



**RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP™ IN PORT
ELIZABETH: A PRE- AND POST-EVENT COMPARISON**

by

MALOELA MOSHOESHOE

Dissertation submitted in fulfilment of the requirements for the degree

Master of Technology: Tourism and Hospitality Management

in the Faculty of Business

at the Cape Peninsula University of Technology

Supervisor: Prof. Kamilla Swart

Co-supervisor: Dr. Tembi Tichaawa

Cape Town

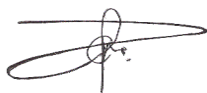
Date submitted: November 2014

CPUT copyright information

The dissertation may not be published either in part (in scholarly, scientific or technical journals), or as a whole (as a monograph), unless permission has been obtained from the University.

DECLARATION

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



10 November 2014

Signed

Date

ABSTRACT

The 2010 FIFA World Cup™ was hosted for the first time on the continent of Africa. The importance of understanding residents' perceptions of such mega-events is key. Most studies that have previously been commissioned on residents' perceptions have focused on the pre-event, with only a few focusing on what transpired post-event, as regards the legacy impacts associated with a mega sport event of that nature. This study focuses on the residents' perceptions of the 2010 FIFA World Cup™ in Port Elizabeth (one of the nine host cities of the 2010 tournament), with the view to compare pre- and post-event impacts. Both qualitative and quantitative methods of data collection were used in the study. The survey population of interest, included residents living within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium. The sample size ($n=700$) of questionnaires that was collected (with 350 each for pre- and post-event) was administered in face-to-face interviews that were conducted with the respondents.

The results showed significant statistical differences and similarities between the pre- and post-event responses in relation to key socio-economic variables. Shifts in perceptions were noted in terms of comparing both event phases. Post-event, residents displayed a more positive perception of the impact of the event. The study recommends the need to develop legacy indicators to track, monitor and determine the long-term effects of the event. In addition the necessity for a longitudinal study that measures changes in perceptions over time is essential.

ACKNOWLEDGEMENTS

I wish to thank the following individuals who facilitated my completion of the study:

First and foremost, I would like to express my sincere thanks to my supervisors, Prof. Kamilla Swart and Dr. Tembi Tichaawa, for the much needed guidance and support that they provided throughout the entire study. Your knowledge of the topic simplified what looked like an insurmountable subject. Without you, pursuing the current research study would not have been such a rewarding journey, thus I am most grateful for your assistance in this respect.

In addition, I wish to thank the following:

- my family, for their constant encouragement – you have been my anchor throughout the process;
- Mandilakhe Mhlauli, who contributed immensely to the study, and who contributed his time and effort to assisting in the data collection;
- lastly, my new-born daughter, Lineo Sekoere, for the sleepless nights we had to endure while I was bent on achieving my academic goals. Thank you!

DEDICATION

This thesis is dedicated to my husband, Tseliso Sekoere, for the tremendous amount of support and understanding that he provided throughout the entire research study. You have truly been my pillar of strength.

TABLE OF CONTENTS

Declaration	ii
Abstract	iii
Acknowledgements	iv
Dedication	v
List of Figures	x
List of Tables	xi
Appendices	xii
Glossary	xiii

CHAPTER ONE: INTRODUCTION TO AND BACKGROUND OF THE STUDY

1.1	Introduction	1
1.2	Clarification of basic terms and concepts	5
1.2.1	Tourism	5
1.2.2	Sport tourism	5
1.2.3	Mega-events	5
1.2.4	Legacy	6
1.2.5	FIFA World Cup™	6
1.2.6	Host community	6
1.2.7	Perception	6
1.3	Statement of the research problem	6
1.4	Research questions	7
1.5	Research objectives	8
1.6	Significance of the study	8
1.7	Research methodology	10
1.7.1	Research design	10
1.7.2	Identification of study area	10
1.7.3	Research population	10
1.7.4	Methods and tools for collecting data	11
1.7.4.1	Primary source of data	11
1.7.4.2	Secondary sources of data	11
1.7.4.3	Sampling method	11
1.7.4.4	Method of analysing data	12
1.8	Delineation of the study	12
1.9	Format and style of the thesis	12
1.10	Summary	13

CHAPTER TWO: THEORETICAL FRAMEWORK

2.1	Introduction	15
2.2	The social exchange theory and model	16
2.2.1	The social exchange theory and diverse community perceptions	19
2.2.2	Community support of, and involvement in sport mega-events	20
2.3	Summary	22

CHAPTER THREE: LITERATURE REVIEW

3.1	Introduction	23
3.2	Overview of sport tourism	24
3.2.1	Definition of 'sport'	24
3.2.2	Definition of 'tourism'	25
3.2.3	Definition of 'sport tourism'	25
3.2.3.1	The confluence of sport and tourism	26
3.3	Tourism in South Africa	29
3.4	Sport tourism in South Africa	32
3.5	South Africa's hosting of the 2010 FIFA World Cup™	33
3.6	Overview of Port Elizabeth as a host city	36
3.7	The nature of mega-events	38
3.8	Mega-events legacy	40
3.9	Legacy impacts linked to sport mega-events	43
3.9.1	Economic impacts	45
3.9.1.1	Tourism	45
3.9.1.2	Job creation	48
3.9.1.3	Infrastructure	49
3.9.1.4	Price inflation	51
3.9.1.5	Urban development and regeneration	52
3.9.1.6	Marketing and advertising opportunities	56
3.9.2	Sociocultural impacts	58
3.9.2.1	'Feel-good' effects	58
3.9.2.2	Volunteerism	61
3.9.2.3	Knowledge, skills development and education	62
3.9.2.4	Safety and security	65
3.9.2.5	Prostitution and human trafficking	67
3.9.3	Environmental impacts	69
3.10	Mega-events planning	71
3.11	Mega-events sustainability	73
3.12	Summary	75

CHAPTER FOUR: RESEARCH DESIGN AND METHODOLOGY

4.1	Introduction	77
4.2	Research questions	77
4.3	Background to the study area	78
4.4	Research design and methodology	80
4.5	Validity and reliability of research instruments	80
4.6	Research instruments and data collection	81
4.6.1	Secondary sources of data	82
4.6.2	Primary sources of data	82
4.6.2.1	Questionnaire survey	83
4.6.2.1.1	Pre-event survey	84
4.6.2.1.2	Post-event survey	85
4.7	Sample size	85
4.8	The research population and sample selection	86
4.9	Pilot survey	88
4.10	Procedure of analysing data	88
4.11	Limitations of the study	88
4.12	Summary	89

CHAPTER FIVE: EMPIRICAL FINDINGS AND DISCUSSION

5.1	Introduction	90
5.2	Demographic profile of the respondents	90
5.2.1	Age	91
5.2.2	Gender	91
5.2.3	Race	92
5.2.4	Level of education	93
5.2.5	Monthly income	93
5.2.6	Employment status	94
5.3	Residents' interest in football	95
5.3.1	Interest in football as a spectator	95
5.3.2	Interest in football as a recreational activity	96
5.3.3	Attendance at soccer matches at league or national level	97
5.3.3.1	Reasons for attendance of soccer matches at league or national level	97
5.3.3.2	Reasons for non-attendance of soccer matches at league or national level	98
5.4	Residents' awareness of, and attendance at the 2010 FIFA World Cup™	99
5.4.1	Residents' awareness of the 2010 FIFA World Cup™	99
5.4.2	Residents' projected and actual attendance at the 2010 FIFA World Cup™	101
5.4.2.1	Residents' favoured host city	102
5.4.2.2	Residents' reasons for non-attendance at the 2010 FIFA World Cup™	103
5.5	Residents' involvement with the 2010 FIFA World Cup™	104
5.6	Residents' awareness of the 2010 FIFA World Cup™ legacy benefits	106
5.7	Residents' proposed communication regarding future events	108
5.8	Respondents' perceptions of the hosting of the 2010 FIFA World Cup™ in South Africa and specifically in Port Elizabeth	109
5.8.1	Level of agreement with statements in relation to South Africa's ability to host the 2010 FIFA World Cup™	109
5.8.2	Level of agreement with statements in relation to the economic impacts of the 2010 FIFA World Cup™	111
5.8.3	Level of agreement with statements in relation to the use of public money for the 2010 FIFA World Cup™	117
5.8.4	Level of agreement with statements in relation to the social impacts of the 2010 FIFA World Cup™	119
5.8.5	Level of agreement with statements in relation to the environmental impacts of the 2010 FIFA World Cup™	130
5.8.6	Perceived sport impacts in relation to the 2010 FIFA World Cup™	138
5.8.7	Perceived national and African pride in relation to the 2010 FIFA World Cup™	139
5.8.8	Overall beneficiaries of the 2010 FIFA World Cup™	141
5.9	Summary	141

CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS

6.1	Introduction	144
6.2	Conclusions regarding objective one	144
6.3	Conclusions regarding objective two	145
6.4	Conclusions regarding objective three	145
6.5	Conclusions regarding objective four	146
6.6	Recommendations	147
6.7	Limitations of the study	149
6.8	Future research direction	150
6.5	Concluding remarks	151
 List of references		 153

LIST OF FIGURES

Figure 2.1: A model of the social exchange process	17
Figure 2.2: A proposed figure for the 2002 Winter Olympics in Salt Lake City	22
Figure 3.1: Overlapping of sport, tourism and events	27
Figure 3.2: Forms of sport tourism	28
Figure 3.3: Sport and tourism	29
Figure 3.4: Legacy cube	42
Figure 3.5: Dimensions influenced by mega-events	43
Figure 3.6: Movements of event-affected persons during the 2010 FIFA World Cup™	48
Figure 3.7: The 2010 FIFA World Cup™ volunteer structure	62
Figure 3.8: Phases of a mega-event	72
Figure 4.1: Map of Port Elizabeth and the surrounding areas	79

LIST OF TABLES

Table 3.1: Hierarchy of mega-events	39
Table 3.2: A typology of sport event crime	66
Table 3.3: Summary of the advantages and shortcomings associated with the hosting of mega-events	76
Table 4.1: Guidelines for determining population sample sizes	86
Table 5.1: Age of the respondents	91
Table 5.2: Gender of the respondents	92
Table 5.3: Race category of the respondents	93
Table 5.4: Respondents' highest level of education	93
Table 5.5: Respondents' monthly income	94
Table 5.6: Employment status of the respondents	95
Table 5.7: Statements that best summarise the respondents' interest in football as a spectator	96
Table 5.8: Statements that best summarise respondents' interest in football as a recreational activity	97
Table 5.9: Statements that best summarise the respondents' interest in league or national level	97
Table 5.10: If yes, why?	98
Table 5.11: If no, why?	99
Table 5.12: Residents' awareness of the 2010 FIFA World Cup™	100
Table 5.13: Residents' comparison of projected and actual attendance of the 2010 FIFA World Cup™	102
Table 5.14: Respondents' favoured host city	103
Table 5.15: Residents' reasons for not attending matches	104
Table 5.16: Residents' involvement in the 2010 FIFA World Cup™	106
Table 5.17: Residents' awareness of legacy benefits of the 2010 FIFA World Cup™	107
Table 5.18: If yes, name the legacy projects of which you are aware	107
Table 5.19: Residents' suggestions on improving communications related to future mega-events to be hosted in South Africa	108
Table 5.20: I feel confident that the event was successfully hosted by South Africa	110
Table 5.21: The hosting of the FIFA World Cup™ in 2010 resulted in South Africa achieving a legacy	111
Table 5.22: The 2010 FIFA World Cup only benefited the rich and big Business	112
Table 5.23: The hosting of the event ensured the provision of employment opportunities for the local community members	113
Table 5.24: The hosting of the event led to increased spending in the local area, thus ensuring economic benefits to the members of the local community	114
Table 5.25: The event led to extended shopping hours	115
Table 5.26: The level of black economic empowerment has improved	116
Table 5.27: I think that the prices of goods in the area increased due to the Event	117
Table 5.28: I feel that the use of public funds in support of the event was Acceptable	118
Table 5.29: Too much money was spent on the event that could have been spent on other activities	119

Table 5.30: The event caused significant traffic congestion within the local Area	120
Table 5.31: An increase in crime (e.g. theft, mugging, etc.) levels was experienced due to the event	121
Table 5.32: An increase in vandalism (i.e. the damage of properties) was experienced due to the hosting of the event	121
Table 5.33: Extensive alcohol abuse by persons attending the event led to spectator hooliganism	122
Table 5.34: Terrorism was a concern during the event	123
Table 5.35: The event led to excessive noise, which annoyed the local Residents	124
Table 5.36: Entertainment opportunities related to the event were provided for the local residents	124
Table 5.37: The event only benefited some members of the community and increased levels of social inequality	126
Table 5.38: The event stimulated training and skills development for members of the community of training and skills development	126
Table 5.39: The event was a major boost for national pride and nation-building	128
Table 5.40: I feel proud that the event was hosted in my town, city or area	129
Table 5.41: The 2010 FIFA World Cup™ has NO negative social impacts	129
Table 5.42: The environment was degraded due to the hosting of the event	131
Table 5.43: The hosting of the event led to an increased level of air pollution event	132
Table 5.44: The event led to a significant production of waste	132
Table 5.45: The event had NO significant negative environmental impacts	133
Table 5.46: Mean scores, independent sample <i>t</i> -test and Pearson Chi-square results(<i>p</i> -values), in terms of the relationship between the pre- and post-event phase and level of agreement with statements	136
Table 5.47: I am more aware of football/soccer due to the hosting of the Event	138
Table 5.48: I am more interested in football/soccer due to the event	138
Table 5.49: I will consider participating in football/soccer in the near future	139
Table 5.50: I am generally very proud of South Africa	140
Table 5.51: I feel very much part of the African continent	140
Table 5.52: Perceptions of groups that benefited the most from the 2010 FIFA World Cup™	141

APPENDICES

Appendix A: Letter of request for participation in the perception survey of residents in Port Elizabeth	172
Appendix B: The pre-event questionnaire	173
Appendix C: The post-event questionnaire	177

GLOSSARY

Acronyms

BEE	black economic empowerment
BRT	bus rapid transport
CEO	Chief Executive Officer
CEPA	Cape Town Environmental Protection Association
CO ₂	carbon dioxide
CoCT	City of Cape Town
DEAT	Department of Environmental Affairs and Tourism
EIA	Environmental Impact Assessment
FIFA	<i>Fédération Internationale de Football Association</i>
GDP	gross domestic product
HSRC	Human Sciences Research Council
IDASA	The institute for Democratic Alternative for South Africa
IHRB	The Institute for Human Rights and Business
IT	information technology
MICE	meetings, incentives, conferences and exhibitions
MBDA	Mandela Bay Development Agency
NMMM	Nelson Mandela Metropolitan Municipality
NMBM	Nelson Mandela Bay Municipality
PR	public relations
PSL	Premier Soccer League
PVA	public viewing area
SADC	Southern African Development Community
SANDF	South African National Defence Force
SAPS	South Africa Police Service
SAST	South Africa Sports Tourism
SAT	South African Tourism
SIA	sustainability impact assessment
SMS	short message service
SPSS	Statistical Package for Social Sciences
Stats SA	Statistics South Africa
TV	television
UNEP	United Nations Environment Programme
USA	United States of America
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION TO AND BACKGROUND OF THE STUDY

1.1 Introduction

As sport tourism events have grown in reputation worldwide, especially in contemporary times (Bob & Swart, 2010a:77), urban and regional sport mega-events have become popular research topics (Duminy & Luckett, 2012:1). Like the cultural, environmental and social attraction categories of tourism, sport can be depicted as an attraction category that falls within the broader tourism industry (Swart, 2005:38). Furthermore, sport events are used increasingly in both developing and developed contexts to promote development, especially economic growth that is aimed at enhancing social cohesion and healthy lifestyles as well as profiling locations as tourist destinations (Bob & Swart, 2010a:72). Neirotti (2003:1) posits that whereas sport tourism has existed for over a century, the notion of people travelling to participate in, and to watch sport dates as far back as to the ancient Olympic Games. Zauhar (2003:48) also highlights that “sport has been an outstanding motivator for travel and tourism throughout history, with it having grown into mass tourism activity since its initial formative years”.

For the reasons stated above, many researchers (Balduck, Maes & Buelens, 2011:91; Duminy & Luckett, 2012:1; Baumann & Matheson, 2013:3; Bob & Potgieter, 2013:71; De Nooij & Van den Berg, 2013:2) contend that cities and countries around the world are increasingly interested in the marketing and imaging benefits that can be gained from the hosting of large sports events. Even more so, a growing number of countries, but especially, developing and emerging ones (Borchers, Maboda, Kedia, Mehta, Gangopadhyay, Khanna, Kapur & Trusen, 2011:7), are integrating their sport mega-events into their national and urban planning programmes (Cornelissen, 2007: 250). Such classic examples of mega-events include the *Fédération Internationale de Football Association* (FIFA) World Cup™ and the Summer and Winter Olympic Games. ‘Unique’, ‘dramatic’ and ‘truly extraordinary’ are a few of the most common terms that are used by various authors to describe the nature and characteristics of such events (Steyn, 2007:34). According to Cornelissen and Swart (2006:108), what characterises large-scale sport events as ‘mega’ is the that they are “complex affairs, which originate from a specific set of economic objectives, but which have political and have social

corollaries that usually extend far beyond”. Another definition by Roche (2000:1) states that “mega-events are best understood as large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance”. Central to these preceding definitions is that mega-events are deemed to have significant consequences for the host city, region or nation in which they occur and attract widespread media coverage.

As indicated above, Duminy and Luckett (2012:1) argue that “despite the apparent expansion and increasing attractiveness of sports mega-events, their actual potential to benefit the host cities and countries concerned is highly debatable”. In contrast, Fourie and Santana-Gallego (2011:1368) suggest:

The literature on mega-events suggests that the benefits to be gained from the hosting of such events appear to be substantial, with the argument that many countries bid to host the events showing that they perceive the many benefits that can accrue there from, whether they be tangible or intangible.

The related research, according to Bassa and Jaggernath (2010:125), suggest that all sporting events, to some extent tend to impact on the community or communities within which they take place. However, the overall effects of the hosting of events tend to have differential long-term financial and social benefits for various groups in the host communities concerned (Nauright, 2004:1326). Kim, Gursoy and Lee (2006:89) confirm Nauright’s outlook that one group is apt to view mega-events as having both positive and negative impacts, while another tends to perceive mega-events as having only negative impacts and a third is inclined to view mega-events as having only positive impacts. Borchers et al. (2011:7) cite the positive benefits that are involved as including economic investment, job creation, skills development, and international branding. Conversely, negative costs have been noted to emerge from such societal problems as crime, congestion, displacement effects and environmental issues (Eisenhauer, Adair & Taylor, 2014:378). In most cases, such impacts are referred to as mega-event legacies, which have been described by Mann (2008:2) as “ensuring that as many long-term benefits [as possible] are generated for the host city, region and nation, well before, during and long after the event”. In sum, mega-events are extremely significant, not just because of their visitor component, but also due to them

being likely to leave behind legacies that have an impact on the host community for far longer than just the period in which the event took place.

According to Preuss (2006:1), the mega-events last only two to four weeks justifies the claim of public authorities that they tend to create long-lasting effects from their investments in an event. Borchers et al. (2011:48) posit that it is because of such effects that governments are often willing to help finance the bids and to fund the building of stadiums and related infrastructure. This phenomenon has been particularly noted in the case of countries that have hosted major sporting events.

In this regard, the hosting of the 2010 FIFA World Cup™ by South Africa was the first time that an event of this magnitude was held in Africa (Knott, Fyall & Jones, 2013:569). Leggat, Shaw and Toovey (2010:74) postulate that the South African government invested heavily in building and in renovating ten World Cup stadiums in the nine host cities (namely Bloemfontein, Rustenburg, Port Elizabeth, Cape Town, Durban, Johannesburg, Pretoria, Nelspruit and Polokwane). Nadvi (2008:41) adds that such developments included upgrading the country's airports and in improving the country's road and rail networks.

According to Borchers et al. (2011:31), the country's total expenditures on the 2010 FIFA World Cup™ amounted to around 7 billion USD, while the direct revenues to be accrued, by the different branches of the government, from ticket sales and tourism were found to be insignificant. In this regard, Whitson and Horne (2006:73) have raised concerns regarding the costs and benefits resulting from the hosting of major events, as well as regarding the stadiums and their implications for the host communities concerned. It is therefore worth noting that this area of activity has received burgeoning attention in terms of scholarly research in the run-up to such events. Some notable contributions made in South African research have been the studies conducted by (Swart & Bob, 2009:120; Bassa & Jaggernath, 2010:124; Chain & Swart, 2010:153; McKenna & Bob, 2010:208). These pre-event studies have detailed the residents' reactions in relation to the expectations of benefits to be realised due to the event.

Although there is a great corpus of studies that have been conducted on residents' perceptions of tourism developments, relatively few research studies as yet have

investigated the perceptions, attitudes and views of residents on the impacts of mega-events (Kim & Petrick, 2005:25; Kim et al., 2006:87; Amenumey & Amuquandoh, 2010:38). This has been the case particularly with the research that has been undertaken to assess the social implications of mega-events on host communities (Bassa & Jaggernath, 2010:124). Li and Blake (2009:1) allude that the analyses of the impacts of mega-events have incorporated frameworks that assess different impacts under different conditions, such as separating impacts according to whether they occur before, during or after the event itself. In this case, the pre-event period is regarded as being of importance because it reveals how the event was both intrusive into, and transformative of, a prior situation. The focus in pre-event analysis is on conditions before an event so as to clarify what role the event played and what effects it had. In contrast, post-event studies focus largely on legacy, which is not only interpreted as consisting of permanent effects, but also as the readjustments to normality after the event, or the adaptation to changed conditions caused by the event (Ahmed & Pretorius, 2010:288).

In the light of the above information, a key objective of the current study was to investigate the perceptions of the residents of one host city (Port Elizabeth) regarding the 2010 FIFA World Cup™, both before and after the hosting of the event, as well as to compare any perceptual differences between the pre- and post-event phases. In addition, the researcher found it imperative to conduct a post-event survey, as such studies have tended to be neglected in the past.

This chapter presents an overview of the background of the study, followed by the clarification of basic terms and concepts used in the study and the statement of the research problem. The research questions and objectives are also outlined. Furthermore, the research methodology employed, a delineation of the study area and the significance of the study are presented. The chapter concludes with a description of the format and style used in the thesis. Consequently, a clarification of basic terms and concepts to be used in the research study is given next.

1.2 Clarification of basic terms and concepts

The key terms and concepts that are used in the study are explained below.

1.2.1 Tourism

Several definitions have been put forward for the term 'tourism'. The Department of Environmental Affairs and Tourism (DEAT) defines tourism in the White Paper on the Development and Promotion of Tourism in South Africa as "all travel for whatever purpose that result in one or more nights away from home" (South Africa. DEAT, 1996:6). In addition, Eslami, Farahani and Asadi (2013:105) refer to tourism as a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment, for personal or business/professional purposes. A much broader definition of the concept is provided by the World Tourism Organisation (WTO) (2003:1), which defines tourism more broadly and inclusively as "activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and commercial reasons that necessitate travel away from home and work locality".

1.2.2 Sport tourism

Hudson (2003:xvii), who defines sport tourism as travel away from home to play or to watch sport, or to visit a sport attraction, includes both competitive and non-competitive activities in the definition. According to WTO (2001:37), sport tourism is a socio-economic and cultural phenomenon arising from the unique interaction of activity, people and place.

1.2.3 Mega-events

Cornelissen and Swart (2006:108) refer to mega-events as "complex affairs, which originate from a specific set of economic objectives, but which have political and social corollaries that usually extend far beyond". Roche (2000:1) states that mega-events are best understood as "large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance". According to Van Schumann (2013:8), a mega-event is an organised, exceptional event of limited duration that attracts significant global attention and which creates a far-reaching legacy.

1.2.4 Legacy

The term 'legacy', as defined in the context of mega-events, refers to "ensuring that as many long term benefits [as possible] are generated for the host city, region and nation well before, during and after the event (Mann, 2008:2). Gratton and Preuss (2008:1923) state that legacy can be both planned and unplanned and both positive and negative, as well as consisting of both intangible and tangible structures that were, or that will, be created through a sport event, in addition to remaining after the event.

1.2.5 FIFA World Cup™

The FIFA World Cup™ is an international association football competition that is contested by the senior men's national teams. The association, which was founded in 1904, is based in Zurich and has 208 member associations. The final tournament features the 32 national teams that have qualified for a place in the final competition that is held over the duration of a month in a host nation. The national football associations of those countries that wish to be considered for hosting the event must submit their bid to FIFA. A host country is then chosen by means of a vote by the members of FIFA's Executive Committee (Monks & Husch, 2009:393).

1.2.6 Host community

The term 'host community' relates to the people or the residents who stay at the event location, or in its close proximity. The members of the community are most likely to be able to understand the nature of the event and its impacts, by virtue of their proximity to, and their hosting of, the event (Burker, Page & Meyer, 2002:73).

1.2.7 Perception

'Perception' is a process by which a person selects, organises and interprets information inputs to create a meaningful picture of the world (George, 2003:578). McDonald (2012:3) describes perception as the knowledge that is gained from the process of coming to know, or to understand, something.

1.3 Statement of the research problem

Pranic, Petric and Cetinic (2012:242) state that local residents' support is essential in order to stage a successful event. However, Turco, Riley and Swart (2002:73) note the relatively scant research has been conducted so far with regards to the residents of

the community where an event takes place. The latter authors further mention that few impact studies have yet examined residents' attitudes toward sport tourism in their community.

The research that was conducted by Kim and Chalip (2004:703) has served to confirm that events like the FIFA World Cup™ are likely to produce either favourable or unfavourable impacts on the host communities concerned. As underscored by Bowdin, Allen, O'Toole, Harris and McDonnell (2006:23), impact studies have mainly focused on individual economic components, with only limited research focusing on non-economic impacts. The first-ever FIFA World Cup™ on African soil was hosted in 2010. Empirical research conducted in relation to the event has mainly focused on pre-event evaluations in terms of expected outcomes. Few studies have considered post-event realities, despite the emphasis in literature that legacy impacts associated with such events must be calculated in the long-term (Bob & Kassens-Noor, 2012:14).

In the context of the 2010 FIFA World Cup™, no known study has as yet focused on comparing the pre- and post-event perceptions of residents in host city Port Elizabeth, despite such individuals being important stakeholders in mega-events. Ultimately, the current research seeks to determine the nature of the post-event perceptions and to provide an analysis of a comparison with the pre-event data so as to determine any shift in the attitudes and the reactions of the residents effectively in relation to South Africa's hosting of the 2010 FIFA World Cup™ and the associated legacies in Port Elizabeth.

1.4 Research questions

The following research questions guided the study.

The pre-event survey questions were as follows:

- What is the residents' level of awareness before the 2010 FIFA World Cup™ in Port Elizabeth?
- What is the level of support prior to South Africa's hosting of the 2010 FIFA World Cup™ among Port Elizabeth residents?
- What are the residents' perceptions and attitudes towards the hosting of the 2010 FIFA World Cup™ in Port Elizabeth?

The post-event survey questions were as follows:

- What was the residents' level of awareness and attendance of the 2010 FIFA World Cup™ in Port Elizabeth?
- What was the level of support for South Africa's hosting of the 2010 FIFA World Cup™ among the residents in Port Elizabeth?
- What are the residents' perceptions and attitudes towards the impacts of the 2010 FIFA World Cup™ in Port Elizabeth?

1.5 Research objectives

The specific research objectives of the study were as follows:

- to determine the residents' level of awareness and attendance before and after the hosting of the 2010 FIFA World Cup™ in Port Elizabeth;
- to determine the overall level of support of the residents for the 2010 FIFA World Cup™ in Port Elizabeth by comparing the levels of both pre- and post-event support;
- to assess the residents' perceptions and attitudes towards the pre- and post-event impacts of the 2010 FIFA World Cup™ in Port Elizabeth; and
- to forward recommendations to the authorities concerned, based on the findings of the research, in order to provide the basis for the hosting of future events in South Africa and particularly in Port Elizabeth.

1.6 Significance of the study

The current study which is comparative in nature, has exceeded the scope of many other studies on the 2010 FIFA World Cup™ due to firstly, a large corpus of studies that have been conducted regarding the 2010 FIFA World Cup™ having largely focused on pre-event perceptions (Chain, 2009:8; Pillay & Bass, 2009:76; Swart & Bob, 2009:114; Tomlinson, 2009:96) to justify such hosting. However, post-event studies are also important, as the cumulative findings and recommendations (pre- and post-event) from this research could provide information that offers greater insight to event managers and event stakeholders than that to which they have previously had access, regarding the planning and managing of events to be hosted in South Africa and on the African continent in future. This is likely to increase their effectiveness due

to them being able to take keener note of the residents' perceptions towards such events than was possible in the past. Moreover, the rationale behind pre- and post-event analysis in the present context was to compare and to contrast, while effectively gauging any shift in the attitudes and in the reactions of residents in relation to South Africa's hosting of the 2010 FIFA World Cup™. Ultimately, having access to the post-event findings should assist the local authorities, not only to lay stress on the positive spin-offs accrued from the event, but also to promote practices that should help to ameliorate the negative outcomes of future mega-events to be hosted in South Africa.

Secondly, the amount of research that currently exists which focuses on residents' perceptions of mega-events is scant. This is mainly because the vast majority of studies (Ohmann, Jones & Wilkes, 2006:129; Saayman & Saayman, 2012:220; Davies, Coleman & Ramchandani, 2013:31) that have been conducted on host communities have tended to focus on the economic impacts of sport events, rather than focusing on researching the impacts of sport events on the host communities within the social arena. In the light of the above, the current study, which has been conducted in relation to the 2010 FIFA World Cup™, provides a relatively unique prospect in this regard, as the voices of the residents have often been missing in the planning and execution of mega-events in the past, unlike in the present text.

Thirdly and lastly, world's largest sporting mega-event was hosted in Africa for the first time and it was widely hailed by the international community as having been a success according to the Institute for a Democratic Alternative in South Africa (IDASA) (2010:3), means that the study poses a unique opportunity to assess the legacy impacts of such a large-scale event. Therefore, the study should be seen as yielding valuable highlights and insights into the trends of such legacy imperatives as the social, environmental and sport legacy, particularly in a developing economy.

1.7 Research methodology

1.7.1 Research design

According to Saunders, Lewis and Thornhill (2012:59), a research design is the general plan of how to set about answering research question(s) in relation to which the importance of clearly delineating the research questions involved cannot be overemphasised. The current study has employed both qualitative and quantitative methods of data collection. Veal (2006:40) contends that qualitative research is generally not concerned with numbers. Such research involves a great deal of information about a small number of people, rather than a limited amount of information about a large number of people. Veal (2006:74) further asserts that quantitative research involves statistical analysis, which relies on numerical evidence to draw conclusions, or to test a hypothesis, about a particular topic.

1.7.2 Identification of study area

As was earlier mentioned in the current chapter, the 2010 FIFA World Cup™ matches were staged in nine different South African cities (Leggat et al., 2010:74), of which one was Port Elizabeth. Therefore, in order to collect the data concerned, questionnaire surveys were administered within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium. Further information pertaining to the study area is elaborated on further in Chapter Four, which details the research design and the methodology, of the current thesis.

1.7.3 Research population

Fredline and Faulkner (2000:772) and Swart and Bob (2009:123) assert that the residents of host locations, especially those residing close to the stadiums where an event is held, are stakeholders in the event who are directly impacted on by it. Thus, the researcher found measuring the attitudes and the perceptions of the populace in the precinct of the Nelson Mandela Bay Stadium to be imperative for the purposes of the study. The survey population of interest for the study, therefore, included the residents living within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium. The next subsection presents a discussion of the sampling method employed in the study.

1.7.4 Methods and tools for collecting data

Both primary and secondary data gathering collection methods were utilised for the current study.

1.7.4.1 Primary source of data

The primary data for the study were gathered by means of the administration of questionnaires, which were administered face-to-face to the residents involved with the study. The questionnaire, which was designed in conjunction with the supervisor, incorporated both open and closed questions. De Vos and Fouche (2001:89) define a questionnaire as an instrument with open or closed questions or statements, to which a respondent is required to respond.

1.7.4.2 Secondary sources of data

A literature review forms a key component of secondary data. The following secondary sources of information were consulted in the course of the study: relevant books dealing with tourism, sport tourism, mega-events, event management, tourism marketing and tourism development, series of journals, including the *Journal of Travel Research*, *Politikon*, the *Journal of Sport Management*, the *Journal of Tourism Marketing*, *Annals of Tourism Research* and the *Journal of Economic Development*; various websites, such as that of FIFA and South African government publications and relevant theses and dissertations. The next subsection presents the sampling method that was adopted for the research study.

1.7.4.3 Sampling method

The comparative nature of the current study required that the data collection be conducted in two phases. The first phase (entailing the collection of the pre-event data) was completed three months before the kick-off of the 2010 FIFA World Cup™. In contrast, the second phase (entailing the collection of the post-event data) was conducted during September 2012, due to mega-event effects usually being long-term in nature (Ma, Egan, Rotherham & Ma, 2011:90). Using a two-year and three-month interval to measure the changing views and the perceptions of the residents concerned might have been sufficient. For both phases, and as was previously mentioned, the research population of interest involved the residents residing in Port Elizabeth within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium. A sample size of

($n=700$) questionnaires was administered for the study. The instrument concerned, which was split into two equal halves (with 350 each for the pre- and post-event), was administered face-to-face with the respondents concerned. The data were collected by means of the application of the stratified random sampling technique. The streets of North-End Lake suburb, in Port Elizabeth, were divided into a number of strata. The fieldworkers concerned then randomly selected a household or flat situated within a two kilometer 2km radius of the stadium (Nelson Mandela Bay stadium) and interviewed any available adult available face-to-face. A detailed description of the methodology and sampling approach adopted is provided in Chapter Four, which is the research design and methodology chapter of the thesis. The methods and the tools that were used for collecting the data for the current study are elaborated on in the next section.

1.7.4.4 Method of analysing data

The Statistical Package for Social Sciences (SPSS) software was used to analyse the quantitative data. The software describes and summarises data by means of the use of descriptive statistics, tables, bar charts and graphic presentations. The qualitative data were analysed into different conceptual categories, based on the employment of the constant comparative method.

1.8 Delineation of the study

The present study was limited to investigating the residents' perceptions of the 2010 FIFA World Cup™ in Port Elizabeth. The residents concerned were specifically those residing within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium.

1.9 Format and style of the thesis

This thesis comprises six chapters, which follow the outline given below.

Chapter One: Introduction

The first chapter initiates the study by providing an introduction to, and a description of the background of, the study. It clarifies the basic terms and concepts used in the study, followed by presenting a statement of the research problem, as well as the research questions and objectives that guided the study. The research design and methodology that were used to collect both the primary and the secondary data, the significance of

the research and the limitations of the study, as well as the format and style of the thesis, are presented.

Chapter Two: Theoretical framework

The focus of this chapter is on the social exchange theory that was employed for the research study. The nature of the underlying theory is elaborated on within the context of sport tourism mega-events.

Chapter Three: Literature review

This chapter presents a review of the literature consulted for the study, with the aim of providing an understanding of sport tourism and of mega-events in relation to South Africa's hosting of the 2010 FIFA World Cup™. It further examines the nature of mega-events and of the mega-event legacy initiatives, as well as the perceived impacts that are linked to mega-events.

Chapter Four: Research design and methodology

This chapter presents a discussion of the research design and methodology that were utilised for the study. It describes the data collection method, the target population, the sample size, the research instruments and the data collection methods employed. The chapter concludes with the exploration of the nature of data capturing and data analysis.

Chapter Five: Empirical findings and discussion

The chapter discusses detailed analyses of the comparative findings that are derived from the resident surveys in relation to the predefined objectives of the study.

Chapter Six: Summary and conclusions

Chapter Six rounds off the study. The researcher puts forward conclusions and recommendations pertaining to the study.

1.10 Summary

The aim of the current chapter (Chapter One) was to initiate the research study. The chapter provided the introduction to the study and presented the clarification of basic terms and concepts used in the current thesis. The research questions and research

objectives were also outlined. The research methodology, in terms of the research design, the research population, the sampling method, the methods and the tools that were used to collect the data were presented. Subsequently, the significance of the study area was delineated. The chapter concluded by outlining the format and the style of the thesis. The following chapter, which is Chapter Two of the current thesis, presents a discussion of the theoretical framework within which the research endeavour was formulated.

CHAPTER TWO

THEORETICAL FRAMEWORK

2.1 Introduction

Sport mega-events as the Olympic Games, the Commonwealth Game and the rugby or soccer World Cups have gained greater significance over the past two decades than they have ever before had (Cornelissen, 2004:1293). This can be attributed to the primary motive of economic impacts that has been used to validate such events and to determine their continuance (Deccio & Baloglu, 2002:48; Daniels, 2007:333; Saayman & Saayman, 2012:220; Davies et al., 2013:31; De Nooij & Van den Berg, 2013:2). According to Van Schumann (2013:12), it is important to note that during the bid preparation and implementation phases of a mega-event, it is necessary to coordinate a large number of actors who have in some cases, very different interests, and who form a complex web of relationships. These actors include, among others: the organisers, the media, the organising committee, the investors, the audience, the sponsors, the participants and the rights holders (Van Schumann, 2013:9). Literature on mega-events, according to Gursoy and Kendall (2006:605), and Van Winkle and Woosnam (2014:33), advise that even before submitting a bid for hosting mega-events, the organisers involved should solicit inputs from several different community groups to prompt public debate, and to promote community involvement in order for their voices to be heard, and so that they might be consulted on the development. In addition, and of even greater importance, members of the community groups can then be identified as stakeholders within the developments being undertaken (Sadd, 2010:269).

The focus of this chapter is to present a discussion of the theoretical base upon which the current research endeavour is formulated, argued and presented. A theoretical framework consisting extensively of matter relating to the social exchange theory is examined and presented. The theory in question has been shown to be a suitable theoretical framework for analysing residents' perceptions and attitudes towards tourism development (Deccio & Baloglu, 2002:46; Waitt, 2003:1995; Gursoy & Kendall, 2006:603; Bassa & Jaggernath, 2010:12; Karakadis & Kaplanidou, 2012:243; Látková & Vogt, 2012:52). The advantages of using the aforementioned theory lie in its potential to explain both positive and negative attitudes and to investigate exchanges at the

individual or communal level (Karadakis & Kaplanidou, 2012:247). The underlying theory is elaborated on within a discussion of the various sub-themes pertinent to sport mega-events and, in particular residents' perceptions and the expression of support regarding such events in order to provide further understanding of the literature reviewed and presented in the following chapter (Chapter Three).

2.2 The social exchange theory and model

Theoretical frameworks examining tourism's social impact have received increasing attention following Waitt's (2003:195) critique. This is evident owing to that a number of studies examining residents' responses to major events for example, utilise the social exchange theory as a theoretical base, as has been noted by Van Winkle and Woosnam (2014:27) and by Kim et al. (2006:87). The studies mentioned have the same approach in mind as does Waitt (2003:195), in examining the social impacts of the Sydney 2000 Olympic Games.

The social exchange theory is a social, psychological and sociological perspective that describes social change as a process of negotiated exchanges between individuals or groups (Hritz & Ross, 2010:121). The authors note that the theory, when used in tourism, postulates that hosts and visitors tend to exchange resources that are valued by both parties concerned (Hritz & Ross, 2010:121). The theory accounts for the divergent resident evaluations of tourism impacts, primarily in terms of experiential or psychological outcomes (Waitt, 2003:195). It contends that local residents are likely to form their perceptions based on the expected value of an exchange before the actual exchange occurs (Kim et al., 2006:87). According to Waitt (2003:195), residents tend to evaluate tourism/events as being either positive or negative in terms of the expected benefits, or costs, deriving from the services that they supply.

Kim et al. (2006:87) argue that theoretically, the initial perceptions prior to the event serve as a 'reference point' for future re-evaluations of the impacts involved. Kim et al. (2006:88) further deduce that several factors affect the way in which residents evaluate the rewards of hosting a mega-event in relation to the costs before hosting the event. In general, Fredline and Faulkner (2000:764) maintain that because of the hype that is generated by the national media, the government agencies, and the mega-events

committee, local residents are likely to believe that the expected benefits of hosting the mega-events will exceed the expected costs.

To further gain an in-depth understanding of the social exchange theory, the subsequent model (Figure 2.1) illustrates the exchange process as consisting of a combination of steps and relationships. The model represents that residents tend constantly to re-evaluate the perceived consequences of the exchange transaction within a dynamic social setting (Waitt, 2003:196). However, it is assumed that their re-evaluation must remain positive if they are likely to continue to participate in future exchange behaviour (Waitt, 2003:196). The latter author further states that a positive perception is suggested as occurring only when both the actors involved have high levels of social power within the exchange relationship. Negative perceptions, in contrast, are related to the existence of low social power levels among the actors, since they perceive that they will gain little from the exchange.

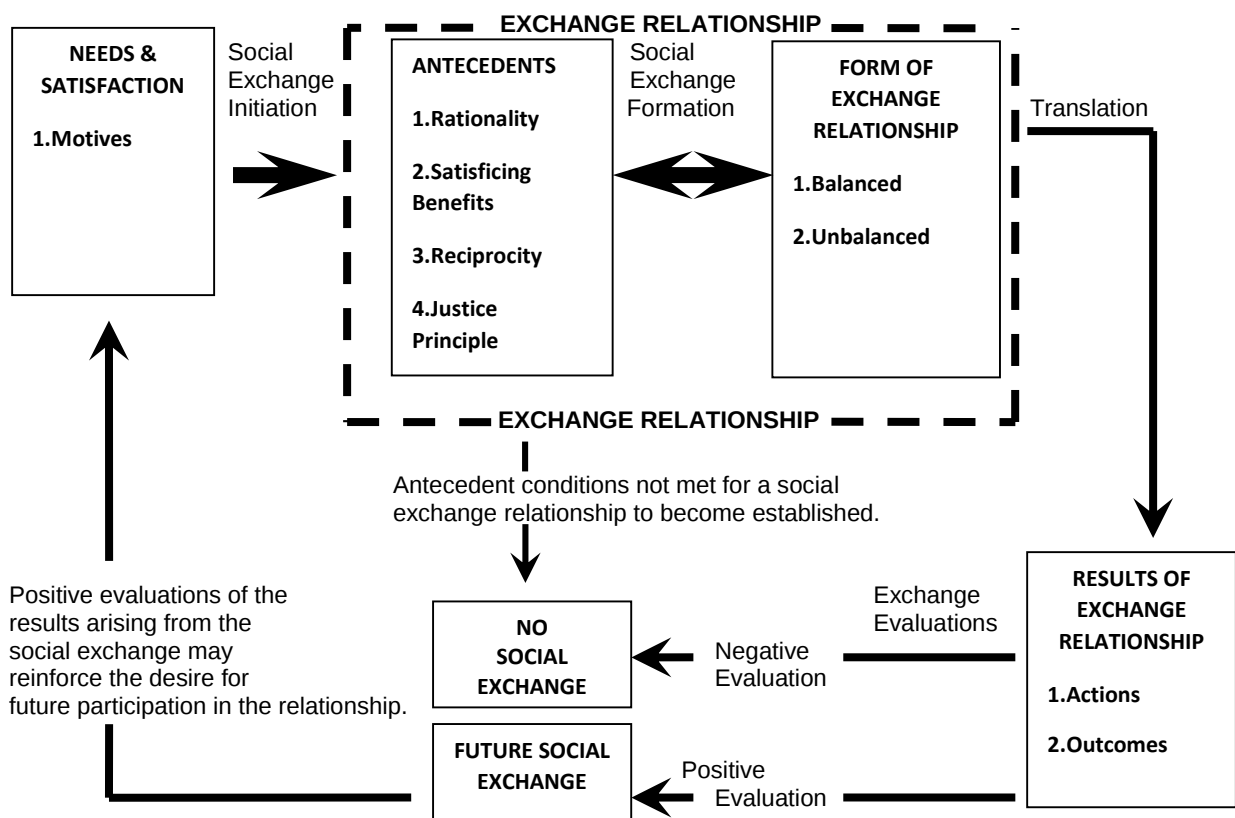


Figure 2.1: A model of the social exchange process

Source: Waitt (2003:197)

According to Waitt (2003:196), positive or negative evaluations are theorised in terms of the presence or absence of certain 'antecedent conditions', including: rationality, satisficing benefits, reciprocity and the justice principle, as Figure 2.1 above illustrates. Waitt (2003:211) reasons that 'rationality' pertains to an actor's behaviour being based upon reward-seeking behaviour. The latter author states that 'Satisficing of benefits' suggests that residents may well be aware of the negative effects of tourism, but nevertheless accept it as being present in their environment because they perceive the positives accruing there from as outweighing the costs concerned (Waitt, 2003:211). With regard to 'reciprocity', social exchange process theory proposes that if the resources that are exchanged between the host residents and the industry are roughly equivalent, the effects are perceived positively by all parties (Waitt, 2003:211). Regarding mega-events, the perceived rewards should equal the residents' willingness to carry the infrastructure costs, to extend friendliness, courtesy and hospitality to tourists and to tolerate inconveniences (such as having to queue for services, share local facilities and to endure overcrowding, traffic congestion and route disruption) (Waitt, 2003:211).

Waitt (2003:196) states further that the 'justice principle' suggests that each exchange be underpinned by norms of fairness, so as to ensure that residents receive reasonably equitable returns for their support, or participation. The researcher, in addition, points out that residents are more likely to have positive perceptions if they have a sense of participation in the planning policies and if they have trust in the event organisers.

As was already stated earlier in the chapter, the theory suggests that residents are involved in a series of exchanges with regard to tourism and that the outcome of these exchanges is likely to determine their levels of satisfaction with the process (Karadakis & Kaplanidou, 2012:247). If they perceive themselves to have benefited from tourism exchanges, they should have positive perceptions of the exchanges, but they should have negative perceptions about them if they perceive tourism to be associated with negative impacts that outweigh any benefits involved. The theory could be used to explain the relationship between economic dependency on tourism and the positive perceptions of tourism impacts (Karadakis & Kaplanidou, 2012:247). Social exchange theory assumes that the decision-making process always ends in gain, suggesting that there are no losers involved, but only winners. According to Látková and Vogt

(2012:64), the theory presumes that all people who enter into an exchange are provided with the complete and correct information pertaining thereto.

The current thesis employs the social exchange theory as a basis, in order to examine how residents' feelings change overtime. This is in keeping with Waitt's (2003:211) highlighting that attitudes towards an event are likely to change across time, because the formation of an exchange relationship between the individual and the event is not static, but it is, rather, continuously negotiated and renegotiated. Additionally, assessing the residents' perceptions of the 2010 FIFA World Cup™ in Port Elizabeth, both before and after the event, is important, as doing so might provide an objective view and a better understanding, of the dynamics of residents' attitudes and views that are pertinent to the hosting of mega-events, particularly in the developing context. As communities are not homogenous groups with shared values, goals or attitudes, the researcher finds it necessary to discuss the social exchange theory in relation to diverse community perceptions.

2.2.1 The social exchange theory and diverse community perceptions

Tiyyce and Dimmock (2000:5) state that while community attitudes can vary greatly from one destination to another, the community attitudes are determined not only by the nature of the local community and by the type of contact between the host and guest, but also by the tolerance threshold of the residents.

The perceptions of the social and cultural impacts of sport mega-events are likely to differ across resident socio-demographic profiles, as each segment has its own social exchange relations with the other stakeholders who are involved in hosting the mega-event (Waitt, 2003:196). Fredline (2004:155) concurs with the above and highlights the argument that events have a differential effect on individuals within a community. Thus, decision-makers need to understand the full range of the impacts of events and how the impacts are distributed across a community. The tourism literature suggests that the perceptions of costs and benefits of an event are complicated by concerns for distributive justice and for the varying value systems of different members of the community (Kim et al., 2006:87). It also suggests that the local residents are likely to form their own preconceptions and images based on each individual's value system and experiences (Kim et al., 2006:87). With the social exchange theory and diverse

community perceptions highlighted, the community support of mega-events is of essence. Therefore, it is important to outline the nature of community involvement in mega-events as a crucial condition to their success.

2.2.2 Community support of, and involvement in sport mega-events

Gursoy and Kendall (2006:604) argue that community involvement in sport mega-event planning is a recent phenomenon, with the amount of research into local support for hosting such events being as yet limited. According to Hardy and Beeton (2001:178), the support for mega-events is reliant upon perceptions, especially if the host community is to feel a sense of ownership or connection to the event. Moreover, based on social exchange theory, Lee (2012:2) suggest that if the host residents perceive that they are likely to benefit from such exchanges without incurring intolerable costs, they are likely to support and to participate in exchanges with the visitors and to support additional community-based tourism development. Nevertheless, Kim et al. (2006:89) contend that mega-events are no exception to the local residents' support is essential, regardless of the type of tourism development involved. Many researchers (Jago, Chalip, Brown, Mules & Ali, 2002:118) have recognised the importance of the host community being involved in and 'owning' an event, which, in turn, tends to emit positive messages to the visitors.

As was already stated earlier on in the current chapter, those members of the community who are likely to receive the greatest benefits from hosting an event often favour and support the hosting of the event more than do those who are likely to receive fewer or no benefits from doing so (Kim et al., 2006:87). For instance, surveys conducted by several different researchers (Fredline & Faulkner, 2000:766; Swart & Bob, 2009:123; Bassa & Jaggernath, 2010:123) on residents' perceptions and attitudes towards the FIFA World Cup™ have revealed that most of the respondents surveyed, who were selected from among the residents living in close proximity to the competition stadiums in Cape Town and Durban, stated that they supported the hosting of the 2010 FIFA World Cup™ and that they shared a sense of pride in the national achievement. The farther away that people reside away from an attraction, the less likely it is that they will review the event favourably (Jurowski & Gursoy, 2004:298). In contrast, Bob and Swart (2010a:79) contend that the residents who live in close proximity to heavily concentrated focal points for tourism are more likely to be

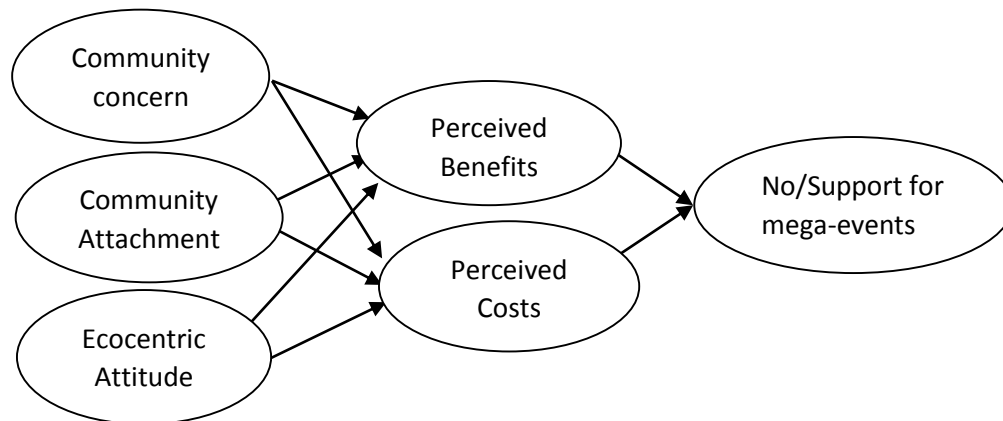
negatively disposed to the tourism concerned, by virtue of their greater exposure to its negative externalities, such as traffic noise, congestion and litter, than are the residents who live farther away from it.

As much as active support is likely to transform a mega sporting event into an urban festival (Gursoy & Kendall, 2006:604), it is also possible that active opposition to hosting may lead to delays, legal action and the abandonment of projects (Gursoy & Kendall, 2006:604). Thus, Fredline (2004:156) cautions that if community concerns are not addressed, they can potentially undermine the success of an event, particularly if the residents' perceptions are not examined and there is loss of support for tourism development as well as unwillingness to work in the tourism industry, resulting in the development of hostility towards the tourists (Waite, 2003:196). Fredline (2004:156) cautions that internal marketing that is addressed at the host communities might assist with achieving higher levels of community satisfaction in this regard.

Gursoy and Kendall (2006:607) presents Figure 2.2 below that was tested in relation to the responses that were received from the local residents of Salt Lake City during the 2002 Winter Olympics. The figure, which has its theoretical basis in the social exchange theory, builds on previous research that was conducted in the field (Fredline, Jago & Deery, 2003:23). According to the theory, the perceptions of potential impacts depend on how people evaluate the exchange in which they are involved. Those who consider the exchange to be beneficial are likely to evaluate the potential impacts differently from how someone who evaluates the exchange as detrimental does (Gursoy & Kendall, 2006:607).

Gursoy and Kendall (2006:607) indicate that costs and benefits, in turn are influenced by residents' community concern, their emotional attachment to the community and their ecocentric attitude or degree of environmental sensitivity. Gursoy and Rutherford (2004:498) clarify that in the context of mega-event tourism, the social exchange theory suggests that expressed support involves a willingness to enter into an exchange. The information that is contained in the first two figures in this chapter (i.e. Figures 2.1 and 2.2), is based on two main arguments.

Figure 2.2: A proposed figure for the 2002 Winter Olympics in Salt Lake City



Source: Adapted from Gursoy and Kendall (2006:607)

The first argument is that they are both based on the social exchange theory, entailing that those residents who view large-scale tourism projects as being contributory to their general welfare and who believe they are likely to gain benefits from them without having to incur unacceptable costs, will tend to favour the exchange and consequently, support the process. The second argument is that both figures concerned deem that the presence or absence of certain 'antecedent conditions' which, according to Waitt (2003:196), entail rationality, satisficing benefits, reciprocity and the justice principle) in turn directly and/or indirectly influence the amount of community support given, through their effect on the perceptions of the opportunities and concerns involved.

2.3 Summary

This chapter was aimed at providing a theoretical framework for the current research study. The discussion commenced with a brief introduction, followed by an examination of the social exchange theory, with specific reference to the diverse nature of residents' perceptions and residents' support, as well as to residents' involvement in sport mega-events. The next chapter (Chapter Three) provides the details of a literature review for the current thesis.'

CHAPTER THREE

LITERATURE REVIEW

3.1 Introduction

The study of the relationship between sport and tourism is most definitely gaining momentum in academic circles (Wäsche & Woll, 2010:191), due to the number of sport events having continued to proliferate, causing them to become significant tools for both urban and regional development on a global scale (Kellet, Hede & Chalip, 2008:102). Owing to the increased attractiveness of mega-events, their hosting has increased largely because of their potential as valuable promotion tools (Knott, Swart, Turco & Bob, 2010:1). The Institute for Human Rights and Business (IHRB) (2013:8) states that as mega-events are an investment catalyst, they tend to create jobs, improve the infrastructure, develop housing and increase levels of tourism. Consequently, such mega-events as the FIFA World Cup™ end to offer several benefits (Van Schumann, 2013:27).

The FIFA World Cup™, which has been conducted once every four years since the first championship was held in Uruguay in 1930 (Leggat et al., 2010:74), was hosted in South Africa from June to July 2010 (Allen, Knott & Swart, 2013:1994; Knott, et al., 2013:569). This occurred in the light of South Africa's transition to democracy as a nation, which took place two decades ago and which was hailed internationally as a major political milestone. The transition accorded South Africa celebrity status on a continent that is generally considered to be plagued by ongoing developmental and economic challenges (Nadvi, 2008:39).

The objective of this chapter is therefore, to discuss the literature review that was undertaken for the current research study. The chapter is divided into three sections. The first section of the chapter introduces a theoretical background to the study of sport and tourism. The second section of the chapter examines the development of tourism and sport that took place in South Africa, with specific reference to the hosting of the 2010 FIFA World Cup™. The third and last, section revolves around the examination of mega-events. The section is aimed at creating a better understanding of legacy impacts that are linked to sport mega-events.

3.2 Overview of sport tourism

Sport tourism, which is one of the fastest growing market segments in the tourism industry, is receiving increased attention for its social, environmental and economic impacts upon destinations (Hritz & Ross, 2010:119). The participation in, or the watching of, sport events has occurred since the holding of the ancient Olympics, at which ceremonial occasion people gathered at Mount Olympus from numerous other places, so as to be able to watch their champions compete (Weed & Bull, 2004:42). Recently, the Olympic Games have become a large and independent industry worldwide (Koozehchian, Ehsani & Firouzjah, 2011:216). Roche, Spake and Joseph (2013:147) cite contributing factors to the growth of sport tourism as: expansion in the number of participants worldwide, in a variety of professional, intramural and leisure sport leagues; the increased general popularity of sports worldwide, an increase in the number of travellers who plan vacations around sport events and the exponential growth of popularity of engaging in an 'active lifestyle'. Eslami et al. (2013:105) conclude that sport tourism is a critical element in the world of tourism and that it has become a highly competitive niche tourism business. To contextualise sport tourism, the definition of 'sport', 'tourism' and 'sport tourism' are provided next.

3.2.1 Definition of 'sport'

Research, according to Willis (2000:828), suggests that the definition of sport itself has been as uncertain as that of the sports contests themselves. The author indicates that technical definitions often involve some form of differentiation along a continuum from the informal end of 'play' to the formal one of 'sport'. The term 'sport' has thus been socially constructed and it has acquired different meanings at different times in history, as well as in different societies (Weed & Bull, 2004:48). Hinch and Higham (2011:18) define sport as being 'goal-oriented, competitive and contest-based'. They further point out that all three characteristics are closely related: sport is goal-oriented, in the sense that sporting situations usually involve an objective that is related to achievement in terms of: ability, competence, effort, degree of difficulty, required skill set and mastery, or performance. In most instances, the goal orientation is extended to some degree of competition. Closely associated with competition is the contest-based nature of sport, in which outcomes are determined by a combination of physical prowess, game strategy and to a greater or lesser degree chance (Hinch & Higham, 2011:18).

3.2.2 Definition of 'tourism'

Tourism is one of the most important industries in the world (Koozehchian et al., 2011:216). As with sport, the concept of 'tourism' is defined in several different ways (Weed & Bull, 2004:42). According to Heath and Wall (1992:12), tourism usually denotes a form of activity that takes place at a specific distance from home, or in a geographical administrative jurisdiction that is different from one's place of permanent residence. Bennett (1995:5) indicates that tourism involves "any activity concerned with the temporary short-term movement of people to destinations outside the places where they normally live and work and activities during their stay at these destinations". Another definition by Dwyer, Forsyth and Dwyer (2010:25) define tourism as specific types of trips: those that take a traveller outside his/her usual environment for less than a year and for a main purpose other than to be employed by a resident entity in the place visited.

3.2.3 Definition of 'sport tourism'

The concept of 'sport tourism' is a complex one, with the complexity involved emanating from the difficulties experienced in defining the concept (Koozehchian et al., 2011:216). Hudson (2003:2) broadly defines such tourism as including travel away from one's primary residence to participate in a sport activity for purposes of recreation or competition, as well as travel to observe sport at a grassroots or elite level and travel to visit sports attractions. In contrast, Gammon and Robinson (2003:22) write that sport tourism is comprised of persons travelling to and/or staying in places outside their usual environment and participating, either actively or passively in a competitive or recreational sport as a secondary activity. According to Weed and Bull (2004:37), sport tourism is a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place.

Drawing upon the observations of Hinch and Higham (2011:6), a number of definitions exist in the field that afford the opportunity to study sport tourism from various perspectives. Another definition of sport tourism, according to the aforementioned authors, is that sport tourism is sport-based travel away from the home environment, which is engaged in for a limited period of time (Hinch & Higham, 2011:21). In conclusion, Standeven and De Knop (1999:12) indicate that sport tourism is "all forms of active and passive involvement in sporting activity, participated in casually or in an

organised way for non-commercial or business/commercial reasons that necessitates travel away from home and work locality”.

3.2.3.1 The confluence of sport and tourism

According to Schwark (2007:117), the first connections between sport and tourism emerged in the early to mid-nineteenth century, with English competitive sports serving as a central pillar of modern western sports (alongside German exercises and Swedish gymnastics). Kurtzman and Zauhar (2003:38) point out that sport is the world’s largest social phenomenon. Hinch and Higham (2011:20) regard sport as an important activity within tourism, while tourism and travel are fundamentally associated with many different types of sport. Wäsche and Woll (2010:192) state that sports tourism has to be considered as being more than just the intersection of sports and tourism, or a special niche of the tourism sector. Hinch and Higham (2011:20) assert that the specific confluence of the two concepts varies, according to the perspectives of stakeholders involved and their particular interest in sport tourism. Kurtzman and Zauhar (2003:39) write that tourism is predicted to become the world’s biggest industry. As such, the points of contact between sport and tourism can be seen to have increased dramatically, with the mutual benefits for both being quite perceptible and their relationship with each other being marked by extreme compatibility. The authors further note that the term ‘sports tourism’ has been coined to attain a better understanding of the use of sport as a touristic endeavour than was previously possible. Moreover, in the last decade or so, philosophical and entrepreneurial developments have taken places that recognise the validity of such a ‘marriage’ (Kurtzman & Zauhar, 2003:39).

Deery, Jago and Fredline (2004:241) present a sport tourism figure (Figure 3.1) that highlights the overlapping of sport, tourism and events. The figure shows the relationship between tourism and event and sport tourism. However, Deery et al. (2004:242) note that some sport is purely that as it has no relationship with tourism and that some tourism events also have no connection or relationship with sport. In addition, the latter authors mention that a component of sport tourism is related to the form of tourism that is focused on attractions, museums and stadia (Deery et al., 2004:242). The role that sports tourism plays as a travel and activity motivator requires attention. The concepts of sport and tourism have long been linked in the minds of

sports tourists and commercial providers and, to a lesser extent, in the minds of those public sector providers seeking to use sports tourism as a tool in economic, social and community development (Weed & Bull, 2004:202).

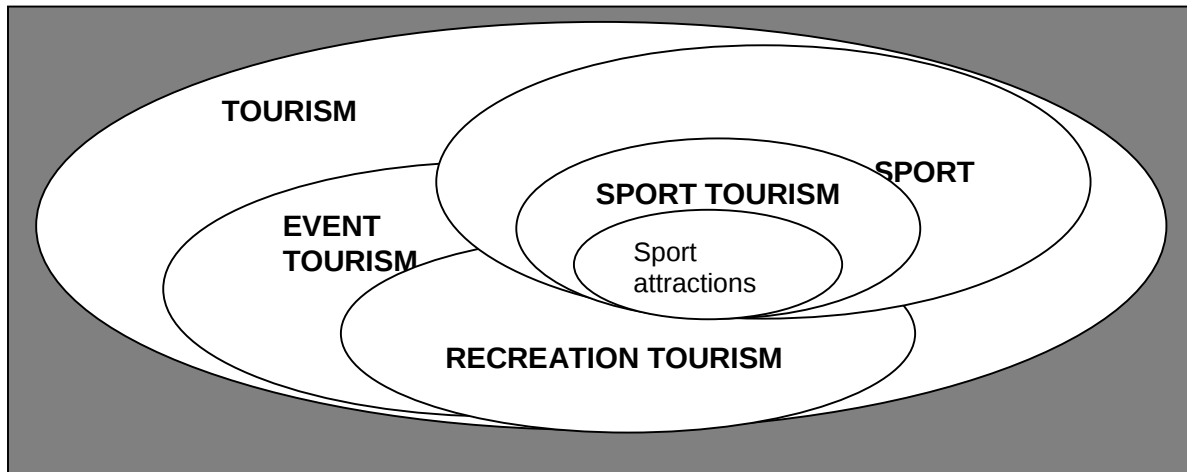


Figure 3.1: Overlapping of sport, tourism and events

Source: Deery et al. (2004:240)

De Knop (2004:304) asserts that sport is an important activity within the field of tourism and that the relationship between the two is symbiotic. Gibson (1998a:156) recognises three broad categories of sport tourism: watching sporting events, visiting sports-related attractions and active participation in such tourism. The first category consists of watching sporting events, or of participating in sport event tourism, including such hallmark events as the FIFA World Cup™ Football Championships and the Olympic Games. The second type of sport tourism that Gibson (1998a:156) recognises includes celebrity and nostalgia sport tourism, which involves visiting famous sports-related attractions and sport halls like the Basketball Hall of Fame. The third and final, category concerns active participation in sport and tourism, which comprises individuals travelling to participate in golf, skiing and tennis, in particular. Moreover, Standeven and De Knop (1999:13) identify different forms of sports tourism, using the active/passive distinction, as well as other categorisations. These authors Standeven and De Knop (1999:13) state that 'tourism relevant to sport' is split into holiday and non-holiday trips, with each category being subdivided into active and passive trips, before being further subdivided into smaller subcategories (see Figure 3.2 below).

Gammon and Robinson (2003:22) argue that any analysis that is undertaken in the field of sport and tourism should try to compound the two already distinctive disciplines into one, thus creating new foci of interest. The authors reason that a successful analysis is not a question of merely combining statistics from sport and tourism and coming up with logical conclusions, as the subject of sport and tourism is clearly more than just the sum of its parts. Instead, Gammon and Robinson (2003:23) argue that what is clearly required is a broad theoretical framework that not only illustrates the variety of customer motivation involved, but which also highlights particular sport and tourism categories, such as can be seen in Figure 3.2 below.

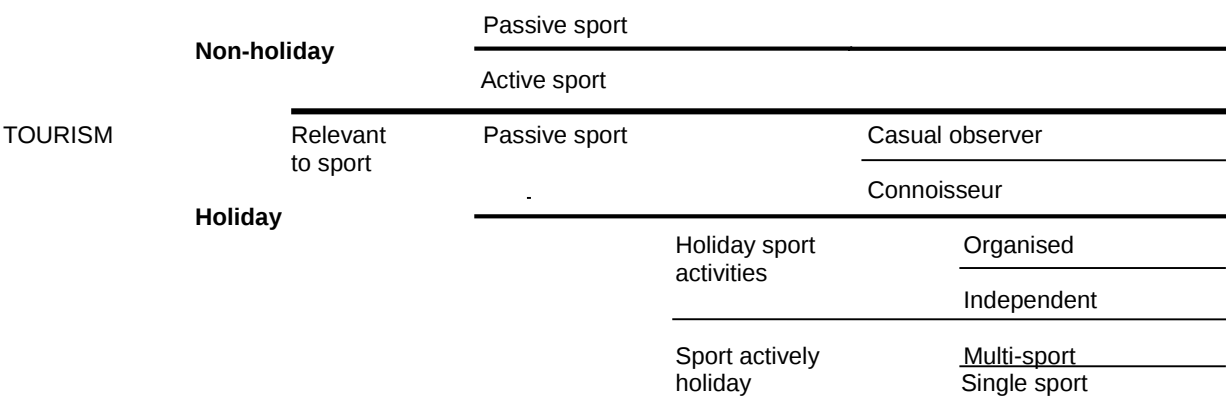


Figure 3.2: Forms of sport tourism
Source: Standeven and De Knop (1999:12)

The main aim of the above figure is, firstly, to illustrate the bisectional nature of the subject area, from either a sport or a tourism standpoint. Secondly, the figure highlights the segmentalist structure of sport and tourism, in order to delineate further areas of focus (Gammon & Robinson, 2003:23).

Numerous figures, or frameworks, have been developed to express the concept of sport tourism (Deery et al., 2004). The framework presented subsequently (see Figure 3.3 below) expands further on the concept of sport tourism, including the different types of involvement and outcomes from sport tourism. The figure provides a more holistic perspective on the concept of sport tourism. Gammon and Robinson (2003:23) clarify that the left-hand side of the figure (i.e. sports tourism) is devoted to the analysis of individuals and/or groups of people who either actively or passively, participate in competitive or recreational sport, while they travel to and/or stay in places outside their

usual environment. In contrast, tourism sport concerns persons travelling to and/or staying in places outside their usual environment and participating either actively or passively in a competitive or recreational sport as a secondary activity (Gammon & Robinson, 2003:23).

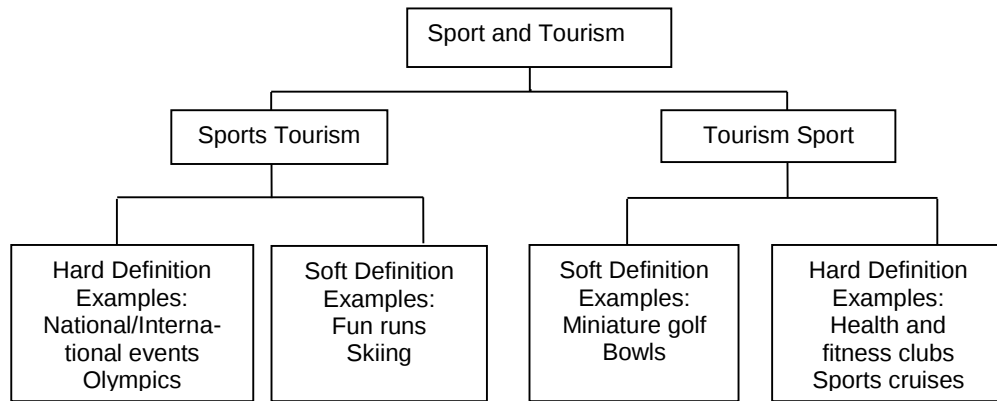


Figure 3.3: Sport and tourism

Source: Deery et al. (2004)

With the concept of sport tourism having been presented, the following sections (3.3 and 3.4) provide an overview of tourism and sport tourism in South Africa, respectively.

3.3 Tourism in South Africa

Tourism is one of the largest industries in the world (Bob & Potgieter, 2013:72) and notably, African governments are showing an increasing interest in tourism as a source of growth and diversification (Iain & Crompton, 2001). The tourism industry in South Africa has grown considerably since the country's first democratic elections were held in 1994 (South Africa. South African Tourism [SAT], 2011b:8). SAT(2011b:8) further reports that after the 2009 elections, the government made significant changes in the government ministries, including the establishment of a stand-alone Ministry of Tourism, which indicates that the tourism industry itself has grown in stature, to a point at which it is now being taken seriously by the government.

Over the past decade, policy frameworks have been brought into place, most importantly through the publication of the 1996 *White Paper on the Development and Promotion of Tourism in South Africa*, which was aimed at maximising the opportunities for tourism to contribute towards economic growth, job creation and enterprise

development (Rogerson, 2005:6). Clearly, from the Review documents that were published by the Department of Environment Affairs and Tourism (DEAT), the period since 1994 has come to be regarded by the government as being marked by a considerable level of achievement, particularly in terms of the renewed growth of international tourist arrivals (South Africa. DEAT, 2003:2). According to the DEAT (2009:17), tourism was considered to be only a minor economic sector in the pre-1994 era, in the light of the relatively small contribution that it made to the country's GDP. However, as has already been noted, since 1993, spectacular growth has occurred in the amount of international tourism undertaken, building upon the 'Mandela boom' that was associated with the new democracy, the events of 11 September, the Iraqi War and subsequent incidents of international terrorism, which have led to the reassessment of South Africa as a relatively safe destination for international travellers, especially in contrast to overseas countries (Rogerson & Visser, 2004:5).

According to Bob and Potgieter (2013:74), South Africa is a tourist destination with unique environmental and cultural tourism products. The country has also increasingly used sport tourism to promote South Africa as a major sport events destination. The authors further point out that it is a country with a physical location and natural features, including a variety of ecosystems and natural environments, a unique history, diverse cultures and a range of tourism products, that combine to make it an attractive destination for different markets. Bob and Potgieter (2013:74) cite different categories/types of tourism as driving tourism in South Africa as: ecotourism, meetings, incentives, conferences and exhibitions (otherwise known as MICE, or the business market), visiting friends and family, wine tourism, cultural and heritage tourism and events tourism.

Rogerson (2004:250) suggests that a substantial share of South Africa's international arrivals is accounted for by visitors from sub-Saharan Africa, rather than long-haul international tourists. This view is maintained by SAT (2011a:4), which asserts that the African continent is the largest source of foreign visitor arrivals for South Africa, since the region in question is known to have contributed an additional 414 294 visitor arrivals in 2009, being a growth of 5.6% from the previous year. The Department of Tourism (South Africa. Department of Tourism, 2013:1) further alludes that tourists from the Southern African Development Community (SADC) region mainly enter the country by

road, while those from overseas and other African countries tend to enter the country by air. In December 2013, Zimbabwe led the 'top 10' list of tourists coming from SADC countries to visit South Africa, with 30.3% of the total number of tourists, followed by Lesotho at 18.9% and Mozambique at 15.8%. Overseas countries, such as the United Kingdom, the United States and Germany, were among the 10 leading countries from which visits were paid to South Africa. In addition, Nigeria, Kenya and Ghana led the list of the top 10 African countries visiting South Africa. Year on year, the month of December tends to see more tourists visiting the country than does any other month (South Africa. Department of Tourism, 2013:1).

According to SAT (2011a:ii), tourism in South Africa continued its upward trend, with 8.1 million tourist arrivals in 2010, which was a 15.1% increase on the number in 2009 (being more than double the global growth rate of 6.7%). This growth can be attributed to South Africa's successful hosting of the 2010 FIFA World Cup™, with the growth being recorded across all 12 months of the year. According to Nkemngu (2012:2), the volume of tourists to South Africa, primarily because of the 2010 World Cup, stood at 309 554. Research shows that the World Cup not only boosted tourism numbers in 2010, but it also significantly elevated awareness of South Africa as a leisure destination across the world. Such increased awareness, coupled with the dramatically improved tourism infrastructure, is expected to drive tourism growth further in the short to medium term (South Africa. SAT, 2011a:ii). A total of 937 792 tourists visited South Africa during December 2013, making it the highest ever recorded number of tourists in the country that had ever been experienced in any one month. Notably, the increase involved was 7.6% over the number of 871 774 tourists that had been recorded in December 2012 (South Africa. Department of Tourism, 2013:1).

As was indicated earlier in this section, the tourism industry in South Africa has grown significantly. Nkemngu (2012:2) reports that the contribution made by travel and tourism to the South African GDP in 2011 was R251.8 billion (forming 8.6% of the GDP) and that the number was expected to rise by 4.0% in 2012, increasing still further by 3.9% per annum to R385.3 billion in 2022. In the same vein, the industry currently supports 1188000 jobs (forming 9.0% of total employment). Tourism's contribution to the national employment figure was expected to rise to 122 6000 jobs (3.2%) in 2012,

and it increased by 2.0% per annum to 149 8000 jobs in 2022 (9.4% of total employment) (Nkemngu, 2012:2).

SAT (2011a:3) suggests that there are still numerous opportunities for tourism growth that are not being fully exploited. SAT (2011a:3) indicates that the potential number of visitors that could be attracted from 11 target markets (China, Japan, Kenya, Nigeria, the United States, the United Kingdom, Australia, India, France, Germany and the Netherlands) over time was about 76.5 million, with the size of the target segments within each of the 11 markets being 28 million consumers. In sum, tourism has continuously recorded significant growth since the dawn of democracy in South Africa; however, the sector is still exposed to such challenges as seasonality and geographic spread both across and within the provinces. The challenges limit the participation and spread of tourism benefits across the country (South Africa. SAT, 2011a:9). In addition, one of the main negative features of the sector is that South Africa is a long-haul destination for key source markets (Europe, North America and Asia). The problems of safety and security levels, as well as poor service quality, are highlighted (Bob & Potgieter, 2013:75).

3.4 Sport tourism in South Africa

One of former South African President Nelson Mandela's most enduring sayings notes that sport has the power to change the world (Nauright, 2011:181). According to Luiz and Fadal (2011:870), sport can be considered a composite sector that contributes to hospitality and tourism, especially because sport and recreation, potentially, have a significant impact on a country's economy. Sport expands tourism in two ways: firstly, through domestic and international tourists participating in sport, or a recreational activity that is available in a country during their visit there and secondly, through people travelling to a country as spectators or participants in major sporting events (South Africa. Department of Sport and Recreation, 2012:3). Swart, Bob, Cornelissen, Nkhahle and Wood (2009:17) contend that South Africa, like many other developing countries, appears to have embraced the ideology of 'sport-media-tourism' and that the nation is currently seeking to promote an event-driven economy.

Swart, Bob, Knott and Salie (2011:415) indicate that the apartheid era left many negative legacies, such as divided social communities and wide inequalities in

accessing education, sport and facilities. Sport and in particular, sport events played a significant role in the early transformation of South African society. In South Africa, especially, sport plays an important societal–political role in the nation-building process. Immediately after the end of apartheid, the government started trying to harness the nation’s general enthusiasm for sport for political ends (Steinbrink, Haferburg & Ley, 2011:18). While the writing up of histories of sports in the segregation and apartheid eras is important, the study of how sport has been and is influencing society in post-apartheid South Africa is equally crucial (Nauright, 2011:184). The latter author notes that the international boycott against apartheid sport in South Africa was certainly a major point of international pressure that had a major symbolic impact on South Africa (Nauright, 2011:181). More recently, the hosting of such large-scale events as the Rugby World Cup, the Cricket World Cup and the FIFA World Cup™ demonstrate that powerful interests in South Africa believe that sport has a continuing important role to play in the ‘new’ South Africa of the twenty-first century (Lepp & Gibson, 2011:292).

Swart and Bob (2007:373) note that the marketing of sport events has become particularly important in achieving growth in the tourism industry, in order to maximise South Africa’s tourism potential. The South African government launched a sport tourism campaign in 1997, namely South Africa Sports Tourism (SAST). One of the objectives of SAST is to act as an umbrella enterprise, under which existing events might receive unified promotion support. Additional sporting events and recreational activities could also be developed to the greatest benefit of the tourism sector, enabling the country’s extensive recreational resources to be publicised to potential international and domestic tourists (Swart & Bob, 2007:373). It is reported that 10% of all international tourists visiting South Africa fall in the category of sports tourists, with 60–80% of such tourists being classified as spectators (George & Swart, 2012:202). The long-term outlook for growth in sports tourism in South Africa, which is strongly positive, was identified by SAT as being a niche market for potential growth (South Africa. Department of Sport and Recreation, 2012:6).

3.5 South Africa’s hosting of the 2010 FIFA World Cup™

Major sports events have the potential to offer significant benefits to any city, but, simultaneously, are likely to entail immense resource utilisation and enormous risk

(Emery, 2002:316). According to Fourie and Spronk (2011:77), South Africa has emerged as an especially eager mega-event campaigner, having successfully hosted and bid for several high-profile events. Cornelissen and Swart (2006:113) state that mega-events have become prominent in the South African context, owing to the perceived benefits to be gained from nation-building and international profiling. Both economic and developmental gains can be made from pursuing a cohesive identity, with a resultant positive impact being made on the image of the country (Tomlinson, Bass & Pillay, 2009:4). Cornelissen (2004:1294) asserts that African countries, over the past few years, have to a large extent, geared themselves towards participating in the mega-events enterprise. As a result, within the community of African states, South Africa has emerged as the leading exponent of the mega-events franchise (Van der Merwe, 2007:66). At the end of the 1990s, both South Africa and Morocco bid to host the FIFA World Cup™, firstly in the case of the 2006 finals (Cornelissen, 2004:1296) and secondly, when these bids failed, South Africa vied with the Arab states of Morocco, alongside Tunisia and Egypt, to be the first country on the African continent to host the 2010 World Cup (Hamelin, Bachleda & Saiagh, 2012:3). The latter authors (Hamelin et al., 2012:3) state that FIFA reported that not only did Morocco have one of the strongest financial bids, but the country also was recognised as having a sound infrastructure, good potential attendance, given its proximity to Europe and a strong football identity, with many Moroccans playing the sport at an international level. However in spite of the Moroccan 2010 bid being one of the most promising, FIFA ruled in favour of South Africa (Hamelin et al., 2012:3). Even though Morocco failed twice in their bid to host the FIFA World Cup™, it provided a stiff challenge to South Africa, by using the same angle of hosting the tournament together with the rest of Africa as a cornerstone of their bid for the same event (Alegi, 2001:4). Both countries hoped to use in their bids that Africa had previously been marginalised in terms of their desire to host the games, as a means of gathering support from other African nations (Cornelissen, 2006:3).

The 2010 FIFA World Cup™ raised levels of hope and anxiety around a range of issues, particularly in relation to the concern regarding South Africa's ability to successfully host an event of this magnitude and the attendant hope that positive media and economic impacts would arise from it (Bob & Kassens-Noor, 2012:14). These concerns were partly due to that FIFA is meant not to draw a distinction between

the developing and the developed country hosts in respect of compliance and requirements (Davies, 2009:35). The awarding of the FIFA World Cup™ to South Africa was hailed as a great 'victory' for the African continent and the cause of much celebration. It heightened expectations, not only about the spectacle itself, but also about the benefits that would accrue to South Africa and the rest of Africa (Desai & Vahed, 2010:154). As far as the branding preparations for the World Cup were concerned, however, developments were of a rather varied nature, with the main recent thrusts of the national branding campaign being centred on the endorsement of the tournament as 'Africa's World Cup' and on the promotion of the event's 'African legacy'. The official 2010 World Cup emblem, which was launched at the closure of the 2006 finals, contained some African features, such as bearing the colours that are usually associated with some of the pan-African political movements (Cornelissen & Maennig, 2010:106).

Swart et al. (2009:29) indicate that the 2010 event presented South Africa both with the opportunity to provide momentum to its mega-events campaign, driven as it has been by specific socio-economic and political objectives and with the challenge of delivering, not only a successful tournament, but also on the political and social promises on which South Africa's bid campaigns have, thus far, been based. More importantly, the broad rationale was that the event would provide a boost for South Africa specifically and more generally, for the African Renaissance agenda, thus heralding the growing unity of the continent, in its quest to escape the quagmire of poverty (Desai & Vahed, 2010:155). Although South Africa has had its share of well-publicised problems, the hosting of the World Cup symbolised the potential of hope for the country and provided a chance to show that the developing nation could host an event of this magnitude as efficiently as could the developed economies that had hosted previous tournaments (Knott et al., 2013:570). Cornelissen and Maennig (2010:97) state that for both Germany and South Africa, the hosting of such an event as the football World Cup has had extraordinary political value. For Germany, the 2006 World Cup apparently helped the country overcome a difficult twentieth-century history, while the 2010 tournament was intended as much to cement post-apartheid South Africa's racial and political transformation, as it was to intensify its economic development. According to Steinbrink et al. (2011:24), the doubts about South Africa's capabilities that were raised in the media in relation to the hosting of the 2010 World

Cup, have since proven to be unfounded. Apart from such concerns, the ratings by FIFA, by international visitors and by the TV viewers of South Africa's hosting have been consistently positive. The preparation and execution for the World Cup were both effective and targeted. In this respect and in terms of its own logic, the 2010 FIFA World Cup™ was a 'great success' (Steinbrink et al., 2011:24). With South Africa's mega-event initiative and the hosting of the 2010 FIFA World Cup™ having been accentuated, the following section gives an overview of Port Elizabeth as a host city.

3.6 Overview of Port Elizabeth as a host city

The Department of Economic Development and Environmental Affairs [DEDEA] (South Africa. DEDEA, 2009:8) suggests that despite that the Eastern Cape province is endowed with natural and cultural resources with a high tourism potential, its potential has not been optimally exploited so as to generate a significant impact on provincial economic growth and development. Specifically, the province receives a fairly small number of international visitors in comparison with its provincial counterparts. DEDEA (2009:9) further contends that while this points to significant gaps in the marketing, product availability, access and use of competitive advantages, it provides scope for the extensive expansion of the provincial tourism sector. Besides the recent economic downturn that has been hitting the country as a whole, the Eastern Cape has retained its prestigious position as the second most preferred destination in the country among domestic tourists, with it retaining a 17% market share of the domestic tourism market in 2008. This upward trend should be used as a key factor in intensifying marketing efforts and in increasing product offerings (South Africa. DEDEA, 2009:9). Moreover, given the relatively poor socio-economic situation in the province, economic development across the Eastern Cape should be given priority attention through various interventions, of which one mechanism could be to grow the provincial economy through the development of the tourism sector, especially where significant potential exists, such as in the Eastern Cape (South Africa. DEDEA, 2009:8). Drawing upon the observations of Baines (2010:6), the author emphasises that recently, Port Elizabeth's promoters have focused on unlocking tourist potential as a catalyst for economic growth, with, most importantly, sport tourism having been accorded special attention.

The Eastern Cape province was one of the host provinces for the 2010 World Cup, with the Nelson Mandela Bay Municipality being appointed as one of the key host cities involved (HSRC, 2011:24). According to Davies (2009:36), a wide range of endeavours had to be undertaken by the host country, as well as by the host cities, including abiding by timelines for the construction of the stadiums, complying with rules and regulations that safeguarded the rights of FIFA, as well as its partners and sponsors and adhering to numerous other requirements pertaining to security, accommodation and the like. Borchers et al. (2011:44) state that the event demanded extensive focus, including massive resource allocation from the national, provincial and city government coffers. It is said that the nine host cities each required significant changes and additions to city infrastructure, facilities and services. Tomlinson et al. (2009:7) allude that the upshot of the political manoeuvring relating to FIFA was that the Port Elizabeth, the Peter Mokaba, the Mbombela, the Green Point and the Durban stadiums were all newly constructed for the purpose of the event, while the other stadiums used for the event were refurbished.

The city of Port Elizabeth remained ahead of its stadium construction schedule, being the first South African host city to complete construction of a brand new venue (the Nelson Mandela Bay Stadium) for the purpose of staging the World Cup matches that were held in the province. Additionally, it was also the first to hold a trial run involving the national team (Baines, 2010:11). As host city, Port Elizabeth was awarded the right to host five first-round matches, a second-round match, a quarter-final and the third-place playoff. Only Johannesburg's Soccer City stadium hosted as many matches (including the final), whereas Cape Town and Durban each hosted seven matches (including a semi-final) (Davies, 2009:37). Port Elizabeth hoped to attract at least 4800 domestic and 22 600 international visitors to the city area during the World Cup (Baines, 2010:6). However, Gauteng, the Cape and KwaZulu-Natal were still the most visited provinces during the 2010 FIFA World Cup™, with more than 80 000 tourists visiting each of the provinces concerned (South Africa. SAT, 2011a:13). Having discussed Port Elizabeth's role as host for the 2010 tournament, the following section expands on the nature of mega-events in general.

3.7 The nature of mega-events

Sports mega-events are important elements in the orientation of nations to the international, or global, society (Horne & Manzenreiter, 2006:1). The cities in both developed and developing nations compete to host the high-profile events as a major strategy in their development agenda (Sun & Ye, 2010:134). However, the hosting of mega-events in developing countries is often contested and highly debated, especially in the political arena, given the high economic costs and infrastructural requirements that tend to be associated with large-scale mega sport events (Swart et al., 2009:17).

Despite there being no common definition of mega-events available (Emery, 2002:317), such events have been defined by several authors in different terms and contexts. Cornelissen and Swart (2006:108) state that mega-events are best understood as “complex affairs, which originate from a specific set of economic objectives, but which have political and social corollaries that usually extend far beyond”. Roche (2000:1) states that mega-events are best understood as “large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance”. The authors identify two central features of contemporary mega-events. Firstly, they are deemed to have significant consequences for the host city, region or nation in which they occur and secondly, they attract considerable media coverage. Kim and Chalip (2004:695) highlight that mega-events differ in terms of size, appeal and significance.

According to Cornelissen (2004:1293), mega-events are often classified according to their size, scale and appeal, as Table 3.1 below exemplifies, in terms of providing a hierarchy of such events. Getz (2008:408) states that it is possible to classify events on the basis of their place attachment, being the degree to which they are associated with, or institutionalised, in a particular community, or at a particular destination. The author further distinguishes ‘mega-events’ as being typically global in their orientation and requiring a competitive bid to ‘win’ them as a one-time event to be held at a particular place. Cornelissen (2004:1293) distinguishes first-order events as those having the widest reach in terms of prestige, attendance, interest and particularly, publicity. The latter author shows that the two prime examples are the Olympic Games and the FIFA World Cup™, as was indicated in Chapter One (Cornelissen, 2004:1293).

Table 3.1: Hierarchy of mega-events

Type of event	Example	Media interest
Mega	Summer Olympics Football World Cup World Fair/Expo	Global
Special	Euro 2008 F1 Grand Prix Commonwealth Games	International and national Special media
Hallmark	NFL Super Bowl Big city festival	National Regional and local
Community	Sponsored events	Local

Source: Tomlinson et al. (2009:5)

For the purpose of the current study, it is worth noting that in terms of participation and spectatorship, the soccer World Cup is the largest sporting tournament in the world. What makes it 'major' is the quality of the sporting competition, the volume of participants/spectators, the economic impact, the quantity of resources involved, the media attention and/or the international appeal concerned (Emery, 2002:318). By contrast, 'hallmark events' cannot exist independently of their host community and 'local' or 'regional' events are by definition rooted in one place and tend mostly to appeal to the local residents. Getz (2005:16) refers to hallmark events as events that are more tied to image-making, place marketing and destination branding than are others.

A review of the literature suggests that economic benefits are the prime motives put forward for the development and hosting of mega-events (Bohlmann & Van Heerden, 2008: 384; Cornelissen & Swart, 2006:108). Positive impact on employment, additional spending in the host community and increased spectator and tourist numbers are some of the claims that are made for the hosting of mega-events (Kim et al., 2006:88). Nevertheless, beyond the economic impact of such events, mega-events often bring about new infrastructure and facilities, as well as a variety of social and cultural events that influence pre-existing patterns of activity and lifestyle in the host and the neighbouring communities (Kim & Petrick, 2005:25). Such impacts of sport mega-events are elaborated in detail in section 3.9 below.

Horne and Manzenreiter (2006:1) assert that ever since 1992, when both the Summer and the Winter Olympic Games took place for the last time in the same year, there has been a two-year cycle of sports mega-events. The authors state that the size of the

event, as well as the enthusiasm to host and to participate in, such sports mega-events as the Olympic Games and the FIFA World Cup™ have grown in the past twenty years. Horne and Manzenreiter (2006:3) identify three main reasons for the expansion of the growing attention on mega-events. Firstly, new developments in the technologies of mass communication, particularly those relating to the development of satellite television (TV), have created unprecedented global audiences for such events as the Olympics and the World Cup. The football World Cup is a huge media event that tends to attract substantial media interest and several commercial partners. The resources that are made available for the communications systems, the enormous media centres and the amounts that are paid by national broadcasting systems to televise the event provide ample evidence of the attractiveness of such an event. Secondly, the expansion of mega-events has resulted from the formation of a sports–media–business alliance that led to the transformation of professional sport across a wide front in the late 20th century.

Through the idea of packaging, via the tripartite model of sponsorship rights, exclusive sponsorship rights and exclusive broadcasting rights and merchandising, sponsors of both the Olympics and the football World Cup events have been attracted by the association with sports and by the vast global audience exposure that the events attain. Mega-events have also come to be seen as valuable promotional opportunities for the cities and regions involved (Horne & Manzenreiter, 2006:1). The pursuit of sport mega-events has become an increasingly popular political and developmental strategy for a wide range of urban, regional and national governments, along with their social and economic allies (Horne, 2007:84). Many countries, valuing physical activity and sport participation, actively promote such participation among their citizens (Humphreys, Maresova & Ruseski, 2010:2). The following section provides a discussion of the mega-events legacy.

3.8 Mega-events legacy

The study of sport mega-events and of their impacts and legacies, forms part of the growing body of knowledge in the tourism niche area of sport tourism (Cornelissen, Bob & Swart, 2011:307; Knott et al., 2013:574). Swart et al. (2009:3) discovered that hosting a mega-event could leave a range of material and spatial and symbolic legacies, for a city that could be of both a positive and negative nature. Although the

amount of research that has been conducted into mega-event legacies has proliferated (Preuss, 2007:2; Swart et al., 2009:1) surprisingly, there is generally no clear definition of what constitutes an event 'legacy' available (Gratton & Preuss, 2008:1923; Swart & Bob, 2012:4). Cashman (2003:33) alludes that "legacy is an elusive, problematic and even dangerous word". Nevertheless, the Swart et al. (2009:3) has collected a variety of evidence about legacy, in terms of which it has identified five types of legacies: sporting legacy, urban legacy, infrastructural legacy, economic legacy and social legacy. According to Bob and Swart (2010a:72), one of the most important areas of legacy is social legacy, yet there is still only a small but growing body of literature examining the social impacts of events on the host community (Baldock et al., 2011:94). Chappelet and Junod (2006:85) suggest that an essential part of the social legacy of mega-events is the change in perceptions of the local residents of the host city or region concerned. Thus, Kim and Petrick (2005:26) state that in order to gain an improved and more exact understanding than there is at present of who the real beneficiaries and victims of mega-events are, one needs to understand the perceptions of different socio-demographic groups towards the impacts of mega-events. Koenig and Leopkey (2009:12) are of the view that large events require the citizens of the city concerned to participate in many ways, such as by volunteering, sponsoring and hosting. As a result, return on investment is important to them; by volunteering, for example, the individuals can gain skills which they can apply in the future, thus proving the existence of the social legacy of an event. It is noteworthy that the real legacy of the 2010 FIFA World Cup™ will only unfold in the years to come, as its long-term economic and social impact becomes clearer than it is at present (IDASA, 2010:3).

Gratton and Preuss (2008:1924) recognise three legacy dimensions: first, the degree of **planned** structure, second, the degree of **positive** structure, third, the degree of **quantifiable** structure. Thus, considering these dimensions, Preuss (2007:86) defines legacy as follows: "Legacy is planned and unplanned, positive and negative, intangible and tangible structures created through a sport event that remains after the event." To gain an in-depth understanding regarding the legacy definition, the following legacy cube (Figure 3.4) is given here, as sourced from Gratton and Preuss (2008:1924). As can be seen, it contains eight smaller cubes. According to the latter authors, in reality, most pre-event studies and bid committees focus on only one sub- cube (planned, positive, tangible). Many of the pre-event feasibility and impact studies that consider

legacies are potentially biased, because the ambition of those commissioning the studies is to favour the hosting of the event, leading to them emphasising only this particular sub-cube (Gratton & Preuss, 2008:1924).

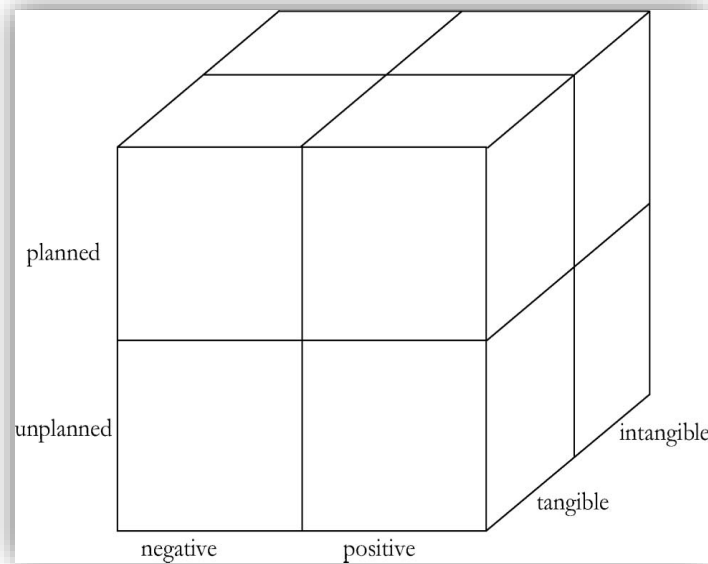


Figure 3.4: Legacy cube

Source: Gratton and Preuss (2008:1924)

Given the increased importance of the use of legacy as a justification for government involvement and investment in sport events, researchers and policymakers have called for consideration over a longer term to conceptualise, to plan and to evaluate the economic, social and environmental outcomes from events (Preuss, 2007:1). Indeed, within the sport event context, a paradigm shift has occurred, through which there has been recognition of the need to have strategies and policies in place to plan for broader outcomes to develop from sport events (Chalip, 2006:122; Gratton & Preuss, 2008:1926). As part of the process, the need to limit negative event consequences and to sustain, grow and lever positive event impacts has been recognised (Gratton & Preuss, 2008:1924). Winning the bid to host a sport event is only half of the process to realising sport event legacies. Consequently, there must be a strategic and encompassing policy framework in place for the host cities to be able to maximise the social, economic and environmental outcomes (Smith & Fox, 2008:1135).

As was already articulated earlier in the current chapter, the legacy of a mega-event can be tangible or intangible and intentional or unintentional. It can also entail both positive and negative effects, often simultaneously (Van Schumann, 2013:19). To facilitate the analysis of the different legacies that a mega-event can bequeath, they have been classified under the following five dimensions, as depicted in Figure 3.5 below.

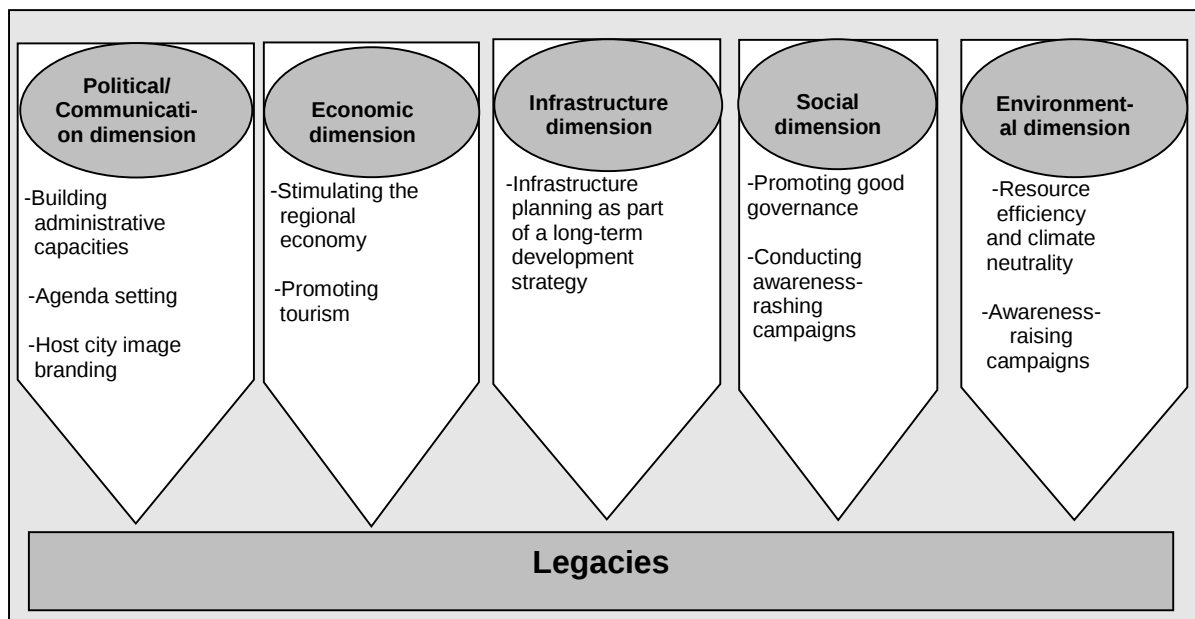


Figure 3.5: Dimensions influenced by mega-events

Source: Van Schumann (2013:23)

According to IDASA (2010:17), there is no doubt that the FIFA World Cup™ has left a legacy of extensive investment in infrastructure. The construction and the improvement of the transport infrastructure will, most certainly, benefit South Africa as a developing country. Moreover, the time constraints that were imposed by the event ensured that the projects were completed on time and that they left the construction industry with invaluable expertise and skills. The subsequent section elaborates on the legacy impacts that are linked to sport mega-events.

3.9 Legacy impacts linked to sport mega-events

Given the magnitude and the prominence, of sport mega-events in the global arena and the massive investments by the host cities and countries, there is a growing interest in examining the legacies of such events (Cornelissen et al., 2011:307). Ohmann et al. (2006:129) state that all sporting events have, to differing extents, an

impact on the community within which they take place. Bull and Lovell (2007:234) concur and state that mega-events are one-time events that usually generate long-term profound impacts, both positive and negative, on the host communities concerned. Despite the negative impacts of mega-events, communities compete against one another to host such mega-events, due to the expected benefits that they are likely to provide for the community and for local business (Sun & Ye, 2010:134). As was highlighted earlier, mega-events can bring about benefits and costs at various levels: economic, social and environmental (Atkinson, 2009:154). Bob and Kassens-Noor (2012:12) and Ntloko and Swart (2012:142) assert that the 2010 FIFA World Cup™ was viewed as a key opportunity to initiate and to promote social, economic, environmental and sport legacies (amongst others) in South Africa. One of the principal issues for all concerned with the organisation of the 2010 event was the issue of legacy, with an important aspect of the legacy being viewed as the long-term impact of the event on the nation branding of South Africa (Knott et al., 2013:570).

Studies that have focused on analysing the impacts of mega-events have found that such impacts, whether short- or long-term, tend to overlap one another in relation to the socio-economic and environmental aspects, which are positive and negative in nature. The research, according to Saayman and Saayman (2012:220), suggests that the hosting of mega-events in general and of sport events specifically, has revealed a number of potential benefits, such as: the creation of infrastructure, investment, marketing, the curbing of seasonality, tax generation, positive psychic income, the enhancing of community image, job creation, the generation of revenue, the promotion of sport, health and fitness, the creating of local entertainment, the enhancing of community pride, urban regeneration, regional development, poverty alleviation and increased tourist flow. Conversely, such events also create social problems, such as: traffic congestion, pollution, strain on law enforcement resources and increased levels of crime (Bohlmann, 2006:387). Public drinking and disorderly behaviour and vandalism by event visitors are common nuisances, which are likely to have widespread impacts on the local community (Barker, 2004:175). Consequently, the discussion provided below is structured in terms of the triple bottom line in relation to the assessment of legacy impacts, specifically in the context of South Africa's hosting of the 2010 FIFA World Cup™.

3.9.1 Economic impacts

According to Davies et al. (2013:31), there has been significant growth in academic and policy-related literature evaluating the economic impact of major events. Lee and Taylor (2005:595) contend that sport tourism has received growing attention as a source of generating significant revenue and as a contributor of major economic benefits to host cities, regions and countries. This is particularly true in the case of South Africa's hosting of the 2010 FIFA World Cup™, as the government holds that the event stimulated economic growth and countered Afro-pessimism by promoting positive perceptions, both of the country and of the African continent as a whole (Baines, 2010:2).

The research, according to Kim et al. (2006:88), suggests that several studies have highlighted the benefits to be derived from events in the form of tax revenues, employment, investments, infrastructure development (including housing and urban renewal) and additional sources of income. In situating mega-events as a response to poverty alleviation, as many scholars, political commentators and observers have been inclined to do, careful consideration is required in order not to overinflate their legacies as a panacea to a country's developmental challenges (Smith, Macleod & Robertson, 2010:69). Such challenges can be quite circumscribed and, as evident from the international literature, there are at times long-term costs associated with mega-events that have serious consequences for the national economies of the host countries. With respect to the developing countries, Baade and Matheson (2003:16) assert that mega-event investments are even more challenging than they are for the more developed countries, as both the expenditure and the opportunity cost of capital required are likely to be much higher for the former than they are for the latter.

3.9.1.1 Tourism

According to the Van Schumann (2013:5), current research suggests that mega-events are only of limited use as a means of promoting economic growth. Nevertheless, indirect returns, such as increased tourism revenue, are certainly of positive benefit to the local economy. Such is the case of South Africa, where the government proclaimed its rationale in supporting the bid to host the 2010 football World Cup was the perceived economic and tourism benefits that the event would be likely to bring to the country's citizens.

Concerning tourist arrivals, Statistics South Africa [Stats SA] (South Africa. Stats SA, 2010) reports that the number of tourist arrivals in South Africa in June 2010, namely 721 311, compared favourably with the 505 431 tourist arrivals in the same month of the previous year. The increase of 215 880 according to Stats SA, could be attributed to South Africa's hosting of the 2010 World Cup. Again, in July 2010, 680 414 tourists visited South Africa, compared with the 623 414 who visited the country in the same month of the previous year. The increase of 57 000 over the previous year's statistics for the time period in question can, similarly, be attributed to the event. Hence, there was an increase of 272 880 tourists associated with South Africa's hosting of the 2010 World Cup event, which was, however, at least 100 000 less than the revised Grant Thornton estimates of 373 000 and 200 000 and less than the original estimate of 483000 visitors. There were 421 074 visitors from Africa in June 2010 (with 95% coming from the SADC region), compared with the 376 280 visitors in the same month of the previous year, with, hence, a net increase of 44 794 (South Africa. StatsSA, 2010). Moreover, the volume of tourists to South Africa, primarily because of the 2010 World Cup, stood at 309 554 (Nkemngwu, 2012:2).

According to Preuss (2011:367), tourist expenditures constituted the largest part of the economic impact of South Africa's 2010 FIFA World Cup™. Of note, the total expenditure in South Africa by tourists who came specifically for the 2010 FIFA World Cup™ was R3.64 billion (South Africa. SAT, 2011:2), with European visitors spending the most of overseas tourists coming from any other part of the world (Nkemngwu, 2012:2).

According to IDASA (2010:8), the official pre-World Cup narrative was that it would significantly boost the economy during the global economic recession. Indeed, the event added a total of R93 billion, or an estimated half a percentage point, to the GDP. Another measurable benefit of the 2010 FIFA World Cup™ was the impact of spending that it had on the economy (IDASA, 2010:8). Most of the related spending was on shopping, followed by that which was spent on accommodation and food and drink (Nkemngwu, 2012:2). Even the event owners (i.e. FIFA) confirmed that FIFA's competitions and the 2010 FIFA World Cup™ in particular, had a significant impact on the amount of revenue and expenditure involved (FIFA, 2010:28). To FIFA, who left

South Africa with more than R26 billion in tax-free revenue, the 2010 FIFA World Cup™ was the most financially successful World Cup ever (Delonno, 2010:2).

Barker (2004:174) notes that mega-events include a large concentration of crowds within a relatively short period of time. With the increase in foreign arrivals due to the hosting of sporting events lies the problem of crowding-out, or the displacement effect, of normal tourists (Preuss, 2006:2). Preuss (2011:368) cites limited air transport capacity and increased accommodation prices as potentially leading to the crowding-out effect. According to Allmers and Maennig (2008:5), the hosting of mega-events might displace regular tourists from abroad and/or lead to the ‘carnival effect’. Those tourists who dislike sports events might decide to postpone, or even to cancel, planned trips to the host nation, if an event is to be held during the duration of their stay in that country. A similar phenomenon has been identified at other sports mega-events (Humphreys & Prokopowicz, 2007:504). For instance, in the context of the 2000 Sydney Olympics Games, some non-residents, who might otherwise have visited the country at the time, decided not to do so, because of congestion and high prices during the period of the event (Matheson & Baade, 2004:1088).

Figure 3.6 below, which illustrates the movement of event-affected persons during the 2010 FIFA World Cup™, is sourced from Preuss (2011:370). According to the figure, ‘extenders’ (A), ‘football visitors’ (B) and ‘home stayers’ (C) are World Cup visitors, using exogenous resources for consumption and creating the core primary impact. The ‘home stayers’ (C) are a typical example of ‘import substitution’, because the South Africans concerned chose to stay at home and to spend their holiday budget in South Africa, rather than outside the country. While A, B and C added revenue to the South African economy, two groups of event-affected persons – the ‘cancellers’ (E1) and the ‘runaways’ (D) – reduced the impact of such gain, because they were crowded out. The residents avoiding the World Cup were not necessarily ‘runaways’ (D), but they might have been ‘changers’ (F), namely individuals who time switched their holiday trip from another time of the year to the period of the World Cup (Preuss, 2011:370).

While ‘runaways’ must be considered as having been crowded out, the ‘changers’ did not spend more money outside South Africa than they would have done anyway. Similarly, while the ‘cancellers’ (E1) were crowded out, the ‘pre/post switchers’ (E2)

were not. Whereas the 'cancellers' (E1) would not visit South Africa at any other time, the 'pre/post switchers' (E2) effectively merely postponed their visit (Preuss, 2011:370).

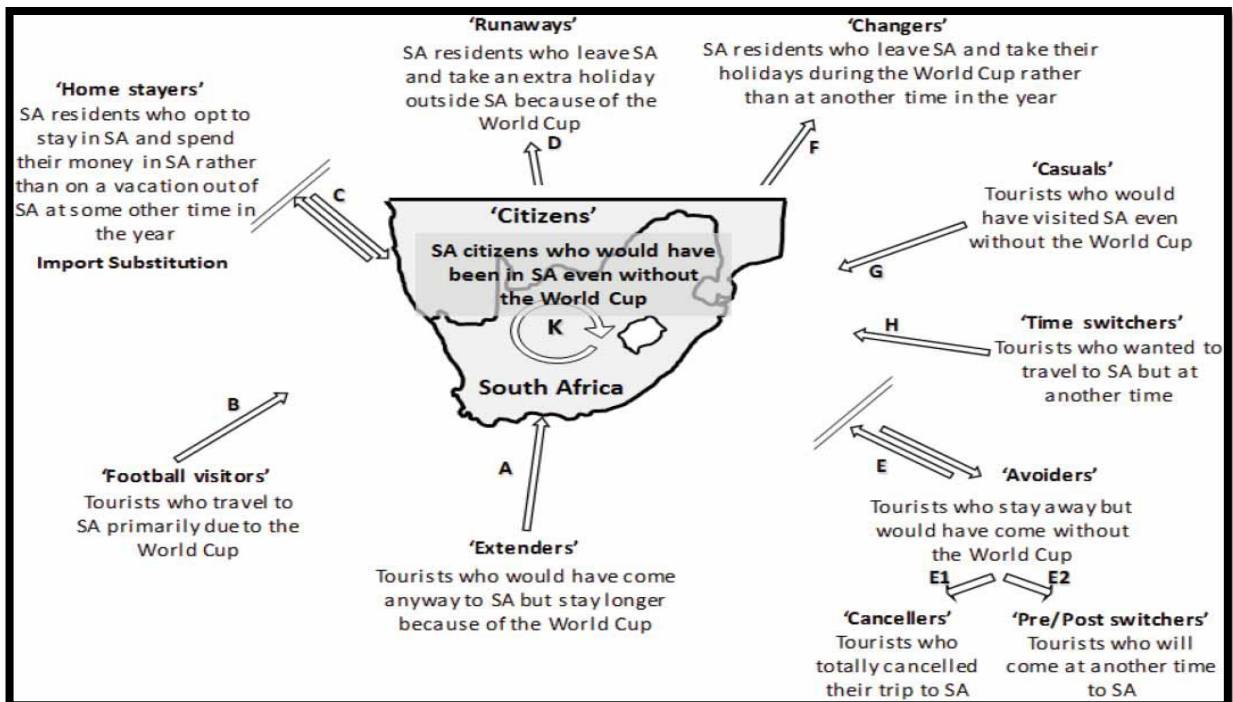


Figure 3.6: Movements of event-affected persons during the 2010 FIFA World Cup™

Source: Preuss (2011:370)

Preuss (2011:370) also identifies three other groups: the 'casuals' (G), the 'time switchers' (H) and the 'citizens' (K). All of these groups would have spent their money in South Africa, even without the World Cup, thus tending to neutralise their contribution to the economic impact. However, all of them presumably spent more money on their normal holidays, because of the World Cup, than they might otherwise have done.

3.9.1.2 Job creation

Bob and Kassens-Noor (2012:14) state that there is no doubt that the development of transport and state-of-the-art stadium facilities in South Africa were the main investments in terms of the 2010 event. Regarding job creation, a government report (South Africa, 2010) stated that the construction of the stadiums alone, for the purpose of the 2010 event, created 66 000 jobs and generated R7 billion in wages, with R2.2 billion in wages going to low-income households and helping to reduce the existing poverty levels.

However beneficial the 66000 jobs might have been, in terms of salaries paid and skills accumulated, in the light of the more than R11.7 billion spent on stadiums, the mostly temporary jobs could be viewed as an incredibly expensive job creation programme (IDASA, 2010:9). IDASA (2010:9) explains that despite the economic stimulus that resulted from government spending on the World Cup, South Africa still lost 232000 jobs during the first half of 2010 and 870000 jobs in 2009. Most of the 130000 jobs that were created by the World Cup were contractual construction jobs, which, although they were welcome at the time, had but a limited effect on an economy that had been shedding jobs during the period between 2004 (when South Africa won its World Cup bid) and 2010. During the same period, according to IDASA (2010:10), the official unemployment rate dropped only slightly, from 27.9% in March 2004, to 25.2% in March 2010. The official unemployment figures increased a further 0.1% (with 61000 formal jobs being shed) in the second quarter of 2010. The official unemployment rate rose by 1.7% from 2009 to 2010. In addition, the Gautrain project generated 90000 construction job opportunities, of which only 3000 were permanent maintenance and management jobs (IDASA, 2010:10). In contrast, IDASA (2010:8) argues that even if the majority of the World Cup generated jobs were temporary, the workers involved acquired valuable job skills that when put to further use, would benefit the South African construction industry, which had been greatly affected by the global recession.

3.9.1.3 Infrastructure

Numerous authors (Getz, 2008:404; Briedenhann, 2011:7) highlight the role of events as a catalyst for the improvement of infrastructure and for the development of South Africa's capacity as a tourist destination. Westerbeek, Smith, Turner, Emery, Green and Van Leeuwen (2005:133) state that a well-integrated infrastructure, comprising physical venues, accommodation and transport facilities that are integral to the hosting of a successful event can reduce costs, improve spectator convenience and provide long-term benefits for the community after the conclusion of an event.

According to Briedenhann (2011:7), the South African government committed substantial investment to the building of the infrastructure that was necessary to ensure that a successful World Cup was staged in ten stadiums, located in nine cities, in eight of the country's provinces. The 2010 World Cup was deemed to be a catalyst to fast-tracking the existing government plans to modernise and to expand infrastructure in

the country (Bob & Kassens-Noor, 2012:14). According to Desai and Vahed (2010:156), the government spent massive sums on building and on renovating, the football stadiums concerned, with the costs rising from an initial estimate of R2.5 billion to R8.4 billion by 2007 and to a projected R10 billion by 2008. Overall, the government pledged R400 billion between 2006 and 2010 for infrastructure development, including the upgrading of road, air and rail transport (Desai & Vahed, 2010:156). In order to meet the event-specific demands of the World Cup that made the upgrading of South Africa's public transport system an urgent priority (Cornelissen & Swart, 2006:110), investment in the transport infrastructure, in terms of the creation of an efficient and affordable public transport system, was given precedence over other concerns (Steinbrink et al., 2011:24). However, a measure of uncertainty prevailed in relation to the timeously completion of the Gautrain, which had been designed at a cost of US\$3 billion to link Johannesburg with the city's international airport and neighbouring Pretoria (Briedenhann, 2011:8). It can be assumed that the infrastructural impulse that was given by the World Cup will have positive long-term effects (Steinbrink et al., 2011:24).

For the purpose of the 2010 event, the justification of related investment was made from an economic perspective when examining the tourism sector, which tends to attract exogenous resources (Preuss, 2011:367). This was despite FIFA's extraordinarily high technical requirements for stadiums, media facilities, accommodation, security and overall infrastructure placing an enormous financial burden on the host nation (Baines, 2010:3). Tichaawa and Bama (2012:23) assert that the hosting of mega-events is often associated with massive public investments that are justified on the basis of the multitude of positive impacts that the events are likely to generate. The allocation of public funds to the 2010 FIFA World Cup™ stimulated critical debate and even in some cases, outrage around the country (Ntloko & Swart, 2012:143). The 2010 FIFA World Cup™ preparations and the public investments in the event-related infrastructure, were accompanied by inevitable national budget restructuring, which meant the making of cuts in regard to the spending on subsidised housing projects (Steinbrink et al., 2011:21), as well as the postponement of the satisfaction of such developmental needs as the providing of water and electricity for the local residents (IDASA, 2010:5).

Such expenditure will not, necessarily, have long-term economic benefits, because the building of much of the infrastructure that was geared specifically for the 2010 FIFA World Cup™ might not be capable of satisfying the infrastructure needs that are related to the historic patterns of development and industrialisation (Desai & Vahed, 2010:156). Another issue that was highlighted by Bob and Kassens-Noor (2012:15) concerns the sustainability of the stadia that were especially built for the event, given their maintenance costs and the attendant burden that was placed on the taxpayers, who would have to shoulder the related maintenance costs (Maharaj, 2011:56). It is evident, from the international cases reviewed, that the sustainability of the stadia facilities that were developed for the hosting of the mega-event is of critical importance (Maharaj, 2010:266). For instance, Goldblatt (2010:2) states that the annual maintenance costs of Soccer City are likely to be between R25 and R30 million, of Port Elizabeth R19 million, of Mbombela R9.2 million and of Peter Mokoba R17 million. In retrospect, this seems to be an underestimation of the costs involved, seeing that other countries, after their hosting of the World Cup, have been left with underused stadiums and facilities that have since proved ruinously expensive to maintain (Goldblatt, 2010:2).

3.9.1.4 Price inflation

With regard to the perceived costs of mega-events, the events are likely to cause price inflation and an increase in local taxes aimed at garnering sufficient revenue to construct the facilities that are required to host such events. Steinbrink et al. (2011:21) explain that there was a cost explosion in the building sector due to the 2010 World Cup and the extensive building activity before the World Cup caused construction material and land prices to increase; with the rise in prices meaning that less public housing could be built. As a consequence, the 'delivery rate' sank and the housing shortage increased. In some instances, prior to the 2010 event, there were violent mass service delivery protests, wherein the residents of the affected communities threatened to disrupt the World Cup if the government did not meet their service delivery needs (Ntloko & Swart, 2012:143).

According to Maharaj (2011:59), in the face of such challenges, it may be argued that the spending on the preparations for the 2010 FIFA World Cup™ diverted spending away from the pressing problem of poverty in many cash-strapped South African cities

and towards sport and entertainment. However, it is difficult for such arguments to be settled by means of cost–benefit studies or macro-economic analysis, as the studies concerned are laden with too many assumptions. The economic argument needs to occur within the context of political economic and social discussions (Maharaj, 2011:59). Deccio and Baloglu (2002:47) note that these negative impacts involved tend to burden the local residents financially and to have an added deleterious effect on the local economy.

3.9.1.5 Urban development and regeneration

Using events to assist in the development of urban areas has a long history (Smith & Fox, 2008:1126; Gunter, 2014:42). According to Steinbrink et al. (2011:15), sport mega-events increasingly take place in the metropolises of emerging economies. Infrastructural upgrades and the fast-tracking of urban development projects, as well as the giving of a point of focus and legitimations to urban policymakers, are supposedly the further benefits of the hosting of mega-events (Steinbrink et al., 2011:15). As a result, the governments that are involved are willing to help finance the bids and to fund the building of stadiums and related infrastructure (Haferburg, 2011:334). As indicated by Page and Hall (2003:42), it is important to note that the concept of regeneration includes both a physical and a social dimension. This implies two issues pertaining to infrastructural development, as well as to the improvement to the quality of life of people living in the designated area. The research, according to Gratton and Preuss (2008:1926), suggest that the infrastructure concerned obviously relates to the sport infrastructure for competition and training, but it also consists of the general infrastructure of a city, such as airports, roads, telecommunication, hotels, housing (athletes, media and officials), entertainment facilities, fairgrounds, parks and other structures. The entire infrastructure that is left after an event should conform to the city's development (Page & Hall, 2003:42).

Mega-events (promising bigger gains and impact than do ordinary events) tend to have a relatively direct influence on the urban sphere and are thus, perceived to provide a more effective leverage for improving the host's position, in terms of all kinds of rankings (Haferburg, 2011:337). According to Gratton and Preuss (2008:1927), the Commonwealth Games, which were held in Manchester in 2002, provided world-class sporting facilities, including the City of Manchester Stadium. Time pressure, however,

accelerated the levels of investment in the major transport links, a new rail station, the ground interchange at the airport and the quality bus corridors. Germany invested 1.5 billion Euros in stadiums for the FIFA Football Cup 2006, as the existing arenas mostly dating from 1974, which was the last time that the World Cup had previously been held in the country, did not meet the contemporary requirements for marketing and entertainment (Gratton & Preuss, 2008:1927). Finally, the upgrading of the Athens infrastructure to stage the Olympic Games 2004 cost more than 5 billion Euros. Whereas some facilities still remain unused and many are oversized, some general infrastructure (airport, airport link, metro, the revitalisation of the coastal line and the old airport area) is still likely to provide outstanding value for the further economic growth of Athens (Gratton & Preuss, 2008:1927). Moreover, a study that was conducted by Ohmann et al. (2006:140), on the perceived social impacts of the 2006 FIFA World Cup™ on Munich residents, suggests that with reference to the renewal of the urban areas and to its benefiting the social well-being of the local residents, a large number of survey respondents shared the viewpoint that the co-hosting of the World Cup in Munich resulted in an improvement of the local infrastructure. Several positive comments were made regarding the extensions of the subway network that enabled the fans to travel to the football stadium by means of underground train. Furthermore, the latter authors state that the connection of the peripheral area of Munich, where the Allianz Arena was located with the nearby motorway and the increase in the number of lanes from six to eight, was mentioned by the respondents rating the development as positive (Ohmann et al., 2006:140).

Several major infrastructure development (or mega-) projects were also tied to the 2010 FIFA World Cup™ (Cornelissen & Swart, 2006:119). According to Kolamo and Vuolteenaho (2013:510), the architecture involved, together with its cognate practices of urban design and public art, were used as explicit visual statements to rebrand South African cityscapes as world-class aesthetic spaces. Simultaneously, the landscapes were shown to be evocative of South African and pan-African cultural meanings. Pillay and Salo (2010:4) state that the 2010 soccer World Cup saw extensive infrastructural investments. In the years and months preceding the hosting of the World Cup, the quality of the national roads was improved, as well as were the city public rail systems, which were best exemplified by the Gautrain project, constructed, or else improved to facilitate gaining easy access to the stadiums, the fan parks and the city centres. Of

such momentous development, it is said that bold, beautiful new stadiums rose out of the dry earth (Pillay & Salo, 2010:4).

According to Steinbrink et al. (2011:24), the 2010 World Cup was meant to provide both the crucial impulse for sustainable urban traffic development and validation for the long overdue investment in the dilapidated infrastructure. However, the transport policy was caught between the short-term requirements of the event – namely, FIFA’s demands and the needs of the international visitors – and the long-term urban development aims. In the run-up to the World Cup, traffic planning was meant to achieve two goals in one. Actually, some of the proposed aims were almost met. The existing public transport system was expanded, so that it has since been able to cope better than it would otherwise have done with the increasing numbers of passengers (Steinbrink et al., 2011:24).

Indeed, at the time of the 2010 World Cup, the South African government recognised urban development and renewal as being a key national imperative, stating that it was critical as a result of South Africa’s hosting of the event (Pillay & Bass, 2009:79). IDASA (2010:6) questions whether infrastructure improvements and developments are among the most tangible legacies of the World Cup and whether the new and refurbished airports, the Gautrain, the upgraded train stations and the Bus Rapid Transport (BRT) benefit all South Africans equally. Whether most of the infrastructure legacies first-economy projects mostly benefit people of the middle and upper classes is debatable. Drawing from the observations of IDASA (2010:6), the R100 ticket price, and the affluence of the areas through which the Gautrain runs, the project has come mainly to serve tourists, business travellers, and middle and upper income earners (IDASA, 2010:6). In urban policy practice, the guiding principle of social equality has been increasingly replaced by growth-oriented competition. Johannesburg, Cape Town, Durban, Pretoria and Port Elizabeth, in particular wish to reinvent themselves as world-class cities. Hosting the World Cup provided a good opportunity for them to do just that (Steinbrink et al., 2011:20). Thus, the 2010 FIFA World Cup™ presented South Africa with a unique opportunity to fast-track the urban development impetus in its cities and large towns (Pillay & Bass, 2009:77).

According to Steinbrink et al. (2011:22), the international attention granted before and during an event creates a need for action, in terms of urban policies to deal with the visible problems or, indeed, the visibility of the problems. The authors concerned further write that the time pressure that is typical of such events leaves no space for long-term strategies (Steinbrink et al., 2011:22). Therefore, demolishing and resettling often seem to be the simplest ways of making the social problems invisible as quickly as possible. Such measures mostly affect the settlements that might appear particularly negative to the media, or to international visitors. This is especially true in the case of informal settlements near airports, stadiums, or major roads (Steinbrink et al., 2011:22). Baines (2010:3) states that the host cities frequently engage in window dressing, in order to put on their finest face to the outside world, which, in turn, might result in dramatic changes to the urban environment, to the detriment of the city's under-classes. A case in point is where communities of the urban poor have been forcibly removed from city centres and other visible areas to facilitate the furthering of renewal programmes. The homeless, street traders and sex workers are often subjected to greater degrees of harassment from the law enforcement authorities in the lead up to, and during such events than they might otherwise have been (Baines, 2010:3).

It is not surprising, according to Sherwood (2007:71), that there are concerns about the impacts of resident displacement, increased rental and housing prices and forced evictions due to the major urban infrastructure that is associated with the planning and staging of such mega-events as the Olympic Games. For instance, Smith and Fox (2008:1139) state that approximately 600 tenants were evicted from land to free it up for the staging of the 1986 Vancouver Expo in Canada. In Australia, the 1987 America's Cup and the 1988 Brisbane Expo also led to widespread residential relocations. Jones (2001:241) suggests that disadvantaged people who normally live on the streets in the host cities could also be removed or arrested, because the event organisers desire to portray their city in a positive light and not to vaunt that some of their inhabitants are homeless.

In the Global South, it is almost impossible to hide the existing social problems, because they present themselves very clearly in the form of informal settlements, as

well as in many other tangible ways (Steinbrink et al., 2011:21). For the purpose of the 2010 FIFA World Cup™ and adding to the venue selection delay relating to the Green Point Stadium, in Cape Town Detlinger (2007:1) construes that the City of Cape Town (CoCT) had already received notification of objections to building the stadium from residents living in Green Point, Sea Point and Mouille Point during the environmental impact assessment (EIA) process that was undertaken by Provincial Government. Notably, the strongest opposition came from the Cape Town Environmental Protection Association (CEPA), which staged protests and initiated court actions to prevent the CoCT from building the stadium in Green Point (CoCT, 2008).

According to Be´nit-Gbaffou (2009:208), another example of displacement pertaining to the 2010 FIFA World Cup™ was the displacement of low-income sections of the population during the course of the renewal and the gentrification of conveniently located districts, or of urban areas near the stadiums. An example of this was the case of Bertrams, which was situated in the immediate proximity of the Ellis Park Stadium in Johannesburg. In the context of a large-scale urban renewal initiative –the ‘Greater Ellis Park Development Plan’ – the city wanted to revitalise the area around Ellis Park. The author explains that the upgrading process resulted in the displacement of the former inhabitants of this district and moreover, the fast-tracking of the implementation meant the exclusion of those who were affected by the urban regeneration from the decision-making processes concerned (Be´nit-Gbaffou, 2009:208). The situation regarding Bertrams illustrates how mega-events can contribute to the greater marginalisation of certain disadvantaged groups, as much in the spatial as in the social sense (Steinbrink et al., 2011:21). It is worth mentioning that the local authorities and sport associations often see informal settlements as ‘eyesores’ that require removal from the cityscape (Steinbrink et al., 2011:21).

3.9.1.6 Marketing and advertising opportunities

According to McMichael (2012:519), “sport mega-events are a major platform for the ‘marketing’ of cities and nations, which is characterised by the attempts that are made by the relevant organisers to offer world-class preparations that are designed to outdo the hosting arrangements of their predecessors”. The 2010 FIFA World Cup™ was no exception to the above as it was clearly successful as a tournament and as an

advertisement for South Africa's capacity to host a global event (Du Plessis & Maennig, 2011:349). Kim et al. (2006:88) acknowledge that the hosting of mega-events might enhance the awareness of a region or a country as a domestic and/or international travel and tourism destination, in addition to which they might also offer or create new opportunities for potential investors resulting in an increase in the amount of commercial activity that is undertaken in relation to the host community. For instance, the 2010 FIFA World Cup™ provided South Africa with an opportunity to advertise products to a global audience with the impact involved also being positive, in that the media coverage reached new markets (in terms of tourism, trade and investment) for the nation, such as those in China, Korea and South America (Allen, 2013:408). This impact was described by the Chief Executive Officer (CEO) of the LOC as being 'beyond all expectations', with "many of these people seeing the country for the first time (Allen, 2013:408). Now there is much knowledge and understanding of the whole country." According to SAT (South Africa. SAT, 2011), South Africa experienced its best tourism year ever in 2010, topping the 8million tourist arrivals mark and growing by 15.1% on 2009 tourism figures. In terms of the occasion, SAT used the global marketing opportunity of the 2010 FIFA World Cup™ to maximum effect, which, in turn, helped to contribute to the event's success.

The Chief Marketing Officer of SAT (South Africa. SAT, 2011) states:

[H]osting the 2010 FIFA World Cup™ in South Africa is the biggest marketing opportunity a country and especially a national tourism authority can ever ask for. With a cumulative television audience of over 30 billion people, it gives the host country the biggest opportunity possible to positively reach just about every television and radio set, newspaper and computer in the world.

The building of five new arenas in Johannesburg, Nelspruit, Port Elizabeth, Polokwane and Durban was "critical to the South African government's objective of manufacturing and marketing an image of South Africa as a modern, technologically advanced, democratic, business-friendly, tourist destination" (Manzo, 2012:177). In sum, as a city marketing tool, mega events are said to make the host cities more visible in the international competition for foreign and domestic investments (Steinbrink et al., 2011:16). Nations and cities in the Global South are becoming increasingly successful

in their applications to host big international events, with, in 2010 alone, the Commonwealth Games being held in New Delhi, India, the Expo in Shanghai, China and the FIFA World Cup™ in South Africa. In 2014, the FIFA World Cup™ is putting the world focus on Brazil's cities. In addition, Rio de Janeiro has been awarded the 2016 Olympic Games (Steinbrink et al., 2011:16). Having discussed the economic impacts of mega-events, their sociocultural impacts will be elaborated on in the next section.

3.9.2 Sociocultural impacts

The social impacts of hosting major sport events have gained interest among event researchers (Balduck et al., 2011:91). According to Ohmann et al. (2006:130), consensus has yet to be reached in terms of defining social impacts with reference to specific events. Hall (1992:67) defines social impacts as the manner in which tourism and travel effect changes in the collective and individual value systems, behaviour patterns, community structures, lifestyle and quality of life. Bob and Swart (2010b:85) hold the view that the existing body of research on mega-events has so far focused on the widening of economic impacts (discussed previously), with little attention being given to the social impacts of large sporting events on visitors and local residents. Kim and Petrick (2005:25) identify three potential reasons for neglecting the impact. Firstly, the social and cultural impacts of mega-events are seen to be 'external' to most forms of economic valuation of the organisation of the mega-event, because they tend to use the economic impacts politically to promote a substantial outcome of the event for the citizens of the host city. Secondly, the impacts are less tangible than are economic impacts, making it more difficult to understand and to calculate, them. Thirdly, the impacts tend to be associated with such negative factors as increases in the levels of security concerns, alcoholism, smuggling and prostitution, as well as with heightened tension, loss of authenticity, commodification, additional policing costs and congestion (Kim & Petrick, 2005:25). Some of the associated impacts are discussed below.

3.9.2.1 'Feel-good' effects

According to Cornelissen and Maennig (2010:97), the most important social benefits concerned include the feel-good effects that are experienced, which tend to benefit the host country's population. Several studies have highlighted the potential importance of this aspect (Cornelissen & Maennig, 2010:97; Bob & Swart, 2010a:79). Such a 'feel-

good effect' tends to lead to the enhancement of a sense of social cohesion and to an increased sense of civic pride (Kim et al., 2006:88). Feel-good effects are also the intangible consequences of the World Cup, being best described as changes in collective feelings (IDASA, 2010:11). As a concept, 'feel-good' has been variously defined (Cornelissen & Maennig, 2010:98). Heyne (2006:153) describes the 'feel-good effect' as the net result of the beneficial effects of personal experience and leisure, leading to enhanced social cohesion and to increased civic pride.

Maennig (2007:22) shows that the greatest benefits to be derived from the 2006 soccer World Cup in Germany were the 'feel-good effects' that were experienced by the German population and the improved image of the country internationally. Several researchers suggest that those residents, or communities that have hosted sports mega-events, such as those of Calgary (the host of the 1988 Winter Olympic Games) and Georgia (the host of the 1996 Summer Olympics Games), assert a belief that the positive social impacts (in terms of community pride and international recognition) of sports mega-events equal, or are even more important than are, the positive economic benefits of the events (Kim et al., 2006:88). In support of such an argument, Cornelissen and Maennig (2010:109) suggest that this kind of dynamic might be the most important long-term outcome of hosting the 2010 World Cup for 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. The association between post-apartheid sporting success and national pride and cohesion started with South Africa's hosting of, and victory in, the 1995 Rugby World Cup (Cornelissen & Maennig, 2010:109). In addition, IDASA (2010:13) posits that the 2010 mega-sport event proved to be 'profitable' because of the 'feel-good' factor that it produced. One of the most significant benefits of the 2010 World Cup has been the opportunity to foster the sense of nationhood and unity, both from a South African and from an African perspective (Ndlovu-Gatsheni, 2011:2).

Moreover, public viewing areas (PVAs) are also part of the motivation given for hosting the FIFA World Cup™, beyond the expected economic gains to be derived from the event and they also contribute to the popularity of the event (Haferburg, Golka & Selter, 2009:175). PVAs, so far, have been shown to help with the building of national pride and passion, as was witnessed with Korea and Japan (Kim et al., 2006:86), as well as

with the 2006 World Cup (Maennig & Porsche, 2008:20). Fan parks, which are relatively new phenomena in relation to the FIFA World Cup™, were officially started in 2006, during Germany's hosting of the event (Haferburg et al., 2009). It is important to note that one of the key approaches that Germany adopted was to promote the 'feel-good factor' and to create spaces in which the German people could interact (Bob & Swart, 2010b:88).

As was the case in South Africa's hosting of the World Cup, the planners for the 2010 event were well aware of the potential benefits of public viewing, both as a way of offsetting spectator surplus demand for the scheduled matches and taking the example of the 2006 World Cup, as a way of creating the positive atmosphere that public viewing sites can generate (Cornelissen & Maennig, 2010:113). According to Bob and Swart (2010b:88), during the 2010 World Cup official fan parks were located in all nine host cities. Additionally, there were several dedicated PVAs, mainly in the townships and in rural locations, to enhance access among the disadvantaged communities to experiencing the game and to being part of this once-in-a-lifetime opportunity. In addition to the fan parks being enclosed areas where all 64 matches were televised live on big screens, they also featured a range of different forms of entertainment and activities, including DJs, stalls (selling mainly food and beverages) and live shows. Furthermore, the FIFA sponsors (such as Coca-Cola and MTN) held planned activities and promotions, as well as providing hospitality areas. It is worth mentioning that the entrance to all fan parks, although being free, was limited, for purposes of safety and security (Bob & Swart, 2010b:88). Bob and Swart (2010b:88) state that the fan parks definitely emerged as significant spaces for social interaction and celebration during the 2010 FIFA World Cup™.

According to the HSRC (2011:28), the PVAs were set up in the Eastern Cape province during the World Cup, for which a sum of R30 million was invested, had a positive impact on social cohesion. People with diverse backgrounds and demographics gathered together at the PVAs to watch and to participate in, various World Cup events. An example of this was demonstrated during the quarter-final match that was held between Ghana and Uruguay. The African supporters united to support Ghana in the hope for an African win (South Africa. Department of Sport and Recreation, n.d.). A clarion call was sounded by the provincial government for the local industry to help

ensure that the idea of PVAs continues to be a feature of sporting events in the province, especially in the case of the remote rural communities (HSRC, 2011:28). IDASA (2010:13) concurs with the above, stating that on the surface, the 2010 FIFA World Cup™ created spaces for integration in the streets and the fan parks, as well as on public transport. It is said that this sharing did wonders for the sense of national pride and confidence; the good feelings that the World Cup generated might have been intangible, but the benefits, in terms of social cohesion, were clear (IDASA, 2010). Even though the expectations were high, prior to the tournament, regarding the home team's performance and the tournament's magnitude as a major event with the potential to benefit the South African economy, the home team's strong performance, which was better than could reasonably have been expected, was the source of much local pride (Du Plessis & Maennig, 2011:349).

3.9.2.2 Volunteerism

Another, less tangible, impact of mega-events is the associated volunteer programmes and initiatives that promote issues relating to education, health, humanitarian activities and physical activity (Bob & Kassens-Noor, 2012:19). The public recognition of the contribution that is made by volunteers to major sporting events is widely heralded (Baum & Lockstone, 2007:30). Human and Van Graan (2013:347) define a volunteer as someone who makes a decision to engage in an activity sacrificing his/her time and financial compensation. Green and Chalip (2004:49) assert that volunteers have become essential to the delivery of sport and recreation services, as they add significant value, per capita, to the contribution that sport and recreation makes to the GDP. Kemp (2002:110) reports that with respect to the 2000 Sydney Olympic Games, without the personal investment of the volunteers concerned, the mega-event could simply not have taken place. Karadakis and Kaplanidou (2012:260) contend that creating volunteer opportunities to engage both host and non-host residents can increase the positive experiences of those concerned and provide them with a feeling of inclusion and community or national unity, thus adding to the sociocultural legacy involved.

With regards to the 2010 FIFA World Cup™, 67 999 applications were received from 170 countries to volunteer for the event, whereas only 15 000 sport event volunteer

positions were made available (Human & Van Graan, 2013:347). Figure 3.7 below illustrates the 2010 FIFA World Cup™ volunteer structure.

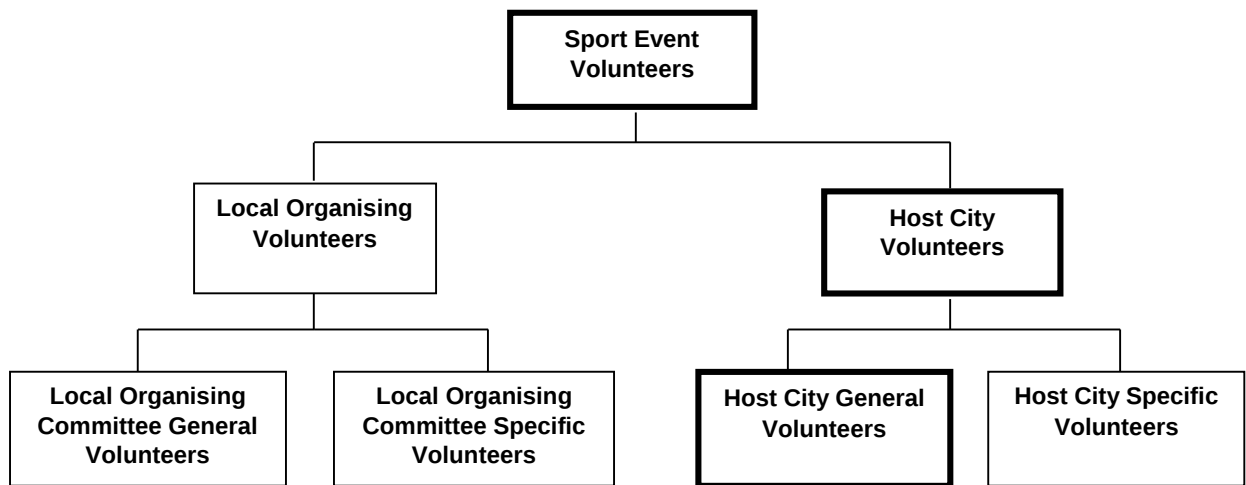


Figure 3.7: The 2010 FIFA World Cup™ volunteer structure

Source: Human and Van Graan (2013:347)

The broad term ‘sport event volunteer’, according to Human and Van Graan (2013:347), was used for both the LOC and the host city volunteers, who were further categorised into general and specific volunteers. Whereas the former volunteers tended to work in the stadiums, the latter volunteers served as representatives of the respective host cities and tended to work in the areas surrounding the stadiums. The volunteers worked in the functional areas of transport, media, rights protection services, spectator services and logistics. A total of 15 000 volunteers from across the globe contributed their time, skills, knowledge and enthusiasm to assisting with the hosting of the 2010 FIFA World Cup™ and these voluntary co-workers helped take care of fans and guests alike (Cornelissen & Maennig, 2010:104).

3.9.2.3 Knowledge, skills development and education

Some mega-events have involved deliberate attempts to encourage economic and social regeneration, by providing new skills and support for the local people (Smith & Fox, 2008:1135). The related research, according to Gratton and Preuss (2008:1927), concurs and adds that the host population gains both knowledge and skills from staging a mega-sporting event. For example, the employees and the volunteers achieve skills and knowledge in event organisation, human resource management, security, hospitality and service, to name merely a few of the areas involved. For the purpose of

the 2010 FIFA World Cup™, the LOC and host city specific volunteers had expert knowledge and skills, such as language and technology skills (Human & Van Graan, 2013:347).

According to Gratton and Preuss (2008:1927), the spectators and the volunteers learned to use public transportation, and became acquainted with environmental projects. They also gained greater knowledge about the history of their city and country, as well as of their culture and other related issues. Almost 50% of the 10000 volunteers who were recruited for the Commonwealth Games in Manchester 2002 stated that they felt that they had acquired new skills and capabilities through their experience, with 18% expressing a belief that being a volunteer had improved their chances of employment. In addition, 46% of the volunteers agreed that working in such a capacity had enhanced their personal development (Gratton & Preuss, 2008:1927). Kemp (2002:111) also highlights that in Lillehammer, Norway, which hosted the 1994 Winter Olympic Games, 79% of the volunteers surveyed felt that they had enhanced their skills by being one of the 9100 volunteers involved. The volunteers concerned said that they had acquired a range of skills, including job skills, social skills, confidence, local knowledge, language skills, information technology (IT) skills, and access to networking opportunities to assist them with their future employability (Kemp, 2002:111).

Regarding the 2002 FIFA World Cup™, the Japanese participants were motivated to volunteer, due to their interest in the event, as well as to their desire to make the event a success (Human & Van Graan, 2013:348). The Korean participants stated that they were motivated to volunteer for the World Cup as they wanted to make a contribution to society. Both the Japanese and the Korean volunteers were motivated by a desire to apply their knowledge to their volunteering, while also being motivated by a need to gain access to new experiences through doing so (Human & Van Graan, 2013:348).

The phenomenon of skill development, in terms of the hosting of the FIFA World Cup™, was particularly valid in the case of South Africa. According to the Head of the Legacy Unit of the 2010 FIFA Organising Committee (Allen et al., 2013:2000), the World Cup gave those volunteers who were involved in the endeavour the confidence to

participate in any activity, by leaving a legacy of 'skills' and a 'cando' attitude. Since then, South Africans have come to engage with the rest of the world from a very secure and confident base. Their levels of self-confidence have also been enhanced by means of the 'human capacity' that has been developed internally to manage future events of this nature. Again, the construction of the stadiums alone created new jobs, equating to US\$1.05 billion (R7.4 billion) in wages, which contributed significantly to lowering the poverty levels of the employees concerned (Harris, 2011:410). The latter author states that it can be hoped that the skilled workers involved will yet be employed to build the plethora of schools, clinics, and houses that are required to meet the basic needs of South Africa's population (Harris, 2011:410).

Harris (2011:410) claims that the tournament provided workers in this sector with skills that can be used in future projects, as well as providing an opportunity to develop the infrastructure of South Africa's cities and large towns, giving a boost to the tourism sector, and supporting the government's black economic empowerment (BEE) policies, by means of granting contracts to the BEE companies concerned. Borchers et al. (2011:40) state, in this regard, that poor households in South Africa were unaffected by the event, and there is a sense that all of the public spending benefits completely bypassed many of South Africa's citizens. Nadvi (2008:46) supports the idea that the hosting of a sport mega-event can create job opportunities that can provide the local communities with income, training and skills development opportunities. However, after the event it is most likely that the jobs that were temporarily gained will be lost, and that those concerned will return to their pre-existing levels of poverty (Nadvi, 2008:46).

The HSRC (2011:27) indicates that the complexity of the task of hosting the 2010 FIFA World Cup™ afforded South Africans immense opportunities for developing both technical and soft skills, which they otherwise might not have had an opportunity to develop. As part of the Schools Sport Development Programme, a sum of R15 million was invested in training coaches, referees, technical officials, administration staff, and managers in the Eastern Cape, for instance. The HSRC (2011:27) further notes that these two key initiatives, the *'My 2010 Schools Adventure'* and the *'Chris Hani Football Memorial'*, are lasting legacies, for example, in the country's sociocultural landscape. Bob and Swart (2010a:88) suggest that sport mega-events are also linked to

philanthropic projects that are aimed at benefiting the local communities. For instance, the 2010 FIFA World Cup™ was also associated with a range of sport-related and socially responsible development projects, which included the African Legacy project that was established in 2006 and which was aimed at supporting African renaissance efforts on the continent. Other projects include the '*Win in Africa with Africa*' project, which established activities and programmes geared towards improving skills development on the continent, and '*Football for Hope*', which is a programme that is aimed at promoting social development (Berger, 2010: 181). The programmes concerned were initiated and implemented by a range of organisations like FIFA, various government departments, and community-based organisations. '*Football for Hope*' is an illustrative example of a global partnership between FIFA, several private corporations (such as Adidas, Coca-Cola, the Emirates, Kia, Sony, and Visa), and 'streetfootballworld', which is a social profit organisation that was founded in 2002 to promote positive change through football, and which now operates in more than 50 countries (FIFA, 2010).

In sum, notwithstanding the challenges experienced due to, and the benefits derived from, the hosting of sport events, such hosting (especially in terms of large-scale events with the scale of the World Cups and the Olympic Games, for example) is important from a learning perspective. Knowledge and human capacity building are seen as being important legacies for the nation, especially in terms of the hosting of future mega sport events (Allen et al., 2013:2003).

3.9.2.4 Safety and security

Over the last decade, and certainly since the 9/11 attacks and the subsequent 'war on terror', the strongest realm of sport mega-events' expansion, in terms of cost and personnel, has centred on the provision of security and risk management (Giulianotti & Klauser, 2010:49). Kruys (2007:2) acknowledges that security is a major factor in a country where crime is rife, and where reports of murder, rape, and violent armed robbery are a daily occurrence. However, many lesser crimes, such as handbag theft, common robbery and mugging, which tend not to be reported in the media, and sometimes not even to the police, also have the potential to affect the mood of both foreign and local supporters extremely negatively.

Table 3.2 below provides a typology of sport event crime, illustrating that each stage of increasing impact is inclusive of crime from the preceding stage (Barker, 2004:179). The table presents an in-depth account of the negative impacts of crime, showing that sporting events attract criminals who engage in criminal activities as a result of the temporal and spatial opportunities for tourism-related crime that increase during the hosting of the event (Barker, 2004:179).

Table 3.2: A typology of sport event crime

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

Source: Barker (2004:179)

As South Africa emerged as the winner of the bid to host the 2010 FIFA World Cup™ (George & Swart, 2012:202), the trepidation over the levels of crime existing in the country at the time, which, it was assumed, would increase during the hosting, emerged as a central concern in relation to South Africa's ability to host what was to be, arguably, Africa's first mega-event effectively (Swart, Bob & Turco, 2010:225; Bonthuys, 2012:12). IDASA (2010:11) notes that international pre-World Cup news coverage was filled with mainly unfounded, and sometimes ludicrous, scare stories about the threat of violent crime to foreign visitors. McMichael (2012:520) asserts that as part of the national government's operating with a security budget of R1.5 billion (approximately \$220 million), the South African Police Services (SAPS) increased their numbers by 41000 police officers to improve security levels during the World Cup (IDASA, 2010:11).

McMichael (2012:520) further contends that security measures were the operational responsibility of the SAPS, the South African National Defence Force (SANDF), and

intelligence agencies, along with assistance from the health, traffic and emergency services. It is worth noting that the police officers, who were specifically employed and trained for the event, were further retained permanently afterwards (Borchers et al., 2011:58). According to IDASA (2010:11), the large-scale employment of police members in the host cities led to a drop in the levels of crime, with the collective feelings of safety experienced serving to draw out those living in the country at the time en masse. The recipe for reducing crime was clearly to put in place an extensive, and highly visible, police presence. In eastern Johannesburg, for example, it was reported that crime levels dropped 70% during the World Cup (IDASA, 2010:11).

Amid concerns that crime would blemish the World Cup, the *Mail & Guardian* (2010) reported that the national government allocated about R45 million to fast-track the reporting of crime taking place within the ambit of the justice system, which was especially geared towards managing the event. The World Cup court system included 54 courtrooms around the country that were staffed with 110 magistrates, 260 prosecutors, 1140 court officials, 203 translators, and 327 court orderlies. The specially assigned courtrooms operated from 7.45a.m. until 11p.m. to process any World Cup-related crime. In this conveyor-belt criminal justice system, the police had the power to arrest people, and to bring them directly before a World Cup court, where they would be acquitted, or convicted, within 24 hours of their arrest (IDASA, 2010:12). The South African government used the World Cup to 'rebrand' the country's violent international image, while promising that security measures would leave a legacy of safer cities for ordinary South Africans (McMichael, 2012:519). Indeed, since then South Africa have been found to have a more positive image of the local safety situation in the minds of overseas visitors after their stay in the country at the time of the 2010 World Cup and this implies that direct contact with a tourist destination tends to lead to a more positive image among those who are positively affected by it (Van der Zee & Go, 2014:6).

3.9.2.5 Prostitution and human trafficking

World sporting events, which have long been known as 'showcase[s] of world-class athleticism and teamwork', are currently plagued with concerns that the influx of people attending events will cause an increase in human trafficking for the purpose of sexual exploitation (i.e. sex trafficking) (Hayes, 2010:1104). According to Ohmann et al.

(2006:143), prostitution is seen as being a problem wherever, and whenever, mega-events are hosted. Hayes (2010:1104) writes that international concern about world sporting events and sex trafficking first emerged in the lead-up to the 2006 World Cup. It was estimated that 40 000 illegal prostitutes would find their way to Germany during the 2006 World Cup to service the vast number of male fans who, it was expected, would want to indulge in commercial sex during their stay in Germany. While the South African government expected the 2010 football World Cup to stimulate economic growth and infrastructure development, and to foster a sense of national unity among its citizens, members of the public and the media also anticipated an increased demand for commercial sex at the time (Bonthuys, 2012:11). Ohmann et al. (2006:133) provide an example of how the levels of prostitution increased, due to the visitors' demands on the sex industry, both prior and during the 1986 America's Cup in Fremantle. In some cases of the hosting of mega-events, the host countries' authorities try different ways of legitimising the brothels and the street prostitution involved, as was the case of the 2000 Sydney Olympics, and of the 2004 Athens Olympic Games.

According to Bonthuys (2012:14), the most common argument that was put forward in reports on sex work, in relation to South Africa's hosting of the 2010 World Cup, anticipated that since many tourists would be visiting the country, there would, logically, be an increase in the demand for commercial sex. In order to meet this demand, an increase in the number of sex workers that were employed around the event, including the number of foreign women who were trafficked into the country by unscrupulous pimps, would be likely to increase. Such perceived concerns about an anticipated increase in the trafficking of adult women was often transformed into fears that foreign children, too, would be trafficked for sexual purposes. This, in turn, created fears that South African children would either be 'sold' by their own parents to be used as sex workers, or that the prolonged school vacation that was granted over the period of the World Cup would leave children feeling bored. It was feared that without the necessary supervision, they would be inclined to use drugs, and to sell their bodies for sex during the event (Bonthuys, 2012:14).

To counteract all of the aforementioned possibilities, the Institute for Security Studies (Gould, 2010:38) indicated that it formed part of a 'massive' awareness campaign in Gauteng to counter human trafficking, especially during the hosting of the 2010 FIFA

World Cup™. There were three legs to the campaign: public awareness raising, the improvement of coordination in the fight against human trafficking and the identification of new measures to combat trafficking. Gould(2010:38) further states that the focus of the City of Johannesburg was particularly on Soweto and Alexandra, because the areas in question were chosen due to them having a high density of informal settlements in which many xenophobic attacks had been launched in 2008.

Another type of impact of mega-events concerns the environmental impact of such events. Impact of this nature is discussed in the following subsection of the current thesis.

3.9.3 Environmental impacts

A dominant theme that has emerged within the development and globalisation discourses of the late twentieth and early twenty-first centuries is that of the environmental concerns that have emerged around sustainability (Witt & Loots, 2010:125). Event greening is the process of incorporating environmental dimensions into the planning, organising, and implementing of an event. The process involves the incorporation of sustainable development principles and practices at all levels of event organising (CoCT, 2010). However, Bob and Naidoo (2012:94) suggest that the environmental impacts of mega-events are under-researched, given the prominence of the fixation on economic, and, more recently, on the social, aspects of the bidding for, and the hosting of, a mega-event.

The South Africa Greening 2010 Framework noted that ‘the 1994 Lillehammer Winter Olympic Games was the first major sporting event to take up the sustainability challenge and attempt to host a ‘green games’ (DEAT, 2009:8). Since then, most major events have included some form of environmental impact assessment, with the relevant environmental dimensions coming up for consideration. Such assessments took place for the 2000 Sydney Olympics, the 2006 Germany World Cup, the 2008 Beijing Olympics, and the 2012 London Olympics, among other events of this nature (Mol, 2010:511). South Africa, as host of the 2010 FIFA World Cup™, also demonstrated its commitment to the principles of sustainable development in a number of other ways, including by adopting the Green Goal initiative for the 2010 FIFA World Cup™ (South Africa. DEAT, 2009:8). After Germany originally pioneered the greening

of the FIFA World Cup™ in 2006, through the FIFA-endorsed Green Goal programme, South Africa laid both the foundation for the Green Goal programme for 2010, and became the springboard from which further advances could be made in this regard. In addition, it was decided that subsequent World Cup events would need to become increasingly 'green', and that South Africa could share its greening lessons with the following host of the FIFA World Cup™, Brazil (Nelson Mandela Bay Municipality [NMBM], 2010).

The DEAT's vision for 2010 stated that greening the 2010 FIFA World Cup™ would help to change people's mind-set, and that it would promote sustainable development principles. It would also encourage the taking of proactive local level initiatives to reduce the negative impact of the games, and to enhance both the short- and long-term environmental, social, and economic benefits involved. The NMBM was fully committed to the greening of the 2010 FIFA World Cup™ event footprints, and to leaving a positive, and lasting, environmental legacy. Nine Green Goal target areas with the following objectives were, accordingly, identified (NMBM, 2010):

1. Energy efficiency, entailing the promotion of energy-saving technologies, and of renewable energy sources.
2. Climate change, entailing the minimisation of the carbon footprint left by the 2010 event.
3. Waste management, entailing the avoidance of, the reduction in, and the reusing, and recycling of waste.
4. Water conservation, entailing the minimisation of the use of potable water, and the promotion of the conservation of water resources.
5. Biodiversity promotion, entailing the promotion of indigenous landscaping and the enhancing of biodiversity.
6. Transport efficiency, entailing the promotion of energy-efficient and universally accessible means of transport that also serve to minimise air pollution.
7. Responsible tourism, entailing the prioritisation of ecotourism, and the encouragement of local economic development and social justice.
8. Awareness-raising, entailing the creative and visible communication of the need for conserving the environment for the future.

9. Monitoring and measuring, entailing the monitoring, measuring, and reporting on the degree of progress that has, so far, been achieved with the implementation of the Green Goal programme.

Conversely, Borchers et al. (2011:34) write that with reference to the 2010 FIFA World Cup™ and to the greening of the event, many host cities lacked the resources to engage with the environmental sustainability, or the sustainable development, aspects, or with the implementation of the greening, or legacy, programmes. The exceptions were the cities of Durban and Cape Town. In spite of the position that the national carbon footprint of the World Cup was estimated to be 2753250 tCO₂, no strong mitigation measures or offset programmes were undertaken. The above-mentioned authors further point out that other environmental issues (for example, recycling and water efficiency) were addressed by the national government only through nominal programmes. However, some host cities took proactive and effective steps in the areas concerned (Borchers et al., 2011:34).

For instance, so as to offset the ecological footprint of the World Cup in the Eastern Cape province, R19 million was invested in the manufacture of 300 recycling bins. As part of the province's social responsibility initiatives, the opportunity to manufacture and to paint the bins was given to local students (at King Hintsa FET), and to local young artists, respectively. The greening initiative also provided training and employment in tree planting for 136 community members, with some 3208 indigenous trees being planted in the Ndlambe, Makana, and Buffalo City municipalities (HSRC, 2011:27). According to Witt and Loots (2010:130), South Africa embarked on the most carbon-intensive World Cup to date. With the mega-event impacts elaborated on, the following sections (3.10 and 3.11) provide an overview of mega-events planning and mega-events sustainability, respectively.

3.10 Mega-event planning

Planning for the future is a generic process that is involved in many spheres of human activity, including in the provision of leisure services (Veal, 2011:119). Mega-events are important at international level, and involve substantial planning efforts (Van Schumann, 2013:8). According to Ma et al. (2011:80), it has also been recognised for

a long time that there is a need for more systematic event planning if mega-events are to achieve their various aims, especially in the light of several commentators now recognising the need to adopt a more systematic approach to event tourism planning.

According to Van Schumann (2013:10), the public perception of a mega-event is heavily influenced by the final run-up to the event, and by what occurs during the weeks in which it is held. However, the organisation of a mega-event actually comprises several phases, of which each has its own specific requirements. The actual staging of the event is the shortest of these phases.

Figure 3.8 below illustrates the different phases that take place when planning for a mega-event (Van Schumann, 2013:7), with Van Schumann (2013:10) elaborating on the phases concerned. The right to hold a mega-event like the World's Fair (Expo), the Olympic Games, or the FIFA World Cup™ is awarded by the rights holders following a formal bidding process. The entire process, from the decision to place a bid, to the time when the mega-event is finally held, generally takes longer than a decade. The longevity of the planning process is particularly significant, because it means that the preparations for a mega-event can make demands on several different governments. Once potential candidates have decided to mount a bid, they submit the relevant documents to the rights holders. Depending on the mega-event in question, the winner is selected from anywhere between five and ten years before the event is staged.

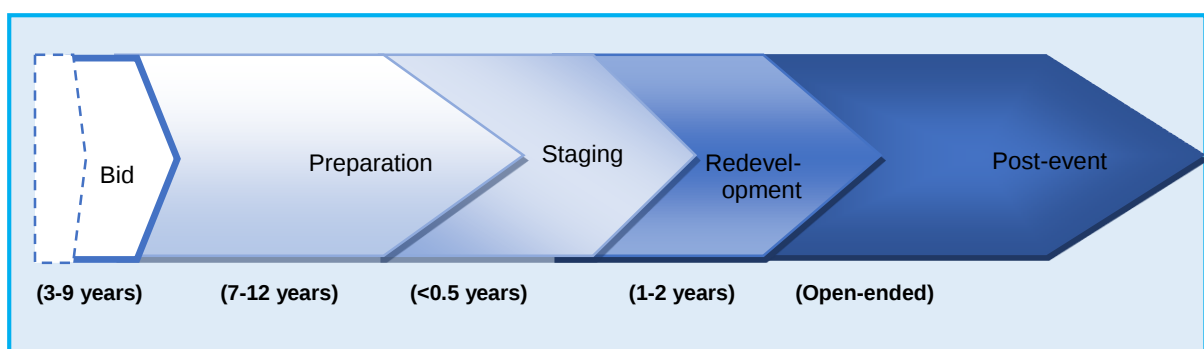


Figure 3.8: Phases of a mega-event

Source: Van Schumann (2013:10)

During the **preparatory phase**, the contractually stipulated terms and conditions for the event are implemented, and the progress that is made with the preparations by the

host city is monitored by means of monitoring missions, who compile the relevant inspection reports. The **staging phase** refers to the relatively short time during which the event itself is held. The duration of an event can be a few weeks, as in the case of the Olympic Games, or several months, as is the case with a World's Fair. The **redevelopment phase** refers to the post-event period, during which the event facilities may be demolished, converted to another use, or returned to their previous use. Such redevelopment can take up to two years. It is followed by the **post-event phase**, which is a phase that is often neglected in the consideration of the planning and implementation processes (Van Schumann, 2013:11).

The inclusion of host communities in the planning process has become regarded as an essential criterion for the success and the sustainability of staging a mega-event (Ma et al., 2011:88). The planners and the supervisors of mega-events, realising that the active participation of community members determines the success of mega-events, are required to help the community members to build positive perceptions by constructing a system in which they can evaluate the contents and planning processes of events (Leonardsen, 2007:18). The timetable for a mega-event, particularly in terms of the non-negotiable pressure to deliver by a fixed deadline, poses specific management challenges. The process of organising a mega-event is extremely lengthy, with each phase requiring an individually tailored strategy, and a variety of different interventions (Van Schumann, 2013:7). It is stated that post-staging tourism benefits can only be accrued from an event by means of effective planning and by the implementation of a legacy strategy (Kruger & Heath, 2013:574).

In contrast, according to Duminy and Lockett (2012:3), generally event planning has a 'dark side', involving evictions, the harassment of aesthetically undesirable urban inhabitants, and the unpopular regulation of informal economic activities. Negative aspects can also include the hidden realities of corrupt tendering processes, strategic lying by bid boosters, and profiteering by sports–media–business alliances.

3.11 Mega-event sustainability

Various forms of tourism activity, such as those that are related to sports, recreation, and events, have been subjected to intense scrutiny in order to assess their

compliance with the sustainable tourism guidelines (Nkemngu, 2012:1). Jones (2011:12) states that no matter the type of event involved, every coming together of people for a certain purpose can be done with due consideration for sustainability, especially with respect to the policy context within which they operate, and in terms of how the hosting of the events contributes towards the sustainability of the efforts concerned (Hall, 2012:120). Getz (2005:123) notes that “sustainable events are those that can endure indefinitely without consuming or spoiling the resources upon which they depend”. They include the promotion of climate-friendly transport, through the selling of event tickets that also entitle the holder to travel on local public transport, the provision of waste separation facilities during the event, and the taking of sufficient measures to compensate for the emissions involved. In addition, during the final preparations and the staging of the event, there should be campaigns and other media and public relations (PR) activities taking place in regard to sustainable development issues that are placed firmly on the agenda (Van Schumann, 2013:24). Sustainability issues must, therefore, be fully addressed both before and during the bidding phase by means of, for example, submitting the ‘bid-book’ to a sustainability impact assessment (SIA) (Van Schumann, 2013:24).

Hall (2012:120) states that sustainable development has also become increasingly integrated into the objectives of hosting mega-events. In the South African context, it is already emerging that the different aspects of planned legacies have both positive and negative impacts. For instance, an explicit connection was made between sustainable development and the hosting of the 2010 football World Cup in South Africa (Hall, 2012:120). The FIFA ‘*Football for Hope*’ programme was created as a unique and global movement, using the power of football to achieve sustainable social development (FIFA, 2010). It is said that the first time that a World Cup had prioritised and implemented sustainability targets was for the 2006 World Cup in Germany. In partnership with the United Nations Environment Programme (UNEP), and under the banner of the ‘Green Goal Strategy’, the event was designed to have minimal environmental impact, and was staged in a climate-neutral manner (Van Schumann, 2013:12).

In contrast, there is no doubt that the World Cup resulted in an increased number of, and in improved, state-of-the-art stadium facilities across the country. However, in the

light of the already existing concerns over the sustainability of the stadia concerned, given their maintenance costs, Van Schumann (2013:7) cautions that an equal amount of attention should be paid to the strategies for post-event phase infrastructure use. It is important, according to Cornelissen et al. (2011:309), to stress that legacies should be sustained for a significant period after the event, and that they should have long-lasting effects, as well as being evaluated for at least 20 years after the event has been held.

3.12 Summary

The single largest industry in the world is tourism, with its fastest growing segment being the travel that is associated with sports or physical activities (Roche et al., 2013:147). Sports tourism has a range of economic, sociocultural, and ecological consequences (Wäsche, Dickson and Woll, 2013:81). Hosting the World Cup continues to promise not just the excitement of the event, and media exposure for the host nation, but also the expectation of a positive return on the considerable amount of investment that is associated with hosting such an event. This holds particularly true for South Africa as the host nation for the 2010 FIFA World Cup™ in 2010 (Du Plessis & Maennig, 2009:55). South Africa pursued the World Cup for many reasons, of which some were tangible objectives, such as infrastructure development, job creation, and the promotion of the country's tourism industry. Less tangible was the hope of reconfiguring Africa's reputation (Ginsberg, 2010:191). A summary of the positive and negative impacts of such events is shown in Table 3.3 below.

The current chapter was aimed at providing an analysis of sport tourism, and of mega-events. Insights into tourism, sport tourism and its policies in South Africa were, accordingly, outlined. It is evident from the literature reviewed that South Africa has successfully hosted a number of high-profile events, including the 2010 FIFA World Cup™. Furthermore, the legacy imperatives that are pertinent to mega-events were also discussed, along with the literature on the perceived positive, and negative, impacts of such events. The following chapter (Chapter Four) will discuss the methodology that was used to collect the data for the research study.

Table 3.3: Summary of the advantages and shortcomings associated with the hosting of mega-events

Sphere of activity	Advantages	Disadvantages
Economic	1. Destination profiling and marketing 2. Increased tourism 3. Induced development and construction expenditure 4. Trade and business development/investment proportion 5. Increased property values 6. Employment creation 7. Improved image and profile of the destination	1. Exodus of residents 2. Interruption of normal business 3. Lack of accountability 4. Lack of community ownership and control 5. Increase in the cost of living/ price hikes 6. Increased taxes 7. Public debt and opportunity costs 8. Cost escalation (especially in terms of infrastructural projects) 9. Underutilisation of the infrastructure 10. Risk of event failure
Tourism	1. Destination promotion and increased number of visits 2. Extended length of stay 3. Job creation	1. Community resistance to tourism 2. Loss of authenticity 3. Damage to reputation 4. Inflated prices 5. Opportunity costs
Media	1. Increased media coverage 2. Improved image destination	1. Negative media coverage
Sociocultural	1. Community development 2. Civic pride 3. Skills enhancement and development 4. Shared experiences ('feel-good factor') 5. Increased community participation & the introduction of new and challenging ideas 6. Sport development	1. Disruption of resident lifestyles 2. Traffic congestion 3. Noise 4. Overcrowding 5. Community alienation 6. Bad behaviour 7. Substance abuse 8. Loss of amenities 9. Entrenchment of inequalities 10. Limited distribution of benefits 11. Violation of human rights (e.g. forced removal of residents)
Physical/ Infrastructure	1. Sport infrastructure 2. Improved transport and communication facilities 3. Increased, and improved, accommodation facilities 4. Urban transformation and renewal 5. Acceleration of infrastructural awareness and education	1. Maintenance costs 2. Vandalism 3. Damage to property 4. Underutilised facilities
Environmental	1. Greening of events 2. Increased environmental awareness and education 3. Showcasing of natural resources	1. Pollution 2. Increased waste 3. Increased use of water and energy 4. Degradation of the natural environment 5. Destruction of the natural heritage
Political	1. International prestige 2. Social cohesion 3. Development of administrative and governance skills 4. Improved capability to bid for, and to host, events 5. Strengthening of cooperation	1. Propaganda 2. Manipulation of the public 3. Causation of tensions within regions

Source: Swart and Bob (2012:3)

CHAPTER FOUR

RESEARCH DESIGN AND METHODOLOGY

4.1 Introduction

The current study is intended to explore the impacts of the 2010 FIFA World Cup™ on the residents of one host city (Port Elizabeth), both before and after the hosting of the event, as well as to compare any perceptual differences between the pre- and post-event phases. As was previously stated in the former chapters, the residents' perceptions form the basis of the current study. Moreover, the study was developed, and tested, using a conceptual and theoretical framework involving the social exchange theory. Assessing the residents' perceptions, especially prior, and subsequent, to the hosting of the 2010 FIFA World Cup™ is important, as doing so should serve to promote a better understanding of the dynamics of residents' attitudes and views toward the hosting of major events than has previously been possible. Additionally, it could provide an impetus for change regarding the residents' support of such events.

The present chapter illustrates the processes that were employed in conducting the research for the current study, which sought to determine post-event perceptions. The study also sought to provide an analysis of a comparison of the post-event perceptions with the pre-event data, so as to effectively evaluate any shift in the attitudes and the reactions of residents to South Africa's hosting of the 2010 FIFA World Cup™, and to its associated legacies in Port Elizabeth. The research design and methodology adopted for the study are described in the chapter, of which the focus is on detailing the processes and procedures that were followed in terms of the data collection. The study design and the sampling procedures are also explained. The chapter concludes by explaining how the data collected was captured and analysed.

4.2 Research questions

As was mentioned in the first chapter of the current thesis, the following research questions guided the study:

Pre-event phase questions:

1. What is the residents' level of awareness before the 2010 FIFA World Cup™ is hosted in Port Elizabeth?
2. What is the level of support, prior to South Africa's hosting of the 2010 FIFA World Cup™, among the Port Elizabeth residents?
3. What are the residents' perceptions and attitudes towards the hosting of the 2010 FIFA World Cup™ in Port Elizabeth?

Post-event phase questions:

1. What was the residents' level of awareness of, and attendance at, the 2010 FIFA World Cup™ being hosted in Port Elizabeth?
2. What is the level of support, for South Africa's hosting of the 2010 FIFA World Cup™, among the Port Elizabeth residents?
3. What are the residents' perceptions and attitudes towards the impacts of the 2010 FIFA World Cup™ being hosted in Port Elizabeth?

4.3 Background to the study area

As was previously stated in the first chapter of this thesis, the current research was conducted in Port Elizabeth. The Eastern Cape province served the 2010 World Cup as one of the key host provinces, with Port Elizabeth being appointed as one of the key host cities (HSRC, 2011:24). Port Elizabeth, together with Uitenhage and Despatch, form part of the Nelson Mandela Bay Metropole (Baines, 2010:5). Port Elizabeth has long been recognised for its friendly people, its gorgeous stretches of pristine coastline, and its relaxed ambience, resulting in the city being referred to as the 'friendly city' (Baines, 2010:6). Despite that the Eastern Cape province is endowed with both natural and cultural resources with a high tourism potential, its potential has not yet been optimally exploited so as to generate a significant impact on the economic growth and development of the province. Specifically, the province receives a fairly small number of international visitors when compared to such provincial counterparts as the Western Cape and KwaZulu-Natal (South Africa. DEDEA, 2009:8).

According to Baines (2010:11), Port Elizabeth was one of the host cities that required a brand-new stadium to be built, in order to accommodate the influx of fans, as well as the games that were to be played. The stadium concerned, which is the Eastern Cape's

first dedicated football stadium, is conveniently located near the N2 highway, just a few kilometres from the coast, and from the port of Coega. The Nelson Mandela Bay Stadium is situated in the North End Lake suburb, which is an area that has a mix of both residential and commercial properties, creating an idyllic setting for match days. Historically, the area used to house white working-class people, but, with the demise of apartheid, it had been neglected, and was sorely in need of upgrading. Currently, the town dwarfs the residential properties, as well as the office blocks, stores, factories, and warehouses. It is worth noting that the stadium is the most prominent feature on the Port Elizabeth skyline (Baines, 2010:9), which is in line with the Swart et al. (2009:16) intention that through their singular architectural design and uniqueness, the stadiums would also come to constitute the centrepiece of a city's brand, or image.

In recent years, the city's promoters have focused on unlocking Port Elizabeth's tourist potential as a catalyst for economic growth, with sport tourism being accorded special attention. Local business has given its unequivocal support to the Mandela Bay Development Agency's (MBDA's) attempts to market Port Elizabeth as a sporting city (Baines, 2010:6). Figure 4.1 below consists of a detailed map of Port Elizabeth and its surrounding areas.



Figure 4.1: Map of Port Elizabeth and the surrounding areas

Source: <http://www.nelsonmandelabay.gov.za>.

4.4 Research design and methodology

Saunders et al. (2012:159) define research design as the general plan of how to set about answering research question(s). The importance of clearly defining the research questions concerned cannot be overemphasised. The design should contain clear objectives derived from the research questions, and it should also specify the sources from which the data are intended to be collected. Blanche, Durrheim and Painter (2006:161) offer a closely related definition of research design as a kind of cost–benefit balancing exercise, stating that “it is a plan for a piece of research that is constructed to maximise the validity” of the study. Another definition, by Altinay and Paraskevas (2008:321), explains the concept of research design as describing the approaches, the strategies, and the data collection techniques to be used in carrying out the research study. For the purpose of the current study, both qualitative and quantitative methods of data collection were incorporated in the overall design.

Veal (2006:40) contends that qualitative research is generally not concerned with numbers. Such research involves a great deal of information about a small number of people, rather than a limited amount of information about a large number of people. Pellissier (2007:23) notes that currently, most qualitative research involves face-to-face interviewing, either with individuals, or with groups of respondents. The latter author further observes that qualitative research, rather than being a statistical method, consists of problem-solving by means of a wide range of data collection methods and data types, as well as the application of diverse conceptual frameworks. By means of contrast, quantitative researchers collect data in the form of numbers, and use statistical types of data analysis (Blanche et al., 2006: 47). Quantitative research is carried out within the framework of a scientific method, entailing an approach that uses objectively agreed upon criteria and procedures to achieve results that have statistical reliability. The research achieves the required reliability through the use of large samples (Pellissier, 2007:12). With the research design discussed, the following section expands on the validity and reliability of research instruments used in the current research study.

4.5 Validity and reliability of research instruments

Saunders et al. (2012:59) define validity as the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration. The

researchers outline a number of different ways in which the validity of research can be assessed. Firstly, face validity, which is the most commonly used way, ensures that what is measured by the researcher actually does measure, or represent, what it is supposed to measure. Secondly, constructive validity, which is important in business, relates to the problem that there are a number of phenomena that are not directly observable, such as motivation, satisfaction, ambition, and anxiety (Saunders et al., 2012:59).

In contrast, reliability is described by Veal (2006:41) as the extent to which research findings would be the same if the research were to be repeated at a later stage, or with a different sample of subjects. Another definition of reliability, which is offered by Gravetta and Forzano (2009:82), states that the reliability of a measurement procedure is the stability, or consistency, of the measurement. If the same individuals are measured under the same conditions, a reliable measurement procedure would produce identical (or nearly identical) measurements on different occasions. Saunders et al. (2012:430) emphasise that reliability is a key characteristic of research quality; however, while it is necessary, it is not sufficient in itself to ensure that the quality of research undertaken is good. To ensure validity and reliability, the following actions were undertaken for the current study. Firstly, errors and problems relating to the questionnaire were rectified prior to the collection of data by means of a pilot study. Secondly, the fieldworkers concerned were offered extensive training on how to administer the questionnaires. Lastly, the questionnaires were edited by a professional language editor prior to data collection.

4.6 Research instruments and data collection

Questionnaires are one of the most popular methods of collecting data among hospitality and tourism researchers (Altinay & Paraskevas, 2008:120). Within the field of business and management research, questionnaires are mainly used as part of the survey strategy. However, both experimental and case study research strategies can make use of such methods (Saunders et al., 2012:416). For the purpose of the present study, structured questionnaires were used for collecting the data required. In survey research where structured data collection techniques are used in relation to a large number of the respondents, the instrument (questionnaire) design is very important (Ghauri & Gronhaug, 2005:127). Vermeulen (1998:65) views the characteristics of a

structured questionnaire as being mainly fourfold: firstly, the respondents must choose between alternative responses that are given, secondly, the responses are likely to be more direct than indirect, thirdly, the data can be relatively easily analysed and classified and lastly, the number of possible responses is limited. The following subsections explore the sources of data that were used in the current research study.

4.6.1 Secondary sources of data

Secondary data, according to Ghauri and Gronhaug (2005:91), is useful, not only for finding information to solve a research problem, but also so as to gain a better understanding of, and to explain, a research problem than might otherwise have been possible. Pellissier (2007:32) and Ghauri and Gronhaug (2005:91) state that one of the advantages of using secondary data is the significant saving of time and money that is entailed. However, care should be taken that the data match the requirements, and that they have not been collected for an opposing purpose, or under special circumstances that do not apply in the current study (Ghauri & Gronhaug, 2005:91).

Secondary data for the present study included literature on tourism, sport tourism, and mega-events, particularly material concerning South Africa, and its hosting of the 2010 FIFA World Cup™. The literature concerned consisted of textbooks, a series of journals, newspaper articles, e-publications, and theses, as well as dissertations, of which all were seen as being relevant to the study in hand.

4.6.2 Primary source of data

Pellissier (2007:32) defines primary data as data that have been collected entirely by the researcher, for use in the project currently being researched. Ghauri and Gronhaug (2005:102) advise that when secondary data is not available, or when it is unable to answer the set research questions, one must collect the data that are relevant to one's particular study and research problem. The latter authors further state that the main advantage of primary data is that they are collected for the particular project at hand, which means that they are more consistent with the questions, and the objectives, of the research undertaken. The primary sources that were used in the study were questionnaire surveys that were distributed to the residents living within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium, both before and after the hosting of the 2010 FIFA World Cup™. With the sources of data in place, the subsequent

subsection outlines the nature of the questionnaire surveys that were developed for the present study.

4.6.2.1 Questionnaire survey

Babbie, Mouton, Payze, Vorster, Boshoff and Prozesky (2001:244) assert that although the term 'questionnaire' suggests the presence of a collection of questions, a typical questionnaire probably contains as many statements as questions, especially if the researcher concerned is interested in determining the extent to which respondents hold a particular attitude, or perspective. Veal (2006:55) adds that questionnaire-based surveys are the most commonly used technique in leisure and tourism research. Vermeulen (1998:65) asserts that the questions that are asked in a questionnaire should reflect the issues the researcher wishes to determine in order to test his hypothesis. Two types of questions are distinguished by Clark, Riley, Wilkie and Wood (1998), namely open and closed. The authors state that closed questions tend to restrict the possible number of answers to a small set of responses. They require that the questionnaire designer has a fair knowledge of the range of subjects in the area, whereas open-ended questions have the merit of not imposing restrictions on the possible answers, though they are harder to aggregate and computerise. In the current study, both open and closed questions were used. The open questions required the respondents to formulate their responses themselves, while the closed-ended questions required the respondents to select their answer from a number of responses presented to them by the researcher.

Several means of administering a questionnaire exist. Veal (2006:35) states that questionnaire surveys in the leisure and tourism field can be divided into six types: household surveys, street surveys, telephone surveys, mail surveys, e-surveys, user/on-site/visitor surveys and captive group surveys. For the current study, household surveys were used to collect the required data. According to Veal (2006), the provision of household data involves people being selected on the basis of where they live. As was previously stated, as the current study is comparative in nature, data collection was undertaken in two separate phases, of which both are discussed in the following subsections (4.6.2.1.1 and 4.6.2.1.2).

4.6.2.1.1 Pre-event survey

The pre-event questionnaire survey consisted of five sections (see Appendix B), which are outlined below.

Section 1: The first part of the questionnaire sought to determine the respondents' level of awareness of the 2010 FIFA World Cup™. Questions regarding knowledge and the source of information, how the respondents were informed of the event and where the tournament was to be hosted in the respondents' area were included.

Section 2: The section was aimed at ascertaining whether the residents' level of interest in football was that of a spectator, of the game as a recreational activity, or as a supporter at league/national level. This section of the questionnaire also consisted of questions relating to the respondents' participation in, and projected attendance at, the 2010 FIFA World Cup™ matches. Accordingly, the respondents were required to indicate where they attended, or planned to attend, the soccer matches, together with the mode of transport that they used to visit the host cities. Lastly, the respondents were asked to point out whether they visited the PVAs.

Section 3: In focusing on the respondents' involvement with the 2010 FIFA World Cup™, they were given a variety of options from to select their response. This section also required the respondents to make suggestions for improving the communication strategies related to mega-events to be hosted in South Africa in future.

Section 4: The section was concerned with gathering data on the perceptions, and the attitudes, of respondents towards the hosting of the 2010 FIFA World Cup™. The respondents were asked to rate various statements pertaining to the socio-economic and sport impacts in South Africa, as well as to the legacy imperatives, at a national and continental level. The rating was based on a 5-point Likert scale, according to which the answers could range from 1 = strongly agree to 5 = strongly disagree.

Section 5: In the last part of the questionnaire, which was aimed at collecting information concerned with the demographic profile of the respondents, six different demographic variables were measured (age, gender, race, educational level, employment status and monthly income).

In conformance with the requirements of stratified random sampling, the residents' surveys (350) were administered three months to the lead-up to the 2010 FIFA World Cup™. The administration of the surveys took place within a two-kilometre (2km) radius of the Nelson Mandela Bay Stadium in Port Elizabeth.

4.6.2.1.2 Post-event survey

With regard to the post-event survey (see Appendix C), a similar questionnaire was applied, with the focus on post-event legacy imperatives that were witnessed by the respondents from the host city (Port Elizabeth).

For the second phase of the research study, questionnaire surveys (350) were also collected by means of the application of a stratified random sampling technique from the residents residing within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium, during September 2012. Having delineated the nature of the questionnaire surveys of the study, the following section discusses the sample size of the study.

4.7 Sample size

The research, according to Veal (2006:36), indicates that there is a misconception in relation to the size of a sample, namely that it should be decided on the basis of its relationship to the size of the population. The researcher (Veal, 2006:36) underscores that it is the absolute size of the sample that is important, and not its size relative to the population. Conversely, the same rule applies in all cases, except when the population itself is small. The survey questionnaires that were used in the present instance included both open-ended and closed-ended questions that the residents were asked. Vermeulen (1998:51) postulates that in any type of social research (including hospitality and tourism research), the ideal would be to cover the entire population of interest when undertaking a study. Doing so would make generalisation of the findings possible about the population as a whole. Pellissier (2007:33) concurs that usually, the sample size depends on: the basic characteristics of the population; the objectives of the research, the data analysis, the credibility of the analysis, the time and financial constraints allowed for the study, the non-response factors involved, the statistical precision of the study and the basis of the judgement to be made regarding the study findings.

Therefore, the sample size of the current study was based on the information that is contained in Table 4.1 below, which was provided by Isaac and Michael (1981:193). The table served as a guideline for determining the required size of a sample that was randomly chosen from a finite population. Krejcie and Morgan (1970:608) state that using the following calculation, as the population increases, the sample size increases at a diminishing rate, until it eventually remains constant at slightly more than 380 cases. Taking into consideration the population size of Port Elizabeth, a sample size of $n=700$ was determined (with 350 each for the pre- and post-event parts of the study) for the number of respondents concerned.

Table 4.1: Guidelines for determining population sample sizes

Population size	95% Confidence level	90% Confidence level	Population size	95% Confidence level	90% Confidence level
10	10		275	163	74
15	14		300	172	76
20	19		325	180	77
25	24		350	187	78
30	28		375	194	80
35	32		400	201	81
40	36		425	207	82
50	44		475	218	83
55	48		500	222	83
60	52		1000	286	91
65	56		2000	333	95
70	59		3000	353	97
75	63		4000	364	98
80	66		5000	370	98
85	70		6000	375	98
90	73		7000	378	99
95	76		8000	381	99
100	81	51	9000	383	99
125	96	56	10000	385	99
150	110	61	15000	390	99
175	122	64	20000	392	100
200	134	67	25000	394	100
225	144	70	50000	397	100
250	154	72	100000	398	100

Source: Isaac and Michael (1981:193)

4.8 The research population and sample selection

A population for a study is the group (usually, in the case of the behavioural sciences, consisting of people) about whom the researcher wants to draw conclusions (Babbie et al., 2001:100). In terms of the terminology of research design, the large group that is of interest to a researcher is called the population, and the small set of individuals who participate in the study is called the sample (Gravetter & Forzano, 2006:128).

Vermeulen (1998:51) further asserts that a population in a study is largely determined by the independent, moderator, and control variables that form part of the study design, along with such practical considerations as the availability of subjects, or respondents. Thus, for both phases (pre- and post-event data) of the current thesis, the research population of interest involved residents residing in Port Elizabeth within a two kilometre (2km) radius of the Nelson Mandela Bay Stadium. Fredline and Faulkner (2000:772) and Fredline (2004:155) indicate, in their studies of two major motorsport events in Australia that the residents living closest to the event were more likely to be affected by the event than were those who lived further away from it.

The term 'sample', according to Clark et al. (1998:90), refers to that part of the population that is studied for some research process. Additionally, samples are often used to draw inferences about the populations of which they are a part. Usually, it is impractical to study a whole population, that is, to take a census of every member or item in a population. Thus, the techniques used in selecting a sample are crucial (Clark et al., 1998:90). Strydom and De Vos (2001:197) define stratified random sampling as the splitting up of the population into a number of strata that are mutually exclusive, and of which the members are homogeneous with regard to certain characteristics, such as gender, place of residence, language, and age. A stratified random sampling method was employed in the current study because it is a method by which the population can be split up into homogeneous, mutually exclusive groups called 'strata' (Altinay & Paraskevas, 2008:93). For the purpose of the present research endeavour, the streets on which the residents who were to be involved in the study lived were demarcated into strata. The fieldworkers concerned then had to select a household or flat at random, of those that were situated within a two kilometer (2km) radius of the Nelson Mandela Bay Stadium. In order to ensure a representative sample of the entire host community, a house or flat within a stratum was then randomly selected, and any adult (of the age of 18 years and above) representative of the household concerned who was willing to be interviewed was. The researcher posits that only respondents above the age of 18 years were interviewed, for the reason that they are more likely to have the ability to respond to key questions pertaining to sport mega-event legacy. Moreover, studies that have analysed resident's perceptions of mega-events such as Ohmann et al. (2006) use 18 years and above as the benchmark. If the inhabitant of the selected household was not available, the next household was selected. This process

was adhered to until the desired sample size was achieved. Having discussed the research population and the sample selected for the study, the next section elaborates on how the pilot study was undertaken.

4.9 Pilot survey

Vermeulen (1998:88) describes a pilot survey as a means of pre-testing a questionnaire, using a selected number of respondents from the target population, in order to assess the soundness of its measurement capacity and its appropriateness for the study, as well as to establish its clarity. Strydom (2001:71) cautions that in all cases, it is essential that newly-constructed questionnaires, referring to those that are in their semi-final form, be thoroughly pilot-tested before being utilised in the main investigation. In this regard, prior to the commissioning of the current research, questionnaires were administered to fifteen different students, in order to rectify any errors present, and so as to ensure validation of the study. Following the application of such a procedure provided the researcher with the opportunity to correct the errors encountered during the pilot survey, as well as with the opportunity to ascertain the average amount of time that it would take to complete each questionnaire survey. Strydom (2001:89) advises that a pilot study must be executed in the same manner as that in which the main investigation is conducted. The procedure of analysing data for the study is discussed in the subsequent section.

4.10 Procedure of analysing data

The SPSS software was used to capture, and to analyse, the quantitative data related to the study. The method concerned is used to describe, and to summarise, the data by means of using descriptive statistics, tables, bar charts, and graphic presentations. The qualitative data were analysed into conceptual categories that were based on the use of the constant comparative method. The limitations that were associated with the fieldwork were identified, and they are presented next.

4.11 Limitations of the study

To establish the limitations of a research study requires identifying the weaknesses in a particular piece of research (Pellissier, 2007:67). De Vos and Fouche (2001:89) highlights that potential limitations are often numerous, even in the most carefully planned research study.

In the current study, the following limitations were identified. Firstly, the present research is limited to investigating Port Elizabeth-dwelling residents' perceptions of the 2010 FIFA World Cup™. As the residents interviewed for the purposes of the study all resided in the vicinity of the Nelson Mandela Bay Stadium, the findings obtained might not be generalisable to the other host cities of mega-events. Secondly, the fieldwork was envisaged as taking place precisely three months after the hosting of the 2010 FIFA World Cup™. However, due to the financial constraints involved, the fieldwork was conducted a year and a half after the hosting of the event.

4.12 Summary

The aim of this chapter (i.e. Chapter Four) was to outline the research design and the methodology used in the current research study. The validity and the reliability of the research instruments, the research population and the sample selection, the sample size of the research, and a description of the research instruments used to collect the data were presented. With the research design and methodology having now been presented, the findings of the survey are discussed in the subsequent chapter (i.e. Chapter Five).

CHAPTER FIVE

EMPIRICAL FINDINGS AND DISCUSSION

5.1 Introduction

The previous chapter (i.e. Chapter Four) outlined the research methods that were used in the current study. Such methods included the use of self-administered questionnaires. Due to the comparative nature of the study, the data collection took place in two phases. The first phase (i.e. collecting the pre-event data) was completed three months before the kick-off of the 2010 FIFA World Cup™, and the second phase (i.e. collecting the post-event data) was commissioned in September 2012. For both phases, the research population of interest involved residents residing within a two kilometer (2km) radius of the Nelson Mandela Bay Stadium in Port Elizabeth.

The current chapter now presents the findings, the analysis, and the discussion of the responses received during the pre- and post-event phases. Tables have been used to present, and illustrate, the findings as clearly as possible, based on the predefined objectives that were outlined in Chapter One of the thesis. In most instances, the responses from both data collection phases have been grouped, and a comparative analysis, as well as a thematic discussion, is presented, so as to allow for the gaining of a better understanding of the findings than might otherwise have been possible. In some cases, the results were illustrated using cross-tabulation employing a Chi-square test that sought to measure the statistical disparity between the two event phases (i.e. pre- and post-event). Moreover, to further examine, and to contextualise, the relevant results, mean scores and independent sample *t*-test was used to determine whether the magnitude of shift and significant differences in perceptions occurred post-event (see Table 5.46).

The total sample size of the study was $n=700$, which was split into half (350 each for the pre- and post-event phases). The following section now details the findings that were made in relation to the demographic profile of the respondents.

5.2 Demographic profile of the respondents

This section presents the findings that were obtained with regards to the demographic profiles of the respondents concerned. Six demographic variables were measured,

with the respondents being asked to indicate their age, gender, race, level of education, monthly income, and employment status.

5.2.1 Age

The respondents were asked to indicate their current age. The responses that were received were then grouped into six different age categories, as Table 5.1 below depicts, in terms of the breakdown of the responses. The majority of the respondents pre-event (39.8%) were from the age group range of 21 to 30 years, followed by those from the age group range 18 to 20 years old (19.3%), and 31 to 40 years old (19.3%). The percentage of those who were within the age group range 41 to 50 years old made up 13.3% of the total of the sample. Similarly, in the post-event phase, the majority fell in the age group range of 21 to 30 years old (49.4%), while 18.8% were found to fall in the age group of 31 to 40 years old. In this phase, those who were 41 to 50 years old (14.7%) closely followed. Of those respondents who fall within the older age groups (in both event phases) of 51 to 60 and 61 years and above comprised the minority both pre-event (8.3%) and post-event (7.7%). The findings obtained clearly reveal that in both the pre- and post-event phases, the respondents were largely found to be youthful, with the average age of the respondents being found to be 27 years.

Table 5.1: Age of the respondents		
Pre-event survey		Post-event survey
Total (n=350, in %)		Total (n=350, in %)
Age group		
18 – 20	19.3	9.4
21 – 30	39.8	49.4
31 – 40	19.3	18.8
41 – 50	13.3	14.7
51 – 60	3.6	5.3
61>	4.7	2.4

5.2.2 Gender

In terms of gender, Table 5.2 below represents the results that were obtained in relation to the respondents. The pre-event results reveal that the majority (57%) were men, compared with the 43% who were women. The post-event findings reveal a close similarity with the pre-event results, with 52% of the respondents being men, in

comparison with the 48% who were women. These findings reveal that more men than women participated in the study. Even though the gender difference indicates that there were slightly more male-headed households than there were female-headed ones in the area, interestingly, the findings are almost equally divided in both event phases, showing that there was a roughly equal gender representation in the study.

Table 5.2: Gender of the respondents		
	Pre-event survey Total (n=350, in %)	Post-event survey Total (n=350, in %)
Gender		
Male	57	52
Female	43	48

5.2.3 Race

Table 5.3 below illustrates the findings that were made in relation to the race category of the respondents. Pre-event, the majority of the respondents (54.2%) were black, closely followed by those who were white (31.3%), with 12.0% being coloured, and the minority (2.5%) of the respondents being comprised of Indians. Similarly, in the post-event phase, the majority of the respondents were black (54.1%), whereas those who were white made up 20.6% of the total, followed by those who were coloured (17.6%), and by Indians (7.7%), who formed the minority. Such a finding, which was expected, confirms Provide's (2009:6) data, which indicated the black populace to be in the majority in South Africa, as well as in the Eastern Cape province.

Table 5.3: Race category of the respondents		
	Pre-event survey Total (n=350, in %)	Post-event survey Total (n=350, in %)
Race		
Black	54.2	54.1
White	31.3	20.6
Coloured	12.0	17.6
Indian	2.5	7.7

5.2.4 Level of education

With regards to the level of education of the respondents, the findings (pre-event) revealed the majority of the respondents (39.8%) to hold either a certificate/diploma, which was closely followed by those who had completed their secondary schooling (33.7%). Those who were in possession of a degree (whether undergraduate or postgraduate) made up 24.1% of the total of the sample. With regards to the post-event results, those who held a certificate/diploma made up the majority (33.5%) of the respondents, whereas the respondents who had completed their secondary schooling (22.9%), and those who were in possession of a degree (whether undergraduate or postgraduate) were found to be noteworthy (34.7%). This finding reveals that the Port Elizabeth residents were fairly well educated, given that only a few of the respondents (1.2%) pre-event and (3.0%) post-event lacked any formal education at all, as Table 5.4 below shows. Again, the finding is important, in that it might imply that the Port Elizabeth residents would have been able to understand the possible impacts of mega-events fairly well, specifically in regard to the intricacies of the legacy impacts of the 2010 FIFA World Cup™.

Table 5.4: Respondents' highest level of education		
	Pre-event survey	Post-event survey
	Total (n=350, in %)	Total (n=350, in %)
Education level		
Certificate/Diploma	39.8	33.5
Secondary schooling completed	33.7	22.9
Undergraduate degree	12.1	20.6
Postgraduate degree	12.0	14.1
Primary schooling completed	1.2	5.9
No formal education	1.2	3.0

5.2.5 Monthly income

In terms of income, Table 5.5 below outlines the range of monthly income levels of the respondents concerned. Pre-event, the majority (43.4%) of the respondents were found to be earning within the minimal income range (R<10 000). It is worth noting that a notable 30.1% stated that they received no form of income at all. Those respondents who earned within the range of R11 000 and R20 000 monthly made up 14.5% of the total number of respondents. On a monthly basis, a few of the respondents (4.8%)

were earning in the range of R31 000 and R40 000, whereas 2.4% were earning between R21 000 and R30 000, with 2.4% earning between R41 000 and R50 000. Regarding the post-event phase, similarly, the majority (38.7%) were found to earn less than R10 000 per month, which was closely followed by the 31.8% who claimed to earn no form of monthly income. Those respondents who stated that they earned between R11 000 and R20 000 monthly made up 18.2% of the total sample. A few of the respondents (6.5%, 2.4% and 1.2%) were found to earn, monthly, between R21 000 and R30 000, between R31 000 and R40 000, and between R41 000 and R50 000 respectively. Evidently, the level of education is not reflected in the income of the respondents concerned, when the former is seen in the light of the latter (subsection 5.2.4: Level of education). The average income of the respondents was estimated to be R5208.00 per month.

The income levels were noted to be low. The findings made imply that the income of the respondents could have been a hindrance to the attending of, and the participating in, the 2010 soccer matches in Port Elizabeth.

Table 5.5: Respondents' monthly income		
	Pre-event survey	Post-event survey
	Total (n=350, in %)	Total (n=350, in %)
Income in Rand		
None	30.1	31.8
<10 000	43.4	38.7
11 000 – 20 000	14.5	18.2
21 000 – 30 000	2.4	6.5
31 000 – 40 000	4.8	2.4
41 000 – 50 000	2.4	1.2
51 000 – 60 000	1.2	0.6
61 000 >	1.2	0.6

5.2.6 Employment status

The respondents were required to indicate their employment status, as Table 5.6 below depicts. The question was close-ended, and the employment categories were quite diverse for both event phases. Pre-event, most of the respondents (47.1%) were found to be working on a full-time basis. Of the respondents, 26.5% were students. The

remaining 12.0% were self-employed, working on a part-time basis (6.0%), retired (4.8%), or unemployed (3.6%). Post-event, a similar scenario was seen, with the majority (35.9%) working on a full-time basis, followed by those who were students (28.8%). Those who were self-employed made up 16.5% of the total sample, closely followed by those who were unemployed (12.3%). The rest of the respondents indicated that they worked part-time (4.7%), with a few (1.8%) stating that they were retired. Such a finding perhaps implies that the area was doing well in terms of creating employment opportunities for the residents, since the highest percentage was that of those who were working on a full-time basis.

Table 5.6: Employment status of respondents		
	Pre-event survey	Post-event survey
	Total (n=350, in %)	Total (n=350, in %)
Employment status		
Working full-time	47.1	35.9
Student	26.5	28.8
Self-employed	12.0	16.5
Working part-time	6.0	4.7
Retired	4.8	1.8
Unemployed	3.6	12.3

5.3 Residents' interest in football

As was indicated in the literature review chapter, Gibson (1998a:156) recognises three broad categories of sport tourism: watching sporting events, visiting sports-related attractions and active participation. The following subsections (5.3.1, 5.3.2 and 5.3.3) detail the key findings that were made in relation to the respondents' interest in football as a spectator, as a recreational activity and lastly, as an interest in football at league, or national, level.

5.3.1 Interest in football as a spectator

In order to gain an understanding of some of the results to follow, the respondents were asked to indicate the statements that best summarised their interest in football as a spectator. The results, which are illustrated in Table 5.7 below, show that the majority of the respondents (36.1%) pre-event, and an even greater percentage (42.9%) post-event, considered themselves to be avid fans of the sport, who always

tried to attend games, or to watch them on TV. In contrast, 34.9% of the respondents pre-event, compared to 24.1% of the respondents post-event were found to be interested in the sport, and to watch it when they could. The respondents concerned were followed by the 26.5% pre-event and the 21.8% post-event who stated that they were not interested in football, but that they sometimes watched it because their family and friends were interested in it. The findings concerned revealed that there was considerable interest in football amongst the respondents, which supported the assertions made by Gibson (1998a:156) that football events or games included both active and passive participants. Only a few of the respondents (2.5%) pre-event, compared to a greater percentage (11.2%) post-event indicated that they had absolutely no interest in the sport or in the associated festivities, even when they were held where they resided.

Table 5.7: Statements that best summarise respondents' interest in football as a Spectator		
Statements	Pre-event survey Total (n=350, in %)	Post-event survey Total (n=350, in %)
I am an avid fan of the sport and always try to attend games, or to watch them on TV.	36.1	42.9
I am interested in the sport, and watch it when I can.	34.9	24.1
I am not interested in the sport, but I sometimes attend games, or watch them, because family or friends are interested in doing so.	26.5	21.8
I have no interest in this sport, or in the associated festivities, even when games are held in our area.	2.5	11.2

5.3.2 Interest in football as a recreational activity

The respondents were then asked to describe their interest in football as a recreational activity. Table 5.8 below depicts the results that were obtained. The results indicate that 29.0% of the respondents pre-event, and an even greater percentage (40.0%) post-event, pointed out that they were keen participants in the sport, who were either regularly involved in club competitions, or not in any formal competition. The results show a close similarity in the percentages of responses received pre-event (27.6%) and post-event (22.9%) that indicated that the participants concerned had absolutely no interest in participating recreationally in the sport. In contrast, the majority (43.4% pre-event) and (37.1% post-event) who confirmed occasionally participating in football, or having done so in the past, but not in recent years cannot be discounted.

Table 5.8: Statements that best summarise the respondents' interest in football as a recreational activity		
Statements	Pre-event survey Total (n=350, in %)	Post-event survey Total (n=350, in %)
I am a keen participant in the sport, who is regularly involved in club competitions.	15.7	21.8
I am a keen participant in the sport, who is regularly involved in it, but not in any formal competition.	13.3	18.2
I occasionally participate in the sport socially.	22.9	21.2
I used to participate in the sport, but I have not done so in recent years.	20.5	15.9
I have absolutely no interest in participating recreationally in the sport.	27.6	22.9

5.3.3 Attendance at soccer matches at league or national level

To further ascertain the projected attendance at games in the 2010 FIFA World Cup™, the pre-event phase of the data collection required the respondents to indicate whether they were going to attend matches at the league or national level. Although the majority (57%) of the respondents indicated otherwise, 43% stated that they would do so. The percentages involved are seen to be important, especially when the demographic results that were previously stated are, once more, brought to light. Even more so, the city concerned (i.e. Port Elizabeth) did not have a team in the Premier Soccer League (PSL), after Bay United was demoted at the end of the 2008/9 season (Baines, 2010:6). In the post-event phase, in contrast, slightly more than half (52%) of the respondents indicated having no interest in football at league or national level, compared to the 48% who stated that they attended such matches.

Table 5.9: Statements that best summarise the respondents' interest in football at league or national level		
Comment	Pre-event survey (n=350, in %)	Post-event survey (n=350, in %)
Yes	43	48
No	57	52

5.3.3.1 Reasons for attendance of soccer matches at league or national level

The respondents ($n=150$ and $n=168$), who had indicated in the pre- and post-event phases respectively (as was referred to in subsection 5.3.3 above) that they attended matches at league or national level, were then asked to cite the reasons for their

attendance. Table 5.10 below presents the results as follows. The related findings indicate that the majority of the respondents (74.3%) pre-event, and slightly more than half of the respondents (52.7%) post-event, expressed an interest in soccer, compared to the minority in both surveys who indicated that attending soccer matches granted them an opportunity to meet friends (11.2% pre-event, and 12.2% post-event), and a way in which to relax (11.6% pre-event, and 9.8% post-event). The remainder stated that they only attended matches because they received complimentary tickets for them (2.9% pre-event, and 7.3% post-event), as they desired to support the development of sport (11.9% post-event), and due to the respondents' company sponsoring the game (6.1% post-event).

Table 5.10: If yes, why?		
Reasons	Pre-event survey (n=150, in %)	Post-event survey (n=168, in %)
Interest in soccer	74.3	52.7
In receipt of complimentary tickets	2.9	7.3
For the opportunity to meet with friends	11.2	12.2
To satisfy the desire to support the development of sport	-	11.9
For relaxation	11.6	9.8
Attendance required, due to their company sponsoring the game	-	6.1
Other	-	-

5.3.3.2 Reasons for non-attendance of soccer matches at league or national level

In addition, the respondents ($n=200$ pre-event, and $n=182$ post-event) who stated that they did not attend matches at league or national level were asked in a follow-up question to provide the reasons for their non-attendance. As can be seen in Table 5.11 below, numerous reasons were given by the respondents. Almost half (47.6%) of the respondents pre-event and an even greater percentage (66.8%) post-event indicated that they had absolutely no interest in football. Some of the respondents pre-event (27.3%) and post-event (17.3%) stated that they did not have time to attend the matches, whereas only a few (11.5% pre-event, and 5.8% post-event) indicated that they did not attend such matches as there was no premier league team in Port Elizabeth. The remaining minority (9.4% pre-event) said that they did not feel safe at the matches, or that they preferred to watch the English league (2.1% pre-event). The

rest of the respondents (2.1% pre-event, and 4.6% post-event) cited financial constraints, with 5.5% post-event preferring to watch matches on TV.

Table 5.11: If no, why?		
Reasons	Pre-event survey (n=200, in %)	Post-event survey (n=182, in %)
No interest in football	47.6	66.8
Lack of time	27.3	17.3
No premier soccer league team in Port Elizabeth	11.5	5.8
Do not feel safe at matches	9.4	-
Prefer to watch the English league	2.1	-
Financial constraints	2.1	4.6
Prefer to watch matches on TV	-	5.5

5.4 Residents' awareness of, and attendance at the 2010 FIFA World Cup™

The current section presents the results of the key findings with regards to the respondents' awareness of the 2010 FIFA World Cup™, their attendance of the World Cup, and the barriers involved with regard to non-attendance at the event.

5.4.1 Residents' awareness of the 2010 FIFA World Cup™

The importance of assessing the residents' level of awareness is underscored and grounded on the success of the acquisition, the production, and the dissemination of information by the organisers and the relevant stakeholders about the event (Halbwirth & Toohey, 2001:91). According to Du Plessis and Maennig (2011:360), there is evidence to suggest that at least preliminary evidence for the awareness effects that arose from South Africa's hosting of the 2010 tournament exist. Table 5.12 below presents the results that were obtained in terms of the respondents' awareness of the forthcoming major sport tourism event at a time when South Africa was about to host the tournament in 2010. The majority of the respondents (98%) pre-event indicated their awareness of South Africa's hosting of the mega-event, in comparison with the few (2%) who indicated otherwise. In contrast, there was a slight increase in the levels of knowledge among the respondents who were interviewed post-event, at which stage almost all (99%) of the respondents stated that they were aware of the event that took place in 2010, leaving only 1% who claimed not to know of the event. The findings concerned show a high level of awareness among the residents involved, particularly post-event. Such high levels of awareness about the hosting of the 2010 World Cup

were grounded in this being the first time that Africa had hosted the tournament, as well as in the large amount of hype that was generated by the national and the international media regarding the event. Regarding the high post-event levels of awareness, a contributory factor might have been the tangible legacy impacts left behind, such as those pertaining to the Nelson Mandela Bay Stadium, which could have acted as a constant reminder of the tournament. For both event phases, none of the respondents expressed uncertainty about the question posed.

Table 5.12: Residents' awareness of the 2010 FIFA World Cup™		
Comment	Pre-event survey (n=350, in %)	Post-event survey (n=350, in %)
Yes	98	99
No	2	1
Not sure	-	-

As a follow-up question to the above, those respondents (98.0% pre-event and 99.0% post-event) who expressed their knowledge, or awareness, of the event were required to indicate which event would take place, or had taken place in South Africa. Significantly, 96.4% pre-event correctly indicated the FIFA World Cup™ as the event to be hosted, in comparison to those who indicated the Cricket World Cup (2.4%) and the Rugby World Cup (1.2%). Evidently, of the respondents, 99.0% post-event were informed of the event, with an overwhelming majority (98.8%) correctly indicating the FIFA World Cup™, and only a few (1.2%) highlighting the Rugby World Cup. It is evident, drawing on the preceding findings, that the stakeholders succeeded very well indeed in disseminating the information and in making South Africa's hosting of the 2010 FIFA World Cup™ known to the community, as a great corpus of residents from both event phases were aware of the event. Such a high level of awareness was, perhaps, influenced by the following factors. Firstly, it was the first-ever FIFA World Cup™ to be hosted on African soil, and in a nation whose transition to democracy was approximately only two decades old. Secondly, media reporting, both locally and internationally, as well as the preparations that were made in relation to the stadia development, and lastly, in terms of the legacy imperatives publicised. It is, therefore, acceptable to conclude that almost all Port Elizabeth residents had a high level of awareness both pre- and post-event.

Furthermore, the respondents (96.4% pre-event) and (98.8% post-event) who knew of the hosting of the 2010 FIFA tournament were further asked to indicate how they were informed of the event. The majority (81.9%) of the respondents pre-event, compared to 50.4% post-event, said that their source of information was the TV. The minority pre-event (4.8%), and post-event (5.3%), stated that their source was the newspaper, with the sources being identified as the internet for 3.6% pre-event and 14.1% post-event, as posters for 1.2% pre-event and for 21.8% post-event, as community meetings for 2.4% pre-event and for 1.8% post-event, as the radio for 3.6% pre-event and for 1.8% post-event. Furthermore, 1.2% pre-event and 0.6% post-event stated that they were informed by means of SMS, 2.4% post-event by means of email, and 1.3% pre-event and 1.8% post-event by their friends. In the light of this finding, TV can be seen to have been the most accessible form of communication between the organisers and the stakeholders, in this regard. The results obtained showed that most of the respondents had readier access to TV than to any other medium of communication that conveyed information regarding the World Cup.

5.4.2 Residents' projected and actual attendance at the 2010 FIFA World Cup™

In order to ascertain the residents' attendance at the 2010 FIFA World Cup™ matches, the respondents (pre-event) were asked to indicate whether they would attend the event. Their responses are presented in Table 5.13 below. The results obtained were almost equally divided, as 53% of the respondents indicated that they were going to attend the 2010 tournament, whereas 47% of the respondents stated that they would not. This result signified a potentially high level of attendance during the event. Although more than half (53% pre-event) anticipated attending the 2010 matches, only 42% post-event actually attended the 2010 FIFA World Cup™ matches, and the remaining 58% post-event did not. The findings made are inline with those of Zhang (2007:110), who states that mega-events are expensive to access. This was especially the case, taking into account the monthly income of respondents, as was discussed in subsection 5.2.5. However, it is worth noting that the findings reflect that many of the respondents did attend the 2010 soccer matches.

Table 5.13: Residents' comparison of projected and actual attendance of the 2010 FIFA World Cup™

Comment	Pre-event survey Projected Attendance (<i>n</i> =350, in %)	Post-event survey Actual Attendance (<i>n</i> =350, in %)
Yes	53	42
No	47	58

5.4.2.1 Residents' favoured host city

For the purpose of the event, as was previously mentioned in Chapter One, the LOC had identified nine host cities (namely: Bloemfontein, Rustenburg, Port Elizabeth, Cape Town, Durban, Johannesburg, Pretoria, Nelspruit and Polokwane). A question was posed in this regard to those respondents (*n*=185 pre-event, and *n*=147 post-event) who had anticipated attending matches, and who had actually done so, during the 2010 FIFA World Cup™. The question was aimed at determining where they would attend the matches concerned. The results are reflected in Table 5.14 below. As was to have been expected, an overwhelming majority (95.4% pre-event) wanted to watch the matches in Port Elizabeth, in Cape Town (26.3%), and in Pretoria (25.3%). The remaining 22.7%, 20.2%, and 2.1% indicated Durban, Johannesburg and Bloemfontein, respectively. No respondents indicated that they would like to attend matches in Nelspruit, Polokwane, or Rustenburg. Perhaps the respondents who indicated Cape Town, Durban, and Johannesburg as their favoured host cities considered such factors as accessibility, transport, infrastructure, and closeness to their home city (Port Elizabeth).

In contrast, the post-event data were seen to be fairly consistent with the pre-event data in this respect, considering that the majority (75.7%) of the respondents said that they had attended games in Port Elizabeth, Cape Town (19.6%), Johannesburg (17.2%), Durban (5.8%), Bloemfontein (5.8%), Nelspruit (5.8%), and Polokwane (2.8%). Pretoria and Rustenburg were the only two cities where the respondents did not watch any matches. The accumulated data show that the respondents were interested in attending the event in the city in which they resided.

Table 5.14: Respondents' favoured host city
Multiple responses.

Host city	Pre-event survey Projected attendance Total (n=185, in %)	Post-event survey Actual attendance (n=147, in %)
Port Elizabeth	95.4	75.7
Cape Town	26.3	19.6
Pretoria	25.3	-
Durban	22.7	5.8
Johannesburg	20.2	17.2
Bloemfontein	2.1	5.8
Nelspruit	-	5.8
Polokwane	-	2.8
Rustenburg	-	-

5.4.2.2 Residents' reasons for non-attendance at the 2010 FIFA World Cup™

The respondents (n=165 pre-event) who, after all, did not attend the matches were further required to state the reasons, or factors, that hindered them attending the 2010 FIFA World Cup™. From a range of given options, which are summarised in Table 5.15 below, a total of 42.5% of the respondents pre-event indicated that they would not attend the event, owing to the argument that they could not afford to purchase tickets for the game, with 26.5% highlighting that they were not interested in soccer. Furthermore, 15.0% of the respondents stated a preference for following the tournament on TV, whereas 8.6% noted their preference for visiting the PVAs. Among other reasons included, transport was seen as being a problem for 3.5% of the respondents, as was the fear of crime for 2.5%, with the remaining respondents mentioning other reasons (1.4%). Most of the latter cited the complicated FIFA ticketing process, work commitments, or no particular reason for not attending. Interestingly, in relation to crime being highlighted by the relevant media as a potential problem for South Africa during the lead-up to, and during the hosting of, the event, very few (2.5%) respondents indicated that it was an issue that would deter their attendance of the World Cup.

Regarding the post-event phase, the majority (30.9%) of the respondents (n=203) concerned said that they could not afford to purchase tickets for the World Cup. A total of 24.3% of the respondents indicated that they had preferred to watch the games on TV. The latter result might have been triggered by that major sporting events are

associated with a high intensity of large crowds, which the respondents chose to avoid. Of the respondents, 21.4% stated that they were not interested in soccer. Of the remaining respondents, 8.1% wanted to visit the PVAs, and only 6.0% stated that transport was a problem, whereas 4.1% said that they did not feel that it would be safe to attend the matches. The remaining 5.2% of the respondents cited other reasons for not attending the matches, such as work commitments and health reasons.

Financial duress was seen as a major hindrance to the respondents' attendance of the 2010 matches, since the majority (in both event phases) indicated their inability to afford to purchase tickets. Such a finding supports the finding made by Du Plessis and Maennig (2009:56) that domestic football fans in South Africa would not be able to afford tickets to the event, due to the pricing. According to Breuer, Hallmann and Wicker (2011:269), sport participation and physical activity in general, can be explained from a demographic-economic perspective. As the results in terms of income in this study show, the respondents' socio-economic situation might not permit them to attend soccer matches in Port Elizabeth in high numbers.

Table 5.15: Residents' reasons for not attending matches		
	Pre-event survey Projected attendance Total (n=165, in %)	Post-event survey Actual attendance Total (n=203, in %)
Reasons		
Will not be able to afford to purchase tickets	42.5	30.9
Not interested in soccer	26.5	21.4
Prefer to watch the game on TV	15.0	24.3
Want to attend a PVA	8.6	8.1
Transport problematic	3.5	6.0
Lack of safety in attending the matches	2.5	4.1
Other	1.4	5.2

5.5 Residents' involvement with the 2010 FIFA World Cup™

As was mentioned in Chapter Three, the inclusion of 'host communities' in the planning process has become regarded as an essential criterion for success in, and the sustainability of, staging a mega-event (Ma et al., 2011:88). Ntloko and Swart

(2008:90) state that more importantly, residents' involvement helps to ensure that there is a common understanding of the costs and of the benefits that are associated with an event. Such involvement also contributes to the minimisation of the potential conflicts between stakeholders and the community. Table 5.16 below outlines the responses received in terms of how the respondents saw their involvement in the 2010 FIFA World Cup™, post-event.

The majority (45.9%) of the respondents viewed their involvement mainly as spectators at the soccer matches, whereas 21.4% saw themselves as using income-generating opportunities linked to the event. Furthermore, 19.7% of the respondents did not answer the question. The remaining (3.6%), (2.0%) and (0.4%) were uncertain about their involvement, saw their involvement as volunteers at soccer matches, or were directly employed, respectively. Of the respondents, 7.0% indicated 'other', specifying that they had no involvement whatsoever with the hosting of the 2010 FIFA World Cup™. The majority of the residents were spectators at the soccer matches and indicates that the host residents generally supported the games, so it was not surprising that they saw the event as important, since they supported it enthusiastically. These results are in line with the studies that were conducted by Swart and Bob (2009:123) and by Bassa and Jaggernath (2010:123) on the residents' perceptions and attitudes towards the hosting of the FIFA World Cup™. They revealed that most of the respondents whom they surveyed from among the residents who lived in close proximity to the competition stadiums in Cape Town and Durban supported the hosting of the 2010 FIFA World Cup™. Hardy and Beeton (2001:178) conclude that support for mega-events is reliant upon perceptions, especially if the host community is to feel a sense of ownership of, or connection to, the event.

Table 5.16: Residents' involvement in the 2010 FIFA World Cup™ (n=350, in %)	
Involvement	Post-event survey Total (n=350)
A spectator at soccer matches/PVAs	45.9
User of income-generating opportunities linked to the event (e.g. business opportunities and tourism)	21.4
No response	19.7
Other (specify)	7.0
Uncertain/ Don't know	3.6
Directly employed	0.4
A volunteer at soccer matches	2.0

5.6 Residents' awareness of 2010 FIFA World Cup™ legacy benefits

The distribution and the actualities of, as well as the different types of legacies and benefits to accrue from, the World Cup has received much attention from scholars (Baines, 2010:3; Harris, 2011:408; Swart, et al., 2011:416; Ziakas & Bouka, 2012:292; Allen et al., 2013:1995). The paying of such attention to this aspect of the World Cup is even more important in the developing context, such as in the case of South Africa, with the extent to which the benefits involved positively impacting on the lives of the general populace, and on transformation imperatives (Swart & Bob, 2009).

In order to ascertain the level of awareness among the respondents regarding the legacy impacts, they were asked to indicate their awareness of the legacy benefits in their area (i.e. Port Elizabeth). The results that are presented in Table 5.17 below indicate a disconcertingly low level pre-event (29%) and post-event (30%) of awareness among the respondents. In contrast, the majority of the respondents pre-event (71%) and post-event (70%) indicated otherwise. These findings suggest that the respondents appeared to be unclear about the legacy benefits in their area. The confusion was especially noticeable in the post-event phase, with the respondents' awareness still being vague a year later. The results of the current study show consistency, in the level of awareness present, with the results of another study that was conducted by Swart and Bob (2009:124), regarding the legacy venue in Cape Town for the purpose of the 2010 FIFA World Cup™. The findings raise questions with regards to the extent to which the local residents were educated in relation to the potential short- and long-term benefits that were associated with the event.

Table 5.17: Residents' awareness of legacy benefits of the 2010 FIFA World Cup™

Comment	Pre-event survey (n=350, in %)	Post-event survey (n=350, in %)
Yes	29	30
No	71	70

A follow-up question was asked of the respondents ($n=102$ pre-event, and $n=105$ post-event) who said that they were aware of the legacy benefits in Port Elizabeth. The respondents concerned were asked to indicate any legacy projects that they had witnessed in the city. Table 5.18 below outlines the responses obtained. The majority (30.9% pre-event) of the respondents identified the development of the Nelson Mandela Bay Stadium, 21.6% the improvement in South Africa's image, and 17.0% the infrastructure. The remaining respondents said the BRT system (12.4%), tourism development (9.9%), and improved security (8.2%). Post-event, in contrast, more than half (55.6%) of the respondents noted the Nelson Mandela Bay Stadium, the infrastructure (28.9%), football development (7.8%), the PVAs (3.9%), and tourism development (3.8%). The findings concerned are consistent with those of IDASA (2010:5), which found that in terms of a lasting World Cup legacy, the massive R13 billion transportation infrastructure developments and improvements, together with the construction of the stadiums, were perhaps the most tangible examples of the long-term benefits of the 2010 FIFA World Cup™. According to Cornelissen et al. (2011:313), the upgrading and the building of the stadiums concerned formed a significant part of the 2010 FIFA World Cup™, and was regarded by the South African government as being part of the overall strategy to leave a 'lasting legacy' for the local communities for decades to come.

Table 5.18: If yes, name the legacy project(s) of which you are aware

Legacy project(s)	Pre-event survey Total (n=102, in %)	Post-event survey Total (n=105, in %)
The development of Nelson Mandela Bay Stadium	30.9	55.6
The improvement of South Africa's image	21.6	-
The infrastructure	17.0	28.9
The Bus Rapid Transport System	12.4	-
Tourism development	9.9	3.8
Improved security	8.2	-
Football development	-	7.8
PVAs	-	3.9

5.7 Residents' proposed communication regarding future events

In terms of hosting an event, and achieving the hoped-for benefits therefrom, one of the essential prerequisites is the successful dissemination of information, preferably not just about the event itself, but also about the positive benefits to accrue from it. The results that are reflected in the next table (Table 5.19) represent the residents' preferences as to the improving of communications related to future mega-events to be hosted in South Africa. Surprisingly, a notable 50.8% of the respondents had no absolute suggestion. The respondents concerned perhaps felt no need to make a suggestion, owing to that they believed that the 2010 FIFA World Cup™ communication strategies around the event were quite satisfactory as they were, or perhaps they felt uncertain regarding the issue. Of the total sample, 27.3% felt that the residents should be directly involved in any form of development pertaining to future mega-events, whereas 20.1% thought that a central point must be developed to publicise the information regarding such events. The remaining 1.1% stated that they thought that the information must be disseminated much in advance of the kick-off of the mega-events, and only 0.7% of the respondents were uncertain as to how the stakeholders should set about improving the communications related to future mega-events.

The findings obtained in this respect indicate the respondents' desired variety of communication strategies about the activities that will be related to future mega-events to be hosted in South Africa. They also serve to confirm that involving the local people, and providing them with sufficient information, is critical to ensuring community buy-in, as has been noted (Bassa & Jaggernath, 2010:132).

Table 5.19: Residents' suggestions on improving communications related to future mega-events to be hosted in South Africa (n=350, in %)

Suggestion	Post-event survey Total (n=350)
No suggestion	50.8
Directly involve residents with any developments pertaining to events	27.3
Provide a central point from which to obtain information	20.1
Disseminate information prior to bidding for mega-events	1.1
Uncertain about making suggestion	0.7

5.8 Respondents' perceptions of the hosting of the 2010 FIFA World Cup™ in South Africa and specifically in Port Elizabeth

Kim et al. (2006:87) advance the notion that several factors affect the way in which residents evaluate the rewards that can be gained from hosting a mega-event in relation to the costs that require to be met before the hosting of the event takes place. In general, because of the amount of hype that is generated by the national media, the government agencies, and the mega-event committee, the local residents are likely to believe that the expected benefits of hosting the mega-event are likely to exceed the expected costs. As was previously highlighted in Chapter Two of the current study, the tourism literature suggests that the perceptions of the costs and benefits of an event are complicated by the concerns for distributive justice, and by the varying value systems of the different members of the community (Kim et al., 2006:87). In view of the above, one of the objectives of the current research was to assess the residents' perceptions and attitudes towards the pre- and post-event impacts of the 2010 FIFA World Cup™, as it was held, at least in part, in the host city of Port Elizabeth. The current section of the study provides the research findings pertinent to the residents' expected and perceived impacts of South Africa, and to the hosting of the 2010 FIFA World Cup™ in Port Elizabeth, both prior to, and post, the event.

The following Tables (i.e. Tables 5.20 to 5.45.) below represent the results that were obtained in relation to the respondents' expectations and perceptions of the impacts of the 2010 FIFA World Cup™ in Port Elizabeth. The respondents were required to determine specifically designed statements using a five-point Likert scale, which used the following ratings: Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), or Strongly Disagree (SD). To better understand the descriptive results obtained, the responses were grouped into 'Strongly Agree and Agree', 'Neutral', and 'Strongly Disagree and Disagree'.

5.8.1 Level of agreement with statements in relation to South Africa's ability to host the 2010 FIFA World Cup™

Despite that South Africa had previously hosted several high-profile events, the hosting of the 2010 FIFA World Cup™ event raised critical debates and concerns relating to the ability of developing countries to host mega-events of this magnitude successfully (Cornelissen et al., 2011:308). When the respondents were asked to react to the

statement 'I feel confident that this event was successfully hosted by South Africa', the results (which are presented in Table 5.20 below) clearly reveal that the majority (92.8%) of the respondents post-event, compared to the 78.6% pre-event, agreed with the statement. More respondents (19.4%) pre-event, compared to post-event (4.2%), took a neutral stance on the statement. The remaining respondents (2.0% pre-event and 3.0% post-event) disagreed with the statement.

Ultimately, the respondents in the current study were largely of the opinion that South Africa had hosted a successful event. The results reinforce those of Swart and Bob (2012:7), who concluded, in broad terms, that South Africa had surpassed how it had been envisaged in the imagination by staging an outstanding spectacle. The authors state that the success achieved was partly due to that the matches concerned were played without disruption, which received much positive media attention linked to the event. The concerns that had been expressed over safety and security issues emerged as being unfounded (Swart & Bob, 2012:7). In addition, the event owners (FIFA) held the same sentiments as did the media in general, giving South Africa a 'near-perfect' 9 out of 10 for having successfully hosted the event (Borchers et al., 2011: 45). The positive attitude witnessed especially post-event served to evoke confidence that the local communities might have had their pre-event expectations surpassed by the success of the event.

Table 5.20: I feel confident that this event was successfully hosted by South Africa.						
		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	49.7	28.9	19.4	2.0	-
	Post-event (<i>n</i> =350, in %)	65.1	27.7	4.2	2.0	1

Swart and Bob (2012:9) underscore the importance of understanding, and of assessing, the impacts of mega sport events, especially in relation to legacies. Table 5.21 show the findings when the respondents were asked to react to the statement that the 'hosting of the 2010 FIFA World Cup™ resulted in South Africa achieving a legacy', the majority of the respondents (90.5%) post-event, compared to the 82.3% pre-event, agreed with the statement. Few of the respondents were neutral about it (12.0% pre-

event, and 7.1% post-event), while the minority (5.7% pre-event, and 2.4% post-event) rejected the statement. The findings that were made in relation to this statement are not surprising, when they are read with those discussed above. The respondents largely held the view that the 2010 event had left a legacy for South Africa. Although the nature of such legacies is not specified, the findings reinforce those of the Department of Sport and Recreation's (South Africa. Department of Sport and Recreation, 2012) report on the impact of the 2010 FIFA World Cup™ in South Africa. The report in question detailed the evidence that the vast majority of South Africans believed that the event brought citizens together (in a form of social cohesion). Furthermore, the tangible legacy, in terms of the infrastructure (i.e. the Nelson Mandela Bay Stadium and the BRT system) perhaps had an impact on the positive nature of the results. However, the long-term sustainability of such facilities remains a contentious debate, in relation to the ongoing post-event usage and maintenance costs (IDASA, 2010:6). One year post-event, the respondents were found largely to hold the view that South Africa's hosting of the 2010 event had benefited local South Africans in several different ways.

Table 5.21: The hosting of the FIFA World Cup™ in 2010 resulted in South Africa achieving a legacy.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	43.7	38.6	12.0	4.3	1.4
	Post-event (n=350, in %)	49.1	41.4	7.1	2.3	0.1

5.8.2 Level of agreement with statements in relation to the economic impacts of the 2010 FIFA World Cup™

Eight statements were drawn up in order to measure the perceptions of the economic impacts that accrued from the hosting of the 2010 FIFA World Cup™ in South Africa and Port Elizabeth. The results obtained in relation to the statements are presented below (from Table 5.22 to Table 5.29).

The respondents were asked whether or not they agreed with the statement that 'the 2010 FIFA World Cup™ had only benefited the rich and big business. Table 5.22 shows that the majority of the respondents (58.0%) post-event, in contrast to the 45.2% pre-

event, agreed with the statement. However, many of the respondents (25.4% post-event, and 22.6% pre-event) were neutral about the statement. More respondents (16.1% post-event) rejected the statement compared to only (8.4% post-event). The findings served to reinforce the perception that it was largely big business that benefited from the mega-event hosting, due to their financial ability to invest in the proceedings (Baade & Matheson, 2004:343). However, a degree of doubt exists in relation to those who were neutral about it, and when those who rejected the statement are considered. Perhaps such respondents felt that the hosting of such events also benefited a range of other stakeholder groups, especially the local communities, and the poor (Pillay & Bass, 2009:91).

Table 5.22: The 2010 FIFA World Cup™ only benefited the rich and big business.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	28.9	16.3	22.6	26.0	6.2
	Post-event (n=350, in %)	41.1	17.4	25.4	13.7	2.4

As employment creation in South Africa remains a key national priority, the promise of boosting jobs that the 2010 FIFA World Cup™ held is of interest (Borchers et al., 2011:58). The authors further note that one of the main known legacy benefits of hosting mega-events, such as the FIFA World Cup™, is that such events are known to contribute towards job creation (Borchers et al., 2011:7). The 2010 event was envisaged as contributing an increase in the number of jobs for the local communities in South Africa.

In this study, the respondents were asked to react to the statement that ‘the hosting of the event ensured employment opportunities for local resident members’. The results obtained, which are reflected in Table 5.23 below, indicate that the majority of the respondents (72.9%) post-event, in relation to 66.9% pre-event, accepted the statement. Whereas some were sceptical about it, and took a neutral standing (20.3% pre-event, and 22.0% post-event) on it, a few (12.8%) rejected the statement pre-event and post-event (5.1%). The findings, in the present instance, imply that the Port Elizabeth residents remained optimistic that the hosting of the 2010 World Cup had

created jobs for the local community members. Interestingly, such positivity is noted as being at a high level post-event. According to Cronjé, Van Wyk and Botha (2010), the 2010 FIFA World Cup™ directly created approximately 130 000 jobs, and indirectly created 415 000 jobs in South Africa. What remains to be seen is who benefitted from such jobs created, how they were leveraged, and how sustainable they have been since then.

Table 5.23: The hosting of the event ensured the provision of employment opportunities for local community members.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	18.9	48.0	20.3	8.9	3.9
	Post-event (n=350, in %)	36.3	36.6	22.0	2.9	2.2

Another measurable legacy of mega-events is the impact of spending that they can have on the local economy (IDASA, 2010:8). One of the claims that is made in favour of such hosting is definitely the additional government spending that tends to be undertaken in communities (Steinbrink et al., 2011:21). In the following statement, the respondents were asked to react to the statement that ‘the hosting of the event led to increased spending in the local area, thus ensuring economic benefits to the members of the local community’. The results received are presented in Table 5.24 below. The majority of the respondents (67.5%) pre-event, in relation to the 65.3% post-event, agreed with the statement, followed by the noteworthy percentage of responses (21.7%) pre-event, compared to the greater percentage (24.7%) post-event, that was found to be neutral towards the statement. An almost equally divided response is seen between those who rejected the statement (10.8%) pre-event, and the 10.0% who rejected the statement post-event.

The results show that there was a general feeling of anticipation, and a belief, that the 2010 event had generated spending that had contributed towards the accrual of related economic benefits for the residents. The SAT Annual Report (South Africa. SAT, 2011b:8) affirms that the total expenditure in South Africa by tourists who came to the country specifically for the 2010 FIFA World Cup™ was R3,64 billion. The report further states that the tourists coming from Europe spent the most in South Africa during this

period, and that most of the tourists spent their money on shopping, followed by on accommodation, and on food and drink. However, the results also show some degree of scepticism, in regard to the notion, when those who remained neutral towards it, or who rejected the statement, are brought into the equation.

Table 5.24: The hosting of the event led to increased spending in the local area, thus ensuring economic benefits to the members of the local community.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	20.5	47.0	21.7	4.8	6.0
	Post-event (<i>n</i> =350, in %)	23.5	41.8	24.7	9.4	0.6

In a statement that was closely related to the one discussed above, the respondents were next asked to indicate their level of agreement with the statement that the 2010 FIFA World Cup™ had ensured extended shopping hours in their area (i.e. in Port Elizabeth). The results, as can be seen in Table 5.25 below, show that the majority of the respondents (68.2%) post-event and of the respondents (62.6%) pre-event agreed with the statement. Some of the respondents (29.4% pre-event, and 23.1% post-event) were neutral about the statement. A few of the respondents pre-event (8.0%) and post-event (8.8%) disagreed with the statement.

The respondents in the current study expressed their confidence in the statement that the 2010 FIFA World Cup™ extended shopping hours for local businesses. Such optimism was noted even more in the post-event than it was in the pre-event, perhaps due to the increased number of tourists who were seen during the tournament in Port Elizabeth. The businesses providing related sport tourist goods and services might have extended their operating hours with the view to cashing in on the increase in demand for their products. Tichaawa and Swart (2010), in analysing the pre-event perceptions of businesses located five kilometers (5kms) within the stadium precinct of the NMB Stadium found that over 85% of the businesses surveyed indicated that they had the intention to employ additional staff to cover the extended business hours that were envisaged as occurring over the duration of the tournament. Smith and Fox (2008:1129) suggest that often, events assist local businesses, even though there is likelihood that events can sometimes have the opposite effect.

Table 5.25: The event ensured extended shopping hours in the event area.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	18.3	44.3	29.4	1.4	6.6
	Post-event (<i>n</i> =350, in %)	23.4	44.8	23.1	7.7	0.9

Since the dawn of democracy in South Africa, the government has moved to stimulate economic growth and transformation. The government's objective is to remedy the economic imbalances created by apartheid laws and policies. As such, the government has adopted such mechanisms as BEE as interventions to ensure that such economic transformation becomes a reality, with historically disadvantaged persons tending to have a greater share in the economy than before (South Africa. DEDEA, 2009:52). In relation to the statement that 'the hosting of the 2010 FIFA World Cup™ has improved BEE in South Africa', Table 5.26 below reveals the responses obtained. An almost identical proportion of the respondents (43.6% pre-event, and 43.5% post-event) agreed with the statement, while, simultaneously, many of the respondents pre-event (40.2%), and 43.4% of them post-event, expressed their neutrality on the statement. However, the remaining 16.2% pre-event and 13.1% post-event disagreed with it.

According to Kruger (2011:18), the practice of BEE is not without its critics. Concern is apparent in relation to the practice, owing to that lack of progress that it has made in rectifying the legacies of apartheid, with many of the challenges remaining, or having become even more acute (Kovacevic, 2007:6; Hamann, Khagram & Rohan, 2008:75). Such is the case in terms of poverty, unemployment, the lack of provision of adequate housing and basic services, inequality, and HIV/AIDS (Mbeki, 2009:6). In the light of the above, the aforementioned critics might have affected the results that were obtained in the current study, as a notable proportion of the respondents expressed their neutrality concerning the levels of having improved, owing to the hosting of the 2010 soccer World Cup.

Table 5.26: The level of black economic empowerment has improved.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	12.0	31.6	40.2	11.4	4.8
	Post-event (<i>n</i> =350, in %)	18.9	24.6	43.4	7.1	6.0

One of the negative consequences of the hosting of mega-events at host destinations is that the local citizens tend to experience an increase in the price of goods and services that has been catapulted by businesses wanting to generate profits from the potential increase in demand, as a result of the international visitor presence. In the current study, the respondents were asked whether or not they thought that the prices of goods in the area had increased due to the 2010 FIFA World Cup™ event (see Table 5.27).

According to the results, a vast majority (79.6% post-event, and 78.2% pre-event) agreed to such a statement. Some of the respondents (16.6% post-event, and 15.4% pre-event) were seen to take a neutral stand on the statement, whereas the minority (10.3% post-event, and 12.9% pre-event) rejected the statement. The respondents in this study were found to be largely of the opinion that the prices of goods in the area increased, due to the hosting of the 2010 event in Port Elizabeth. These findings reinforce those that were made in Matheson's (2006:18) study on the analysis of mega-events and on economic multipliers, which suggests that mega-events are characterised by an increase in prices that could affect the local residents. For the purpose of the 2010 World Cup, even though Davies (2009:48) suggests that the technical teams that were appointed by the South African government were tasked with a thorough evaluation of the veracity of the situation regarding the increase in prices, a cost explosion still occurred in the building sector. The extensive building activity that took place prior to the World Cup caused construction material and land prices to increase. The rise in prices meant, almost inevitably, that less public housing could be built at the time (Steinbrink et al., 2011:21).

Table 5.27: I think that the prices of goods in the area increased due to the event.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	46.5	31.7	15.4	5.4	7.5
	Post-event (<i>n</i> =350, in %)	34.9	44.7	16.6	6.3	4.0

5.8.3 Level of agreement with statements in relation to the use of public money for the 2010 FIFA World Cup™

In this study, the respondents were asked whether they felt that the use of public funds in support of the event (2010 FIFA World Cup™) was acceptable. Table 5.28 below shows the responses that were received in this regard. Almost half of the respondents (47.4% pre-event, and a greater 58.0% post-event) expressed their agreement with the statement. A notable percentage (35.7% of the respondents pre-event, and 30.0% post-event) were neutral about the statement. The remaining respondents (16.9% pre-event, and 12.0% post-event) disagreed with the statement. The results presented show that the Port Elizabeth residents were split on whether or not the use of public money to fund the 2010 FIFA World Cup™ was indeed acceptable.

As was already indicated in Chapter Three, the hosting of mega-events is often associated with massive public investments that are justified on the basis of the multitude of positive impacts that such events are likely to generate (Tichaawa & Bama, 2012:27). The question as to whether the funds should have been redirected to service delivery still stands. The allocation of public funds to the 2010 FIFA World Cup™ stimulated critical debates around the country, and, in some cases, outrage, since billions of Rands had to be committed by the government on hosting the event (South Africa, n.d.). In more recent times, Brazil which hosted the FIFA World Cup™ in 2014, and which will host the Olympic Games in 2016, was the subject of increased protests during the 2009 FIFA Confederation Cup. The protests were raised by the residents who were of the view that the funds that were used to host such events could have been used to solve other social issues plaguing the affected communities.

Table 5.28: I feel that the use of public funds in support of the event was acceptable.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	18.0	29.4	35.7	11.1	5.8
	Post-event (<i>n</i> =350, in %)	21.1	36.9	30.0	8.6	3.4

In a statement that was designed to be closely linked to the one above, the respondents were asked to react to the statement that too much money was spent on the event that could have been spent on other activities. The results, as can be seen in Table 5.29 below, reflect that the majority of the respondents (58.9%) pre-event, compared to the percentage post-event (50.3%), agreed with the statement. The findings make for interesting reading when the results of the previous statement on the use of public funds are brought into the equation. In relation to the above, the respondents seemed to be unsure regarding the use of money for the event. While the support for the use of the money concerned was evident, there was even greater acknowledgement that such funding could have rather been redirected towards financing other social activities. The results further show that of the respondents, 12.1% (pre-event) and 33.7% (post-event) expressed their neutrality, with the remaining 28.2% of the respondents (pre-event) and 16.0% (post-event), who disagreed with the statement, thereby further suggesting a nuanced response.

The findings made are consistent with, and serve to reinforce those of Kim and Petrick (2005:32). The latter two researchers, on examining the expressed feelings of the local Seoul residents who were interviewed after the 2002 World Cup, found that many of them were anxious about the large amounts of public funds that had been used on the mega-event, and which could have been spent on other activities. In relation to the 2010 FIFA World Cup™ that was held in South Africa, Desai and Vahed (2010:157) argue that the funds that were allocated for the World Cup stadia could have been used to build approximately 90 000 new houses per annum over the period 2006 to 2010. A common question in both the developed and the developing countries was then posed in this regard, as to whether the costs incurred from hosting the event could be justified.

Table 5.29: Too much money was spent on the event that could have been spent on other activities.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	30.6	28.3	12.9	19.7	8.5
	Post-event (<i>n</i> =350, in %)	25.7	24.6	33.7	12.9	3.1

5.8.4 Level of agreement with statements in relation to the social impacts of the 2010 FIFA World Cup™

The importance of understanding, and of critically examining, the impacts of sport events, especially in relation to social legacies, are underscored by Bob and Swart (2010a:90). The evaluation of social legacy impacts can contribute to knowledge management, specifically in relation to identifying best practices and lessons regarding future efforts to bid for sport events (Bob & Swart, 2010a:89). As with the previous findings on the economy-related statements, the subsequent key findings that are related to the social impacts on the residents of hosting the 2010 FIFA World Cup™ are presented. For the purpose of the current study, thirteen statements were drawn up in order to measure the social impacts of the 2010 FIFA World Cup™. Tables 5.30 to 5.41 illustrate the results obtained.

In the first statement, when the respondents were asked to react to the statement that the hosting of the 2010 FIFA World Cup™ had led to increased traffic congestion, the majority of the respondents (68.6% pre-event, and 58.0% post-event) agreed with the statement (see Table 5.30 below). The findings are consistent with those of Ohmann et al. (2006:140), who, in their study on the 2006 FIFA World Cup™, found that Munich residents were mainly concerned about the increased traffic congestion that was brought about by the event. Furthermore, the importance of the finding made in relation to the above-mentioned issue in the current research can also be seen in relation to the percentages of responses received in terms of the respondents (22.3% pre-event, and 30.3% post-event) who expressed their neutrality on the issue. The remaining respondents (9.1% pre-event, and 11.7% post-event) disagreed with the statement. Mega-events tend to be associated with significant amounts of traffic congestion (Swart & Bob, 2012:3). According to Baines (2010:12), in a study analysing the politics,

and the potential legacy, of Port Elizabeth's hosting of the 2010 World Cup matches, the author found that owing to the lack of information regarding the event, most of the respondents cited traffic as a problem at the time. This was even though suitable arrangements had been made, which had proved to be extremely effective. The arrangements concerned included the provision that was made for road closures, and for park-and-ride facilities, with BRT transport being provided for the fans to and from both the stadium and the fan parks.

Table 5.30: The event caused significant traffic congestion within the local area.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	32.6	36.0	22.3	9.1	0.0
	Post-event (<i>n</i> =350, in %)	26.0	32.0	30.3	8.3	3.4

One key issue that dominated discussions surrounding South Africa's hosting of the 2010 FIFA World Cup™, both at the domestic and at the international levels, was that of South Africa's perception as a crime-ridden destination, and its ability to organise a crime-free tournament (Bob & Swart, 2010a:87). In this study, the respondents were asked to rate their level of agreement with the statement that an increase in crime was experienced due to the hosting of the 2010 event. Table 5.31 below, which represents the results obtained, indicates that the majority of the respondents (72.3% pre-event, and 31.7% post-event) agreed with the statement, followed by the respondents (16.6% pre-event, and 33.4% post-event) who were uncertain about it. However, the minority (11.1% pre-event, and a greater 34.9% post-event) refuted the statement.

The majority of the Port Elizabeth respondents pre- 2010 FIFA World Cup™ were particularly concerned about a possible increase in the levels of crime during the event. Their perceptions, in this regard, were perhaps influenced by the negative media reporting that dominated the run-up to the event. However, post-event, the perceptions were seen to have shifted significantly, perhaps influenced by the largely incident-free tournament. The findings of this study are consistent with those of Knott et al. (2013:570) who asserted that crime was a major concern for the residents prior to the hosting of the event. However, after the event, the perceptions of the respondents were seen to change, as only a few of them then associated heightened levels of crime with

the 2010 FIFA World Cup™. A key positive impact during the event was the putting in place of a safer and more secure South Africa, as a result of the safety and security strategy that was adopted for the duration of the World Cup. The strategy concerned included an enlarged security infrastructure, and an increased number of personnel (Swart & Bob, 2012:7).

Table 5.31: An increase in crime levels was experienced due to the event.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	36.9	35.4	16.6	8.3	2.8
	Post-event (n=350, in %)	12.3	19.4	33.4	26.6	8.3

In terms of vandalism, the results, as shown in Table 5.32 below, indicate that the majority of the respondents (61.1% pre-event, and a much smaller percentage of 26.3% post-event) agreed with the statement that an increase in vandalism (i.e. the damage of properties) was experienced due to the hosting of the event. Following the same pattern as with the perceptions of crime, there was a vast disparity in the pre- and post-event responses. Some of the respondents (23.7% pre-event, and 31.7% post-event) reflected their neutrality on the statement. The remaining respondents (15.2% pre-event, and 42.0% post-event) disagreed with the statement. Barker (2004:179) cites vandalism as one of the negative impacts that can result from the hosting of a mega-event. The current study reveals that the respondents, pre-event, were concerned about the phenomenon, but that such a concern was seen to have worn off, post-event. Kim et al. (2006:93) suggest that the social problems of the 2002 FIFA World Cup™ were much less than the residents expected, implying that they were hardly noticeable during the games.

Table 5.32: An increase in vandalism (i.e. the damage of properties) was experienced due to the hosting of the event.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	28.0	33.1	23.7	12.3	2.9
	Post-event (n=350, in %)	9.4	16.9	31.7	32.3	9.7

In relation to the 2010 FIFA World Cup™, the implementation of an appropriate World Cup security plan presented another challenge to South African authorities. This was because in addition to the standard security measures that needed to be undertaken for a tournament of this magnitude, the authorities also needed to take measures that were directed against hooliganism (Cornelissen & Maennig, 2010:103). In terms of such deviant behaviour, the majority of the respondents (62.6% pre-event) were of the view that extensive alcohol abuse by persons attending the event would lead to spectator hooliganism. However, post-event, just over 50.3% of the respondents agreed with such a view. Some of the respondents (22.0% pre-event, and 26.9% post-event) took a neutral stance on the issue. The results show that the majority of the respondents held the view that hooliganism had been caused by alcohol abuse. However, there was also a degree of scepticism among the respondents, as can be seen by the number who were neutral on the issue, or who disagreed with it.

Table 5.33: Extensive alcohol abuse by persons attending the event led to spectator hooliganism.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	30.3	32.3	22.0	14.6	0.8
	Post-event (n=350, in %)	24.9	25.4	26.9	16.6	6.2

Olivier (2010:334) contends that the question of ‘terrorism’ is of global importance today, not merely for politicians when they find themselves in public spaces, but also for ordinary citizens too, as well as for sportsmen and women when they travel internationally. The respondents were asked to indicate their level of agreement regarding that terrorism would be of concern during the 2010 FIFA World Cup™ (see Table 5.34 below). The majority of the respondents (40.5% pre-event, and 31.7% post-event) were concerned about the possibility of terrorism during the 2010 World Cup. In contrast, an identical percentage of the respondents (28.9% pre-event, and 28.9% post-event) expressed their uncertainty regarding the statement. The remaining respondents (30.6% pre-event, and 39.4% post-event) rejected the statement. Those respondents who indicated their concern regarding terrorism, may have been influenced by the position that large sporting events have a high public visibility and symbolic representation, thus, have particular potential for terrorism activity. According to Masemola and Chaka (2011:181), sport events have been targeted by terrorists on

numerous occasions, for instance the Munich Olympic attack in 1972 where 11 Israeli members of the Israeli team were taken hostage and ultimately killed in a highly public massacre at the Games (Taylor & Toohey, 2007:102).

Table 5.34: Terrorism was a concern during the event.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	13.1	27.4	28.9	22.9	7.7
	Post-event (<i>n</i> =350, in %)	17.4	14.3	28.9	26.3	13.1

The literature review suggested that one of the negative social consequences of hosting large-scale sporting events relates to the increased levels of noise generated by the event participants (Ahmed & Pretorius, 2010:283; McKenna & Bob, 2010:216). In this light, the respondents in the current study were next asked whether or not they agreed with the statement that the event led to excessive noise, which annoyed the local residents. As presented in Table 5.35, the results show that the majority (64.8%) of the total sample pre-event agreed with the statement, whereas post-event, relatively few of the respondents (31.1%) accepted the statement as the truth. A notable 23.1%, and an even larger percentage, 28.3%, pre- and post-event survey were neutral regarding the statement. In contrast, only 12.1% of the respondents pre-event and a notable 40.6% post-event, were found to disagree with the statement. Perhaps some, at least, of the respondents who agreed with the statement felt that the noise levels were caused by the spectators due to their singing, blowing of 'vuvuzelas', and shouting, along with the beeping of car horns during the event. Clearly, the respondents in the study were concerned about the noise levels in the run-up to the event, but such concerns were not evident post-event. The result might have been influenced by that the residents did not experience any such noise during the event. Fredline (2004:167) notes that residents living close to mega-events tend to be more subject to the localised impacts of the events, such as to raised noise levels, than do those residents who reside further away from the event location (Swart & Bob, 2009:123).

Table 5.35: The event led to excessive noise, which annoyed the local residents.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	25.4	39.4	23.1	6.9	5.2
	Post-event (<i>n</i> =350, in %)	16.0	15.1	28.3	24.6	16.0

Arnaut (2006:112) suggests that one of the reasons for communities to host sport mega-events is to provide entertainment opportunities for the local residents. Table 5.36 depicts the results that were achieved in response to the statement that the 2010 FIFA World Cup™ provided entertainment opportunities for the local residents. The majority of the respondents (70% pre-event, and 73.4% post-event) agreed with the statement. The high levels of agreement reflected by the residents indicate that the event evidently had a social impact, in the form of providing entertainment value. Besides the stadiums, the official FIFA fan parks and the other PVAs were designed and provided for the 2010 FIFA World Cup™. Such facilities provided ticketless fans and residents with entertainment opportunities, and with the opportunity to experience the event in a festive atmosphere. The results are consistent with those from the previous studies that were conducted by Presenza and Sheeham (2013:125) and Tzetzis, Alexandris and Kapsampeli (2014:16), who found out that mega-events do provide an entertainment value for the host community. Only a few of the respondents (10.9% pre-event, compared to 8.0% post-event) were found to refute the statement. The United Nations Environment Programme (UNEP) Executive Director, Achim Steiner, states that “the 2010 FIFA World Cup™ added an extra thread to the rainbow nation’s endeavours to make the tournament not only a success administratively, but also entertainment-wise” (Borchers et al., 2011:13).

Table 5.36: Entertainment opportunities related to the event were provided for the local residents.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	13.1	56.9	19.1	6.0	4.9
	Post-event (<i>n</i> =350, in %)	29.7	43.7	18.6	4.9	3.1

South Africa is a country that is characterised by large-scale social inequalities which were severely impacted on by the previous apartheid policies. Such policies have resulted in deep inequalities within the communities. Some authors have argued that despite the dawn of democracy and the adoption of the economic transformation agenda, few previously disadvantaged communities have, as yet, been successfully integrated into the mainstream economy (Mbeki, 2009:6). According to such authors as Tichaawa and Bama (2012:22) and Swart and Bob (2012:1), the 2010 FIFA World Cup™ was envisaged as introducing long-term socio-economic benefits that could be leveraged for the local citizens of previously neglected communities, and which would, in part, be able to bridge the gap between the poor and the rich. Duminy and Luckett (2012:45) assert that FIFA's power over the process of hosting the 2010 FIFA World Cup™ had a negative impact on development, as FIFA pushed to maximise profits with little concern for the prevailing challenges of poverty and inequality in South Africa. Indeed, according to Pillay and Bass (2009:92), though the evidence in the international literature unequivocally suggests that widespread development benefits tend not to be a direct consequence of the spending that is associated with mega-events, existing inequalities might even be exacerbated by the hosting of the World Cup.

As is depicted in Table 5.37, when the respondents were asked to react to the statement that the 2010 FIFA World Cup™ only benefited some members of the community, and increased the existing social inequalities, the reactions received were mixed. The majority of the respondents (47.2% pre-event, and 41.1% post-event) agreed with the statement. Of the respondents, 29.1% pre-event and 42.3% post-event were neutral regarding the statement, while the remaining respondents (23.7% pre-event, and 16.5% post-event) disagreed with the statement. The results show that both in the pre-and post-event context, Port Elizabeth residents were not sure as to which social group benefited most from the 2010 event. Duminy and Luckett (2012:45) opine that urban developments tend to perpetuate socio-structural problems, and that the upgrading of stadiums and surrounds generally does little to improve the everyday lives of the urban poor and working class. However, Du Plessis and Maennig (2011) have highlighted some of the main legacy thrusts that were linked to the 2010 FIFA World Cup™, including football development within communities, as well as the relevant 'feel-good' effects.

Table 5.37: The event only benefited some members of the community and increased levels of social inequality.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	18.9	28.3	29.1	16.0	7.7
	Post-event (n=350, in %)	17.7	23.4	42.3	11.4	5.1

According to Swart and Bob (2012:5), social legacies are important for destinations that host mega-events. The impacts on local residents, which are particularly important, include the skills and experiences that people gain through their direct or indirect involvement in the mega-event. The findings pertaining to the statement that the 2010 event stimulated training and skills development for members of the community are shown in Table 5.38. Almost half of the respondents (46.8% pre-event, and a significantly higher percentage, 68.0% post-event) agreed with the statement. Some respondents (30.0% pre-event, and 23.1% post-event) expressed their neutrality in relation to the statement, whereas 23.1% pre-event, and 8.9% post-event, disagreed with it. The result shows that Port Elizabeth residents were optimistic that the 2010 FIFA World Cup™ ensured and enhanced the skills of local citizens, with such optimism, interestingly enough, being more evident post-event. Perhaps the respondents concerned were exposed to skills development initiatives that were implemented during the event. According to Smith and Fox (2008:1128), some events have involved deliberate attempts to encourage economic and social regeneration by means of providing new skills and support for the local people. Cornelissen and Maennig (2010:104) note that for the purpose of the 2010 FIFA tournament, a total of 15 000 volunteers from across the globe contributed their time, skills, knowledge, and enthusiasm for the event

Table 5.38: The event stimulated training and skills development for members of the community.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	11.7	35.1	30.0	15.7	7.4
	Post-event (n=350, in %)	20.0	48.0	23.1	8.3	0.6

As was indicated in Chapter Three of the current study, Saayman and Saayman (2012:220) assert that one of the benefits to accrue from hosting a mega-event is an increase in community pride, spirit, and identity. In addition, Cornelissen and Swart (2006:113) emphasise that mega-events have become prominent in the South African context, due to the perceived benefits of nation-building. In contrast, Cronjé, et al. (2010:324) note that the challenge for South Africa is to harness, and to channel, the spirit of unity that blanketed the country during the World Cup into other areas of national life. Assessing the social dimensions of mega-event impacts with specific relevance to such pertinent factors as crime is particularly useful. Bob and Kassens-Noor (2012:19) state:

Measuring the satisfaction levels of public perceptions of South Africa as well as changes in national and community pride via satisfaction surveys are useful indicators to measure the social legacy of hosting the 2010 FIFA World Cup™ in South Africa.

In this research endeavour, in response to being required to indicate their level of agreement with the statement that the event was a major boost for national pride and nation-building, the majority of the respondents pre-event (69.2%) and post-event (84.3%), as Table 5.39 shows, agreed that such a statement was acceptable. Of the respondents, 26.8% pre-event and 11.2% post-event expressed their neutrality about the statement. In addition, 4.0% of the respondents pre-event and 4.5% of the respondents post-event rejected the statement. The results show that in both the pre- and post-event surveys, the Port Elizabeth residents expressed a firm belief that the 2010 FIFA World Cup™ ignited and enhanced the sense of local pride. The findings obtained support those of Desai and Vahed (2010:154), who indicated that the 2010 FIFA World Cup™ evoked national pride and nation-building, not just in South Africa, but also throughout the entire continent of Africa. Such a result is even more notable when it is combined with the responses received from the residents (73.7% pre-event and more 87.4% post-event) who stated that they were proud that the event was hosted in the town where they resided. Furthermore, Moshoeshoe (2010:65) note the positive effects in relation to the official FIFA fan park that the 2010 events had on the local residents in Port Elizabeth. They observe that:

Such effects were evident at St. George's Fan Park (an official earmarked Fan Park in Port Elizabeth for the purpose of the 2010 event), when South Africa

played against France. At the time, the Fan Park was filled to capacity with South African fans of different cultural backgrounds, who congregated to support Bafana Bafana (National team). The fans showed great jubilation about the event, holding their flags on high, along with their ‘vuvuzelas’.

The findings are also similar to those of Allen (2013:406), who found out that more importantly than the above, the 2010 World Cup was viewed as a leading catalyst in the drive towards nation-building throughout South Africa as a whole.

Table 5.39: The event was a major boost for national pride and nation-building.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (n=350, in %)	26.9	42.3	26.8	2.6	1.4
	Post-event (n=350, in %)	56.9	27.4	11.2	3.7	0.8

In a statement closely related to the one discussed above, the respondents were asked to respond to the statement that they felt proud that the 2010 FIFA World Cup™ was hosted in their town, with the responses received being consistent with those discussed above. Table 5.40 shows that the majority of the respondents (73.7% pre-event, and 87.4% post-event) agreed with the statement. Only a few of the respondents (3.7% pre-event, and 3.5% post-event) disagreed with the statement. The remaining respondents (22.6% pre-event, and 8.6% post-event) remained neutral on the statement. Maennig and Porsche (2008:1) and Bob and Swart (2010a:79), in assessing the legacy impacts of mega-events, postulate that one of the main social benefits that is evident with mega-event hosting is the ‘feel-good’ factor. Such a factor was also evident among, and cited by, Munich residents in relation to the 2006 FIFA World Cup™ hosted in Germany (Ohmann et al., 2006). Such ‘feel-good’ effects are one of the benefits that tend to be associated with the hosting of a World Cup. The preceding findings reinforce those of IDASA (2010:13), which suggests that the World Cup created spaces for integration in the streets, in fan parks and on public transport. The sharing of such common spaces seems to have done wonders for the development of a sense of national pride and confidence, showing that even though the good feelings that the World Cup generated might have been intangible, the benefits, in terms of social cohesion, were clear. The current study implies, and validates, that the positive intangible social legacies that are

associated with mega-events seem to have been experienced in relation to the 2010 FIFA World Cup™.

Table 5.40: I feel proud that the event was hosted in my town, city or area.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	35.4	38.3	22.6	1.5	2.2
	Post-event (<i>n</i> =350, in %)	58	29.4	8.6	2.6	1.4

As was noted in the literature review in the current study, the negative costs of mega-events have been noted to include such societal problems as raised levels of crime, as well as congestion and displacement effects (Higham, 1999:85). The respondents in this study were next asked to react to the statement that the 2010 FIFA World Cup™ had NO negative social impacts. The results that were obtained in terms of the statement are presented in Table 5.41 below. The majority of the respondents (34% pre-event, and 41.4% post-event) rejected the truth of the statement. Some of the respondents (32.6% both pre-event and post-event) expressed their neutrality with regard to the statement. Other respondents (33.4% pre-event, and 26.0% post-event) agreed to the statement. The findings represent a split in the responses to the statement, and indicated the heightened levels of uncertainty among Port Elizabeth residents regarding the social impacts generated by the 2010 event, despite the positive responses that had previously been received. Kim et al. (2006:89) contend that the local residents' perceptions of mega-events tend to vary. Some might perceive that the event will have mainly positive impacts, whereas others might perceive that mainly negative impacts are likely to result (Lorde, Greenidge and Devonish, 2011:350). Thus, the findings imply the importance of constantly communicating legacy imperatives that accrue from the hosting of mega-events, in order to achieve high levels of support from the host communities

Table 5.41: The 2010 FIFA World Cup™ has NO negative social impacts.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	13.1	20.3	32.6	19.4	14.6
	Post-event (<i>n</i> =350, in %)	10.6	15.4	32.6	32.3	9.1

5.8.5 Level of agreement with statements in relation to the environmental impacts of the 2010 FIFA World Cup™

An examination of the literature specific to mega-events reveals that the environmental impacts are very often overlooked, which is a position that is also supported in the recent academic literature related to the same issue (Koenig & Leopkey, 2009:1; Jago, Dwyer, Lipman, Van Lill & Vorster, 2010:225). Bob and Swart (2010a:81) are of the view that environmental legacies relate to achieving sustainability objectives, which include minimising the negative impacts of the natural resource base, reducing and managing waste, and decreasing pollution. The intention is to reduce the carbon footprint of an event, and to promote such greening principles as ensuring that the environment is considered in the design, construction, and operation of the sporting facilities, the use of alternative, environmentally friendly energy sources, water conservation and management, the promotion of nature conservation and the encouragement of sport event attendees to become more environmentally responsible (Bob & Swart, 2010a:81).

In the above-mentioned light, the four statements that were used to measure the expected and the perceived environmental impacts of the 2010 FIFA World Cup™, and the findings that were made in relation thereto, are presented next.

As is outlined in Table 5.42 below, the respondents were required to rate their level of agreement with the statement that ‘the environment was degraded due to the hosting of the 2010 World Cup’. The majority of the respondents (44.3% pre-event, and 36.3% post-event) disagreed with the statement. Other respondents (29.7% pre-event, and 31.9% post-event) agreed with the statement, while 26.6% of the respondents (pre-event) and 31.8% of the respondents post-event remained neutral on the issue. The findings show that the Port Elizabeth residents were sceptical about the degradation of the environment in relation to the 2010 FIFA World Cup™. The responses might have been influenced by the argument that the greening programme of the event occupied a relatively low profile and it did not command a separate budget stream (Death, 2011:102).

Table 5.42: The environment was degraded due to the hosting of the event.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	14.6	15.1	26.6	26.6	17.7
	Post-event (<i>n</i> =350, in %)	8.5	23.4	31.8	24.9	11.4

Pollution, according to McKenna and Bob (2010:220), occurs in a number of forms, such as noise, air and waste. For instance, during the construction phase of the stadia, all three of the above-mentioned forms of pollution would have occurred at some stage. Significant amounts of fossil fuels would have been burnt (petrol from cranes, as well as bulldozers). In terms of pollution, Table 5.43 below shows that mixed reactions were received from the respondents when they were asked to react to the statement that the hosting of the event led to an increased level of air pollution in the local area. Of the respondents, 38.2% pre-event and 32.3% post-event, agreed with the statement. Many of the respondents (35.5% pre-event, and 32.0% post-event) rejected the statement, whereas other respondents (26.3% pre-event, and 35.7% post-event) were neutral on the statement. Although the respondents appeared to be indecisive regarding the level of pollution that the event might have caused, Borchers et al. (2011:53) confirm that the carbon footprint that it left was huge, and that it was generally not regarded as a priority by the key stakeholders involved.

Death (2011:99) indicates that the 2010 South African World Cup sought to develop a 'Green Goal 2010' programme that would mitigate some of the environmental impacts of the event, as well as secure a positive social, economic and environmental legacy. The author further states that while the content of the Green Goal programmes varied between host cities, some innovative and significant projects were implemented, ranging from waste management and recycling, through biodiversity protection and city beautification, to public transport upgrades and energy-efficient measures at the stadiums. However, in the broader context of the most carbon-intensive World Cup ever, such mitigation efforts were tackled relatively piecemeal (Death, 2011:99). On the contrary, South Africa's efforts cannot be discounted, even though the envisaged outcomes of the 'greening' strategy were: to reduce the environmental footprint of the event, to leave a green legacy, to communicate the importance of environmental

management to the citizens and to reduce the levels of carbon emission (South Africa. DEAT, 2009:11).

Table 5.43: The hosting of the event led to an increased level of air pollution in the local area.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	13.1	25.1	26.3	21.5	14.0
	Post-event (<i>n</i> =350, in %)	13.7	18.6	35.7	21.7	10.3

Furthermore, the respondents were asked to indicate their level of agreement regarding the event leading to the production of waste. Table 5.44 below represents that the majority of the respondents (56.8% pre-event, and 45.4% post-event) agreed with the statement that the event led to the significant production of waste. The percentages of those who were uncertain about the issue (25.8% pre-event, and 33.1% post-event) were higher than were those of the respondents who disagreed with the statement (17.4% pre-event, and 23.3% post-event). Although the Port Elizabeth respondents acknowledged that the 2010 FIFA World Cup™ did produce some waste, the respondents suggest some uncertainty about the issue. The NMBM (2010:12) reports that the event organisers set quantitative targets for the savings that they aimed to achieve in the spheres of water, waste, energy and mobility. An instance of such was that the quantity of waste would be reduced by 20%, compared to the existing levels. Significantly, the 'Legacy Report', which was published six months after the event, claimed that 13, out of a total of 16, ambitious Green Goals had been achieved (NMBM, 2010:12).

Table 5.44: The event led to a significant production of waste.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	21.7	35.1	25.8	14.0	3.4
	Post-event (<i>n</i> =350, in %)	15.4	30.0	33.1	14.6	6.9

When the respondents were asked whether the event had NO significant negative environmental impacts (see Table 5.45), the majority of the respondents (31.7% pre-event, and 44.2% post-event) took a neutral stand on the statement. Many of the respondents (40% pre-event, and 24.9% post-event) rejected the statement. The remaining sample of the respondents (28.3% pre-event, and 30.9% post-event) agreed with the statement.

The split in the responses suggests that the findings were nuanced. The results are not surprising, given the trends noted in the responses regarding the previous statements that were aimed at measuring the perceptions of environmental impacts. Although sustainable principles were incorporated within the planning of the 2010 FIFA World Cup™, the respondents remained sceptical about the exact impact that the incorporation had had. Perhaps the concerns seemingly reflect that Port Elizabeth had failed to communicate the plans to the residents concerned, resulting in a lack of awareness of the programmes, even though the high media profile of the 2010 World Cup presented an excellent opportunity for the raising of environmental awareness.

Table 5.45: The event had NO significant negative environmental impacts.

		SA	A	N	D	SD
EVENT PHASE	Pre-event (<i>n</i> =350, in %)	10.6	17.7	31.7	22.6	17.4
	Post-event (<i>n</i> =350, in %)	12.3	18.6	44.2	20.6	4.3

Apart from the descriptive statistics presented above, a cross-tabulation was done using the chi-square test (χ^2) to examine the relationship between the pre- and post-event phases and the level of agreement that was attained with the selected statements. The aim was to determine whether there was a statistical significant difference between the two phases (i.e. pre- and post-event phase). Table 5.46 below shows a thematic representation of the results obtained in relation to *p*-values, where $\chi^2 = p < 0.05$ indicates a significant difference. Significant differences were found in the following statements which are highlighted in bold in the *p*-value column (last column on the table).

South Africa's ability to host the 2010 FIFA World Cup™

- I feel confident that the event was successfully hosted by South Africa ($p=0.001$).
- The hosting of the FIFA World Cup™ in 2010 resulted in South Africa achieving a legacy ($p=0.004$).

Economic issues

- The 2010 FIFA World Cup™ only benefited the rich and big business ($p=0.001$).
- The hosting of the event ensured employment opportunities for local community members ($p=0.002$).

Use of public money

- Too much money was spent on the event that could have been spent on other activities ($p=0.001$).

Social issues

- An increase in crime levels was experienced due to the event ($p=0.001$).
- An increase in vandalism was experienced due to the hosting of the event ($p=0.001$).
- There was extensive alcohol abuse by persons attending the event ($p=0.001$).
- There was extensive alcohol abuse by persons attending the event ($p=0.003$).
- The event led to excessive noise levels, which annoyed the local residents ($p=0.001$).
- The event only benefited some members of the community, and it increased levels of social inequality ($p=0.001$).
- The event stimulated training and skills development for members of the community ($p=0.001$).
- The event was a major boost for national pride and nation- building ($p=0.001$).
- I feel proud that the event was hosted in my town, city, or area ($p=0.001$).

Environmental issues

- The event led to significant production of waste ($p=0.005$).
- The event had NO significant negative environmental impacts ($p=0.001$).

A key primary objective of this research endeavour is to determine residents' perceptions of the 2010 FIFA World Cup™ in Port Elizabeth. To achieve this aim, the pre- and post-event data was compared by means of an independent sample test as seen in Table 5.46 below. The Table encapsulates the mean scores between pre- and post-event phases and show the magnitude and direction of the shift in reaction to statements. The results in the means column (before and after the event), were compared. The mean scores were related to the option codes ("0" was coded for Strongly Agree, while "4" was coded for "Strongly Disagree"). This represents that the values between "1" and "2" lie between "Agree" and "Neutral".

When the mean scores are read in conjunction with the *t*-test results and the associated *p*-values, significant shifts are noted as the mean responses for post-event moved closer to "Agree" in terms of the respondents' reactions in the following statements:

South Africa's ability to host the 2010 FIFA World Cup™

- I feel confident that the event was successfully hosted by South Africa ($t=4.662$, $df=688.789$, $p<0.001$).
- The hosting of the FIFA World Cup™ in 2010 resulted in South Africa achieving a legacy ($t=3.002$, $df=698$, $p=<0.004$).

Economic issues

- The 2010 FIFA World Cup™ only benefited the rich and big business ($t=4.890$, $df=698$, $p<0.001$).
- The hosting of the event ensured employment opportunities for local community members ($t=4.440$, $df=698$, $p<0.002$).

Table 5.46: Mean scores, independent sample t-test and Pearson Chi-square results (*p*-values), in terms of the relationship between the pre- and post-event phase and level of agreement with statements

STATEMENTS	Mean scores		t-test	df	p-value
	Pre-event	Post-event			
SOUTH AFRICA'S ABILITY TO HOST THE 2010 FIFA WORLD CUP™					
I feel confident that the event was successfully hosted by South Africa.	1.66	1.17	4.662	688.789	0.001
The hosting of the FIFA World Cup™ in 2010 resulted in South Africa achieving a legacy.	1.30	1.16	3.002	698	0.004
ECONOMIC ISSUES					
The 2010 FIFA World Cup™ only benefited the rich and big business.	1.65	1.19	4.890	698	0.001
The hosting of the event ensured employment opportunities for local community members.	1.31	.98	4.440	698	0.002
The hosting of the event led to increased spending in the local area, thus ensuring economic benefits to the local community.	1.31	1.18	1.692	698	0.341
The event ensured extended shopping hours in the event area.	1.34	1.18	2.208	698	0.168
The levels of black economic empowerment have improved.	1.08	1.07	.257	698	0.473
I think that the prices of goods in the area increased due to the event.	1.09	1.06	.267	698	0.551
I feel that the use of public funds in support of the event was acceptable.	1.57	1.36	2.626	698	0.016
Too much money was spent on the event that could have been spent on other activities.	1.47	1.43	.464	673.775	0.001
SOCIAL ISSUES					
The event caused significant traffic congestion within the local area.	1.08	1.31	-3047	691.318	0.15
An increase in crime levels was experienced due to the event.	1.05	1.99	-11.362	698	0.001
An increase in vandalism was experienced due to the hosting of the event.	1.29	2.16	-10.478	698	0.001
There was extensive alcohol abuse by persons attending the event.	1.23	1.54	-3.554	687.039	0.003
Terrorism was a concern during the event.	1.85	2.03	-2.054	698	0.021
The event led to excessive noise levels, which annoyed the local residents.	1.27	2.09	-9.187	675.242	0.001
Entertainment opportunities related to the event were provided for the local residents.	1.33	1.08	3.377	698	0.400
The event only benefited some members of the community, and it increased levels of social inequality.	1.65	1.63	.303	698	0.001
The event stimulated training and skills development for members of the community.	1.72	1.21	6.741	666.430	0.001
The event was a major boost for national pride and nation-building.	1.09	.64	6.948	698	0.001
I feel proud that the event was hosted in my town, city, or area.	1.71	1.25	5.480	698	0.001
The event had NO negative social impacts.	1.12	1.52	-1.351	698	0.055
ENVIRONMENTAL ISSUES					
The environment was degraded due to the hosting of the event.	2.18	2.07	1.167	676.457	0.45
The hosting of the event led to increased levels of air pollution in the local area.	1.97	1.96	.026	693	0.030
The event led to significant production of waste.	1.41	1.67	-3117	693	0.005
The event had NO significant negative environmental impacts.	1.29	1.15	3.828	651.382	0.001

Notes: *N*= (Pre-event survey) 350 **p*<0.05; '0'=Strongly Agree '4'=Strongly Disagree
(Post-event survey) 350

- The hosting of the event led to increased spending in the local area, thus ensuring economic benefits to the local community ($t=1.692$, $df=698$, $p<0.341$).
- The event ensured extended shopping hours in the event area ($t=2.208$, $df=698$, $p<0.168$).
- The levels of black economic empowerment have improved ($t=.257$, $df=698$, $p<0.473$).
- I think that the prices of goods in the area increased due to the event ($t=.267$, $df=698$, and $p<0.551$).
- I feel that the use of public funds in support of the event was acceptable ($t=2.626$, $df=698$, $p<0.016$).
- Too much money was spent on the event that could have been spent on other activities ($t=.464$, $df=673.775$, $p<0.001$).

Social issues

- Entertainment opportunities related to the event were provided for the local residents ($t=3.377$, $df=698$, and $p<0.400$).
- The event stimulated training and skills development for members of the community ($t=6.741$, $df=666.430$, $p<0.001$).
- The event was a major boost for national pride and nation- building($t=6.948$, $df=698$, $p<0.001$).
- I feel proud that the event was hosted in my town, city, or area($t=5.480$, $df=698$, and $p<0.001$).

Environmental issues

- The environment was degraded due to the hosting of the event ($t=1.167$, $df=676.457$, $p<0.45$).
- The hosting of the event led to increased levels of air pollution in the local area($t=.026$, $df=693$, $p<0.030$).
- The event had NO significant negative environmental impacts($t=3.842$, $df=651.382$, $p<0.001$).

5.8.6 Perceived sport impacts in relation to the 2010 FIFA World Cup™

The research, according to Kurtzman and Zauhar (2003:37), shows that sport is regarded as the world's largest social phenomenon. The respondents were asked to react to the statement that 'I am more aware of football/soccer due to the hosting of the event'. The breakdown of the results received in response to the statement is reflected in Table 5.47 below. The majority (71.2%) of the respondents agreed with the statement, whereas 14.1% indicated their neutrality on the statement, and 14.7% disagreed with it. It is evident, drawing on the preceding findings, that the hosting of the 2010 event augmented awareness in soccer as a sport among the residents.

Table 5.47: I am more aware of football/soccer due to the hosting of the event (n=350, in %)	
Level of agreement	Post-event Survey Total (n=350)
Strongly agree	37.1
Agree	34.1
Neutral	14.1
Disagree	12.4
Strongly disagree	2.3

Standeven and De Knop (1999:12) identified different forms of sports tourism, distinguishing between active and passive, as well as other categorisations, as were covered in the literature review. It is in this light that the respondents were asked to express their interest in football/soccer, due to the hosting of the event. As is illustrated in Table 5.48 below, more than half (59.4%) of the respondents were found to be fond of football, due to the hosting of the 2010 tournament, whereas 24.1% were neutral regarding the statement, and the remaining 16.5% were not interested in football. The results are not disconcerting when they are read in the same light as that of the results dealt with in section 5.3.1, which showed that the majority of the respondents considered themselves avid fans of the sport (i.e. soccer/football).

Table 5.48: I am more interested in football/soccer due to the event (n=350, in %)	
Level of agreement	POST-EVENT SURVEY Total (n=350)
Strongly agree	30.0
Agree	29.4
Neutral	24.1
Disagree	12.4
Strongly disagree	4.1

Local sport participants can benefit from the dual use of tourist facilities, which is an avenue that has not yet been adequately explored in the South African context (Swart & Bob, 2007). Regarding sport impacts, furthermore, the respondents were asked to indicate whether they would consider participating in football/soccer in the near future. The results, as are illustrated in the following table (Table 5.49), reveal that almost half (47.7%) of the respondents showed an interest, and were willing to participate, in the sport in the near future. The findings obtained are notable, taking into consideration the above-mentioned findings that were discussed in subsections 5.3.1, 5.3.2 and 5.3.3, regarding the residents' interest in football. Of the remaining respondents, 28.2% disagreed with the statement, whereas 24.1% took a neutral stance on it.

Table 5.49: I will consider participating in football/soccer in the near future (n=350, in %)	
Level of agreement	POST-EVENT SURVEY Total (n=350)
Strongly agree	27.1
Agree	20.6
Neutral	24.1
Disagree	14.7
Strongly disagree	13.5

5.8.7 Perceived national and African pride in relation to the 2010 FIFA World Cup™

The research, according to IDASA (2010:13), suggests that the 2010 World Cup that was hosted in South Africa had potential for building social cohesion, but it required to be backed up by long-term strategic efforts that were aimed at prolonging the feel-good factor, and at using the gathered momentum to bring South Africans together. Table 5.50 depicts the responses that were received from the residents in relation to the 2010 FIFA World Cup™ creating nation-building within South Africa. The majority (82.9%) of the respondents agreed that the 2010 event was a major boost for national pride and nation-building. Table 5.50 also reveals that only 10.0% of the respondents were neutral on the statement, leaving the minority (7.1%) disagreeing with the statement. The findings obtained are consistent with those of Steinbrink et al.'s (2011:18) study, which concerned the feel-good effects that form part of the intangible benefits resulting from the hosting of mega-events. Such a finding appears to be even more important when considering the results that are illustrated in Table 5.40, with the majority of the

respondents (87.4%) post-event expressing a feeling that the 2010 FIFA World Cup™ made the locals feel good about themselves and their community.

Table 5.50: I am generally very proud of South Africa (n=350, in %)	
Level of agreement	POST-EVENT SURVEY Total (n=350)
Strongly agree	55.3
Agree	27.6
Neutral	10.0
Disagree	5.3
Strongly disagree	1.8

It is worth noting that the 2010 FIFA World Cup™ differed from other mega-events hosted, in that it was implemented in terms of a continental orientation as an ‘African World Cup’, with the aim of leveraging benefits across the entire African continent (Achu & Swart, 2012:34). In this regard, the respondents were asked whether they felt part of the African continent. The results in this regard, as are reflected in Table 5.51, show that the majority (80.0%) of the respondents openly agreeing with the statement. Of the remaining respondents, 14.7% were found to adopt a neutral stance towards the statement, whereas only 5.3% disagreed with it.

Evidently, the respondents who participated in the current study were largely of the opinion that they felt very much part of the African continent. The findings sustain those of Czeglédy (2009:293), who indicates that the 2010 FIFA World Cup™ was not just a South African event, but that it was an African event. For this reason it was recognised as being much more than just a sporting competition, mere entertainment, a commercial venture, and an example of international tourism.

Table 5.51: I feel very much part of the African continent (n=350, in %)	
Level of agreement	POST-EVENT SURVEY Total (n=350)
Strongly agree	50.0
Agree	30.0
Neutral	14.7
Disagree	2.9
Strongly disagree	2.4

5.8.8 Overall beneficiaries of the 2010 FIFA World Cup™

Table 5.52 illustrates the respondents' responses regarding which group benefited the most from the hosting of the 2010 FIFA World Cup™. Of the respondents, 31.1% pre-event, compared to a greater percentage of 51.8% post-event, suggested that businesses benefited the most from the hosting of the event. As beneficiaries from the event, the wealthy and the rich were indicated by 24.1% pre-event, and by 14.1% post-event, people living in towns and cities by 21.7% pre-event, and by 22.9% post-event, the poor and disadvantaged by 16.9% pre-event, and by 1.8% post-event and, lastly, people living in rural areas by 6.0% pre-event, and by 9.4% post-event. The findings reinforce those of Munien and Majola's (2012:55) study, which revealed that non-host communities and the marginalised often do not anticipate that the hosting of a mega-event will have an impact on their local community, although some opportunities are likely to arise from it. As to why South Africa hosted the World Cup at the great expense of the public, rather than channelling the exorbitant amount of funds spent on it to address the country's deep-seated socio-economic challenges remains a contentious debate.

Table 5.52: Perceptions of groups that benefited the most from the 2010 FIFA World Cup™		
Group	Pre-event survey Total (n=350, in %)	Post-event survey Total (n=350, in %)
Businesses	31.3	51.8
Wealthy and rich	24.1	14.1
People living in towns and cities	21.7	22.9
Poor and disadvantaged	16.9	1.8
People living in rural areas	6.0	9.4

5.9 Summary

The current chapter presented the findings and the analysis of the impact of the 2010 FIFA World Cup™, based on the awareness, the attitudes, and the perceptions of residents residing in the vicinity of the Nelson Mandela Bay Stadium. Since the study was comparative in nature, the impacts of the pre-event expectations, and the post-event perceptions, of Port Elizabeth's residents of the hosting of the 2010 World Cup were compared, and contrasted, in order to determine whether a shift in perceptions occurred between the two time periods concerned.

The demographic profiles of the respondents (350 each for the pre-and post-event phases) interviewed revealed an almost equal gender representation, with more men (57%) pre-event, compared to the 43% women pre-event. Similarly, the majority (52%) of the respondents in the post-event phase were men, with 48% being women. The average age of the respondents was 27 years old. Regarding the racial category, an almost equally divided result was seen, with most (54.2%) of the respondents pre-event and 54.1% of the respondents post-event being found to be black people. The majority of the respondents (39.8% pre-event, and 33.5% post-event) were found to hold a diploma/certificate, to earn an average monthly income of R5208.00, and to work on a full-time basis (47.1% pre-event, and 35.9% post-event).

The above discussion then proceeded to establish the respondents' level of interest in football, classifying many as avid fans of the sport (36.1% pre-event, and 42.9% post-event). The results show some form of interest in football as a recreational activity among the respondents (43.4% pre-event, and 37.18% post-event), with the respondents being found to participate either socially and those that have not done so recently combined and less than half (43%) compared to (48%) pre- and post-event respectively attend soccer matches at league or national level.

Furthermore, most of the respondents (98% pre-event, and 99% post-event) were found to possess high levels of awareness pertaining to the 2010 FIFA World Cup™. A great corpus of the respondents (96.4% pre-event, and 98.0% post-event) correctly indicated the FIFA World Cup™ as the event concerned. However, the projected attendance (53% pre-event) versus the actual attendance (42%) post-event cannot be overlooked. As was to have been expected, in terms of its proximity to them, most of the residents (95.4% pre-event, and 75.7% post-event) indicated Port Elizabeth as their favoured host city for watching the matches. A major hindrance for those who had anticipated attending the matches, and for those who did not attend the matches, the majority (42.5%) pre-event, compared to a smaller percentage (30.9%) post-event, cited their inability to afford to be able to purchase tickets. Besides, 45.9% of the respondents post-event saw their involvement with the 2010 event as being that of spectators at the soccer matches concerned.

According to the results obtained, the respondents seemed uncertain about the legacy benefits that they had gained in their area, with only a few (29% pre-event, and 30% post-event) indicating their awareness of such. The majority of the respondents (30.9% pre-event, and over half, 55.6%, post-event) highlighting the development of the Nelson Mandela Bay Stadium.

In relation to the respondents' suggestions regarding the dissemination of information by the stakeholders for future mega-events to be hosted in South Africa, most (50.8%) of the respondents offered no suggestion in this regard. Nevertheless, some of the concerns raised were the direct involvement of the residents (27.3%), the provision of a central point for accessing information regarding the event (20.1%), the dissemination of information prior to the bidding for a mega-event, while others (0.7%) were indecisive about the issue.

In terms of the expected and the perceived impacts and attitudes of the respondents, the perceptions were generally raised in comparison to the expectations regarding the impacts of the event. However, overall, the respondents appeared to have positive attitudes towards the hosting of the 2010 FIFA World Cup™, with most perceiving that the event left positive economic and social legacies for the nation. The positivity was noted in relation to the 'feel-good' effects that were associated with the mega-event hosting, such as those of social cohesion and national pride. The following chapter (Chapter Six) now presents the conclusions that were drawn on the basis of the findings of the investigation, which, in turn, were based on the research objectives. Moreover, the next chapter provides recommendations on how, optimally, to leverage Africa's first mega-event and Port Elizabeth's position as the only host city for the 2010 World Cup in the Eastern Cape province.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The previous chapter of the current thesis presented a detailed discussion of the research findings, with the aim of showing how the research objectives of the study had been fulfilled. Therefore, this final chapter rounds off the study, by presenting the conclusions that are drawn in line with the predefined objectives. In addition, recommendations and directions for future research are outlined, so as to provide mega-event planners with insights into how to involve the community in gaining a sense of ownership and a feeling of responsibility relating to the mega-events hosted in South Africa. Furthermore, the chapter also delineates the limitations of the study.

The demographic profile of the respondents surveyed revealed an average age of 27 years old, with a slight male-dominated gender representation, with 57% (pre-event) and 52% (post-event) being men, whereas 43% (pre-event) and 48% (post-event) were women. With regards to race, the majority (54.2% pre-event, and 54.1% post-event) were found to be black people. The majority of the respondents were fairly educated, with 39.8% (pre-event) and 33.5% (post-event) being in possession of a certificate/diploma. Concerning the other demographic attributes, the average income of the respondents was R5208.00 per month, with most (47.1% pre-event, and 35.9% post-event) of the respondents being found to be working on a full-time basis.

The conclusions of the study are provided in the subsections below, based on the objectives provided.

6.2. Conclusions regarding objective one

The research study has achieved the first objective, which sought to determine the residents' level of awareness of, and intended attendance before, and actual attendance after the hosting of the 2010 FIFA World Cup™ in Port Elizabeth. The respondents (both pre- and post-event) presented a high level of awareness concerning the hosting of the event. Such high levels can be seen as an overwhelming majority in both phases possessed such knowledge. Almost all of the respondents pre-

and post-event correctly identified the FIFA World Cup™ as the sport mega-event that was hosted in South Africa in 2010. Significantly, residents in Port Elizabeth were even more aware of South Africa's hosting of the event after it has passed. Equally, TV remained the main source of information dissemination in terms of both phases of the event.

It was also important to assess the residents' attendance (projected and actual) at the soccer matches. Slightly more than half of the respondents projected (pre-event), that they would be attending the 2010 matches, which was representative of a potentially high level of attendance. However, less than half of the respondents (post-event) actually attended the event. Furthermore, many respondents attended the event in Port Elizabeth when the pre- and post-event data was compared.

6.3 Conclusions regarding objective two

The second objective of the study was aimed at establishing the support that was granted to the 2010 FIFA World Cup™ by the residents residing within a two kilometer (2km) radius of the Nelson Mandela Bay Stadium. The data collected revealed a generally positive attitude towards the event, with the majority (post-event) indicating their involvement with the event as spectators at the soccer matches, and at the PVAs. Furthermore, many respondents capitalised on income-generating opportunities linked to the event, such as in business (e.g. tourism). The indication of such support was further supported by the majority of the respondents pre- and post-event as they hold the view that the hosting of the 2010 tournament has left positive legacies in Port Elizabeth. Perhaps the tangible legacy, such as the Nelson Mandela Bay Stadium and the transportation infrastructure of the BRT system, is acting as a constant reminder of the legacy that was left behind by the 2010 event, which might have led to the resultant effect. In sum, the respondents' high level of confidence in South Africa achieving legacy benefits from such hosting, and in the country's accruing many positive impacts there from, particularly post-event, clearly evoked their support.

6.4 Conclusions regarding objective three

The study also met the third objective, which was aimed to assess the residents' perceptions and their attitudes towards the pre- and post-event impacts of the 2010 FIFA World Cup™ in Port Elizabeth. The Chi-square statistics and independent sample

t-test were conducted in order to measure the differences and the significant shift respectively, in relation to the pre- and post-event impacts. The results revealed that in general, the perceptions in comparison to the expectations were significantly positive regarding the residents' attitudes and views of the 2010 World Cup in Port Elizabeth. While pre-games expectations were that the costs of hosting the FIFA World Cup™ in 2010 would outweigh the benefits, post-event, the residents in Port Elizabeth perceived that the benefits outweighed the costs. Considering the pre- and post-event economic impacts in Port Elizabeth, significant differences in perceptions were noted in respect to all statements relating to the event.

The post-event respondents realised that the social benefits that were generated by the event were much higher than had been anticipated. The respondents cited entertainment opportunities that were created by the event, as well as the opportunities for stimulating training and skills that had become available due to the event. Most of the residents indicated that the event provided a major boost for national pride and nation-building, together with intangible social effects, the 'feel-good' effects which were among the benefits the residents alluded. These findings are consistent with those of Swart and Bob (2012:3) who argue that the main legacy that was associated with the hosting of the 2010 FIFA World Cup™ was the social legacies that were primarily linked to such effects. IDASA (2010:13) adds that indeed, the 2010 World Cup created spaces for integration in the streets and fan parks, as well as on public transport, with the sharing of such common spaces doing wonders for the development of a sense of national pride and self-confidence. This perception augers well in relation to the justifying of the hosting of future mega-events in South Africa, as well as in Port Elizabeth as a host city.

6.5 Conclusions regarding objective four

Based on the conclusions presented above, in terms of meeting the fourth, and final, objective of the study, this subsection provides recommendations for the hosting of future mega-events that might be held in South Africa, and, in particular, in Port Elizabeth. The subsequent recommendations are put forward for the relevant stakeholders concerned, and should be regarded in conjunction with the findings in the previous chapter (see Chapter Five).

6.6 Recommendations

In the current study, it was seen that a notable proportion of the respondents could not identify the nature of their involvement with the 2010 FIFA World Cup™, whereas others failed to respond to the related question, indicating their uncertainty about it. Given the substantial amount of public funding that is involved with mega-events, to which the 2010 event was no exception, an increase in residents' participation and involvement is highly obligatory. Thus, for future events hosted in Port Elizabeth, the government should solicit support from the public and from communities that are directly affected by the event, prior to such hosting, as it is only in this way that local support is likely to be galvanized into supporting such ventures as the World Cup. Garnering support in this way would also help to dissipate myths around the gains and losses to be experienced from the event (Nkemngu, 2012:6).

While hype was created in relation to the hosting of the 2010 event, mobilisation efforts should have gone beyond publicity in order to engage communities effectively in identifying the social and economic programmes that could have had a major impact at the local level (Ntloko & Swart, 2012:144). In this regard, residents are more likely to have positive perceptions if they have a sense of participation in the planning of policies, and if they trust in the event organisers (Waite, 2003:196). This is likely to result in a broad public consensus regarding how to maximise benefits and minimise costs (Gursoy & Kendall, 2006:608). A recommendation that is made in this regard could be taken into account in the future development of figures of mega-events, especially in the developing context.

Borchers et al. (2011:83) suggest that the involvement of the community can be achieved by holding public forums with the help of the governing bodies of mega-events. In terms of hosting a mega-event, and achieving the hoped-for benefits, one of the essential prerequisites is the successful dissemination of information, preferably not just about the event itself, but also about the positive benefits that accrue from it. In addition to the above, it is imperative for effective communication strategies and mechanisms to be established for informing the local residents about issues relating to the hosting of large-scale events (Swart & Bob, 2009:129).

More importantly, the strategies and mechanisms concerned should be used to promote realistic expectations, regarding the event, among the local residents. As was seen in the current study, the residents put forward a variety of strategies and suggestions on how to improve the dissemination of information and communication related to future mega-events in South Africa. Their suggestions, in this regard, included: directly involving the residents with any developments pertaining to the event, providing a central point for assessing information and disseminating information prior to the bidding for mega-events. In this light, effective communication and the employment of a more pragmatic approach with regards to the dissemination of information concerning the event could assist in minimising the potential disruptions that residents might otherwise experience before the event, as well as during the preparation phase for the event, and after the event. This is especially so because the current study revealed that pre-event, the residents had negative expectations regarding the 2010 soccer event, compared to their post-event, more positive, perceptions of it.

Borchers et al. (2011:40) contend that most poor households in South Africa were unaffected by the event, and that there was a sense in which all of the public spending benefits completely bypassed many of South Africa's citizens. The current study confirms the preceding notion, as most of the respondents indicated that the 2010 FIFA World Cup™ benefited neither the poor nor disadvantaged as well, nor those living in the rural areas. It is in this regard that the study recommends that the relevant stakeholders in future mega-events leverage and spread the benefits more broadly than they did in 2010. A concerted effort is required by the key stakeholders, and by the national, provincial and local government that should be involved in engaging all citizens in the country in the event, in order that the latter might benefit from such hosting. Moreover, the government should undertake visible projects within the affected communities after the staging of the World Cup, since doing so would be likely to encourage the future hosts of the event to be more aware that the benefits or legacies of the event live on after the last whistle of the tournament is blown. Doing so would help to eradicate the impression that the event owners, such as FIFA, benefit from such events as the World Cup, while leaving the local communities to manage the associated negative impacts.

Furthermore, for future event hosted in developing countries, it is important to incorporate residents' voices in planning and execution of such events more broadly. The current research indicates that pre-event, the respondents had less optimism regarding impacts. Conversely, post-event the respondents showed a more positive view concerning impacts. Since previous successful legacy impacts associated with mega-events have emerged due to the event being incorporated into the overall long-term development agenda of the host country, future events hosted in the developing context should adopt such an approach.

Furthermore, the researcher recommends the need to develop legacy indicators to track, monitor and determine the long-term effects of the event in Port Elizabeth. This is because as previously mentioned in the literature review, the legacies of such mega-events could in many cases take a long time to manifest. In this sense, the necessity for a longitudinal study that measures changes in perceptions over time is essential.

The following section outlines the limitations and the challenges that were encountered in the current study.

6.7 Limitations of the study

In addition to the limitations and the challenges that were expressed in the research methodology chapter, the following were identified as the main problems encountered in the study. Firstly, the current research is limited to investigating the perceptions of Port Elizabeth's residents residing in the precinct of the Nelson Mandela Bay Stadium regarding the 2010 FIFA World Cup™, as the findings of this study might not be able to be generalised in terms of the residents living in other cities hosting mega-events.

Secondly, the fieldwork was envisaged as taking place precisely three months after the hosting of the 2010 FIFA World Cup™. However, due to the financial constraints involved, the fieldwork was conducted a year and a half after the hosting of the event.

Lastly, potential respondents were put off from answering the questionnaire, due to its length. It was evident that time is a precious commodity for research participants, and they did not wish to spend too long on answering the questions asked. In this light, not

enough time was always spent with the respondents, making this a further limitation on the research study.

6.8 Future research direction

The findings of this study present a range of future research opportunities. Changing views on perceived impacts should continuously be analysed, as the effects of mega-events are often long-term. Regular research and analysis has long been encouraged, given the vast potential for host community involvement and development. Such post-event longitudinal studies are recommended to determine perceptual changes over time. The cumulative information from such regular assessments might provide information that offers greater insight to the relevant stakeholders in South Africa, so as to direct them towards factors that fall under their control. The factors involved could then be managed so as to influence the progress of future mega-events.

Secondly, the current study revealed that ticket pricing was an important factor that impacted greatly on residents' participation in, and attendance of, the 2010 World Cup matches. In this light, fan parks gave an opportunity to provide non-ticketed fans with a chance to watch soccer matches on big screens, in a festive environment. This study replicates other studies, in that the idea of making such facilities available to the general public was a resounding success and evidently, fan parks and PVAs evoked the sense of such intangible benefits as 'feel-good' effects for the country as a whole. Thus, it is worth noting that studies pertaining to such facilities should be commissioned in order to measure the resounding success of such concepts, especially in developing contexts.

Further, the current study, which serves as a framework for the comparison of residents' perceptions pre- and post-event, adds to the body of knowledge regarding sport mega-events. Thus, the study calls for future research to be undertaken in other host cities, so as to ascertain post-event perceptions of residents concerning the 2010 FIFA World Cup™. The conducting of such studies would provide South Africa with important insights regarding the avoidance of some of the costly mistakes that have been made, as well as how to leverage the key successes that other host cities have experienced through the hosting of the 2010 FIFA World Cup™.

6.9 Concluding remarks

This research study was aimed at investigating the residents' expectations and perceptions of the 2010 FIFA World Cup™ in one host city (i.e. Port Elizabeth) in the pre- and post-event context, in order to compare any perceptual differences between the two time periods concerned. The study is a contribution to the current body of knowledge on the residents' perceptions of sport mega-events in Port Elizabeth, and in South Africa as a whole.

Recommendations from this research study hold the potential for assisting pertinent stakeholders to improve their understanding of how residents perceive the impacts of mega-events, and how their perceptions influence the residents' support/opposition for such events to be hosted in their communities. More specifically, the information that is provided in this study indicates that the planners and the organisers of future sport mega-events need to build local support for future large-scale events.

The first chapter of the thesis initiated the research study, by providing an introduction and background to the research problem to be studied. The aims and the objectives of the study were also delineated. In addition, the research design and methodology adopted for collecting both the primary and secondary data were described in the chapter.

Chapter Two explored the ramifications of the social exchange theory that was used to provide a theoretical framework for the research study. The underlying theory was elaborated on, and examined, within the context of sport tourism mega-events. The next chapter (Chapter Three) detailed a literature review that created a conceptual framework for the research project. The chapter entailed the provision of an overview of sport tourism and mega-events. The impacts pertinent to mega-events were also discussed in relation to the 2010 FIFA World Cup™, which was the first mega-event of this nature to be hosted in Africa.

Chapter Four described the research design and methodology that were adopted for the study. The focus in the chapter was on discussing the procedures that were followed in terms of data collection. The study design and sampling procedures were

also delineated. This chapter was concluded by means of a discussion on how the data collected were captured and analysed.

The fifth chapter presented, discussed, and analysed the comparison findings that were derived from the residents' surveys, in relation to the predefined objectives that were outlined in Chapter One of the study. Finally, the last chapter (Chapter Six) has concluded the thesis by drawing conclusions and recommendations from the findings. It has further outlined the limitations of the study, as well as suggesting future research directions.

List of references

- Achu, F.N. & Swart, K. 2012. African immigrants' perceptions of the 2010 FIFA World Cup and its 'African' legacy. *African Journal for Physical Health Education, Recreation and Dance*, 18(1):33-41.
- Ahmed, F. & Pretorius, L. 2010. Mega-events and environmental impacts: The 2010 FIFA World Cup in South Africa. *Alternation*, 17(2):274-296.
- Alegi, P. 2001. 'Feel the pull in your soul': local agency and global trends in South Africa's 2006 World Cup Bid. *Soccer and Society*, 2(3):1-21.
- Allen, D. 2013. The successes and challenges of hosting the 2010 FIFA World Cup: The case of Cape Town. *South Africa, Soccer and Society*, 14(3):404-415.
- Allen, D., Knott, B. & Swart, K. 2013. 'Africa's tournament?': The branding legacy of the 2010 FIFA World Cup™. *The International Journal of the History of Sport*, 30(16):1994-2006.
- Allmers, S. & Maennig, W. 2008. *South Africa 2010: Economic scope and limits*. Hamburg Contemporary Economic Discussions. Issue 21. <http://econpapers.repec.org/paper/hcewpaper/021.htm> [15 September 2009].
- Amenumey, E.K. & Amuquandoh, F.E. 2010. Residents perceptions of the 2008 Confederation of African Cup (CAN 2008) event. *Journal of Travel and Tourism Research*, Spring Fall, 38-57.
- Altinay, L. & Paraskevas, A. 2008. *Planning research in hospitality and tourism*. Oxford: Elsevier.
- Ap, J. 1992. Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19(1):665-690.
- Arnaut, J.L. 2006. *Independent European Sport Review*. UK: Presidency of the EU.
- Atkinson, D. 2009. The 2010 World Cup and the rural hinterland: Maximising advantage from mega-events. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 153-173.
- Baade, R.A. & Matheson, V.A. 2003. Mega-events in developing nations: Playing the way to prosperity? *Proceedings of the 2002 Northeast Universities Developing Consortium, Massachusetts, USA, 25-27 October*.
- Baade, R.A. & Matheson, V.A. 2004. The quest for the Cup: Assessing the economic impact of the World Cup. *Journal of the Regional Studies Association*, 23(4):343-354.

Babbie, E., Mouton, J., Payze, C., Vorster, J., Boshoff, N. & Prozesky, H.E. 2001. *The practice of social research*. South African edition. Cape Town: Oxford University Press Southern Africa.

Baines, G. 2010. Playing by FIFA's rules: *The politics and potential legacy of Port Elizabeth's hosting of the 2010 World Cup matches*.
[http://www.playthegame.org/filesadmin/Imagine/knowledgebank/playing by FIFA s rules.pdf](http://www.playthegame.org/filesadmin/Imagine/knowledgebank/playing%20by%20FIFA's%20rules.pdf) [22 February 2011].

Baldock, A., Maes, M. & Buelens, M. 2011. The social impact of the Tour de France: Comparisons of residents' pre- and post-event perceptions. *European Sport Management Quarterly*, 11(2):91-113.

Barker, M. 2004. Crime and sport tourism events: The 1999-2000 America's Cup. In Ritchie, B.W. & Adair, D. (eds.). *Aspects of tourism, sport tourism: Interrelationships, impacts and issues*. Clevedon: Channel View Publishing: 174-190.

Bassa, Z. & Jaggernath, J. 2010. Living close to 2010 stadiums: Residents' perceptions of the 2010 FIFA World Cup and stadium development in Durban, South Africa. *Alternation*, 17(2):121-145.

Baum, T. & Lockstone, I. 2007. Volunteers and mega sporting events: Developing a research framework. *International Journal of Event Management Research*, 3(1):29-41.

Baumann, R. & Matheson, V. 2013. *Infrastructure investments and mega-sports events: Comparing the experience of developing and industrialized countries*. College of the Holy Cross, Department of Economics, Faculty Research Series: Paper No. 13-05.

Be'nit-Gbaffou, C. 2009. In the shadow of 2010: Democracy and displacement in the Greater Ellis Park Development Project. In Pillay, U., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 200-222.

Bennett, J.A. 1995. What is tourism? In Bennett, J.A. (ed.). *Managing tourism services: A South African perspective*. Pretoria: Van Schaik.

Berger, G. 2010. Image revisions: South Africa, Africa, and the 2010 world cup. *Ecquid Novi: African Journalism Studies*, 31(2):174-190.

Blanche, M. T., Durrheim, K. & Painter, D. 2006. *Research in practice*. 2nd edition. Cape Town: UTC Press.

Bob, U. & Kassens-Noor, E. 2012. An indicator framework to assess the legacy impacts of the 2010 FIFA World Cup. *African Journal for Physical, Health Education, Recreation and Dance*, September (Supplement 1):12-21.

Bob, U. & Naidoo, S. 2012. Green goal: Awareness of the 2010 FIFA World Cup. *African Journal for Physical, Health Education, Recreation and Dance*, September (Supplement 1) 18(1):93-103.

- Bob, U. & Potgieter, C. 2013. Mega-events and tourism impacts: Foreign visitor perceptions of the 2010 FIFA World Cup in South Africa. *Journal of Human Ecology*, 43(1):71-82.
- Bob, U. & Swart, K. 2010a. Sport events and social legacies. *Alternation*, 17(2):72-95.
- Bob, U. & Swart, K. 2010b. The 2010 FIFA World Cup and women's experiences in fan parks. *Agenda: Empowering Women for Gender Equity*, 24(1):85-96.
- Bohlmann, H., R. 2006. Predicting the economic impact of the 2010 FIFA World Cup on South Africa. *University of Pretoria, Department of Economics Working Paper Series: 2006-11*.
- Bohlmann, H.R. & Van Heerden, J.H. 2008. Predicting the economic impact of the 2010 FIFA World Cup on South Africa. *International Journal of Sport Management and Marketing*, 3(4):383–396.
- Borchers, M., Maboda, S., Kedia, S., Mehta, S., Gangopadhyay, P., Khanna, A., Kapur, S. & Trusen, C. 2011. *Sustainable mega-events in developing countries: Experiences and insights from host cities in South Africa, India and Brazil*. Konrad Adenauer Foundation.
- Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2006. *Events management*. 2nd edition. Oxford: Butterworth-Heinemann.
- Breuer, C., Hallmann, K. & Wicker, P. 2011. Determinants of sport participation in different sports. *Managing Leisure*, 16(4):269-286.
- Briedenhann, J. 2011. Economic and tourism expectations of the 2010 FIFA World Cup – a resident perspective. *Journal of Sport and Tourism*, 16(1):5-32.
- Bull, C. & Lovell, J. 2007. The impact of hosting major sporting events on local residents: An analysis of the views and perceptions of Canterbury residents in relation to the Tour de France 2007. *Journal of Sport and Tourism*, 12(3-4):229-248.
- Burker, M. Page, S.J. & Meyer, D. 2002. Evaluating the impact of the 2000 America's cup on Auckland, New Zealand. *Event Management*, 7(1):72-79.
- Cashman, R. 2003. What is Olympic legacy? In De Moragas, M., Kennett, C. & Puig, N. (eds.). *The legacy of the Olympic Games 1984-2000*. Lausanne: International Olympic Committee: 31-42.
- Chain, D. 2009. *Residents' perceptions of the 2010 FIFA World Cup: A case study of a suburb in Cape Town, South Africa*. Unpublished Masters Thesis, Cape Peninsula University of Technology, Cape Town.
- Chain, D. & Swart, K. 2010. Residents' perceptions of the 2010 FIFA World Cup: A case study of a suburb in Cape Town, South Africa. *Alternation*, 17(2):146-172.

Chalip, L. 2006. Towards social leverage of sport events. *Journal of Sport and Tourism*, 11(2):109-127.

Chappelet, J. & Junod, T. 2006. A tale of 3 Olympic cities: What can Turin learn from the Olympic legacy of other Alpine Cities? In Torres, D. (ed.). *Major Sport Events as Opportunity for Development: The International Promotion of the City, 17-19 October 2006*. Valencia: 83-90.

City of Cape Town. 2008. *2010 Fifa World Cup news: 2010 Stadium*
http://www.capetown.gov.za/en/2010/news/Documents/Archives/2010_stadium.htm
[09 September 2008].

City of Cape Town. 2010. *Time running out to secure World Cup tickets*.
<http://www.capetown.gov.za/en/FIFA2010/Newsandmedia/Pages/TimerunningouttosecureWorldCupickets.aspx> [18 February 2010].

Clark, M., Riley, M., Wilkie, E. & Wood, R.C. 1998. *Researching and writing dissertations in hospitality and tourism*. Tourism and Hospitality Management Series. London: International Thomson Business Press.

Cornelissen, S. 2004. 'It's Africa's turn!': The narrative and legitimations surrounding the Moroccan and South African bids for the 2006 and 2010 FIFA finals. *Third World Quarterly*, 25(7):1293-1309.

Cornelissen, S. 2006. *Global tourism systems: The political economy of tourism*. Aldershot: Ashgate.

Cornelissen, S. 2007. Crafting legacies: The changing political economy of global sport and the 2010 FIFA World Cup. *Politikon*, 34(3):241-259.

Cornelissen, S., Bob, U. & Swart, K. 2011. Towards redefining the concept of legacy in relation to sport mega-events: Insights from the 2010 FIFA World Cup. *Development Southern Africa*, 28(3):307-318.

Cornelissen, S. & Maennig, W. 2010. On the political economy of 'feel-good' effects at sport mega-events: experiences from FIFA Germany 2006 and prospects for South Africa 2010. *Alternation*, 17(2):96-120.

Cornelissen, S. & Swart, K. 2006. The 2010 FIFA World Cup as a political construct: The challenge of making good on an African promise. *Sociological Review*, 54(1):108-123.

Cronjé, F., Van Wyk, D., Botha, D. 2010. The 2010 FIFA World Cup – Service Delivery, 'Afrophobia' and Brand Imperialism: Through the eyes of frantz fanon. *Alternation*, 17(2):297-332.

Czeglédy, A.P. 2009. A World Cup and a construction of African reality. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 281-295.

- Daniels, M.J. 2007. Central place theory and sport tourism impacts. *Annals of Tourism Research*, 34(2):332–347.
- Davies, G. 2009. Managing the alchemy of the 2010 Football World Cup. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 33-51.
- Davies, L., Coleman, R. & Ramchandani, G. 2013. Evaluating event economic impact: Rigour versus reality? *International Journal of Event and Festival Management*, 4(1):31-42.
- De Knop, P. 2004. Total quality: A new issue in sport tourism policy. *Journal of Sport Tourism*, 9(4):303–314.
- De Nooij, M. & Van den Berg, M. 2013. The bidding paradox: Why rational politicians still want to bid for mega sports events. *University of Utrecht, The Tjalling C. Koopmans Research Institute and Utrecht School of Economics. Discussion paper series 13-08*.
- De Vos, A.S. & Fouche, C.B. 2001. General introduction to research design, data collection methods and data analysis. In De Vos, A.S. (ed.). *Research at grass roots: a primer for the caring professions*. Pretoria: Van Schaik.
- Death, C. 2011. 'Greening' the 2010 FIFA World Cup: Environmental sustainability and the mega-event in South Africa. *Journal of Environmental Policy and Planning*, 13(2):99-117.
- Deccio, C. & Baloglu, S. 2002. Non-host community resident reactions to the 2002 Winter Olympics: The spill over impacts. *Journal of Travel Research*, 41(1):46–56.
- Deery, M., Jago, L. & Fredline, L. 2004. Sport tourism or event tourism: Are they one and the same? *Journal of Sport Tourism*, 9(3):235-245.
- Delonno, P. 2010. *World Cup 2010: The legacy. Business Report*. <http://www.busrep.co.za/index.php?fSectionId=566&fArticleId=4102101> [30 July 2010].
- Desai, A. & Vahed, G. 2010. 'World Cup 2010: Africa's turn or the turn on Africa?', *Soccer and Society*, 11(1):154-167.
- Detlinger, L. 2007. *New snag hits 2010 stadium progress. Cape Argus* http://www.iol.co.za/index.php?set_id=1&click_id=124&art_id=vn20070220112234247C913983 [18 February 2009].
- Duminy, J. & Luckett, T. 2012. Literature survey: Mega-events and the working poor, with a special reference to the 2010 FIFA World Cup. *Women in Informal Employment: Globalizing and Organizing (WIEGO)*:1-58.
- Du Plessis, S. & Maennig, W. 2009. South Africa 2010: initial dreams and sobering economic perspectives. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development*

and dreams: The urban legacy of the 2010 Football World Cup. Cape Town: HSRC Press: 55-75.

Du Plessis, S. & Maennig, W. 2011. The 2010 FIFA World Cup high-frequency data economics: Effects on international tourism and awareness for South Africa. *Development Southern Africa*, 28(3):349-365.

Dwyer, L., Forsyth, P. & Dwyer, W. 2010. *Tourism Economics and Policy*. Canada: Channel View Publications.

Eisenhauer, S., Adair, D. & Taylor, T. 2014. Fifa-isation: Spatial security, sponsor protection and media management at the 2010 World Cup. *Surveillance and Society*, 11(4):377-391.

Emery, P. 2002. Bidding to host a major sports event: The local organising committee perspective. *The International Journal of Public Sector Management*, 15(4):316-355.

Eslami, S., Farahani, A. & Asadi, H. 2013. The effects of development of sport tourism on the employment: A review of related research. *International Journal of Sport Studies*, 3(1):105-110.

FIFA. 2010. *Government assessment of the 2010 FIFA World Cup: South Africa 2010 FIFA World Cup*. <http://www.sa2010.gov.za/en/node/3353> [30 July 2010].

Fourie, J. & Santana-Gallego, M. 2011. The impact of mega-sport events on tourist arrivals. *Tourism Management*, 32(6):1364-1370.

Fourie, J. & Spronk, K. 2011. South African mega-sport events and their impact on tourism. *Journal of Sport and Tourism*, 16(1):75-97.

Fredline, L. 2004. Host community reactions to motorsport events: The perception of impact on quality of life. In Ritchie, B.W. & Adair, D. (eds.). *Sport Tourism: Interrelationships, Impacts and Issues*. Clevedon: Channel View:155-173.

Fredline, E. & Faulkner, B. 2000. Host community reactions: A cluster analysis. *Annals of Tourism Research*, 27(3):763-784.

Fredline, E. & Faulkner, B. 2002. Variations in residents' reactions to motorsport events – why residents perceive the impacts of events differently. *Event Management*, 7(2):115-126.

Fredline, L. Jago, L. & Deery, M. 2003. The development of a generic scale to measure the social impacts of events. *Event Management*, 8(1):23-37.

Gammon, S. & Robinson, T. 2003. Sport and tourism: A conceptual framework. *Journal of Sport Tourism*, 8(1):21–26.

George, R. 2003. Tourists' perceptions of safety and security while visiting Cape Town. *Tourism Management*, 24(5):575–585.

George, R. & Swart, K. 2012. International tourists' perceptions of crime–risk and their future travel intentions during the 2010 FIFA World Cup™ in South Africa. *Journal of Sport and Tourism*, 17(3):201-223.

Getz, D. 2005. *Event management and event tourism*. 2nd edition. New York: Van Nostrand Reinhold.

Getz, D. 2008. Event tourism: Definition, evolution, and research. *Tourism Management*, 29(1):403-428.

Ghuri, P. & Gronhaug, K. 2005. Research methods in business studies: A practical guide. 3rd edition. Harlow: Pearson Education Limited.

Gibson, H.J. 1998a. Active sport tourism: Who participates? *Leisure Studies*, 17(1):155-170.

Ginsberg, R. 2010. World cup 2010: An (Un) African world cup. *Ecquid Novi: African Journalism Studies*, 31(2):191-204.

Giulianotti, R. & Klauser, F. 2010. Security governance and sport mega-events: Toward an interdisciplinary research agenda. *Journal of Sport and Social Issues*, 34(1):49-61.

Goldblatt, D. 2010. *Footing the World Cup bill*. <http://newsvote.bbc.co.uk> [7 June 2010].

Gould, C. 2010. *Human Trafficking and the World Cup: How Big is the Threat?* <http://www.polity.org.za/article/human-trafficking-and-the-world-cup-how-big-is-the-threat-2010-05-19> [27 May 2010.]

Gratton, C. & Preuss, H. 2008. Maximizing Olympic impacts by building up legacies.” *International Journal of the History of Sport*, 25(1):1922-1938.

Gravetter, F.J. & Forzano, L.A. 2009. *Research methods for behavioural sciences*. 3rd edition. Wardsworth: Cengage Learning.

Green, B.C. & Chalip, L. 2004. Paths to volunteer commitment: Lessons from the Sydney Olympic Games. In Stebbins, R., A & Graham, M. (eds.). *Volunteering as Leisure. Leisure as Volunteering. An International Assessment*. Wallingford: CABI Publishing.

Gunter, A. 2014. Mega events as a pretext for infrastructural development: The case of the All African Games Athletes Village, Alexandra, Johannesburg. *Bulletin of Geography. Socio–economic Series* No. 23:39–52.

Gursoy, D. & Kendall, K.W. 2006. Hosting mega-events: Modelling locals' support. *Annals of Tourism Research*, 33(3):603-623.

- Gursoy, D. & Rutherford, D. 2004. Host attitudes toward tourism: An improved structural model. *Annals of Tourism Research*, 31(1):495-516.
- Haferburg, C. 2011. South Africa under FIFA's reign: The World Cup's contribution to urban development. *Development Southern Africa*, 28(3):333-348.
- Haferburg, C., Golka, T. & Selter, M. 2009. Public viewing areas: Urban interventions in the context of mega-events. In Pillay, U., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: the urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 174-199.
- Halbwirth, S. & Toohey, K. 2001. The Olympic Games and knowledge management: A case study of the Sydney Organising Committee of the Olympic Games. *European Sport Management Quarterly*, 1(1):91-111.
- Hall, C.M. 1992. *Hallmark tourist events: Impacts, management and planning*. London: Belhaven Press.
- Hall, M.C. 2012. Sustainable mega-events: Beyond the myth of balanced approaches to mega-event sustainability. *Event Management*, 16(1):119-131.
- Hamann, R., Khagram, S. & Rohan, S. 2008. South Africa's charter approach to post-apartheid television drama. *Critical Arts: A South-North Journal of Culture and Media Studies*, 24(1):75-98.
- Hamelin, H., Bachleda, C. & Saiagh, O. 2012. Winning FIFA World Cup bids: Country image analysis as a tool to understand and secure bids. A Moroccan case study. *International Journal of Sport Management, Recreation and Tourism*, 10(1):1-27.
- Hardy, A. & Beeton, R. 2001. Sustainable tourism or maintainable tourism: Managing resources for more than average outcomes. *Journal of Sustainable Tourism*, 9(1):168-192.
- Harris, L. 2011. Mega-events and the developing world: A look at the legacy of the 2010 Soccer World Cup. *South African Journal of International Affairs*, 18(3):407-427.
- Hayes, V. 2010. Human trafficking for sexual exploitation at world sporting events. *Human trafficking at world sporting events*, 85(3):1104-1146.
- Heath, E. & Wall, G. 1992. *Marketing tourism destination: A strategic planning approach*. Toronto: Wiley.
- Heyne, M. 2006. *Die ökonomischen Effekte von Fußballweltmeisterschaften – Das Beispiel Fußball-WM 2006*. Marburg: Tectum.
- Higham, J. 1999. Sport as an avenue of tourism development: An analysis of the positive and negative impacts of sport tourism. *Current Issues in Tourism*, 2(1):82-90.

- Hinch, T. & Higham, J. 2011. *Sport tourism development*. 2nd edition. UK: Channel View Publication.
- Horne, J. 2007. The four 'knowns' of sport mega-events. *Leisure Studies*, 26(1):81-96.
- Horne, J. & Manzenreiter, W. 2006. An introduction to the sociology of sport mega-events. *Sociology Review*, 54(2):1-24.
- Hritz, N. & Ross, C. 2010. The perceived impacts of sport tourism: An urban host community perspective. *Journal of Sport Management*, 24(1):119-138.
- Hudson, S. (ed.). 2003. *Sport and adventure tourism*. Binghamton: Haworth Press.
- Human, L.H. & Van Graan, M. 2013. South African volunteers' experiences of volunteering at the 2010 FIFA World Cup™ South Africa. *African Journal for Physical Health Education, Recreation and Dance*, 19(2):345-359.
- Human Sciences Research Council (HSRC). 2011. *Impact of the 2010 World Cup on social cohesion, nation building and reconciliation: Final report*. Cape Town: HSRC.
- Humphreys, B., Maresova, K. & Ruseski, J. 2010. *National sport policy, sporting success and individual sport participation: An international comparison*. University of Alberta Working Paper 2010. Edmonton: University of Alberta, Economics Department.
- Humphreys, B. & Prokopowicz, S. 2007. Assessing the impact of sports mega-events in transition economies: EURO 2012 in Poland and Ukraine. *International Journal of Sport Management and Marketing*, 2(5-6):496-509.
- Iain, T.C. & Crompton, D.E. 2001. *Tourism in Africa*. Africa Region Working paper Series. No.12:1-125.
- Institute for a Democratic Alternative in South Africa (IDASA). 2010. What's left after the World Cup? *EPolitics SA Edition*, 1-22.
- Institute for Human Rights and Business (IHRB). 2013. *Striving for excellence: Mega sporting events and human rights*. Occasional Paper Series, 2:1-36.
- Isaac, S. & Michael, W.B. 1981. *Handbook in research and evaluation*. San Diego: Edits Publishers.
- Jago, L., Chalip, L., Brown, G., Mules, T. & Ali, S. 2002. The role of events in helping to brand a destinations. In *Events and place-making: Proceedings of the International Conference, Sydney, 15-16 July 2002*. Sydney: Australia Centre for Event Management: 111-143.
- Jago, L., Dwyer, G., Lipman, D., Van Lill, D. & Vorster S. 2010. *Tourism, sport and mega-events sustainability: Contributing to the roadmap for recovery*. *International Colloquium on Mega-event Sustainability, Sandton, Johannesburg*.

- Jones, C. 2001. Mega-event and host region impacts: Determining the true worth of the 1999 Rugby World Cup. *International Journal of Tourism Research*, 3(1):241-251.
- Jones, M. 2011. Sustainable event management. *ie: The business of international events*, Spring, 12.
- Jurowski, C. & Gursoy, D. 2004. Distance effects on residents' attitudes toward tourism. *Annals of Tourism Research*, 31(2):296–312.
- Karadakis, K. & Kaplanidou, K. 2012. Legacy perceptions among host and non-host Olympic Games residents: A longitudinal study of the 2010 Vancouver Olympic Games. *European Sport Management Quarterly*, 12(3):243-264.
- Kellet, P., Hede, A. & Chalip, L. 2008. Social policy for sport events: Leveraging (relationships with) teams from other nations for community benefit. *European Sport Management Quarterly*, 8(2):101-121.
- Kemp, S. 2002. The hidden workforce: Volunteers' learning in the Olympics. *Journal of European Industrial Training*, 26(2/4):109-17.
- Kim, N. & Chalip, L. 2004. Why travel to the FIFA World Cup? Effects of motives, background, interest and constraints. *Tourism Management*, 25(1):695-707.
- Kim, H.J., Gursoy, D. & Lee, S.B. 2006. The impact of the 2002 World Cup on South Korea: Comparisons of pre- and post-games. *Tourism Management*, 27(1):86-96.
- Kim, S.S. & Petrick, J.F. 2005. Residents' perceptions on impacts of the FIFA 2002 World Cup: The case of Seoul as a host city. *Tourism Management*, 26(1):25-38.
- Knott, B., Fyall, A. & Jones, I. 2013. The nation-branding legacy of the 2010 FIFA World Cup for South Africa. *Journal of Hospitality Marketing and Management*, 22(6):569-595.
- Knott, B., Swart, K., Turco, D.M. & Bob, U. 2010. The sport tourism legacy of mega-events: From Beijing 2008 to South Africa 2010. *International Colloquium on Mega-event Sustainability, Johannesburg*.
- Koenig, S. & Leopkey, B. 2009. Canadian sporting events: An analysis of legacy and sports development. *Proceedings of the Administrative Sciences Association of Canada 2009 Conference, Niagara Falls, Ontario*.
- Kolamo, S. & Vuolteenaho, J. 2013. The interplay of mediascapes and cityscapes in sports mega-event: The power dynamics of place branding in the 2010 FIFA World Cup in South Africa. *International Communication Gazette*, 75(1):502-520.
- Koozehchian, H., Ehsani, M. & Firouzjah, J.A. 2011. An investigation of the effective factors on sport tourism development in Iran with the emphasis on natural - sport attractions. *World Journal of Sport Sciences*, 5(4):216-220.

Kovacevic, N. 2007. Righting wrongs: affirmative action in South Africa. *Harvard International Review*, Spring:6.

Krejcie, R.V. & Morgan, D.W. 1970. Determining sample size for research activities. In Hill, R. (ed.). What sample size is 'enough' in internet survey research? *Interpersonal Computing and Technology: An Electronic Journal for the 21st Century*.

Kruger, E.A. 2011. *A stakeholder perspective on mega-events as an element of tourism destination competitiveness*. Unpublished Masters thesis, University of Pretoria, Pretoria.

Kruger, E.A. & Heath E.T. 2013. Along came a mega-event: Prospects of competitiveness for a 2010 FIFA World Cup™ host city. *Current Issues in Tourism*, 16(6):570-590.

Kruys, G. 2007. Public safety and security during 2010 Soccer World Cup. *ISSUP Bulletin*, 4:1–8.

Kurtzman, J. & Zauhar, J. 2003. A wave in time – the sports tourism phenomena. *Journal of Sport Tourism*, 8(1):37-47.

Látková, P. & Vogt, C., A. 2012. Residents' attitudes toward existing and future tourism development in rural communities. *Journal of Tourism Research*, 51(1):50-67.

Lee, C.K. & Taylor, T. 2005. Critical reflection on the economic impact assessment of a mega-event: The case of 2002 FIFA World Cup. *Tourism Management*, 26(4):595-603.

Lee, T.H. 2012. Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 1-10.

Leggat, P.A., Shaw, M.T.M. & Toovey, S. 2010. Travelling to South Africa for the 2010 FIFA World Cup. *Travel Medicine and Infectious Disease*, 8(1):74-78.

Leonardsen, D. 2007. Planning of mega events: Experiences and lessons. *Planning Theory and Practice*, 8(1):11–30.

Lepp, A. & Gibson, H. 2011. Tourism and World Cup football amidst perceptions of risk: The case of South Africa, Scandinavian. *Journal of Hospitality and Tourism*, 11(3):286-305.

Li, S. & Blake, A. 2009. Estimating Olympic-related investment and expenditure. *International Journal of Tourism Research* 11(1):1-20.

Lorde, T., Greenidge, D. & Devonish, D. 2011. Local residents' perceptions of the impacts of the ICC Cricket World Cup 2007 on Barbados: Comparisons of pre- and post-games. *Tourism Management*, 32(1):349-356.

- Luiz, J.M. & Fadal, R. 2011. An economic analysis of sports performance in Africa. *International Journal of Social Economics*, 38(10):869-883.
- Ma, S., Egan, D., Rotherham, I. & Ma, S. 2011. A framework for monitoring during the planning stage for a sports mega-event. *Journal of Sustainable Tourism*, 19(1):79-96.
- Maennig, W. 2007. One year later: A re-appraisal of the economics of the 2006 soccer World Cup. *International Association of Sports Economists, Working Paper Series No.07-25*.
- Maennig, W. & Porsche, M. 2008. The feel-good effect at mega sport events: recommendations for public and private administration informed by experience of the FIFA World Cup 2006. *Hamburg Contemporary Economic Discussions*, 18:1-27.
- Maharaj, A. 2010. The 2010 FIFA World Cup, sport events and tourism in Durban: Prospects and challenges. *Alternation*, 17(2):249-273.
- Maharaj, B. 2011. 2010 FIFA World Cup™: (South) 'Africa's time has come'?. *South African Geographical Journal*, 93(1):49-62.
- Mail & Guardian Online, 2010. *World Cup: FIFA to rake in billions* [online]. <http://www.mg.co.za/article/2010-06-18-world-cup-fifa-to-rake-in-billions> [3 September 2010].
- Mann, P. 2008. Legacy defined. *Proceedings of the 2008 Legacy Lives Conference. Barbados, West Indies, 28-30 January 2008*.
- Manzo, K. 2012. Visualising modernity: development hopes and the 2010 FIFA World Cup. *Soccer and Society*, 13(2):173-187.
- Masemola, M.K. & Chaka, P.M. 2011. (T)races of terrorism beyond ports of entry: A retrospective assessment of the limits of profiling in the regulation of airport passenger traffic during the 2010 FIFA World Cup. *Social Dynamics: A Journal of African Studies*, 37(1): 178-192.
- Matheson, V. 2006. *Mega-events: The effect of the world's biggest sporting events on local, regional, and national economies. International Association of Sports Economists, Working Papers Series No. 06-10*.
- Matheson, V. & Baade, R.A. 2004. Mega-sporting events in developing nations: Playing the way to prosperity? *South African Journal of Economics*, 72(1):1085–1096.
- Mbeki, M. 2009. *Architects of poverty: Why African capitalism needs changing*. Johannesburg: Picador.
- McDonald, M.S. 2012. Perception: A concept analysis. *International Journal of Nursing Knowledge*, 23(1):2-9.

- McKenna, F. & Bob, U. 2010. Business perceptions of the 2010 FIFA World Cup and related infrastructural development: a case study of the Moses Mabhida stadium and the Durban beachfront developments. *Alternation*, 17(2):200-224.
- McMichael, C. 2012. Hosting the world. *City: Analysis of Urban Trends, Culture, Theory, Policy, Action*, 16(5):519-534.
- Mol, A.P.J. 2010. Sustainability as a global attractor: The greening of the 2008 Beijing Olympics. *Global Networks*, 10(4):510-528.
- Monks, J. & Husch, J. 2009. The impact of seeding, home continent and hosting on FIFA World Cup results. *Journal of Sports Economics*, 10(4):391-408.
- Moshoeshoe, M.C. 2010. An assessment of residents' and attendees' perceptions of the official 2010 FIFA World Cup fan park in Port Elizabeth. Unpublished BTech thesis, Walter Sisulu University.
- Munien, S. & Majola, M.C. 2012. Rural community perceptions of the 2010 FIFA World Cup: A case study of the Izibukwana community, KwaZulu-Natal. *African Journal for Physical Health Education, Recreation and Dance*, September (Supplement 1):53-61.
- Nadvi, L. 2008. The ugly side of the beautiful game: The socio-economic impact of the 2010 FIFA World Cup on the city of eThekweni and its 'poors'. *World Journal of Managing Events*, 2(1):39-47.
- Nauright, J. 2004. Global games: culture, political economy and sport in the globalised world of the 21st century. *Third World Quarterly*, 25(7):1325-1336.
- Nauright, J. 2011. Epilogue: Making new histories of sport in South Africa. *The International Journal of the History of Sport*, 28(1):181-185.
- Neirotti, D.L. 2003. An introduction to sport and adventure tourism. In Hudson, S. (ed.). *Sport and adventure tourism*. Binghamton: Haworth Press: 1-25.
- Nelson Mandela Bay Municipality. 2010. *Green goal plan for the 2010 World Cup, host city Nelson Mandela Bay Municipality* (Port Elizabeth: Letsunyane Associates (Pty) Ltd and Arcus GIBB (Pty) Ltd).
- Ndlovu-Gatsheni, S.J. 2011. Pan-Africanism and the 2010 FIFA World Cup in South Africa. *Development Southern Africa*, 28(3):401-413.
- Nkemngu, A.A.P. 2012. The 2010 FIFA World Cup as sustainable tourism: a community perspective. *Journal of Tourism and Hospitality*, 1(5):1-7.
- Ntloko, N.J. & Swart, K. 2008. Sport tourism event impacts on the host community: a case study of Red Bull Big Wave Africa. *South African Journal for Research in Sport, Physical Education and Recreation*, 30(2):79-93.

Ntloko, N.J. & Swart, K. 2012. Public funds and residents' perceptions of the 2010 FIFA World Cup: A case study of a non-host area. *African Journal for Physical, Health Education, Recreation and Dance*, September (Supplement 1):142-151.

Ohmann, S., Jones, I. & Wilkes, K. 2006. The perceived social impacts of the 2006 Football World Cup on Munich residents. *Journal of Sport and Tourism*, 11(2):129-152.

Olivier, B. 2010. 'Terror(ism)' in the context of cosmopolitanism. *Alternation*, 17(2):333-360.

Page, J. & Hall, C.M. 2003. *Managing urban tourism*. Harlow: Prentice Hall.

Pellissier, R. 2007. *Business research made easy*. Cape Town: Juta.

Pillay, U. & Bass, O. 2009. Public viewing areas: urban interventions in the context of mega-events. In Pillay, U., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press. 76-95.

Pillay, V. & Salo, E. 2010. 2010 FIFA World Cup: Gender, politics and Sport. *Agenda: Empowering Women for Gender Equity*, 24(85):4-10.

Pranić, L., Petrić, L. & Cetinic, L. 2012. Host population perceptions of the social impacts of sport tourism events in transition countries: Evidence from Croatia. *International Journal of Event and Festival Management*, 3(3):236-256.

Presenza, A. & Sheeham, L. 2013. Planning tourism through sporting events. *International Journal of Event and Festival Management*, 4(2):125-139.

Preuss, H. 2006. Lasting effects of major sporting events. *Idrottsforum.org/artiklar*. <http://www.idrottsforum.org/articles/preuss/preuss061213.html> [20 June 2009].

Preuss, H. 2007. FIFA World Cup 2006 and its legacy on tourism. *Trends and issues in global tourism*. Berlin: Springer.

Preuss, H. 2011. A method for calculating the crowding-out effect in sport mega-event impact studies: The 2010 FIFA World Cup. *Development Southern Africa*, 28(3):367-385.

Provide. 2009. *A profile of the Eastern Cape Province: Demographics, poverty, income, inequality and unemployment from 2000 till 2007. Background Paper 2009:1(2)*. Department of Agriculture: Western Cape.

Roche, M. 2000. *Mega-events and modernity: Perspectives and themes*. In *Mega-events and modernity: Olympics and expos in the growth of global culture*. New York: Routledge.

- Roche, S., Spake, D. & Joseph, M. 2013. A model of sporting event tourism as economic development. *An International Journal*, 3(2):147-157.
- Rogerson, C.M. 2004. Urban tourism and small tourism enterprise development in Johannesburg: The case of township tourism. *Geo Journal*, 60(1):249-257.
- Rogerson, C.M. 2005. *Tourism SMMEs in South Africa: a case for separate policy development?* Pretoria: Trade and Industrial Policy Strategies (TIPS).
- Rogerson, C.M. & Visser, G.V. 2004. *Tourism and development in post apartheid South Africa: A ten year review*. Tourism and Development Issues in Contemporary South Africa. Pretoria: Africa Institute of South Africa.
- Saayman, M. & Saayman, A. 2012. The economic impact of the Comrades Marathon. *International Journal of Event and Festival Management*, (3):220-235.
- Sadd, D. 2010. What is event-led regeneration? Are we confusing terminology or will London 2012 be the first Games to truly benefit the local existing population? *Event Management*, 13:265-275.
- Saunders, M., Lewis, P. & Thornhill, A. 2012. *Research methods for business student*. 6th edition. Harlow: Pearson Education Limited.
- Schwark, J. 2007. Sport tourism: Introduction and overview. *European Journal for Sport and Society*, 4(2):117-132.
- Sherwood, P. 2007. *A triple bottom line evaluation of the impact of special events: The development of indicators*. Unpublished DPhil thesis, Victoria University, Melbourne.
- Smith, A. & Fox, T. 2008. From 'event-led' to 'event-themed' regeneration: The 2002 Commonwealth Games legacy programme. *Urban Studies*, 44(5/6):1125-1143.
- Smith, M.F., Macleod, N. & Robertson, M., H. 2010. *Key concepts in tourism studies*. Thousand Oaks, CA: Sage.
- South Africa. n.d. *Key facts: government preparation for 2010 FIFA World Cup South Africa*. http://www.europal.eu/meetdocs/2009_2014/documents/d_za/dv/4_fi/4_fifa.pdf [08 September 2012].
- South Africa. Department of Economic Development and Environmental Affairs (DEDEA). 2009. *Eastern Cape Tourism Master Plan, Eastern Cape*.
- South Africa. Department of Environmental Affairs and Tourism. 1996. *White paper on development & promotion of tourism in South Africa*. Pretoria: Government Printer.
- South Africa. Department of Environmental Affairs and Tourism. 2003. *Tourism: 10 year review*. Pretoria: DEAT.

South Africa. Department of Environmental Affairs and Tourism. 2009. *National greening 2010 framework*.
<http://www.environment.gov.za/HotIssues/2009/greenGoal/greenGoal2010.html> [7 October 2010].

South Africa. Department of Sports and Recreation. n.d. *2010 FIFA World Cup country report*. Pretoria. Unpublished

South Africa. Department of Sport and Recreation. 2012. *Draft National Sports Tourism Strategy*. Pretoria: Government Printer.

South Africa. Department of Tourism. 2013. *Annual report 2012/13*. Pretoria: Government Printer.

South Africa. 2010. *Government assessment of the 2010 FIFA World Cup | South Africa 2010 FIFA World Cup*. *South Africa 2010 FIFA World Cup*.
<http://www.sa2010.gov.za/en/node/3353> [30 July 2010].

South Africa. South African Tourism. 2011a. *Annual report 2010/2011*. Pretoria: Government Printer.

South Africa. South African Tourism. 2011b. *2010 FIFA World Cup official statistic*.
<http://www.southafrica.net/sat/content/en/za/newsdetail?oid=335667psn=Detail&pid=1&2010--FIFA-world-cup-official-statistics> [20 October 2011].

South Africa. Statistics South Africa. 2010. *Tourism and migration June 2010*.
<http://www.statssa.gov.za> [30 September 2010].

Standeven, J. & De Knop, P. 1999. *Sport tourism*. Champaign, IL: Human Kinetics.

Steinbrink, M., Haferburg, C. & Ley, A. 2011. Festivalisation and urban renewal in the global South: Socio-spatial consequences of the 2010 FIFA World Cup. *South African Geographical Journal*, 93(1):15-28.

Steyn, T. 2007. *The strategic role of cultural and heritage tourism in the context of a mega-event: the case of the 2010 soccer World Cup*. Unpublished Masters thesis, University of Pretoria, Pretoria.

Strydom, H. 2001. The pilot study. In A.S. De Vos (ed.). *Research at grass roots: A primer for the caring professions*. Pretoria: Van Schaik Publishers.

Strydom, H. & De Vos, A.S. 2001. Sampling and sampling methods. In De Vos, A.S. (ed.). *Research at grass roots: a primer for the caring professions*. Pretoria: Van Schaik.

Sun, J. & Ye, L. 2010. Mega-events, local economies, and global status: What happened before the 2008 Olympics in Beijing and the 2010 World Expo in Shanghai. *Journal of Current Chinese Affairs*, 39(2):133-165.

Swart, K. 2005. Strategic planning – implications for the bidding of sport events in South Africa. *Journal of Sport Tourism*, 10(1):37-46.

Swart, K. & Bob, U. 2007. The eluding link: Toward developing a national sport tourism strategy in South Africa beyond 2010. *Politikon*, 34(3):373-391.

Swart, K. & Bob, U. 2009. Venue selection and the 2010 World Cup: A case study of Cape Town. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 114-130.

Swart, K. & Bob, U. 2012. Mega sport event legacies and the 2010 FIFA World Cup. *African Journal for Physical Health Education, Recreation and Dance*, September (Supplement) 1(1):1-11.

Swart, K., Bob, U., Cornelissen, S., Nkhahle, S. & Wood, A. 2009. *A framework to assess the impact and legacy of the 2010 FIFA World Cup on development of cities in South Africa*. SACN: 1-68.

Swart, K., Bob, U., Knott, B. & Salie, M. 2011. A sport and sociocultural legacy beyond 2010: A case study of the Football Foundation of South Africa. *Development Southern Africa*, 28(3):415-428.

Swart, K., Bob, U. & Turco, D. 2010. Media, crime and the 2010 Soccer World Cup in South Africa: Pre-event analysis and perceptions. *Alternation*, 17(2):225-248.

Taylor, T. & Tooley, K. 2007. Perceptions of terrorism threats at the 2004 Olympic Games: Implications for sport and tourism. *Journal of Sport and Tourism*, 12(2):99-114.

Tichaawa, T.M. & Swart, K. 2010. Cameroonian fans' perceptions of the 2010 FIFA World Cup: A Case Study of Buea and Limbe. *Alternation*, 17(2):173-199.

Tichaawa, T.M. & Bama, H.K.N. 2012. Green Point residents' perceptions of the 2010 FIFA World Cup: A post-event analysis. *African Journal for Physical Health Education, Recreation and Dance*, 18(1):22-32.

Tiyce, M. & Dimmock, K. 2000. Nimbin Mardis Grass festival: The impacts. In Allen, J., Harris, R., Jago, L.K. & Veal, A.J. (eds.). *Events Beyond 2000: Setting the Agenda. Proceedings of the Conference on Evaluation, Research and Education, Sydney, 13-14 July 2000*. Sydney: Australian Centre for Event Management, University of Technology.

Tomlinson, R. 2009. Anticipating 2011. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 96-113.

Tomlinson, R., Bass, O. & Pillay, U. 2009. Introduction. In Pillay, B., Tomlinson, R. & Bass, O. (eds.). *Development and dreams: The urban legacy of the 2010 Football World Cup*. Cape Town: HSRC Press: 3-17.

Turco, D.M., Riley, R. & Swart, K. 2002. *Sport tourism*. Morgantown: Fitness Information Technology.

Tyson, B., Hayle, C., Truly, D., Jordan, L.A. & Thame, M. 2005. West Indies World Cup Cricket: Hallmark events as catalysts for community tourism development. *Journal of Sport Tourism*, 10(4):323-334.

Tzetzis, G., Alexandris, K. & Kapsampeli, S. 2014. Predicting visitors' satisfaction and behavioral intentions from service quality in the context of a small-scale outdoor sport event. *International Journal of Event and Festival Management*, 5:4-21.

Van der Merwe, J. 2007. Political analysis of South Africa's hosting of the Rugby and Cricket World Cups: Lessons for the 2010 Football World Cup and beyond. *Politikon* 34(1):53-66.

Van der Zee, E. & Go, F., M. 2014. Analysing beyond the environmental bubble dichotomy: How the 2010 World Cup case helped to bridge the host–guest gap. *Journal of Sport and Tourism*, 1-23.

Van Schumann, A. 2013. *Mega-events as an engine for sustainable tourism: Analysis and success factors*. Frankfurt: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

Van Winkle, C.M. & Woosnam, K.M. 2014. Sense of community and perceptions of festival social impacts. *International Journal of Event and Festival Management*, 5(1): 22-38.

Veal, A.J. 2006. *Research methods for leisure and tourism*. 3rd edition. Harlow: Pearson Education.

Veal, A.J. 2011. Planning for leisure, sport, tourism and the arts: goals and rationales. *World Leisure Journal*, 53(2):119-148.

Vermeulen, L.M. 1998. *Research orientation: A practical guide for students and researchers*. Vanderbijlpark: L.M. Vermeulen Publishers.

Waitt, G. 2003. Social impacts of the Sydney Olympics. *Annals of Tourism Research*, 30(1):194-215.

Wäsche, H., Dickson, G. & Woll, A. 2013. Quality in regional sports tourism: A network approach to strategic quality management. *Journal of Sport and Tourism*, 18(2):81-97.

Wäsche, H. & Woll, A. 2010. Regional sports tourism networks: A conceptual framework. *Journal of Sport and Tourism*, 15(3):191-214.

Webb, C. 2010. *Selling South Africa: Poverty, politics and the 2010 FIFA World Cup*. *The Bullet* 333,23,Mar. <http://www.socialistproject.ca/bullet/333.php#continue> [21 April 2010].

Weed, M. & Bull, C. 2004. *Sport tourism – participants, policy, and providers*. Oxford: Elsevier Butterworth-Heinemann.

Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, C. & Van Leeuwen, L. 2005. *Managing sport facilities and major events*. Abingdon: Routledge.

Whitson, D. & Horne, J. 2006. Underestimated costs and overestimated benefits? Comparing the outcomes of sports mega-events in Canada and Japan. *Sociological Review*, 54(2):71–89.

Willis, O., M., A. 2000. Sport and development: The significance of Mathare Youth Sports Association. *Canadian Journal of Development Studies/Revue canadienne d'études du développement*, 21(3):825-849.

Witt, H. & Loots, L. 2010. Flying the mythical flag of a green and inclusive 2010 FIFA World Cup in KwaZulu-Natal. *Agenda: Empowering women for gender equity*, 24(85): 125-145.

World Tourism Organization (WTO). 2001. Sport and Tourism Shaping Global Culture. <http://www.worldtourism.org>

World Tourism Organisation (WTO). 2003. *Malta tourism digest: Definition of tourism*. <http://www.mta.com.mt/uploads/1675/WTOfinitionoftourism.pdf> [13 April 2008].

Zauhar, J. 2003. Historical perspectives of sport tourism. In Hudson, S. (ed.). *Sport and adventure tourism*. Binghamton: Haworth Press: 27-48.

Ziakas, V. & Bouka, N. 2012. A neglected legacy: examining the challenges and potential for sport tourism development in post-Olympic Athens. *International Journal of Event and Festival Management*, 3(3):292-316.

Zhang, X. 2007. *An investigation of the management and socio-economic impacts of the 2006 Old Mutual Two Oceans Marathon*. Unpublished MTech thesis, Cape Peninsula University of Technology, Cape Town.

APPENDICES

Appendix A: Letter of request for participation in the perception survey of residents in Port Elizabeth



January 2012

Dear Resident

RE: LETTER OF REQUEST FOR PARTICIPATION IN PERCEPTION SURVEY OF RESIDENTS IN PORT ELIZABETH

Title: Residents' perceptions of the 2010 FIFA World Cup™ in Port Elizabeth: a pre- and post-event comparison

I, Maloela Moshoeshoe, am currently conducting research on information related to the above title as part of the requirements for achieving a Masters in Technology Degree through the Cape Peninsula University of Technology. The main aim of the research is to measure the perceptions and the attitudes of residents residing within a 2km radius of the Nelson Mandela Bay Stadium, with regards to the FIFA World Cup™ event that was hosted by South Africa.

If you are willing to take part in this research, your anonymity and confidentiality will be preserved at all times. Your name will not be linked to any statements or comments made, and the nature of your contribution will not be disclosed. The data collected during this interview will be used only for academic purposes. Furthermore, your participation is absolutely voluntary, and you may withdraw from participating in this study, without explanation, at any time.

Your assistance in adding value to this research study is highly appreciated. Should you wish to verify the authenticity of this project, please contact Dr. Tembi Tichaawa on (+27) 083 342 9490.

Dr. Tembi Tichaawa

Senior Lecturer: Tourism Department

Telephone: (+27) 083 342 9490

Email: ttichaawa@wsu.ac.za

Appendix B: The pre-event questionnaire

QUESTIONNAIRE (PRE-EVENT SURVEY)

RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP™ IN PORT ELIZABETH: A PRE- AND POST-EVENT COMPARISON

1. Event awareness

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

Yes	No	Not sure
-----	----	----------

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

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

1.1.2 If yes, please indicate how you were informed of this event.

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	Email	Friends	Other (specify)

2. Residents' interest in soccer

2.1 Which one of the following statements best summarises your interest in soccer as a spectator:

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

2.2 Which one of the following statements best summaries your interest in soccer 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 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.	

2.3 Do you currently attend soccer matches at league/national level?

Yes	No
-----	----

2.3.1 If yes, why do you do so?

I am interested in soccer. I receive complimentary tickets for the matches.	
It provides me with an opportunity to meet with my friends.	I desire to support the development of sport.
It provides me with a way in which to relax.	When my company sponsors the game, I have to attend it.
Other (specify)	

2.3.2 If no, why? _____

2.4 Will you be attending any of the 2010 FIFA World Cup™ matches?

Yes	No
-----	----

2.4.1 If yes, where?

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

2.4.1.1 If yes, how will you be travelling from your place of residence to another host city to watch the match(es)?
Multiple responses permitted.

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

2.4.1.2 If yes, how much were you willing to pay (in Rands) for each ticket, or did you pay for a ticket?

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

2.4.2 If no, why will you not be attending any 2010 FIFA World Cup™ matches?

I am not interested in soccer.	I shall not be able to afford to purchase a ticket.
Transport is a problem.	I want to attend a public viewing area.
I prefer to watch the game on TV.	I do not feel safe to attend the matches.
Other (specify)	

2.5 Are you considering watching the match on TV?

Yes	No
-----	----

2.6 If you cannot afford to purchase a ticket, would you consider watching the game at dedicated spectator locations, or on big screens at public viewing areas?

Yes	No
-----	----

2.7 Would you be prepared to pay to attend a match (on big screens) at a public viewing area?

Yes	No
-----	----

3. Involvement in the 2010 FIFA World Cup™

3.1 At this stage, how did you mainly see your involvement in the 2010 FIFA World Cup™?

Type of involvement	Yes	No
As a spectator at soccer matches		
As a volunteer at soccer matches		
Directly employed		
Using income-generating opportunities (e.g. business opportunities and tourism, etc.) linked to the event		
Uncertain/ Don't know		
Other (specify)		

3.1.1 If yes, how would you like to be updated on 2010 initiatives? (By means of _____)

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	Email	Friends	Other (specify)

3.2 Do you have any suggestions for improving the communications related to the future mega-events hosted in South Africa that are similar to the 2010 event?

4. Perceptions and attitudes towards the hosting of the 2010 FIFA World Cup™

Please indicate your level of agreement with the following statements that relate to different aspects of the hosting of the 2010 FIFA World Cup™. Use the codes below, and choose one response for each statement.

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

	SA	A	N	D	SD
South Africa's readiness to host the event					
I feel confident that this event will be successfully hosted by South Africa.					
The hosting of the FIFA World Cup™ in 2010 will result in South Africa achieving a legacy.					
Perceived economic impacts of hosting the 2010 FIFA World Cup™					
The 2010 FIFA World Cup™ will only benefit the rich and big business.					
The 2010 FIFA World Cup™ will ensure employment opportunities for local community members.					

The 2010 FIFA World Cup™ will lead to increased spending in the local area, thus ensuring economic benefits for the members of the local community.					
The 2010 FIFA World Cup™ will ensure extended shopping hours in the area of the event.					
Black economic empowerment levels will improve.					
I think that the prices of goods in the area will increase, due to the 2010 FIFA World Cup™.					
I feel that the use of public funds in support of the 2010 FIFA World Cup™ is acceptable.					
Too much money was, and is, being spent on the 2010 FIFA World Cup™ that could have been spent on other activities.					
Perceived social impacts of hosting the 2010 FIFA World Cup™					
This 2010 FIFA World Cup™ will cause significant traffic congestion within the local area.					
An increase in crime will be experienced due to the 2010 FIFA World Cup™ e.g. theft, mugging, etc.					
An increase in vandalism (damage of properties) will be experienced due to the hosting of the 2010 FIFA World Cup™.					
Extensive alcohol abuse by persons attending the 2010 FIFA World Cup™ will lead to spectator hooliganism.					
Terrorism will be a concern during the hosting of the 2010 FIFA World Cup™					
The 2010 FIFA World Cup™ will lead to excessive noise, which will annoy the local residents.					
Entertainment opportunities related to the hosting of the 2010 FIFA World Cup™ will be provided for the local residents.					
The 2010 FIFA World Cup™ will only benefit some members of the community, and it will increase social inequalities.					
The 2010 FIFA World Cup™ will stimulate the training and skills development of members of the community.					
The 2010 FIFA World Cup™ will be a major boost for national pride and nation-building.					
I feel proud that the 2010 FIFA World Cup™ will be hosted in my town, city or area.					
The 2010 FIFA World Cup™ has NO negative social impacts.					
Perceived environmental impacts of hosting the 2010 FIFA World Cup™					
The environment is being degraded due to the hosting of the 2010 FIFA World Cup™.					
The 2010 FIFA World Cup™ will increase air pollution levels in the local area.					
The 2010 FIFA World Cup™ will lead to the significant production of waste.					
The 2010 FIFA World Cup™ has NO significant negative environmental impacts.					
Sport impacts					
I am more aware of football/soccer due to the hosting of the event.					
I am more interested in football/soccer due to the hosting of the event.					
I will consider participating in football/soccer in the near future.					
National and African pride					
I am generally very proud of South Africa.					
I feel very much part of the African continent.					

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

The poor and disadvantaged	People living in rural areas	Businesses
The wealthy and rich	People living in towns and cities	Other (specify)

5. Resident's profile

5.1 How old are you?

18-20	21-30	31-40	41-50	51-60	61>
-------	-------	-------	-------	-------	-----

5.2 Gender

Male	Female
------	--------

5.3 Historical racial category

African	Indian	Coloured	White	Not applicable/ No response
---------	--------	----------	-------	-----------------------------

5.4 Highest educational level attained

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

5.5 Employment status

Student/Scholar	Retired	Sales/Marketing	Unemployed
Administrator/Manager	Business person	Artisan/Technician	Professional
Self-employed	Home executive	Labour/Unskilled	Other

5.6 Monthly income in Rands

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

Thank you for your participation/contribution.

Appendix C: The post-event questionnaire

QUESTIONNAIRE (POST-EVENT SURVEY)

RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP™ IN PORT ELIZABETH: A PRE- AND POST-EVENT COMPARISON

1. Event awareness

1.1 Do you know of any major sport tourism event that was held in South Africa in the year 2010?

Yes	No	Not sure
-----	----	----------

1.1.1 If yes, please indicate which major sport event was hosted in South Africa.

Rugby World Cup	Cricket World Cup	Golf Tournament	FIFA (soccer) World Cup™	Other (specify)
-----------------	-------------------	-----------------	--------------------------	-----------------

1.1.2 If yes, please indicate how you were informed of this event. (By means of _____)

Television	Newspaper	Internet Posters	Community meetings
Radio	SMS	Email Friends	Other (specify)

2. Residents' awareness of the 2010 FIFA World Cup™

2.1 Were you aware of the competition venue that was built in your area for the 2010 FIFA World Cup™?

Yes	No	Not sure
-----	----	----------

2.2 Were you aware of any new sport facility that was upgraded or built in your area for the 2010 FIFA World Cup™?

Yes	No
-----	----

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

Yes	No
-----	----

2.3.1 If yes, please name the legacy project(s) of which you are aware.

3. Residents' interest in soccer

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

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

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

I am a keen participant in the sport, who is regularly involved in club competitions.	
I am a keen participant in this 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.	

3.3 Do you currently attend soccer matches at league/national level?

Yes	No
-----	----

3.3.1 If yes, why do you do so?

I am interested in soccer. I receive complimentary tickets for the matches.	
It provides me with an opportunity to meet with my friends.	I desire to support the development of sport.
It provides me with a way in which to relax.	As my company sponsors the game, I have to attend it.
Other (specify)	

3.3.2 If no, why? _____

3.4 Did you attend any of the 2010 FIFA World Cup™ matches?

Yes	No
-----	----

3.4.1 If yes, where?

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

3.4.1.1 If yes, how did you travel from your place of residence to another host city to watch the match(es)?

Multiple responses permitted.

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

3.4.2 If no, why didn't you attend any of the 2010 FIFA World Cup™ matches?

I am not interested in soccer.	I was not able to afford to purchase a ticket.
Transport was a problem.	I wanted to attend a public viewing area.
I preferred to watch the game on TV.	I did not feel safe to attend the matches.
Other (specify)	

3.5 Did you watch the matches on TV?

Yes	No
-----	----

3.6 If you could not afford to purchase a ticket, did you attend the public viewing areas (PVAs)?

Yes	No
-----	----

4. **Involvement in the 2010 FIFA World Cup™**

4.1 At this stage, how did you mainly see your involvement in the 2010 FIFA World Cup™?

Type of involvement	Yes	No
As a spectator at soccer matches		
As a volunteer at soccer matches		
Directly employed		
Using income-generating opportunities (e.g. business opportunities and tourism, etc.) linked to the event		
Uncertain/ Don't know		
Other (specify)		

4.1.1 If yes, how would you have preferred to be updated on 2010 initiatives? (By means of _____)

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	Email	Friends	Other (specify)

4.3 Do you have any suggestions for improving the communications related to the future mega-events hosted in South Africa that are similar to the 2010 event?

5. Perceptions and attitudes towards the hosting of the 2010 FIFA World Cup™

Please indicate your level of agreement with the following statements that relate to different aspects of the hosting of the 2010 FIFA World Cup™. Use the codes below, and choose one response for each statement.

CODES					
SA = Strongly Agree	A = Agree	N = Neutral	D = Disagree	SD = Strongly Disagree	
South Africa's readiness to host the event					
I feel confident that the event was successfully hosted by South Africa.					
The hosting of the FIFA World Cup™ in 2010 resulted in South Africa achieving a legacy.					
Perceived economic impacts of hosting the 2010 FIFA World Cup™					
The 2010 FIFA World Cup™ only benefited the rich and big business.					
The hosting of the event ensured employment opportunities for local community members.					
The hosting of the event led to increased spending in the local area, thus ensuring economic benefits for members of the local community.					
The event ensured extended shopping hours in the event area.					
Black economic empowerment levels have improved.					
I think that the prices of goods in the area increased due to the event.					
Use of public money					
I feel that the use of public funds in support of the event was acceptable.					
Too much money was spent on the event that could be spent on other activities.					
Perceived social impacts of hosting the 2010 FIFA World Cup™					
The event caused significant traffic congestion within the local area.					
An increase in crime was experienced due to the event.					
An increase in vandalism (damage of properties) was experienced due to the hosting of the event.					
Extensive alcohol abuse by persons attending the event led to spectator hooliganism.					
Terrorism was a concern during the event.					
The event led to excessive noise levels, which annoyed the local residents.					
Entertainment opportunities related to the event were provided for the local residents.					
The event only benefited some members of the community, and increased levels of social inequality.					
The event stimulated training and skills development for members of the community.					
The event was a major boost for national pride and nation-building.					
I feel proud that the event was hosted in my town, city or area.					
I feel proud that the event was hosted in South Africa.					
It was important that Bafana Bafana (the South African national soccer team) won matches in the 2010 FIFA World Cup™.					
The event had NO negative social impacts.					
Perceived environmental impacts of hosting the 2010 FIFA World Cup™					
The environment was degraded due to the hosting of the event.					
The hosting of the event led to increased levels of air pollution in the local area.					
The event led to the significant production of waste.					
The event had NO significant negative environmental impacts.					
Sport impacts					
I am more aware of football/soccer due to the hosting of the event.					
I am more interested in football/soccer due to the hosting of the event.					
I will consider participating in football/soccer in the near future.					
National and African pride					
I am generally very proud of South Africa.					
I feel very much part of the African continent.					

5.1 Which of the following groups (choose one) benefited the most from the 2010 FIFA World Cup™?

The poor and disadvantaged	People living in rural areas	Businesses
The wealthy and rich	People living in towns and cities	Other (specify)

6. Resident's profile

6.1 How old are you?

18-20	21-30	31-40	41-50	51-60	61>
-------	-------	-------	-------	-------	-----

6.2 Gender

Male	Female
------	--------

6.3 Historical racial category

African	Indian	Coloured	White	Not applicable/ No response
---------	--------	----------	-------	-----------------------------

6.4 Highest educational level attained

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

6.5 Employment status

Student/Scholar	Retired	Sales/Marketing	Unemployed
Administrator/Manager	Business person	Artisan/Technician	Professional
Self-employed	Home executive	Labour/Unskilled	Other

6.6 Monthly income in Rands

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

Thank you for your participation/contribution.