigation further probed whether the event caused traffic and parking difficulties, whether it created excessive noise, and whether it was associated with increased crime levels, and with inappropriate behaviour. The results were mixed, with the residents expressing the highest level of agreement with the causation of noise (54.6%), in comparison with the causation of traffic congestion, parking difficulties (45.3%), an increase in crime levels (44.2%), and additional inappropriate behaviour (33.2%).

Many of the respondents were indifferent about the event disrupting the lives of the local residents. The neutral responses received in this regard, in relation to the following aspects, were as stated, percentage-wise:

- traffic congestion (30.1%);
- increased crime levels (23.3%);
- the disruption of locals, and inconvenience (21.8%);
- excessive noise levels (21.2%); and
- inappropriate behaviour (20.2%).

Furthermore, there are indications that the residents strongly disagreed and disagreed that the event caused inappropriate behaviour (35.8%); an increased crime rate (32.5%); additional traffic congestion (24.5%); and excessive noise (24.2%). The above results support the assertions of Twynam and Johnston (2004, as cited in Bob and Swart, 2009:57) that, although communities might express support for tourism development associated with events, many local residents might also be concerned about such associated inconveniences as traffic congestion, crime and overcrowding (see Table 5.13 below). Ohmann et al. (2006:145), and

McKenna and Bob (2010:205), further support the relativity of the results, by stating that negative impact perceptions relating to the disruption of locals' daily lives (excluding crime) are not always identified as being key issues by residents, as such issues are sometimes part of the atmosphere that is created by mega-events.

Table 5.13: Disruption of local residents by the event (n=326, in %)

Statements	SD	D	N	A	SA
The event disrupts the lives of local residents, and it causes inconvenience.	24.8	30.4	21.8	14.7	8.3
The event causes traffic congestion, and parking difficulties.	9.5	15.0	30.2	34.0	11.3
The event causes excessive noise.	10.7	13.5	21.2	39.6	15.0
The event increases the crime rate.	15.6	16.9	23.3	30.4	13.8
The event is associated with such inappropriate behaviour as excessive drinking, and drug abuse.	15.6	20.2	31.1	21.8	11.3

5.5.5 Public facilities used during the event

The majority (83.8%) of the respondents strongly agreed and agreed while very few (0.9%) strongly disagreed and disagreed that the event promoted the development and the maintenance of such public facilities as roads, parks, sporting facilities and public transport. The results obtained are revealed in Table 5.14 below.

Furthermore, a question was asked as to whether the event would deny the local residents access to such public facilities as roads, parks, sporting facilities and/or public transport because of closures, and overcrowding. The results show that 44.5% strongly disagreed and disagreed whereas 18.1% of the respondents strongly agreed and agreed with the statement. These results obtained reveal that some locals perceived the event as promoting the development, and the maintenance of public facilities and that they were not denied access to any of the public places concerned. In contrast, a few of the respondents (18.1%) felt that the locals were denied access to public facilities, while 37.4% opted to remain neutral on the issue (see Table 5.14 below). The results support Kim et al.'s (2006:89) findings, in that the high percentage of positive and neutral responses in the above results indicate that the groups involved were apt to view mega-events as having both a positive and a negative impact, whereas others were not sure of the impact of the event on accessibility to public facilities. The study further confirms the assertions of Ohmann et al. (2006:143), that the quality of life of the locals appeared to have been temporarily improved by the extended access to public facilities

throughout the weekends, as had earlier been experienced during the 2006 World Cup in Germany.

Table 5.14: Public facilities used during the event (n=326, in %)

Statements	SD	D	N	A	SA
The event promotes the development, and the improved maintenance of such public facilities as roads, parks, sporting facilities, and/or public transport.	0.3	0.6	15.3	45.1	38.7
The event denies local residents access to such public facilities as roads, parks, sporting facilities, and/or public transport, because of closures, or overcrowding.	18.1	26.4	37.4	14.4	3.7

5.5.6 Sense of community pride boosted by the event

Table 5.15 below shows that the majority of the respondents (78.3%) strongly agreed and agreed that the event made locals feel good about themselves and about their community, while 19.3% were neutral on the issue, and only a few (2.4%) strongly disagreed, and disagreed, with the statement made in this respect. These findings support the findings of Ohmann et al. (2006:143) regarding the hosting of the 2006 World Cup in Germany, namely that the event strengthened residents' sense of community, while reinforcing the view that the collective sharing of the event experience was seen to have been a positive impact.

Over fifty five percent (55.6%) of the respondents strongly disagreed and disagreed that the locals had a say in the planning and in the management of the event, whereas 38% of them were neutral on the issue, and 6.4% strongly agreeing and agreed, with the statement made in this regard. The results support Zamani-Farahani and Musa's (2008:1234) argument that the local communities, especially in developing countries, are often exploited, as they tend to have little control to steer the direction of tourism development and planning in relation to mega-events. Listening to the voices of the locals is proposed to be the starting point for embarking on sustainable tourism development in an area. The results further confirm Ntloko and Swart's (2008:89) contentions that the community tends to raise concerns in relation to local involvement in the planning and management of events.

Table 5.15: Community pride (n=326, in %)

Statements	SD	D	N	A	SA
The event makes the locals feel good about themselves and their community.	0.9	1.5	19.3	50.0	28.3
Ordinary residents have a say in the planning and in the management of the event.	27.7	27.9	38.0	4.9	1.5

5.5.7 Environmental impacts of the event

Questions were asked to determine whether the event had any negative environmental impact on the community. The results indicate that 37.7% strongly agreed and agreed that the event had considerable environmental impact with regard to littering in the area, whereas 35.0%, and 20.2%, strongly agreed and agreed that the event impacts negatively on the environment with regard to the pollution of, and damage to, natural areas, respectively. Furthermore, 27.6% of the respondents strongly disagreed and disagreed that the event caused excessive littering, with disagreements on the event causing pollution (20.3%) and even more disagreements that it had a negative impact on the natural environment through damage to natural areas. An average of 33.4% of respondents opted to remain neutral regarding the impact of the event on the environment (see Table 5.4.7). The results seem to be mixed, perhaps as there may be greater awareness of socio-economic impacts of the event in comparison to the environmental impact thereof. However, concerns regarding the negative environmental impact of mega-events are receiving increasing attention in the international media. The results support Higham's (1999:85) contention that with all the new developments and with the increased number of people coming to the host area, environmental impacts (such as littering, pollution, and damage to natural areas) were likely to occur.

Table 5.16: Environmental impacts of the event (n=326, in %)

Statements	SD	D	N	A	SA
The event has a negative impact on the environment, as a result of excessive littering.	8.3	19.3	34.7	31.6	6.1
The event has a negative impact on the environment, as a result of pollution.	11.3	19.0	34.7	29.8	5.2
The event has a negative impact on the environment, as a result of damage to natural areas.	12.9	35.9	31.0	15.6	4.6

5.5.8 Regional showcasing due to the event

In terms of the event serving as a regional showcase, the respondents were asked whether they considered that the event would showcase the area in a positive light, and attract tourists to the area, as well as attract future business to the area and increase the media coverage of the area. The results indicated that the majority (88.0%) of the respondents strongly agreed and agreed that the event showcased the area in a positive light and similarly, 87.1% strongly agreed and agreed that the event attracted tourists to the area. The results also show that 82.2% of the respondents strongly agreed and agreed that the event attracts future business to the area. However, slightly fewer respondents (71.2%) strongly agreed and agreed that the media coverage of the area was likely to increase due to the hosting of the event (see Table 5.17 below). The results support Roberts' (2004:108) contention that such events have the ability to transmit promotional messages to billions of people via television and other developments in telecommunication. Furthermore, the results support Horne's (2007:82) assertions of the event's ability to draw attention to the area by means of high levels of viewership. This is further mirrored by Fredline's (2004:235) assertion that events are often positioned as part of the respective destinations' tourism mix, and in an effort to maximise the benefits of the showcase effect resulting from media coverage.

Table 5.17: Regional showcasing due to the event (n=326, in %)

Statements	SD	D	N	A	SA
The event showcases the area in a positive light.	0.7	1.8	15.3	41.4	40.8
The event attracts tourists to the area.	0.4	1.8	10.7	31.0	56.1
The event attracts future business to the area.	0.6	4.3	23.9	32.5	38.7
The event has increased media coverage of the area.	0.4	1.5	10.1	32.5	55.5

5.5.9 Price impacts of the event

The results indicate that 37.2% of the respondents strongly disagreed and disagreed that the event led to increases in the price of such goods and services as food and transport, as well as to an increase in property values. In contrast, 23.1% of the respondents strongly agreed, and agreed with, and 39.7% were neutral on the matter as is shown in Table 5.18 below.

In terms of whether the event had an influence on the people buying holiday homes in the area, 39% of the respondents strongly disagreed and disagreed with the statement while 11.9% strongly agreed and agreed that due to the event more people bought investment property

(apartments for rental purpose) in the area. Almost half (49.1%) of the respondents were not sure of the influence of the event on people buying property in the area.

Furthermore, a question was asked as to whether the event increased the overall cost of living. The results indicate that 27.9% of the respondents strongly agreed and agreed that the event had an influence on the overall cost of living in the area during the event, while 23.3% strongly disagreed and disagreed with the statement, and 48.8% were not sure with regard to the above statement.

The perceptions regarding the price impact of the event seem to have been largely neutral. The results can be attributed to the residents possibly not having been aware of the event’s impact on prices, with the percentage concerned being followed by the percentage of respondents having mixed views regarding price impacts.

Table 5.18: Price impacts of the event (n=326, in %)

Statements	SD	D	N	A	SA
The event leads to increases in the price of such goods and services as food and transport, as well as to an increase in property values.	2.5	20.6	39.7	25.2	12.0
As a result of the event, more people are buying property in the area.	4.6	34.4	49.1	10.4	1.5
The event has increased the overall cost of living.	3.4	19.9	48.8	23.0	4.9

5.5.10 Community benefits from the event

The residents were asked whether the event had brought any benefits to the community. The results (see Table 5.19 below) indicate that fewer than half (46.6%) of the respondents strongly agreed and agreed that the event benefited the community in one way or another. In terms of whether only some members in the community benefited from the event, the results indicate that over half (52.2%) of the respondents strongly agreed and agreed that the event only benefited a few members of the community. Over 37.7% of the respondents opted to remain neutral on the matter, whereas 10.2% strongly disagreed and disagreed with the statement made in this regard. Moreover, 29.1% of the respondents perceived that the event had further increased levels of social inequality among the residents while over half (54%) were neutral about the matter and 16.8% strongly disagreed and disagreed with the statement concerned. The above responses by some residents support Pillay and Bass’ (2008:344) assertion that widespread development benefits are not a direct consequence of the spending that is associated

with mega-events and that such events, therefore tend to increase the likelihood of inequality present in the societies in which they are held.

With regard to the event increasing the amount of interaction occurring between the locals and the tourists, the results indicate that 71.7% of the respondents strongly agreed and agreed with the statement, whereas 3.4% strongly disagreed and disagreed that the event increased the amount of interaction occurring between the locals and the tourists, with 24.8% opting to be neutral on the matter (see Table 5.19 below). This finding compares favourably with the other positive perceptions that were encountered in this study, such as with those regarding the entertainment value of the event (see Table 5.10 above); the perceived economic benefits (see Table 5.12 above); the development and the maintenance of public facilities (see Table 5.14 above); and the regional showcasing (see Table 5.17 above). Moreover, the high neutral response that was registered with regard to community benefits can be attributed to the residents' perceptions of their lack of involvement in the planning and in the management of the event (see Table 5.15 above).

Table 5.19: Community benefits from the event (n=326, in %)

Statements	SD	D	N	A	SA
The community benefits directly from the event.	4.1	19.9	29.4	38.3	8.3
Only some members of the community benefit from the event.	3.1	7	37.7	43.6	8.6
The event has increased existing levels of social inequality.	2.2	14.7	54	23.9	5.2
The event increases the amount of interaction occurring between locals and tourists.	1	2.5	24.8	51.8	19.9

5.6 Overall perceptions of the event

In addition to the perceptions of the impact of the event, the respondents were asked about their overall perceptions of the continuation of the event. They were asked whether or not they were happy for the event to continue and whether they wanted it to continue in its current location or in some other location. The results indicate that the overwhelming majority (87.4%) of the respondents were in favour of keeping the event in its current location whereas very few (12.6%) were of an opposing view (see Table 5.20 below). The favourable results revealed above can be attributed to the generally positive perceptions that were held by the residents with regard to economic benefits (with agreement of 82.5% regarding employment creation and of 73.3% regarding increased business turnover) and regional showcasing (with agreement

of 88% regarding positive showcasing, of 87.1% regarding the attraction of tourists, of 82.2% regarding the attraction of future business and 71.2% regarding media coverage on the area as was previously presented in Tables 5.12 and 5.17, respectively). The above indicates a generally positive pre-event perception of the hosting of the 2010 FIFA World Cup among the residents in the area.

Table 5.20: Whether respondents in favour of the event being hosted in the area (n=326, in %)

Whether in favour of the local hosting of the event	Total (in %)
Yes	87.4
No	12.6

The very few respondents (12.6%) who were not in favour of the event being held in its present location, were asked whether they would prefer that the event be moved to a different location. The results indicate that 2.5% of the respondents were of the opinion that the event should be moved to another location in the area, with 2.8% opting for the event to be moved to another location outside of the area and 7.3% voicing the opinion that the event should be discontinued altogether (see Table 5.21 below).

Table 5.21: Whether the event should be located in another location in the region, located outside the region, or discontinued altogether (n=326, in %)

Alternatives	Total (in %)
N/A	87.4
Move to another location <i>in</i> the region	2.5
Moved to another location <i>outside</i> the region	2.8
Discontinued altogether	7.3

5.7 Identification with the theme

The subsections below deal with the following issues: interest in the sport as spectators, and as a recreational activity; identification with the event area; and the service quality of the event.

5.7.1 Interest in the sport as a spectator

To determine the interest of the respondents in the sport as a spectator, they were asked to select one statement that best explained their interest in football as a sport. The results indicate that some respondents (32.8%) were avid fans who always tried to attend or to watch the sport

on TV while 29.1% expressed an interest in the sport, and watched it when they could as is shown in the results that are indicated in Figure 5.1 below. Interest in the sport as spectators also produced the following results from the respondents ($n=326$):

- No interest in the sport and in the associated festivities even when matches were held in their vicinity was expressed by 20.6%.
- Although 10.1% had no particular interest in the sport, they admitted enjoyment on watching it when it came to their area.
- Despite 7.4% stating that they were not interested in the sport, they stated that they sometimes attended or watched it because of family and friends who were interested in it.

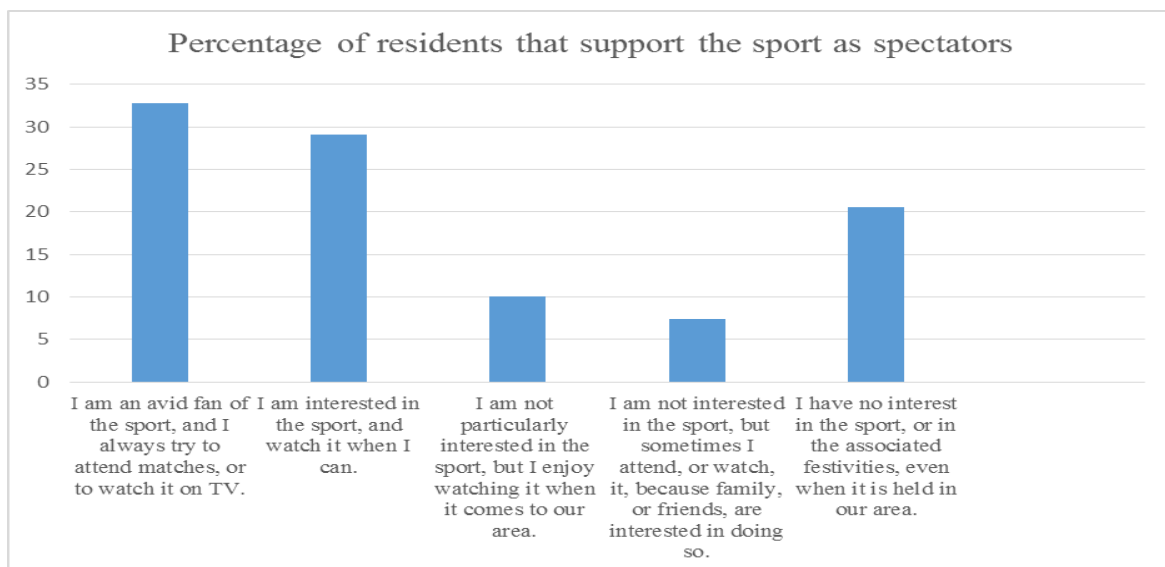


Figure 5.1: Interest in the sport as a spectator ($n=326$, in %)

Further analysis was conducted with regard to the interest that was expressed in the sport as spectators using cross-tabulation that dealt with the respondents in terms of gender, age and historical racial classification. Men were found to be more interested in the sport as spectators than were women. The results show that 58% ($n=107$) of the male respondents stated that they were avid fans of the sport, who always tried to attend matches, or to watch them on TV, as opposed to the 69% ($n=67$) of women who indicated that they had no interest in the sport or in the festivities associated with the event (see Table 5.22 below). However, the differences between male and female support were not statistically significant (Pearson chi-square test revealed that $p=0.23$).

Cross-tabulation of interest in the sport by age revealed a trend of residents aged between 21 and 30 years being fans of the sport at levels ranging from those who attended games as often as possible to those who watched because their family and friends did so. Furthermore, the trend shows that the majority of the respondents aged between 41 and 70 years had no interest in the sport or in the associated festivities even when it was held in the area (see Table 5.23 below). The Pearson chi-square test revealed ($\rho=0.00$) a significant statistical difference in the interest of residents in the sport as a spectator in relation to age.

Table 5.22: Cross-tabulation of interest in the sport as a spectator, by gender (in %)

Gender	I am an avid fan of the sport, and I always try to attend matches, or to watch it on TV.	I am interested in the sport, and watch it when I can.	I am not particularly interested in the sport, but I enjoy watching it when it comes to our area.	I am not interested in the sport, but sometimes I attend, or watch, it, because family, or friends, are interested in doing so.	I have no interest in the sport, or in the associated festivities, even when it is held in our area.
	<i>n</i> =107	<i>n</i> =95	<i>n</i> =33	<i>n</i> =24	<i>n</i> =67
Male	58	57	42	50	31
Female	42	43	58	50	69
Pearson chi-square ($\rho=0.23$)					

Table 5.23: Cross-tabulation of interest in the sport as a spectator, by age (in %)

Age	I am an avid fan of the sport, and I always try to attend matches, or to watch it on TV.	I am interested in the sport, and watch it when I can.	I am not particularly interested in the sport, but I enjoy watching it when it comes to our area.	I am not interested in the sport, but sometimes I attend, or watch, it, because family, or friends are interested in doing so.	I have no interest in the sport, or in the associated festivities, even when it is held in our area.
	<i>n</i> =107	<i>n</i> =95	<i>n</i> =33	<i>n</i> =24	<i>n</i> =67
<20	9	5	9	4	4
21-30	50	61	55	67	15
31-40	22	20	33	29	22
41-50	11	12	3	0	19
51-60	6	1	0	0	21
61-70	1	1	0	0	19
>70	1	0	0	0	0
Pearson chi-square ($\rho=0.00$)					

Cross-tabulation analysis by historical racial classification, in terms of interest in the sport as a spectators revealed African people to be more avid fan and participants than were their white compatriots (see Table 5.24 below). Such a finding can be attributed to a history that has placed sports in the position of having certain support bases within particular segments of the community, with allegiance often being reinforced through factors pertaining to class, ethnicity, or race. Cricket and rugby were developed as largely white sports in South Africa, while football was developed as a predominantly Black sport (Van der Merwe, 2009:20). The Pearson chi-square test revealed ($\rho=0.00$) a significant statistical difference in the degree of interest expressed by residents in the sport as a spectator in relation to historical racial classification.

Table 5.24: Cross-tabulation of interest in the sport as a spectator, by historical racial classification (in %)

Race	I am an avid fan of the sport, and I always try to attend matches, or to watch it on TV.	I am interested in the sport, and watch it when I can.	I am not particularly interested in the sport, but I enjoy watching it when it comes to our area.	I am not interested in the sport, but sometimes I attend, or watch, it, because family, or friends, are interested in doing so.	I have no interest in the sport, or in the associated festivities, even when it is held in our area.
	<i>n</i> =107	<i>n</i> =95	<i>n</i> =33	<i>n</i> =24	<i>n</i> =67
African	89	76	76	75	21
White	7	14	15	8	70
Coloured	4	4	9	13	9
Indian	0	6	0	4	0
Pearson chi-square ($\rho=0.00$)					

5.7.2 Interest in the sport as a recreational activity

To determine the interest of the respondents in the sport as a recreational activity, the residents surveyed were asked to select one statement that best summarised their interest in football as a recreational activity. The results (see Figure 5.2 below) indicated 34.4% of the residents to have absolutely no interest in recreationally participating in the sport while a combined 20.6% (7.4% formal competitors and 13.2% informal competitors) participated in the sport. Meanwhile, 18.1% of the respondents participated in the sport socially and 27.0% had not participated in the sport in recent years.

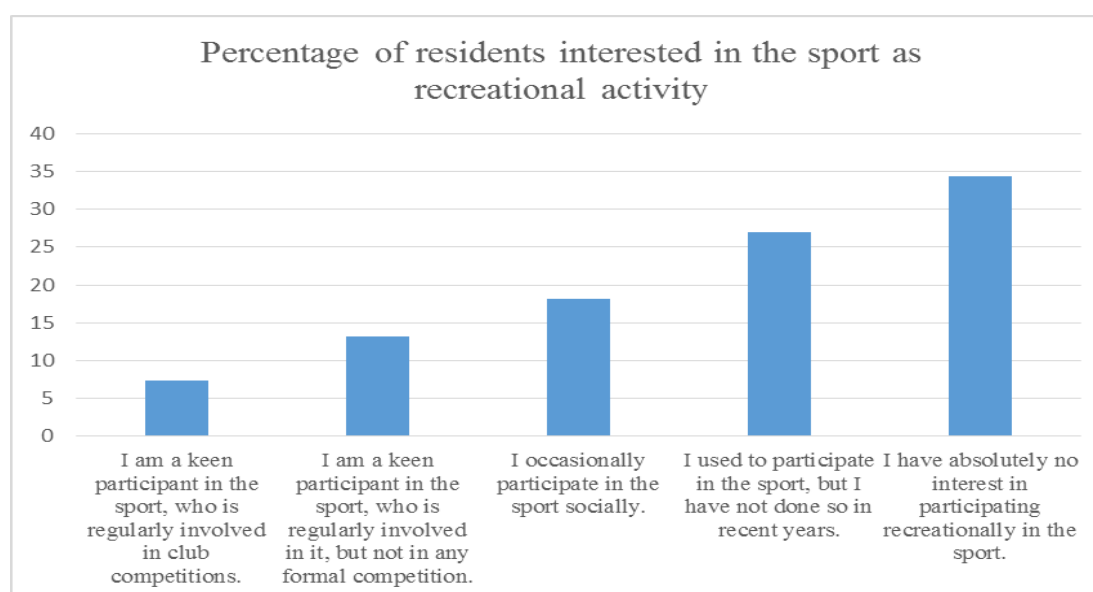


Figure 5.2: Interest in the sport as a recreational activity (*n*=326, in %)

Further analysis was conducted with regard to the interest that was expressed in the sport as a recreational activity, using a cross-tabulation by gender. The results show that the male respondents were more interested in the sport as a recreational activity than were the female respondents. The results show that 71% ($n=24$) of the respondents who were keen participants in the sport were male in gender, while 86% ($n=112$) of those who lacked interest in the sport as an activity were female in gender (see Table 5.25 below). The Pearson chi-square test revealed ($p=0.00$) a significant statistical difference in the interest of residents in the sport as a spectator in relation to age.

Table 5.25: Cross-tabulation of interest in the sport as an activity, by gender (in %)

Gender	I am a keen participant in the sport, who is regularly involved in club competitions.	I am a keen participant in the sport, who is regularly involved in it, but not in any formal competition.	I occasionally participate in the sport socially.	I used to participate in the sport, but I have not done so in recent years.	I have absolutely no interest in participating recreationally in the sport.
	$n=24$	$n=43$	$n=59$	$n=88$	$n=112$
Male	71	65	63	64	14
Female	29	35	37	36	86
Pearson chi-square ($p=0.00$)					

The above results show that, among the respondents, more men were interested in the sport as spectators and as an activity, than were women. The finding was not surprising, given the bias of certain sports, albeit that football is becoming more popular among women than it used to be (Long, Williams & Hopkins, 2001:199).

After cross-tabulations were performed on interest in the sport as an activity by age, the results indicated that the respondents between the ages of 21 and 40 years tended to have participated in the sport regularly or recreationally, while the older respondents (41-70 years) tended not to have participated in recent years or stated that they had no interest in participating in the sport (see Table 5.26 below). The Pearson chi-square test revealed ($p=0.00$) a significant statistical difference in the interest of residents in the sport as an activity in relation to age.

Table 5.26: Cross-tabulation of interest in the sport as an activity, by age (in %)

Age	I am a keen participant in the sport, who is regularly involved in club competitions.	I am a keen participant in the sport, who is regularly involved in it, but not in any formal competition.	I occasionally participate in the sport socially.	I used to participate in the sport, but I have not done so in recent years.	I have absolutely no interest in participating recreationally in the sport.
	<i>n</i> =24	<i>n</i> =43	<i>n</i> =59	<i>n</i> =88	<i>n</i> =112
<20	17	0	2	10	2
21-30	33	59	55	47	39
31-40	25	23	32	17	21
41-50	17	11	8	10	14
51-60	8	4	3	8	13
61-70	0	2	0	8	11
>70	0	1	0	0	0
Pearson chi-square ($\rho=0.00$)					

A cross-tabulation analysis revealed that African people, in the light of the country's historical racial classification, formed the group with the most interest in the sport. Of the respondents who were keen participants in the sport, 88% (*n*=24) were African whereas 49% (*n*=112) of those who expressed a lack of interest in the sport as an activity were white people (see Table 5.27 below). The Pearson chi-square test revealed ($\rho=0.00$) a significant statistical difference in the interest of residents in the sport as a spectator in terms of the historical racial classification.

Table 5.27: Cross-tabulation of interest in the sport as an activity, by historical racial classification (in %)

Race	I am a keen participant in the sport, who is regularly involved in club competitions.	I am a keen participant in the sport, who is regularly involved in it, but not in any formal competition.	I occasionally participate in the sport socially.	I used to participate in the sport, but I have not done so in recent years.	I have absolutely no interest in participating recreationally in the sport.
	<i>n</i> =24	<i>n</i> =43	<i>n</i> =59	<i>n</i> =88	<i>n</i> =112
African	88	88	80	84	40
White	10	9	11	9	49
Coloured	2	3	4	4	7
Indian	0	0	5	3	4
Pearson chi-square ($\rho=0.00$)					

5.7.3 Identification with the event area and the service quality of the event

In terms of the event area, questions were asked to determine whether the area in which the event was held was beautiful. Table 5.28 below indicates that 86.2% of the respondents strongly agreed and agreed that the area was beautiful whereas 13.8% held an opposing view. The respondents were also asked to determine whether the quality of service provided at the event in general was good. The results indicate that 54% strongly agreed and agreed that the quality of service provided at the event was good whereas 6.4% did not share the same sentiments and 39.6% expressed their neutrality on the matter. The reason for so many neutral responses might have been due to the fact that the residents were not aware of the service quality that was typically associated with the event.

The residents were also asked whether they supported the hosting of the event in the area. They were found to be generally supportive of the event, even in those instances where little or no interest was expressed in the sport recreationally or as an activity. The results indicate that 78.2% of the respondents strongly agreed and agreed that the locals supported the event, whereas 1.2% strongly disagreed and disagreed with the contention, and 20.6% opted to be neutral on the issue (see Table 5.28 below). Such a positive finding, by and large, can be attributed to generally positive perceptions of economic benefits, community pride and regional showcasing, as was previously mentioned.

Table 5.28: Identification with the event area and the service quality of the event (n=326, in %)

Statements	SD	D	N	A	SA
It is a beautiful area.	0.6	13.2	0	61.0	25.2
The quality of service is good.	0.3	6.1	39.6	42.0	12.0
The locals support events in the area.	0.6	0.6	20.6	46.9	31.3

5.8 Direct benefits from the event

To ascertain the direct benefits of the event to the residents, the respondents were asked whether they, or any members of their families had worked for the event, either in a paid or voluntary capacity. Of the respondents, 24.2% indicated that they or a member of their family had worked for the event, whereas 75.8% stated that they had not worked for the event (see Table 5.29 below). The results support the findings of Kim et al. (2006:93), in relation to the 2002 World Cup that was held in South Korea in which case the residents concerned realised that the benefits generated by the games were less than had been expected. In particular, the direct

economic benefits were found to have been quite disappointing. In the present instance, despite the lack of direct benefits for the residents, the support for the event was still positive.

Table 5.29: Whether the respondent, or a member of their family, worked for the event in either a paid or voluntary capacity ($n=326$, in %)

Whether worked for the event	Total (in %)
Yes	24.2
No	75.8

The respondents were asked whether they or any members of their family owned a business that was positively affected by the event. The results indicate that 14.7% of the residents replied in the affirmative whereas 85.3% neither owned nor operated a business linked to the event (see Table 5.30 below). The results support the findings articulated by Rogerson (2009:348), that the locals probably do not participate in mega-events as entrepreneurs, because little attention is often accorded to issues of how small enterprises can participate in, or access participation opportunities associated with particular mega-events. This proposition further re-emphasises the fact that despite limited direct benefits to be gained therefrom, the residents concerned are still likely to support an event.

Table 5.30: Whether the respondent, or a member of their family worked in or owned, a business that was thought to be positively affected by the event (e.g. tourism, hospitality, retail) ($n=326$, in %)

Whether worked in, or owned, a business positively affected by the event	Total (in %)
Yes	14.7
No	85.3

5.9 Problems related to the event

The majority of the respondents (83.7%) experienced no problems related to the event whereas very few (16.3%) indicated the opposite (see Table 5.31 below). The problems indicated were those of inappropriate behaviour, an increase in the crime rate, and in traffic congestion and the creation of excessive noise.

Table 5.31: Problems experienced related to the event (n=326, in %)

Whether any problems experienced	Total (in %)
Yes	16.3
No	83.7

5.10 Suggestions for improvement

The respondents were then asked to provide suggestions as to how to improve the event in preparation for the 2010 FIFA World Cup. The results indicate that 44.3% of the respondents did not provide such suggestions. However, those that were made were as is shown in Table 5.32 below.

Table 5.32: Suggestions for improvement

Suggestions	Total (in %)
Improve transport	14.1
Involve locals	9.8
Make tickets affordable and accessible	9.5
Improve marketing and promotion	9.2
Increase security	6.4
Improve traffic management	5.2
Increase number of fan parks	1.2
Provide adequate parking	0.3

5.11 Conclusion

The current chapter has provided an analysis of the impact of the event on the community concerned, based on the awareness and the perceptions of the residents of Sunnyside towards the event. The demographic profile of the 326 residents interviewed revealed an almost equal gender representation with 50.3% being men and 49.7% being women. The average age was calculated to be 33.54 years, with the majority of the respondents (68.9%) being African in accordance with historical classification groupings. The following results were revealed when cross-tabulations were conducted for the demographic elements involved:

- The majority of the respondents (70.7%) fell within the 21 to 30 years old category with 47.5% falling into the 31 to 40 years old category.
- In terms of race and income over 35% of the respondents (12.9% unemployed; 22.7% students; and 4.0% retired) were found to be unemployed at the time of the study.

- The cross-tabulation of education and employment revealed that 96% of employed respondents had at least completed a secondary school education (43% had completed their secondary schooling; 18.1% had a certificate/diploma; 22.4% had an undergraduate degree; and 12.6% had a postgraduate degree).

Additional analyses were conducted using the cross-tabulation of key variables (awareness, perceptions, identification with the theme, and direct benefits) by gender, age and historical racial classification. Such cross-tabulation revealed no significant statistical differences, except for interest in the sport (as supporters and participants). The findings indicated that men were more interested in the sport than were women. Furthermore, the respondents between the ages of 21 and 40 years were found to be keen participants in, and supporters of, the sport, while African (Black) people tended to dominate the historical racial classification, in terms of the amount of interest that was expressed in the sport. The differences involved, interestingly enough, did not impact on the residents' perceptions of the 2009 FIFA Confederations Cup. The analysis indicated a significant statistical difference in the residents' interest in the sport as a spectator, in relation to age and historical racial classification (see Table 5.23 and Table 5.24, respectively). Furthermore, the differences in the residents' degree of interest in the sport as an activity, in relation to gender, age and race, were also found to be statistically significant (see Table 5.25, Table 5.26 and Table 5.27, respectively).

The respondents indicated high levels of awareness of the event and its location (100% for both). Furthermore, under half (45.1%) of the respondents indicated an intention to attend the event, irrespective of their level of interest in the sport. The reasons for non-attendance included the inability to afford tickets (37.9%), with 29.1% preferring to watch the games involved on TV.

The most outstanding perceived benefits of the event were that it provided the community with entertainment, the increased spending on public facilities, the boosting of a sense of community pride, and the showcasing of the area in a positive light, whereas the most negative overall impact appeared to be the minimal direct economic benefit of the event for the community involved. Recommendations, based on the suggestions made, and on the difficulties that were experienced in relation to the 2009 Confederations Cup, will be discussed in the following chapter.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the conclusion and the recommendations of the study. The conclusion will sum up what the study intended to achieve, while the recommendations are provided for event organisers and managers to take note of in preparation for future sport mega-events.

6.2 Conclusion

The current study aimed at investigating the residents' perceptions of the 2009 FIFA Confederations Cup in Sunnyside, Pretoria, which was a precursor to the main event, the 2010 FIFA World Cup. The results were then analysed in line with the objectives set for the study (see Chapter One, section 1.4), which were presented as follows:

- to identify the perceptions of Sunnyside residents regarding the 2009 FIFA Confederations Cup;
- to ascertain the importance of the involvement of Sunnyside residents in the planning of sport mega-events;
- to investigate the factors that influenced the perceptions of Sunnyside residents regarding the 2009 FIFA Confederations Cup; and.
- to identify areas of improvement for the government, and for the event organisers, with regard to involving Sunnyside residents in the planning for future sport mega-events.

In order to realise the set objectives, the residents' perceptions of the 2009 FIFA Confederations Cup were evaluated using such variables as levels of awareness, attendance, perceptions, location, identification with the event, and the benefits of, and the problems experienced during the event. These variables provided an understanding of how the residents of the study area perceived the event.

In terms of awareness and attendance of the event, the respondents were aware of the event and had intentions either to attend or to watch the games on TV or at dedicated fan parks. The respondents indicated high levels of awareness of the event, and of its location (100% for both). Furthermore, under half (45.1%) of the respondents indicated an intention to attend the event, while 37.9% cited their reason for non-attendance as being the inability to afford tickets for the event, whereas 29.1% stated that they preferred to watch the games on TV.

Despite the lack of direct benefits for the residents, support for the event was largely positive. The residents' perceptions of the event's ability to provide opportunities for entertainment, and economic benefits were largely positive. The majority of the respondents (an average of 81.7%) indicated that the event provided positive entertainment value and an average of 77.9% envisioned economic benefits to be likely to accrue from the event. The residents also perceived the event to increase the number of, and to improve public facilities (83.8%), to showcase the area in a positive light (82.2%), and to increase the sense of community pride that was felt among the residents (78.2%). The economic impact of the event was viewed to be positive by the respondents with job creation (82.5%), and increased business turnover (73.3%), being cited as front runners in this regard. Meanwhile, the perceptions of the social impact of the event were mixed. The residents indicated that the event caused traffic congestion (45.3%), heightened noise levels, and increased crime levels (44.2%), and that the event was associated with inappropriate behaviour (33.2%). Many of the respondents were neutral with regard to the community benefits involved, which might have been due to the residents' perceptions of their own lack of involvement in the planning, and in the management, of the event. Such neutrality is further shown in the suggestion that was made by some residents that the levels of local involvement in the event should be increased (9.8%).

With regard to the location of the event, in general a high level of support (87.4%) was expressed by the residents regarding the use of the area to host the event. This positive response might have been due to the indirect benefits that were perceived to be obtainable by hosting an event of such magnitude. Furthermore, the high level of support indicated showed that the majority of residents identified with football as a spectator and as a recreational participant.

In terms of the benefits experienced, the results support Horne's (2007:87) assertion that the direct benefits that are often tabled by event organisers and boosters, do not actually reach the community. For example, 75.8% of the respondents did not work at the event, either in a paid or voluntary capacity. A further 85.3% of the respondents indicated that neither they nor members of their families worked in, or owned, a business that was positively affected by the event, although they were generally still positive about the event.

The above conclusions that were drawn in relation to the variables used to evaluate residents' perceptions of the event, led to suggestions that the residents thought would help improve preparations for the forthcoming 2010 FIFA World Cup as well as for future events. These

suggestions together with the findings and the discussion, provided in Chapter Four are used to provide the recommendations that are presented in the following section.

6.3 Recommendations

This section provides recommendations from the current study that was aimed at investigating the perceptions of residents living within the vicinity of the stadium hosting the event. The recommendations are as follows:

- Initiatives should be undertaken to involve the community in the planning and in the management of events such as mega-events. Information about the plans and the progress that is made in this regard, should be made available to members of the community (through the community leaders), in order to allow them ownership of the planning and the management of the event. Gursoy and Kendall (2006:606) indicate that community concerns over both potential benefits and costs encourage planners to increase community involvement levels in the process. It is important for governments, policymakers and event organisers to appreciate the level of community support for the event. This approach might increase the community's interest in the event, and thus increase local support for future events.
- Steps should be taken to minimise disruptions to the lives of local residents, and to decrease the extent of any inconvenience experienced in this regard. Hiller (1998:47) highlights the fact that, even though mega-events are an intrusive activity, they are, nevertheless, legitimised by economic forecasts that enhance their desirability, with their impact seldom being subjected to comprehensive analysis. Attention should be paid to mechanisms that will decrease the traffic congestion, the crime levels, the excessive noise and such inappropriate behaviour as excessive drinking and drug abuse that can be associated with an event.
- The study provides evidence of overly raised and potentially unrealistic perceptions of economic and social benefits in relation to the hosting of a mega-event. It was important to conduct a post-2010 study in order to reconcile whether or not the perceptions of the respondents had been satisfied.
- The respondents indicated their willingness to watch the games at dedicated fan parks. Other entertainment or activities, such as stalls for shopping and fun fares for children should also be provided. This can enable locals to leverage business opportunities at the fan parks in order to ensure that the locals felt the positive impact of the event in

the area. For example, there should be stalls for shopping and fun fares for adults with children.

6.4 Final concluding remarks

The present study was presented in five chapters. Chapter One presented a background to the research problem. The aims and objectives of the study, as well as an overview of the methodology used were noted. Furthermore, the significance of the study was indicated.

Chapter Two provided a theoretical basis for the study. The chapter discussed the social exchange theory and factors that might have influenced the residents' perceptions concerned.

Chapter Three explored and discussed the literature review. The chapter began with a broad discussion that provided an understanding of sport mega-events and their impact on the host communities involved.

Chapter Four discussed the methodology that was used to gather the primary data. It set out the methods that were used to collect the required data, the population sampling, the data analysis, the ethical considerations and the data analysis.

Chapter Five presented the findings from the primary investigation, and the analysis and discussion thereof. Finally, Chapter Six has concluded the mini-dissertation by summarising and setting out the conclusions of the study, and by making recommendations based on the findings and discussions.

The study has shown residents' perceptions regarding the hosting of mega-events is important, especially since public funds are utilised to prepare for an event and in the light of the intrusiveness resulting from the increased numbers of tourists that are present in the host area during an event. In addition to active local involvement in the planning and management of the event, the host community can get a true outlook of the possible costs associated an event of this magnitude.

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APPENDIX A: RESIDENT PERCEPTIONS RESEARCH LETTER OF INFORMED CONSENT

Cape Peninsula University of Technology

Letter of Informed Consent

Date: June 2009

I, Tshepiso Jonathan Setokoe, am a Master's student who is registered at the Cape Peninsula University of Technology. I am conducting research on '**Resident perceptions of the 2009 FIFA Confederations Cup**' for my MTech mini-dissertation. I would like you to participate in the study by answering a questionnaire. The information that is collected will be used solely for the purpose of completing my Master's mini-dissertation, and in possible future academic 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 under no circumstances will your personal details be disclosed, or referenced. Furthermore, your participation in the study is entirely voluntary and you may withdraw your permission to participate therein 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.

I thank you for your time spent in completing the questionnaire. If there are any questions about the study, you may contact either me or my supervisor (Prof. Kamilla Swart).

My contact details are: 0796040073 (Cell)

My supervisor's details are: 0829282881 (Cell)

Yours sincerely

Tshepiso Jonathan Setokoe

APPENDIX B: QUESTIONNAIRE

Schedule no.: _____

1. AWARENESS OF 2009 FIFA CONFEDERATIONS CUP

1.1 Are you aware of a major sporting event taking place in South Africa in 2009?

Yes	No
-----	----

1.1.1 If 'yes', which event is it? _____

1.2 In which area will the competition venue be located in Pretoria? _____

2. EVENT ATTENDANCE

2.1 Do you intend to attend any part of the 2009 FIFA Confederations Cup?

Yes	No
-----	----

2.2 If 'no', why not?

Not interested in soccer	
Not able to afford a ticket	
Prefer to watch the game on TV	
Other (specify)	

2.3 If you cannot afford to purchase tickets for the game, would you consider watching it at a dedicated fan park?

Yes	No
-----	----

3. PERCEPTIONS

3.1 Please indicate the level of agreement with the following statements about the 2009 FIFA Confederations Cup (select one option for each variable). 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

	1	2	3	4	5
ENTERTAINMENT					
The event provides an opportunity to attend an interesting event.					
The event provides an opportunity to have fun with family and friends.					
The event provides an opportunity to meet new people.					
The event increases entertainment opportunities for the locals.					
PUBLIC SPENDING					
The event is a waste of public money.					
Too much was spent on the event that could have been spent on other activities.					
The event assists in increasing public spending on sport.					
ECONOMIC BENEFITS					
The event is good for the economy, since it stimulates job opportunities.					
The event is good for local businesses (increases turnover).					
DISRUPTION OF LOCAL RESIDENTS					
The event disrupts the lives of local residents, and it causes inconvenience.					
The event causes traffic congestion, and parking difficulties.					
The event creates excessive noise.					

The event increases the crime rate.					
The event is associated with such inappropriate behaviour as excessive drinking, and drug abuse.					
PUBLIC FACILITIES					
The event promotes the development, and the improved maintenance, of such public facilities as roads, parks, sporting facilities, and/or public transport.					
The event denies local residents access to such public facilities as roads, parks, sporting facilities, and/or public transport, because of closures, or overcrowding.					
COMMUNITY PRIDE					
The event makes the locals feel good about themselves, and about their community.					
Ordinary residents have a say in the planning, and in the management, of the event.					
ENVIRONMENTAL IMPACT					
The event has a negative impact on the environment, as a result of excessive littering.					
The event has a negative impact on the environment, as a result of pollution.					
The event has a negative impact on the environment, as a result of damage to natural areas.					
REGIONAL SHOWCASING					
The event showcases the area in a positive light.					
The event attracts tourists to the area.					
The event attracts future business to the area.					
The event has increased media coverage of the area.					
PRICE IMPACTS					
The event leads to increases in the price of such goods and services such as food and transport, as well as to an increase in property values.					
As a result of the event, more people are buying property in the area.					
The event has increased the overall cost of living.					
COMMUNITY BENEFITS					
The community benefits directly from the event.					
Only some members of the community benefit from the event					
The event has increased existing levels of social inequality.					
The event increases the amount of interaction occurring between locals and tourists.					

4. EVENT LOCATION

4.1 Are you in favour of the event being hosted in the area?

Yes	No
-----	----

4.1.1 If 'no', should the event be located in another location in the region / located outside the region / discontinued altogether?

Moved to another location <i>in</i> the region	Moved to another location <i>outside</i> the region	Discontinued altogether
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5. IDENTIFICATION WITH THE EVENT

5.1 Which one of the following statements best describes your interest in this sport as a spectator?

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

5.2 Which one of the following statements best describes your interest in this sport as a recreational activity?

I am a keen participant in the sport, who is regularly involved in club competitions.	
I am a keen participant in the sport, who is regularly involved in it, but not in any formal competitions.	
I occasionally participate in the sport socially.	
I used to participate in the sport, but I have not done so in recent years.	
I have absolutely no interest in participating recreationally in the sport.	

5.3 Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable). 1 = Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly agree.

	1	2	3	4	5
It is a beautiful area.					
The quality of service is good.					
The locals support events in the area.					

6. DIRECT BENEFITS

6.1 Do you, or a member of your family, work for the event in either a paid, or voluntary, capacity?

Yes	No
-----	----

6.2 Do you, or a member of your family, work in, or own, a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)?

Yes	No
-----	----

7. PROBLEMS EXPERIENCED

7.1 Did you experience any problems related to the event?

Yes (Please specify)	No
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8. SUGGESTIONS FOR IMPROVEMENT

8.1 Do you have any suggestion for improving the event in preparation for the 2010 FIFA World Cup?

9. DEMOGRAPHIC PROFILE OF RESPONDENTS

9.1 What is your age?

<20 (specify)	21-30	31-40	41-50	51-60	61-70	>70 (specify)
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9.2 Employment status /Occupation

Unemployed	Student/Scholar	Retired	Labourer/Unskilled
Sales/Marketing	Administrator/Manager	Educator	Professional, e.g. doctor
Artisan/Technician	Home executive	Self-employed	Other (specify)

9.3 Monthly income in Rands

None	1-1000	1001-2001	2001-3000	3001-4000	4001-5000	50001-6000
6001-7000	7001-8000	8001-9000	9001-10 000	10 001-11 000	11 001-12 000	>12 000 (specify)
Confidential						

9.4 Highest education level completed

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

9.5 Interviewer to note

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE WITH THE STUDY. IT IS MUCH APPRECIATED.