CRITICAL SUCCESS FACTORS FOR A CYCLING EVENT IN CAPE TOWN: ROAD CYCLISTS VERSUS MOUNTAIN BIKERS

by

WENDY MAGANGQAZA

Dissertation submitted in fulfilment of the requirements for the degree

Master of Technology: Tourism and Hospitality Management

in the Faculty of Business and Management Sciences

at the Cape Peninsula University of Technology

Supervisor: **Dr Hilary Kennedy Nji Bama**
Co-supervisor: **Ms Esti Venske**

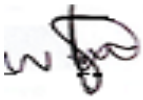
District Six Campus
June 2022

CPUT copyright information

DECLARATION

I, Wendy Magangqaza, declare that the contents of this dissertation represent my own unaided work, and that the dissertation has not previously been submitted for academicexamination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology. While this work has not been submitted as part of a degree at another institution, it has informed the production of the following journal article:

Magangqaza, W., Bama, H.K.N. & Venske, E. 2022. Greasing the wheels for sport tourism: Key Success Factors for participants of the Cape Town Cycle Tour. *African Journal of Hospitality, Tourism and Leisure,* 11(SE1), 652-667.



02 June 2022

Signed:_____ **Date:**_____

ABSTRACT

The tourism and events industry showed extensive growth prior to the onset of the COVID-19 pandemic. The industry gave its consumers the opportunity to gain different experience from their usual daily lifestyle and activities through sport tourism. This study focuses on the critical success factors (CSFs) that cyclists consider when participating in the Cape Town Cycle Tour (CTCT) in terms of mountain biking, road cycling or both segments. The aim of this study is to close the gap currently existing in the literature regarding the subject of CSFs in cycling events. The main objective of the study was to determine what mountain bikers and road cyclists regard as CSFs when participating in cycling events, by means of focusing specifically on the 2019 CTCT.

The current study adopted a quantitative approach to data collection. The approach entailed following a systematic and objective process of using numerical data derived from an exclusive subgroup of a population, so as to be able to generalise the findings to the population researched. Questionnaires were split according to the three registration venues (Rondebosch Golf Course, Dirtopia Farm in Stellenbosch and Green Point Stadium in Cape Town) and administered to participants of the CTCT 2019. Respondents self-administered the questionnaires during the registration of the event. Despite some negative impacts being highlighted and other aspects investigated; the most important finding of the study revealed that cyclists are not a homogeneous group and that the participants in mountain biking have different needs than do the participants in road cycling. There were no major differences found between the two cycling categories. However, both cycling categories consider emergency management as a critical aspect of the event.

Conclusively, the study confirms that determining the CSFs of an event impacts on attracting both the new and previous participants of cycling events. The confirmation is seen particularly in light of the COVID-19 pandemic that has significantly hampered participation at cycling events and escalated the need to attract new and previous participants to ensure sustainability of the industry.

Keywords: Cape Town Cycle Tour, Critical Success Factors, event management, mountain biking, road cycling, sport tourism.

DEDICATION

I dedicate this dissertation to my parents, my late father Zabalunge Elliot Magangqaza and Luleka Noluntu Magangqaza, as well as to my younger sister, Siphosethu Magangqaza, your love, support and motivation encouraged me to take this journey. To my late father, your wisdom and encouragement is what keeps me going most of the time. Each and every day, I wonder what you would say and how you would feel about the choices that I have made and about how everything is unfolding. I then console myself and smile, because I know that you are very proud of every milestone that I have conquered so far.

ACKNOWLEDGEMENTS

I would like to thank and express my sincere appreciation and gratitude to the following people who have assisted in completing this study:

- To God and my ancestors, all the glory and gratitude goes to you all for the strength, love, resilience and faith with which you have furnished me throughout this journey. This is one of the biggest highlights of my life so far. I am grateful to the Lord who strengthens me and who allowed me an opportunity to satisfy my ancestors' wildest dreams.
- To my mom, thank you for your continuous support, prayers and patience that helped me through this journey. Although you did not fully understand what I was doing, it never made you believe less in me.
- My supervisors, Dr Hilary Kennedy Nji Bama and Ms Esti Venske, your guidance, wisdom and encouragement are appreciated, I do not think that I would have come this far without your assistance. All of your teachings will help to shape the academic and researcher that I am becoming.
- CATHSSETA and Professor John Peter Spencer, thank you for your financial assistance with this project.
- To the Counselling Hub and to Kirsty, my therapist, I am grateful for your ensuring that I remained positive at all times so that I was able to do what was necessary.
- Dr Corrie Uys and Mr Stanley Lekata, thank you for your assistance and guidance with the statistical analysis.
- I am grateful to the Cape Town Cycle Tour Trust for allowing me to use their event as a case study for this project.
- To my partner, thank you for your dedication, support, comfort and resources with which you have provided me, so that I may complete this project. I appreciate your love and the way in which you believe in me.
- My university sisters, Ms Sonele Dlakiya and Ms Zini Ben, I appreciate you going out of your way to ensure that I was able to collect my data, as well as for comforting me, assisting me with the capturing of data and for entertaining me throughout this journey.
- CPUT Events Management Advance Diploma students, thank you for assisting me with the data collection – you have contributed to the success of this project.
- To Dr Cynthia Dube, words fail me when I attempt to express what you have done for me on this journey. May I be able to pass on my knowledge to another student in need. May God continue to bless you, Mam uDube.
- To the Maphumulo family, for always opening your house to me and for giving me guidance on how to navigate postgraduate school, and, most of all, for feeding me throughout my studies, thank you.

TABLE OF CONTENTS

CHAPTER 2: LITERATURE REVIEW

LIST OF FIGURES

LIST OF TABLES

APPENDICES

ACRONYMS AND ABBREVIATIONS

BMX – Bicycle Motocross

CoCT – City of Cape Town

CSF – critical success factor

CTCT – Cape Town Cycle Tour

GDP – gross domestic product

MICE – meetings, incentives, conventions & exhibitions

PPA – Pedal Power Association

WPPPA – Western Province Pedal Power Association

CHAPTER 1
INTRODUCTION AND BACKGROUND TO STUDY

1.1 Introduction

Tourism has, over the years, become one of the fastest growing ecosystems and one of the world's largest industries (Camilleri, 2018:1). According to George (2015:10), tourism has attained global significance as one of the key drivers of the world economy. This is due to the industry being a major dynamic force in terms of stimulating the economy, the environment and the social fabric of the world (Perić et al, 2019:2). The trend became evident in South Africa after the fall of apartheid, as the country experienced socioeconomic growth and development as a result of the increased extent of tourism (Stoffelen et al., 2020:415). Such significant growth in South Africa's tourism industry is attributed to the post-apartheid peaceful political transition, and to the lifting of sanctions (Giampiccoli et al., 2015:234). The end of apartheid redefined the nature of the tourism industry, which had been dependent on the domestic market consisting of a mainly white consumer sector, by means of encouraging the increased participation of previously marginalised groups from both within and outside South Africa (Rogerson & Harmer, 2015:233; South African Government, 2020). For example, in 2020, 2 137 524 tourists came to South Africa from other countries on the African continent, and 661 030 tourists came to the country from countries outside the African continent (Statistics South Africa, 2020:12).

The total contribution of tourism to the gross domestic product (GDP) of South Africa in 2019 was approximately 7%, with it being expected to grow to 8.1% in 2030 (World Travel and Tourism Council, 2020). Tourism also has other direct benefits, such as diversification, the creation of opportunities for the establishment of new businesses, services, products and employment (Lejárraga & Walkenhorst, 2013:3). For example, in 2018 over one million jobs were supported by the tourism industry which amounts to 8% of the total employment in South Africa (Statistics SA, 2020). However, due to the impact of the COVID-19 pandemic, which led to severe travel restrictions, the contribution of tourism to the GDP of South Africa shrank to 3.7% (Smith, 2019). Despite the devastating

effect of the COVID-19 pandemic on tourism, the industry is expected to recover (Bama & Nyikana, 2021).

Within the broader tourism ecosystem lies the niche area of sport tourism. According to the United World Tourism Organisation (2010), sport tourism is regarded as leisure-based travel away from a traveller's primary residence so as to participate in sports for recreational or competition purposes. According to Lepp and Gibson (2003:610), three types of sport tourism exist, including: nostalgia sport tourism (in terms of which participants visit sport-related attractions), event sport tourism (in terms of which participants travel to watch sport) and active sport tourism (in terms of which participants travel to participate in sport). The current enquiry falls within the ambit of active sport tourism. Sport tourism is also seen as including all forms of activities, encompassing soccer, netball, swimming, cricket, tennis, running, scuba diving, golf and cycling (Pretorius et al., 2014:4). As with the general tourism industry, the sport tourism niche also plays a critical role in its contribution to socio-economic development, with it forming part of the 2.8% increase to the South African GDP in 2018 (South African Government, 2020).

Cycling (also known as biking) is a popular activity that can be done for recreation, exercise, or as a sport (Kruger & Saayman, 2014:137; Rowe et al., 2016:2). Cycling has eight categories (i.e. road cycling, track, mountain biking, BMX, cyclo-cross, trails, indoor cycling and cycle-ball) (Tomlinson, 2011:48), of which, mountain biking and road cycling are the most popular (Stark et al., 2016:44). Mountain biking involves riding on- and off-road, as well as mountainous and rough terrains, while road cycling involves riding on flat or smooth terrain, or paved roads in urban or rural settings (Kruger & Saayman, 2014:137; Moularde, 2015:8; Pretorius et al., 2014:4; International Bicycle Fund, 2018).

South Africa is estimated to be home to approximately 526 000 active cyclists; of which, 82 000 are participants in cycling events (Kruger et al., 2016:380). Furthermore In 2021 there were over one million cyclists in South Africa where 25 500 were registered members and 745 000 were recreational cyclists (McKay, Coumbias & Kotze, 2021:1533). The country has developed as the scene of international cycling sports by means of hosting various annual cycling events (Legessea et al., 2020:585). Three of the top internationally recognised cycling sport events in South Africa are the ABSA Cape

Epic, the Cape Town Cycle Tour (CTCT) and the 94.7 Cycle Challenge (EWN, 2014). The CTCT, in particular, started in 1978 as “The Big Ride” (CTCT, 2020a), with the purpose of developing a network of safe and efficient cycling paths that would keep riders safe in Cape Town (CTCT, 2020). Since the first event, the CTCT has experienced exponential growth, with it having become extremely successful, growing to a maximum of 35 000 participants annually (Giddy, 2019:96). The CTCT holds the title of being the world’s largest individually timed cycle event (Kruger et al., 2016:380). Furthermore, the CTCT has grown to be a big annual cycling event that consists of two segments, or legs, being a mountain bike leg and a road cycling leg (CTCT, 2020). Participants may choose to participate in either one or both legs.

The hosting of such major sporting events as the CTCT involves multidimensional and complex planning processes in terms of organising and management (Maditinos et al., 2016:1). Event organisers and stakeholders must ensure that the various aspects of the event planning cycle are properly managed, so as to be able to guarantee event success. Often, a need exists for the development of contingency plans for facilitating the holding of such events, in terms of economic impact, event budget, event infrastructure, security, event revenue, visitor spending and media exposure (Maditinos et al., 2016:3). To facilitate the increased success of cycling events like the CTCT, it is crucial to consider the critical success factors (CSFs) involved in their planning and management (Marais et al., 2017b:3). Singh and Shrivastava (2013:627) define CSFs as “characteristics, conditions or variables that require adequate management in order to have a significant impact on the success of an organisation or event”. Manners (2011:5) states that CSFs are important factors that guide event management in terms of the hosting of efficient, effective and successful events. CSFs are often used as an essential strategy to influence the performance of an organisation or event positively (Cöster et al., 2014:2).

This study sought to determine what CTCT participants consider to be CSFs, and to add to the growing body of literature on the use and importance of CSFs in event planning and management. To this end, Chapter 1 provides a brief introduction to the study, clarification of the basic concepts used in the study, a statement of the research problem, a presentation of the research questions, the aim and objectives of the study, a brief explanation of the methodology adopted, the ethical considerations involved, the

delineation of the study, the significance of the study and the study outline (in terms of chapter classification).

1.2 Clarification of basic terms and concepts

Below are clarifications of the basic terms and concepts that were used for this research study.

1.2.1 Cape Town Cycle Tour

The CTCT is one of the world's leading two-legged annual cycling events. The Tour allows participants to take part in a mountain biking and road cycling event, on the first Saturday and the second Sunday of March, respectively (CTCT, 2020). The CTCT Mountain Bike Challenge is a one-day event with 20 km, 40 km and 60 km routes taking place at Meurant Botha Wine Estate in the Stellenbosch area (CTCT, 2020). The road cycling part of the CTCT is the biggest individually timed cycling event in the world, covering a distance of 109 km, and attracting 35 000 professional and amateur cyclists from around the world to take part in various categories, like the elite, the individual, charity and tandems (Kruger et al., 2016:380).

1.2.2 Critical success factors

CSFs can be defined as the basic requirement for the success of a project, so as to ensure its effectiveness and efficiency (Frefer et al., 2018:244). The factors concerned usually fall within the ambit of an organisation or project, and they can be considered as indicating how organisations or projects can succeed (Cöster et al., 2014:2). Understanding the CSFs involved can promote the clarification of particular factors that can influence the success of a sporting event (Kokolakis, 2018:35).

1.2.3 Event management

Events management can be described as the planning, marketing, designing and management of an event within a specific scope or requirements (Etiosa, 2012:4). Maputsoe (2016:60) notes that events management is the coordination of activities required to achieve event objectives. Such coordination involves the practical aspects of preparing and staging events in a professional field that is dedicated to understanding

and improving the management of planned events (Silvers, 2010:63; Getz & Page, 2016:594; Maguire, 2017:29).

1.2.4 Mountain biking

According to Moularde (2015:8), mountain biking is a sport that includes riding durable bicycles with special riding gear on a rough road terrain, featuring narrow trails that can pass through deserts, forests, fields and mountains. Mountain biking, which is a sport that requires technical skills, is occasionally practised in remote areas (Moularde & Weaver, 2016:286).

1.2.5 Road cycling

The International Bicycle Fund (2018) describes road cycling as bicycle riding that takes place on paved roads, in either an urban or a rural setting, or a combination of both. Ferreira (2015:55) states that road cycling is an endurance sport that includes multiple restraints that range from exceptionally small and rough roadway events to multiple coast-to-coast day endurance events, in which participants are required to make use of particular cycling equipment, clothing and helmets.

1.2.6 Sport tourism

Sport tourism is a combination of sport and tourism activities that consist of traveling from one region or country to another for purposes of participating in or watching a sporting activity (Bogachova & Chala, 2016; Bouhaouala, 2015). Moreover, sport tourism can be broken down into three categories: (1) spectating (in terms of which people attend events so as to watch others compete); (2) the veneration of places or individuals (in terms of which people attend sporting events, because they like a certain destination or an individual participating in the event); and (3) recreational or competitive (in terms of which the participants attend events for fun or so as to compete) (Moularde, 2015:7).

1.3 Statement of the research problem

According to Simonsen and Jorgenson (1996:22), all cyclists form a homogeneous group. However, several studies have opposed this school of thought, noting that cyclists are, rather, different participants who share a passion for cycling, and who have different motives for attending cycling events or competitions (Kruger & Saayman, 2014; Kruger et

al., 2016; Füssl & Haupt, 2017; European Cyclists' Federation, 2021). Therefore, mountain bikers and road cyclists can be expected to have different expectations, and to consider different aspects of CSFs, even when participating in the same cycling event (Burning & Gibson, 2017:176). However, no studies could be located by means of comparing the CSFs of mountain bikers and road cyclists participating in the same event or competition. The current research has, instead, mainly focused on outlining and monitoring success indicators for international and local cycling events (e.g. the CTCT, the FNB Wine-2-Whales Mountain Bike Events, and the Two Oceans Marathon) (Kruger & Saayman, 2012; Freeman, 2013; Cserháti & Szabó, 2014; Kruger et al., 2016; Kokolakis, 2018). Overall, there is limited knowledge of the CSFs that are of importance to mountain bikers when compared to those that are of importance to road cyclists when participating in a cycling event. This study, therefore, seeks to address the knowledge gap concerned, by means of determining the CSFs of mountain bikers and road cyclists participating in the same cycling event. Insights from this study should prove to be crucial in terms of attracting the new and previous participants in cycling events, particularly in light of the COVID-19 pandemic that has significantly hampered participation in cycling events (Bazzanella et al., 2021:296) and escalated the need to attract new and previous participants to ensure the sustainability of the industry.

1.4 Research aims and objectives

The main aim of this study is to determine the CSFs of a cycling event in South Africa from the perspective of mountain bikers and road cyclists, by means of focusing specifically on the 2019 CTCT. To address this aim, the following objectives were developed:

- to determine the profiles of mountain bikers and road cyclists participating in the 2019 CTCT
- to determine the CSFs that are considered to be important in terms of the 2019 CTCT
- to compare the differences in the CSFs that are regarded as important by mountain bikers and road cyclists

1.5 Research questions

The following research questions were asked to meet the above-mentioned research objectives:

- What are the profiles of the mountain bikers and the road cyclists taking part in the 2019 CTCT?
- Which CSFs are considered as being important for the participants in the 2019 CTCT?
- What are the differences between the CSFs that are considered to be important by mountain bikers and road cyclists?

1.6 Research methodology

Mboumba (2017:11) defines research methodology as the specific procedures or techniques that are used to identify, select, process and analyse information regarding a topic. Research methodology takes a wide approach when a research topic covers such issues as ethical choices, problems and restraints within the research study (Mboumba, 2017:11). The current study adopted a quantitative approach to data collection, entailing the use of a systematic and objective process for employing numerical data that derive from an exclusive subgroup of a population, so as to be able to generalise the findings made to the population researched (Creswell, 2014:32). The researcher selected the method concerned because doing so provided an opportunity for generating equivalent and generalisable data, while remaining objective about the subject covered. Queirós et al. (2017:370) state that the purpose of quantitative research methods is to increase the reliability, generalisability, replicability and objectivity of findings. The following section discusses the population and the study area of the research study.

1.6.1 Study area

The CTCT is an annual event consisting of two categories: a mountain biking challenge and a road cycling race, with the participants being allowed to select either a single category or both categories in which to participate. To reach the registered cyclists of both event categories, data were collected at the registration point for each event. The registration for the 2019 Mountain Bike Challenge was held on 28 February 2019 at the Rondebosch golf course, and on 1 and 2 March 2019 at Dirtopia farm in Stellenbosch. For the road cycling event, registration took place between 7 and 9 March 2019 at Green Point Stadium in Cape Town.

1.6.2 Population of the study

The population of the current study included all 35 000 registered national and international cyclists taking part in both the Mountain Bike Challenge and the road cycling event forming part of the 2019 CTCT.

1.6.3 Methods and tools used for collecting data

1.6.3.1 Secondary sources of data

To access the necessary literature for the present study, various searches were conducted, so as to be able to collect the relevant information from internet search engines, academic journals, books, theses and online databases and e-books. Secondary data on the CTCT, the CSFs, event management, mountain biking, road cycling, and sport tourism were collected so as to gain knowledge on the background and the contextual underpinnings of the study.

1.6.3.2 Primary sources of data

According to the University of Rochester (2016), primary sources are the original materials on which a research enquiry is based. The primary data of this research consisted of a uniquely designed self-administered questionnaire that was specifically designed for the participants registered for the 2019 CTCT, who took part in either the mountain biking event, in the road cycling event, or in both events.

1.6.4 Sampling method

The present research study used probability sampling. According to Maree (2016:85), such sampling employs random elements of selection, with no human or subjective interference in the process. Probability sampling consists of simple random sampling, stratified sampling, cluster sampling and the systematic sampling technique (Jamil, 2020:1-5).

The current study used the systematic sampling technique to distribute the self-administered questionnaires. A systematic sampling technique entails a sample being drawn by means of systematically moving through a sample frame, starting at a random starting point (Maree, 2016:192). The sampling technique was implemented by means of selecting a random start near the beginning of the population and by means of taking

every unit equally spaced. The sampling technique is known to facilitate the locating of sampling points in a space using a grid, equally distributed spaces and lines with a random starting point (Mostafa & Ahmad, 2017:294). The reason for choosing the technique involved was its simplicity and convenience (Elsayir, 2014). According to Jamil (2020:3), the systematic sample technique becomes useful when there is no list of items and when the elements are arranged in space.

1.6.5 Questionnaire development

The questionnaire for the present study was designed so as to answer the research questions asked, and so as to address the research objectives concerned. The researcher used two sections, including frequency tables, the Likert scale and closed-ended questions.

1.7 Method of analysing data

The Statistical Package for the Social Sciences (SPSS) software (version 16) (2017) was used for analysing quantitative data, as well as for describing and summarising the data by means of using descriptive statistics, tables, bar charts and graphic presentations.

1.8 Ethical considerations

Ethical considerations are those important ethical aspects that help to guard against the fabrication or falsifying of data and that serve to protect the identity of the participants partaking in the research (Brittain et al., 2020:927). The considerations concerned can include the obtaining of consent letters, the permission to distribute questionnaires, and the willingness to complete questionnaires (Maree, 2016:44).

The following ethical considerations were taken into consideration by the researcher while conducting research for the current study:

- All of the participants took part voluntarily in completing the questionnaire, being allowed to withdraw from the survey at any given time, should they have wished not to continue with it.
- Full consent was obtained from the participants in the study, and all of the respondents were informed regarding the purpose of the research.
- All of the results in the study were presented objectively.

- All the necessary information regarding the study was provided to the respondents, with clear instructions on how they should complete the questionnaire. Their personal details of respondents are not revealed in the study.
- The need to respect the dignity of the research respondents was prioritised, and their safety throughout the study was insured.
- No individuals under the age of 18 years were included in the study without the consent of a parent or guardian.
- The study also complied with the rules and regulations of, and obtained ethical clearance from, the Faculty Research Ethics Committee of the Faculty of Business and Management Sciences of the Cape Peninsula University of Technology, in terms of ethical clearance certificate number 2018FBREC599.

1.9 Delineation of the parameters of the study

The main purpose of the current study was to determine the CSFs of the mountain biking and road cycling events, as understood by the cyclists participating in the CTCT. As such, only the CTCT event participants who were registered to take part in the 2019 Mountain Bike Challenge and in the road cycling event were requested to participate in the survey.

1.10 Significance of the study

According to the literature explored and included in the problem statement of the study, the present research is the first of its kind to be undertaken, with it comparing the CSFs of two categories (mountain bikers and road cyclists) participating in the same event. Insights from the study could assist event managers in identifying and allocating resources to areas highlighted as important by the attendees so as to improve event delivery and so as increase the satisfaction levels among the participants, thereby increasing the likelihood of the participants returning to the next hosting of the event. The research involved could also add to the growing body of literature on CSFs, on event management and on cycling as a sport. Furthermore, insights from the study could aid the rebuilding of the sector in the wake of the COVID-19 pandemic, by means of facilitating the identification of those factors that are likely to attract participants to cycling events.

1.11 Chapter classification

The layout described below was used as a guideline for completing the research study.

1.11.1 Chapter 1: Introduction

Chapter 1 has justified the undertaking of the research, with it having described the inclusion of specific aspects to ensure the answering of the research questions asked. The problem statement, the objectives, the methodology, the ethical considerations, the delineation, the significance and the limitations of the study have been outlined.

1.11.2 Chapter 2: Literature review

Chapter 2 provides the relevant background on the topic. A literature review was conducted to identify the relevant literature and current knowledge gaps, as well as to justify the study. The literature review considers journal articles, theses and books related to the topic.

1.11.3 Chapter 3: Methodology

Chapter 3 provides a detailed explanation of the methods used to gather and analyse the required data.

1.11.4 Chapter 4: Findings and discussion

Chapter 4 details the findings of the study after data analysis, and explains the meaning and the significance of the results. The findings are presented using bar charts, frequency tables, factor analysis and T-tests.

1.11.5 Chapter 5: Conclusions and recommendations

Chapter 5 summarises the major findings of the current study, provides recommendations, highlights a summary of the limitations of the study and of potential contingency activities, and supplies suggestions for future research.

1.12 Summary

The present chapter has provided an introduction to the study, with it having explained the basic terms and concepts used throughout the research. Additionally, the problem statement was unpacked, and the research objectives and questions outlined.

Furthermore, the methodology, including the data sources, the collection methods, the study population, the sample used, and the methods employed to analyse the data was briefly explained. The current chapter concluded with how the thesis is structured, and it provided a brief description of what each chapter entails. Chapter 2 will review the relevant literature related to the study.

CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

In the evolving times, the tourism and events industry, prior to the onset of the Covid-19 pandemic, grew significantly (Yusoff et al., 2014:1). Events provided an opportunity for both tourists and locals to travel around the world, so that they could gain an experience that differed to their daily lifestyle and activities (Proos & Haarhoff, 2018:206). Currently, the industry is in the process of recovering from the effects of the pandemic, with the potential for growth existing in terms of both numbers and variety.

In the years preceding the Covid-19 pandemic, the events sector demonstrated fast-growing and productive contributions towards the tourism industry (Yusoff et al., 2014:1). Such output was due to an increasing demand for the hosting of a variety of events, due to disposable income, purchasing power, consumer standards and people were more willing to take part in tourism (Oklobdžija, 2015:84). Even though the substantial driving force behind the hosting of events is new, they are still able to draw tourists to a specific destination (Shone & Parry, 2004:3). An event, which is a noteworthy occasion with both a beginning and an end, occurs at a given time and place, and is managed within a special set of conditions (Andersson et al., 2014:5). Kokolakis (2018:16) believes that the variation in event size, scope, complexity and significance is based on where they are hosted and on whether the events involved are regional or international. Furthermore, Jamil (2020:2) notes that the purpose of an event is to serve as a motivation to cities and to attract investment that is correctly managed at all levels. Over the years, the sector concerned has been continuously used to attract visitors, to encourage spending, to spread tourism geography, to assist in urban and economic development, and to contribute to destination marketing (Getz, 2010; Getz & Page, 2016; Metsi, 2017; Viol et al., 2018). According to Tichaawa et al. (2015:1218), events are able to contribute significantly to the local economies and to the social development of local populations, including by means of extending the traditional tourism season, and by means of spreading the demands of tourism more evenly than they might otherwise be throughout an area. Accordingly, events can be

viewed as a golden opportunity for the urban renewal and economic development of the host city concerned (Mboumba, 2017:16).

Lin (2016:128) argues that event staging sometimes contributes little to the local economy, with such staging also being an opportunity to identify negative impacts on the local community. Event staging can have a negative effect on the social impacts of a hosting country or community, by means of increasing traffic-related issues, overcrowding, pollution, crime rates and property costs (Kim et al., 2015:23). Consequently, the field of event management has emerged, with it having evolved within the area of the planning and staging of events. Event management is a systematic way of creating settings and of executing events properly, which involves identifying all crucial aspects of the coordination and the execution of the event (Getz, 2013:5). The field has slowly become prominent, with it being important for the event experts and academics in the event management field providing a beneficial guide for future event practitioners who will organise events so as to be able to deliver them successfully (Ismail, 2014:2).

The present chapter will lay a theoretical foundation for a addressing the research question. This was done by providing a contextual explanation of the background of events and of the impacts of hosting events, as well as of the classification of the events industry. Furthermore, the chapter will explain the relationship between sport and tourism, as well as the type of events (e.g. cycling) that are held within the sport tourism sector. Additionally, a review of the importance of event management in terms of the hosting of such events as the CTCT and an explanation of the role of CSFs in the planning and staging of sporting events, regardless of their size and scope, will be given.

2.2 Background of events

2.2.1 Historic perspective on events

Historically, people found ways to note important events in their lives, including the changing of the seasons, reflecting the eternal cycle of birth, death and the renewal of life each spring (Bowdin et al., 2012:4). According to Bladen et al. (2012:9), the very first well-known documented event was the Olympic Games, which took place in

Ancient Greece in 776 BC. The earliest event-related gatherings were, in most cases, aimed at promoting a sense of peace and friendship between the different tribes and clans. Bladen et al. (2012:9) note that such texts as the New and Old Testaments record early participation in events, in terms of which the people would gather seven times a year for purposes of celebration and remembrance According to Bowdin et al. (2012:8), the classification of event industry dates back to 1800s centuries, with the intention of getting people to travel from their homes to a specific destination, so as to be able to participate in cultural, social and religious celebrations (Page & Connell, 2014:11). As the industry evolved, various event categories were introduced, with exhibitions, trade and sports events becoming a significant and prestigious form of social activity, which first gained recognition through the organising of the ancient Olympic Games (Getz, 2008:403). Events came not only to be viewed as a key focus for community celebration, but more as a way of celebrating a milestone, like a birthday, an anniversary and an achievement (Raj et al., 2017:4).

2.2.2 Current and future perspectives on events

Currently, events remain as an industry that consists of a range of occurrences that vary in scale, from local to global (Raj, 2017:4). Moreover, events are a key contributor, both culturally and economically, to the host country's development (Raj et al., 2017:4). The host community relates to the people or residents who live at the event location or in close proximity to the event location, being those who are likely to understand the event and impacts better than do the non-locals (Talks et al., 2015:1). Due to the impact that events have, in terms of the contribution that they make to a society, they tend to expand the ambit of careers and to result in various career paths within the industry, including those of event coordinators, bidders, tourism planners, service providers, policy analysts, researchers and producers, to name but some (Getz, 2008:406). However, when compared to other careers, events-related professions can be viewed and accepted as modern professions (Goldblatt, 2013:79). The associated professions have resulted in curriculums being developed and in the introduction of the acknowledgement of events as a field of study and as a career option (Robinson et al., 2012:234). It has become common for large companies to have an in-house events team, which is focused not only on the company's involvement in public events, but also on the internal role of events within the company (Bowdin et al., 2012:16). As

the tourism industry has been significantly affected by the Covid-19 pandemic, the forecasting of events is, and will remain, an important function within any society that allows people to declare their identities and that encourages them to share in common experiences and to celebrate specific rituals with others (Raj et al., 2017:4).

2.3 Classification of events

Bowdin et al. (2012:15) state that events can be classified according to their nature, size, form and content. Furthermore, Getz (1997:4), Saayman (2012:150), Dawson and Bassett (2015:5) and Oklobdžija (2015:87) assert that events can be classified according to their nature, size and content. The following section considers the classification of events by their nature.

2.3.1 Classification of events by their nature

According to Kruger and Saayman (2017:605), natural events are occurrences that are not planned to occur in a particular place or over a specific period of time, and that do not attract many visitors. Various authors (Millar, 2003:3; Kruger et al., 2013:146; Metsi, 2017:39) explain that natural events can be annual occurrences, with nature lovers travelling to observe and enjoy the events concerned. Furthermore, events that are classified according to their nature can be either planned or unplanned (Getz, 2012:173; Saayman, 2012:149). Planned events, which can be classified as formal occasions that would be likely to appear on an official events calendar, tend to be created to achieve specific outcomes that are related to the economy, culture, society and the environment (Getz, 1997; Getz & Page, 2016:595). Tassiopoulos (2011:11) highlights that planned events are typically of fixed duration and are publicised.

Metsi (2017:38) and Getz (2008:406) describe unplanned events as self-defined gatherings, in terms of which the nature of the participants and the events' purpose might be unclear. Furthermore, according to Getz (2008:28), unplanned events tend to be spontaneous mass celebrations that take place unexpectedly and that involve no event management. However, the size of unplanned events can range from small to large, with the latter including an unplanned party (Getz, 2008:407; Metsi, 2017:38).

Additionally, events can also be grouped or categorised in various ways according to their size and type, including by their form and content (Allen et al., 2005; Saayman, 2012; Oklobžija, 2015). The next subsection covers the classification of events according to their size.

2.3.2 Classification of events by their size

According to Bowdin et al. (2006:19), events can be classified according to their size and scale. The most common size categories are major events, mega-events, hallmark events and local/community events (Van der Merwe, 2008:19), as presented in Figure 2.1 below.

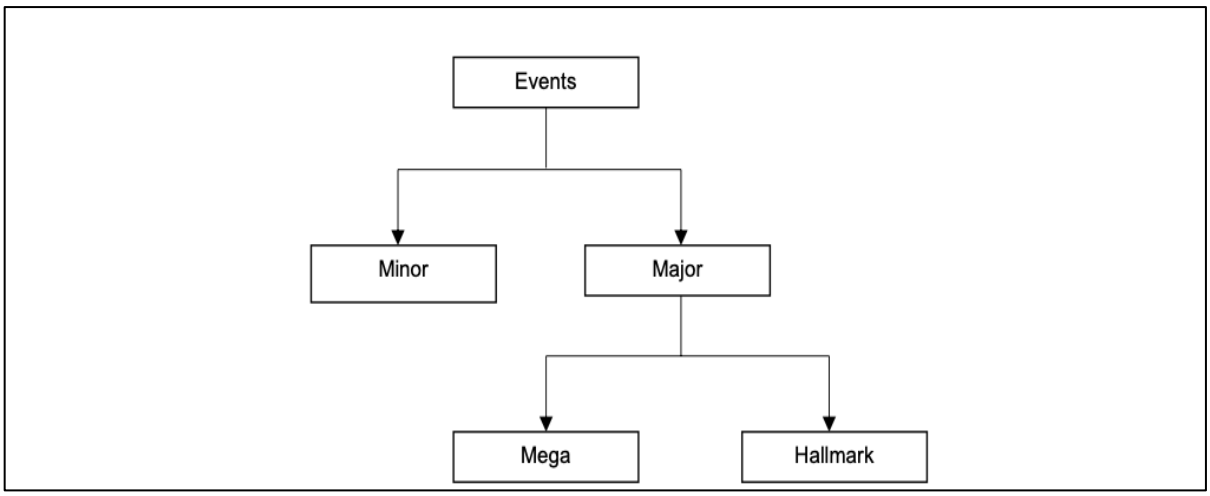


Figure 2.1: Most common size categories of events

Source: Adapted from Jago and Shaw (1998:21-23) and Tassiopoulos (2011:11-15).

Shone and Parry (2010:4) note that the different types of events have a number of characteristics in common that help in coming to an understanding of how events function and of how to differentiate them from other activities. The following subsection describes what each category entails and provides the necessary example.

2.3.2.1 Major events

Major events can recur or occur once only. They can take place over one day or over a number of days, and their size can differ drastically (Masterman, 2010:17). Such events can be classified as either national or international (Shone & Parry, 2013:73; Metsi, 2017:39). Tassiopoulos (2011:11) notes that major events tend to attract large

numbers of people and to draw media attention. However, the events leave a legacy and are sometimes expensive to stage. Bowdin et al(2006:17) concludes that an event's scale, and the amount of media interest that is generated by a major event, must attract significant visitor numbers, as well as offering significant media coverage and extensive economic benefits. The most common example of this type of event is the Olympic Games, which is hosted every fourth year in a different city (Masterman, 2010:17). The Formula One Grand Prix, the Open Championship that is hosted at different golf courses every year (Bowdin et al., 2001:20) and the Australian Open Grand Prix (Bowdin et al., 2001:17; Oklobdžija, 2015:86; Oliphant, 2012:38) are all examples of major events.

2.3.2.2 Hallmark events

According to Ritchie (1984:2), Hall (1989:263), Goldblatt (2011:11) and Maputsoe (2016:6), hallmark events can be classified as once-off or recurring events with limited duration, or major one-time developed events aimed at enhancing awareness. Furthermore, Getz (2005:16) notes that hallmark events tend to showcase significance in terms of tradition, attractiveness, quality or publicity and to provide the host venue, community or destination with a competitive advantage. Hallmark events become so identified with the spirit or ethos of a town, city or region that, over time, the event and destination can become inextricably linked (Getz et al., 2012:52; Oklobdžija, 2015:86). The function of hallmark events is to attain a set of goals that improves the nature of tourism and that benefits the host community, by means of attracting tourists, creating and enhancing a positive image that is cobranded with the destination or community and delivering multiple benefits to residents (Getz et al., 2012:52; Getz & Page, 2016:595). Furthermore, Getz (2008:24) states that hallmark events have become important as a form of a significant image and branding. Examples of hallmark events include the annual Tour de France, which takes place in Europe, and the annual Comrades Marathon and CTCT which takes place in South Africa.

2.3.2.3 Mega-events

Bowdin et al. (2001:19), Leeds (2008:461), Oklobdžija (2015:86), Muller (2015:634) and Getz and Page (2016:29) classify mega-events as large events that are held on an international scale, with a large target market, level of public financial involvement,

political effects, extent of television coverage, construction of facilities and impact on the economic and social fabric of the host community. In addition, Bowdin et al. (2006:18) simplify the definition of mega-events by defining them as events that are so large that they affect whole economies and reverberate throughout the global media. An attribute of mega-events is they should attract over one million attendees, so as to attain extensive publicity, with them, therefore, incurring high capital cost (Getz, 1997:6; Arnegger & Herz, 2016:77). Also, mega-events offer the benefits of creating an opportunity for building new infrastructure, for upgrading the existing facilities and for having a positive effect on the host destination (Tassiopoulos, 2011:11; Nkemngu, 2012:3, Bob & Potgieter, 2013; Muller, 2015:634). According to Bob and Potgieter (2013: 75, 79), mega-events assist in upgrading the general profile of the host city and in attracting investment opportunities. Typical examples of mega-events include such events as the FIFA World Cup, the Olympic Games and the Cricket and Rugby World Cups (Mair, 2009:4; Tassiopoulos, 2011:13; Erasmus, 2012:32; Oliphant, 2012:32).

2.3.2.4 Local/community events

Local or community events, which are small-scale events that involve the participation of the local community, can be hosted over a day or two (Allen et al., 2005:15; Mair, 2009:6; Oliphant, 2012:49; Getz & Page, 2016:594). Commonly, communities tend to produce or host festivals and events that are mainly targeted at local audiences and that are primarily staged for their social, fun and entertainment value (Bowdin et al., 2006:16). Apart from the above, community events are known to produce a range of benefits, including the engendering of pride in the community, the establishing of a feeling of belonging and the creating of a sense of place (Bowdin et al., 2006:16). However, Getz and Page (2016:595) argue that such events do little to attract tourists. Events such as the above tend to expose the community to new experiences and to motivate the community to participate in arts and sport events, while encouraging the spreading of diversity (Allen et al., 2005:15; Oliphant, 2012:49). According to Erasmus (2012:33) and Manners (2013:30), South African community events include such examples as the Klerksdorp Air Show in Klerksdorp and the Kirkwood Wildlife Festival in Kirkwood. Apart from classifying events according to their size, events can also be classified according to their content (see the next subsection).

2.3.3 Classification of events by their content

As the event industry expanded, it gained various sectors, covering a range of business, political, life cycle, cultural and sporting occasions (Goldblatt, 2013:3; Tassiopoulos, 2011:9). The eight segments of which events consist are indicated in Figure 2.2 below, with them representing the event industry as a whole. The figure showcases all the event categories in event management, with them being grouped into different segments, including political events, private events, cultural events, arts and culture events, educational events, recreational events, meetings in the business and trade events, and sport events (Tassiopoulos, 2011:10).

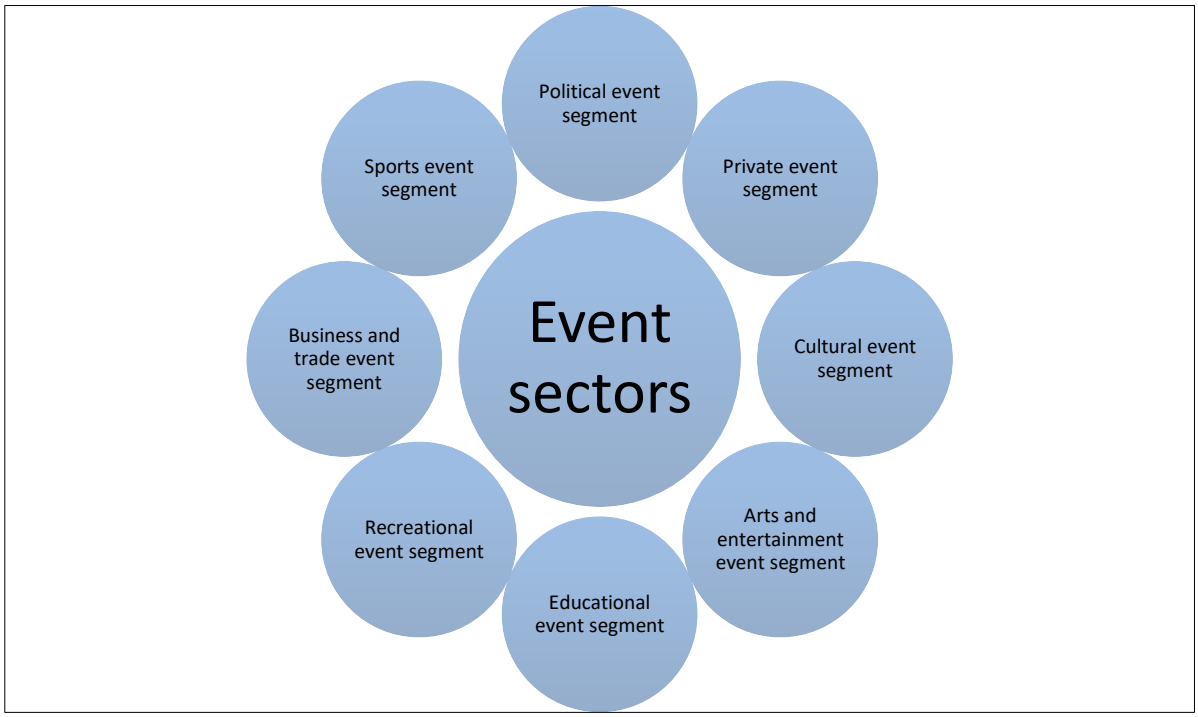


Figure 2.2: Diagrammatic representation of the events sector and its segments

Source: Adapted from Tassiopoulos (2011:10).

2.3.3.1 Political event segment

According to Tassiopoulos (2011:10), events include inaugurations, rallies and very important person (VIP) visits, rallies and elections. In contrast, other authors state that political events, like political and trade union conferences and government-held events, can be described as political events (Tassiopoulos, 2011:10; Van Wyk, 2011:452; Singh & Shrivastava, 2013:618). The political event segment includes all events that are created by or for political parties, communities or municipal or national government entities, whether scheduled alone or in conjunction with other events (Silvers, 2011; Bladen et al., 2012:294). Such events tend to be commercial and costly to organise, with the results of the hosting of such events expected to be the delivery of political change, the promotion of government policies, the raising of awareness of socio-economic problems, and attempts to acquire or maintain power (Van Wyk, 2011:452; Raj et al., 2013:15).

2.3.3.2 Private event segment

The private event segment represents personal events, in terms of which people tend to celebrate milestones that mark such personal and social occasions as anniversaries, family holidays or gala dinners (Tassiopoulos, 2011:10; Witepski et al., 2016:10). Such events can be referred to as functions, which can be hosted in venues that cater for small gatherings and that can be organised by a professional team or by the host themselves (Getz, 2008:405). Lastly, the funds to host such events are determined by means of the availability of the hosting funds required (Singh & Shrivastava, 2013:617).

2.3.3.3 Cultural event segment

The cultural event segment is an important segment of human activity that contributes much to both social and cultural life (Bowdin et al., 2006:18). According to Raj et al. (2013:13) and Maputsoe (2016:65), cultural events aim to celebrate and confirm culture, with such events also tending to have a religious aspect. However, they can also be hosted for commercial reasons. Furthermore, Etiosa (2012:12) states that such cultural celebrations tend to involve festivals, carnivals, religious and heritage events, parades and historic commemorations. Furthermore, Witepski et al. (2016:10) note that cultural events tend to allow their attendees to express various aspects of their individual cultures.

2.3.3.4 Art and entertainment event segment

According to Etiosa (2012:16), arts and entertainment events form a subsector that focuses on the various classifications of the arts, and which includes such categories as painting, sculpture and handicraft. Entertainment art usually involves performers who undertake their art in front of audiences, and participatory art, involving both the performer and the audience. Arts events are classified into the following categories: participatory events (in which no separation exists between the audience and the performer) and performing events (which involve performers in front of their audiences, such as in the case of visual events, including paintings, sculptures and handicrafts) (Tassiopoulos, 2010:15). Such events are able to reveal the creative process involved in the making of a particular form (Du Cros & McKercher, 2014:134). Art events can also be classified as cultural events (Shone & Parry, 2004:4; Erasmus, 2012:39).

2.3.3.5 Educational event segment

Getz (2008:42) and Maputsoe (2016:65) classify educational events as a portion of business and trade events. However, the main objective of such events is creating and exchanging knowledge, involving participation through demonstration training. Events like graduations, award ceremonies and presentations that take place in schools and colleges are an example of educational events (Raj et al., 2013:15; Shone & Parry, 2013:10; Singh & Shrivastava, 2013:43). Tassiopoulos (2011:14) notes that such events have a unique professional specialisation, including industry meetings, conventions, conferences, webinars, congresses, seminars and retreats.

2.3.3.6 Recreational event segment

Recreational events, which entail the pursuit of leisure activities during one's spare time, can include vastly different activities (Tribe, 2011). The recreational event segment includes recreational events as sport games (rather than formal competitions), social outings and not-for-profit amusements. The segment focuses on games and sports that are played for fun, involving non-spectator participation, and which are typically non-competitive, or, at least, where winning is downplayed, and where it might feature skills development or team-building (Getz, 2004:41).

2.3.3.7 Business and trade event segment

Business and trade events can be classified as gatherings that attract like-minded people to discuss, debate, network, exchange information, educate and make constructive decisions about maintaining good working relationships between managers, customers and employees (Getz, 2008:411; Mair, 2009:8; Goldblatt, 2011:14; Oliphant, 2012:53; Witepski et al., 2016:25). The business and trade event segment, which forms part of meeting events, is also known as the meeting industry or the MICE (meetings, incentives, conventions and exhibitions) industry (Getz, 2015:1). According to Tassiopoulos (2011:14), the various events that are included under this segment are retreats, conventions, seminars, webinars (live web meetings), workshops, conferences, conventions and symposia. The segment focuses mainly on business and trade, despite the strong public and tourism aspect of many of its activities (Etiosa, 2012:15).

2.3.3.8 Sport event segment

According to Raj et al. (2013:1), a sport event can be organised for competition and recreational purposes. Sport events consist of a variety category, like multi-sport and individual events (Maputsoe, 2016:64). The events are hosted around the globe, with the purpose of attracting sport participants, spectators and tourists, while generating income. Events can be classified as a best aspect use when formulating event strategies and marketing a destination (Van der Wagen, 2005:8; Mair, 2009:7; Bladen et al., 2012:219; Bowdin et al., 2012:24). According to Raj et al. (2013:14), sport events are often delivered in the form of a championship, in terms of which different skills are tested, depending on the type of sport concerned. Moreover, Getz (2008:405-406) notes that sporting events can be characterised according to a number of potential factors, including professional versus amateur; indoor versus outdoor; and regular or scheduled versus once-off; with them being local, regional, national or international in scale. As the current study focuses on a sport event, the following section will elaborate on the nature of sport event tourism.

2.4 Defining sport event tourism and sport events

Sport events have been used as opportunities for engaging in physical activity while socialising among a group of likeminded individuals, which is a form of behaviour that is still popular within the individual endurance sports communities (Burning & Gibson, 2017:175). Sport events have become increasingly important in terms of developing nations (Knott et al., 2017:901). In 1994 the FIFA World Cup that was hosted by the United States generated much excitement and economic growth, with it serving to enhance socioeconomic development within the host country (Goldblatt, 2011:16). Goldblatt (2011:16) further states that, in 2010, Singapore hosted the International Youth Olympic Games, while, in 2012, London, England hosted the Summer International Olympics Games, with Scotland hosting the Commonwealth Games and the Rider Cup in 2014 (Goldblatt, 2011:16). The above-mentioned events had a substantial economic impact on the United Kingdom, with them serving to create several jobs in support of such events (Goldblatt, 2011:16). Meanwhile, sport tourism events continued to evolve in other countries, including South Africa (Goldblatt, 2011:16). South Africa has previously hosted a number of successful sport events, such as the 1995 Rugby World Cup, the 2003 ICC Cricket World Cup, and the 2010 Soccer World Cup. If it were not for the global Covid-19 pandemic, the country would also have hosted the 2020 Commonwealth Games in Durban as part of the BRICS emerging nations (Knott et al., 2017:902). However South Africa did not win the hosting rights. Kruger et al. (2016) describe South Africa as the ideal destination for the hosting of endurance sports events, due to the country's favourable weather and challenging landscapes.

Getz (2008:419) defines a sport events "as actual games or meetings where a sports activity is taking place". Solomon (2002) notes that sport events can be classified into two categories, namely professional or amateur. The evolution of sport events in both time and space has meant that rapid growth continues to take place in favour of the popularising of professional sports development globally (Goldblatt, 2011:16).

Sporting events can be classified into various categories. Deelen et al (2018) states that there are eight different classifications, or types, of sport, namely: adventure sports; aquatic sports; agility sports; ball sports; extreme sports; mountain sports;

motorised sports; and mind sports. According to Breivik (2010), adventure sports are, additionally, known as extreme sports, being sports that are likely to take place outdoors, with them sometimes involving intense, life-threatening actions, including such examples as kayaking, cross-country skiing and surfing. According to Escalante and Rodríguez (2012), aquatic sports are sport activities that are performed in water, for the purpose of participating in competitions or leisure activities. In contrast, agility sports are sports that require the participants to move their body quickly and effectively while under control, using quick reflexes and fitting responses to changing situations. The most common examples of such sports are kayaking, archery, cycling and horse racing (Young et al, 2015:160). Ball sports are sports that are played using a ball, with some common examples being baseball, hockey, soccer and rugby (Bronikowska & Groll, 2015:1). According to Cohen (2016:138), extreme sport is a competitive activity in which participants are subjected to natural or unusual physical demands that could lead to an unsuccessful outcome resulting in injuries or fatality, with an example of such sport being inline skating. Mountain sports are sports involving participating in the climbing of the high points of mountains for pleasure (Gatterer et al., 2019:3920). Various mountain sports exist, including climbing, hiking, mountain biking and cross-country (Gatterer et al., 2019:3920). Finally, mind sports are sports that are particularly aimed at testing mental rather than physical strength, with the most common such games being bridge, chess and checkers (Kobiela, 2018:279; Dolbysheva, 2020:1).

Sporting events are held for the purpose of sporting competition and so as to attract some of the world's top athletes (Mair, 2009:7). Contemporary discourse highlights that sport events have evolved so much that they have been able to develop their own management subsector. According to Tassiopoulos (2010:14), sport event management has evolved into its own distinct category.

Sporting events tend to produce experiences that are often measured against the expectations of the participants, which are often predisposed by two key aspects, namely (1) the route and distance of the event and (2) the management features relating to the organisation of the event (Larson & Won, 2012:28). Event sport management is regarded as a complex process, with the type of sports event concerned determining the managerial aspects that are required to host and organise

a memorable event for the sake of both the participants and spectators (Kruger & Saayman, 2012:65). In addition, Walker and Walker (2011:10) state that, for a sporting event, including a cycling event, the scenery of the location, along with the knowledge regarding the needs of the visitors, tend to play a substantial role in the inclusive involvement of the visitors. According to Kokolakis (2018:16), the chosen location for an event should offer to deliver a specific type of event that caters for the technical needs involved and that is within budgetary expectations.

2.4.1 Cycling events

According to Derom and Van Wynsberghe (2015:111), cycling is a way of experiencing a bicycle as a sole mode of transportation, or of using it occasionally to take part in competitions. Cycling is known to be an activity that often happens in special places, with it, from a tourism perspective, making a contribution to sustainable tourism development (Derom & Van Wynsberghe, 2015:112; Dickson & Robbins, 2009:79).

By 1950, the bicycle could be found everywhere on public roads in many parts of the western world, During the 1970s, the advantages of cycling began to be highlighted, first by cycling activists, and later also by politicians, policymakers, social scientists, urban planners and public health experts (Oosterhuis, 2016:233). Cycling has been identified as an activity that is easy to adopt and adhere to over the long term (Derom & Van Wynsberghe, 2015:112). Nowadays, cycling is celebrated as being a clean, light, silent, sustainable, healthy, flexible, tourism activity. Bicycles are an inexpensive, humane and democratic means of personal transport, which is faster than cars or forms of public transport when used in crowded cities (Deenihan & Caulfield, 2015:92). Cycling is recommended as the remedy for traffic and parking congestion, environmental and noise pollution, depleting energy resources, welfare-related diseases and social exclusion (Oosterhuis, 2016:233). According to Ritchie et al. (2010:411), bicycle tourism, which is also known as cycling tourism, involves watching or participating in a cycling event, or participating in independent or organised cycle touring. The definition of cycling tourism should include travel for the purposes of participating in and/or spectating an organised and/or independent cycling event (Lamont, 2009). Existing research into bicycle tourism reflects that it has been

infrequently engaged in and often conducted in a disjointed manner (Lamont, 2009; Deenihan & Caulfield, 2015).

Cycle tourism is a developing and important niche tourism market that has the potential to deliver a range of economic, social and environmental benefits to regional areas and to widen the tourism community (Kruger & Saayman, 2014:137). Various types of cycling and cycling events are described in the literature, as is reflected in Table 2.1. below:

Table 2.1: Types and definitions of cycling events

Type	Definition
Road cycling	Individual road races, including time trials for male and female participants. The riders race against the clock over specific distances.
Track	Individual and team sprints, both indoors and outdoors, for both men and women. The sprints include complex point-scoring variants, such as the Madison (named after Madison Square Garden, Manhattan, where it was first raced) and the Keirin (based on a 1940s Japanese betting race), in which riders are paced for almost three-quarters of the distance by a motorbike before a sprint finish.
Mountain bike	First introduced at the Atlanta Olympics in 1996, a cross-country race of 40 to 50 km over gravel tracks, forest roads, rough earth and fields. Tarred and paved roads must not comprise over 15% of the overall route.
BMX	BMX originated as a youth craze in California in the 1960s. A world championship was first held in 1982, and in 1995 the sport was a core event in the Extreme/X Games. BMX was introduced to the Olympic Games at Beijing 2008 as a race against the clock. It succeeded in adding drama to what many experience as the over-technical cycling events. The even more dramatic BMX freestyle has not yet been accepted into the Olympic programme.
Cyclo-cross	An event lasting about an hour over a hilly circuit of 2.5 to 3.5 km, in which riders often have to carry their bike.
Trials	Cyclists must mount obstacles (rocks and shrubs, and even furniture and cars). Penalties are incurred for foot contact with the ground, with the winner being the cyclist with fewest penalty points. The first World Championship was held in 1984.
Indoor cycling	Artistic cycling is the most popular in Germany. The cycling involves a 5-minute routine to music, with a world championship having been held since 1956.
Cycle-ball	Cycle-ball is a male-only sport, in which two team members use the wheels and their body to strike the ball into their opponents' goal. It is popular in some European countries, as well as in Russia and Japan.

Source: Adapted from Tomlinson(2011:2-3).

The current study focuses on two types of cycling sports present in Table 2.1, being road cycling and mountain biking, due to them being the only cycling events that the CTCT offers. Road cycling and mountain biking, which are two of the most recognised recreational activities in the world, offer events that can be classified as being among the most intense sports in terms of endurance and training exercises, occurring, as they do, in a variety of changing conditions (Kruger & Saayman, 2014:137). The variation in road cycling races comes in the form of them ranging in format, trails, point-to-point and multiple-lap circuit races (Cycling South Africa, 2018). Furthermore, in terms of cycling events, the route may vary from being predominantly gravel to being extremely mountainous (Pretorius et al., 2014).

Conversely, mountain bike races are most likely to be single-day events, with the participants completing various laps of a circuit course over diverse off-road routes, consisting of dirt and gravel roads, narrow wilderness trails and open fields (Kruger & Saayman, 2014:139). Mountain bike competitions are likely to include technical descents and a significant proportion of uphill ascents (Lee et al., 2002:1001; Gatterer et al., 2019:3). Mountain biking and road cycling may seem to be alike, but they are two very different sports that both, however, use a bicycle (Kruger & Saayman, 2014:137). Road cyclists and mountain bikers differ from each other, and have different motives when attending cycling events or competitions (Kruger et al., 2016: 385). To this end, existing studies have determined that road cyclists are more motivated by a desire for escape and socialisation, whereas mountain bikers are more motivated by a desire for event novelty, achievement and teamwork (Kruger et al., 2016:387). Consequently, it is evident that road cyclists and mountain bikers often have different expectations when participating in cycling events (Burning & Gibson, 2017:176), with the former tending to emphasise achievement and competition more than do mountain bikers (Kruger & Saayman, 2014:139).

Kruger and Saayman (2014:138) identify cyclists as various participants that share a common variable, namely a bicycle. However, Simonsen and Jargenson (1996:22) believe that all cyclists or cycling participants form a homogeneous group. Contingent on the distinct differences that are highlighted as existing between road cycling and

mountain biking enthusiasts is the propensity to assume that the profiles of participants in the two types of cycling events differ and that they are potentially motivated by different reasons (Kruger & Saayman, 2014:138).

2.4.2 Cape Town Cycle Tour

The CTCT is one of the largest annual sporting events in South Africa (Giddy, 2019:99). The annual event, which is the largest individually timed cycling event in the world, is hosted by the City of Cape Town, with it usually taking place on the second Sunday in March (Streicher, 2009:11), although the last two cycle tour events were cancelled, as a result of the Covid-19 pandemic (CTCT, 2020b). The event was officially founded by engineer Bill Mylrea and by architect John Stegmann in 1977, with the objective of creating a network of safe and efficient cycle paths that still allow for commuters to get to and from work on time and unharmed during the race (CTCT, 2020a).

Each year, the event attracts up to 35 000 cyclists, being the maximum number of cyclists, both amateur and professional, allowed to participate from across the globe (CTCT, 2020a). The CTCT race takes place along a scenic route of 109 km, with a total elevation of 1 220m from Cape Town around the Cape Peninsula and back (CTCT, 2018; Giddy, 2019:99). The CTCT has evolved over the years, with heightened momentum occurring around the event. According to the CTCT (2020), a new association was created in the form of the Western Province Pedal Power Association (WPPPA), which has now been renamed the Pedal Power Association (PPA). Of the 525 participants who lined up for the start of the maiden race in 1978, 446 were able to finish the race. In 1979, the number of entrants almost doubled, with 999 competitors setting off on the 105-kilometer route, of whom, however, 239 failed to make it to the finish line, As the event has evolved, a large number of competitors have been attracted to the race. In addition, the PPA reached agreement with the Rotary Club of Claremont that saw the Club help it raise funds for supporting community projects (CTCT, 2020a). The arrangement remained in place until 2000, when the Cape Town Cycle Tour Trust was formed (Cape Town Cycle Tour, 2020a).

In 1994, the entries to the CTCT topped 20 000, with 400 coming from beyond South Africa's borders. Dangerous rock falls on Chapman's Peak have, since then, led to the changing of the race route to 109km from the Grand Parade to Sea point. As the event evolved, it secured a sponsorship in 1978 from the Cape Argus local newspaper, which led to its name being changed to the Argus Cycle Tour (EWN Sport, 2014). Furthermore, in 2012 Pick n' Pay and Momentum joined the race as sponsors, with it becoming formally known as the Cape Argus Pick n' Pay Momentum Cycle Tour in September 2014, which is the title that it has maintained to date (CTCT, 2020b). Having already been rebranded three times, the event was once again rebranded, this time as the CTCT. The event can be classified as being among the most intense endurance events in the world, taking place in variable weather conditions, requiring extreme physical effort and commitment, and involving a certain level of risk (Kruger et al., 2016:381).

Over the years, the CTCT event has grown into a Life Cycle Week, consisting of multiple events that take place prior to the actual event date, including the Mountain Bike Challenge and the Junior Cycle Tour, in which children participate in a mini cycle tour for those aged 12 years or younger. Other events include the Expo, which is an exhibition that showcases all relevant cycling equipment and related knowledge, with the Life Cycle Week concluding with the CTCT road cycling event itself (Streicher, 2009:11). Organising and managing sport events is a complex process. As Giddy (2019:99) attests, the CTCT event requires the putting in place of a significant infrastructure and management. Furthermore, the existing studies highlight that sport events require a combination of organisational and managerial aspects, resulting in the need to consider the role of event management in the aforesaid context (Pretorius et al., 2014:3). The next section will expand on the impacts of hosting events and how events can positively or negatively impact the host city.

2.5 Impacts of hosting events

According to Kim and Walker (2012:91), event impacts involve the effects and implications of how an event affects the host residents' quality of life and their reactions to it. Hosting events can have both positive and negative impacts, which can have an effect on the environment, as well as on the economic, financial, social and political

state of the country or host city involved (Oklobdžija, 2015:84). Table 2.2 below highlights both the positive and negative impacts of hosting events from a sociocultural, political, environmental and economic perspective (including tourism).

Impacts of events	Positive impacts	Negative impacts
Sociocultural	Sharing of an experience	Community alienation
	Revitalisation of traditions	Manipulation of the community
	Building of community pride	Deterioration of community image
	Validation of community groups	Bad behaviour
	Increased community participation	Substance abuse
	Introduction of new and challenging ideas	Social dislocation
	Expansion of cultural perspective	Loss of access to amenities
Political	Boosting of internal prestige	Risk of event failure
	Improvement of funding	Misallocation of funds
	Promotion of investment	Lack of accountability
	Increasing of social cohesion	Use of propaganda
	Development of administrative skills	Loss of a sense of power and control
		Legitimation of ideology
Environmental	Showcasing of the environment	Environmental damage
	Provision of models for best practice	Pollution
	Increased environmental awareness	Destruction of heritage
	Infrastructural legacy	Noise disturbance
	Improved transport and communications	Traffic congestion
	Urban transformation and renewal	
Economic (including tourism)	Destination promotion and an increased number of tourist visits	Development of community resistance
	Extension of length of stay	Loss of authenticity
	Job creation	Damage to reputation
	Increased tax revenue	Exploitation of available resources
	Creation of additional business opportunities	Increasing of opportunity costs

Table 2.2: The impacts of events

Source: Adapted from Allen et al. (2012:61).

Regarding the social impacts resulting from the hosting of an event, individuals can thereby share their experience with the community, with traditions becoming revitalised and a sense of community pride being built by means of the expansion of both cultural and heritage perspectives (Allen et al., 2012:61). Ritchie (1984:7) and Oklobdžija (2015:92) note that events can have a positive impact on the community or host country, by means of increasing the extent of voluntarism and community identification related to the event, which can lead to improved participation in the associated sports, arts or other activities. However, events can also negatively impact on a host country or city, by means of creating social alienation within the community and a negative community image. They can also lead to the deterioration of the society, leading to substance abuse, social dislocation and the loss of amenities (Allen et al., 2012:61). Getz (2005:404) states that events can negatively impact on a host city by way of creating changes in social and leisure habits, with the local residents leaving town to escape the event's impacts and the loss of amenities, due to the locals wishing to avoid noisy crowds and bad crowd behaviour (such as that of mobs, and including riots and general mayhem).

According to Allen et al. (2012:61), events can have a positive impact politically, by means of creating a sense of internal prestige in relation to the host city, in the form of improving funds, promoting investment and social cohesion, and the development of administrative skills. Kim et al. (2015:21) agree that events tend to have a positive impact on a host city or country, by means of creating the promotion of investments by other countries or cities. Events can also have a negative political impact on the host city or country, in the form of risking the failure of the event, due to partaking in the misallocation of funds, as well in terms of contributing to a lack of accountability, propaganda and the loss of community ownership and the legitimation of ideology (Allen et al., 2012:61).

Events can also have a positive impact environmentally, by means of showcasing the environment and providing models for best-practice states (Allen et al, 2012:61). Holmes et al. (2015:79) note that the hosting of events can have positive additional environmental impacts, like urban renewal and nature conservation, resulting from the direct management actions that are associated with the event or with the

demonstration effect. Environmental impacts can also affect the host city or country negatively, by means of creating environmental damage, pollution, noise disturbance and traffic congestion (Allen et al., 2012:60). Kim et al. (2015:22) state that events can also negatively impact on the environment of the host city or country, through the attendees littering or overcrowding the city or country concerned.

Lastly, events can positively affect the economy by means of promoting a destination and creating an increased number of tourist visits, also leading to an extended length of stay and to the creation of jobs, as well as business opportunities (Allen et al., 2012:60). Oklobdžija (2015:92) notes that events tend to stimulate the local economy and to showcase the region to the world, by means of promoting potential future tourism and business activity. According to Allen et al. (2012:60), events can also negatively impact on the economy in the form of allowing for the development of a community or host country that resists tourist visits to attend the event. The host city/ country might experience a damaged reputation, the loss of a sense of authenticity, exploitation and opportunity costs. Kim et al. (2015:21) assert that events are likely to cause price inflation and an increase in local taxes, so as to finance the facilities that are required for hosting the event.

One way of leveraging the impacts of hosting events is to develop and maximise the foreseeable positive impacts and to counter any potential negative impacts (Etiosa, 2012:29). According to Cserhaáti and Szabo (2014:613), various benefits of events management tend to create a positive impact on the local economies, as well as a progressive lasting effect for the tourism industry to be able to affect a wider region. In addition, Oklobdžija (2015:84) asserts that events tend to play a significant role, as they create entertainment and social opportunities for the host community residents. However, the extent of the impacts of events depends on the type, size and nature of the events being hosted (Ntloko & Swart, 2008:81). The next section will expand on the managing of events and on how event management tends to benefit the industry.

2.6 The managing of events

Events, which are an essential motivator of tourism, tend to figure significantly in the development and marketing plans of most destinations (Oklobdžija, 2015:89). According to Getz (2005:2), events management involves the planning and production

of all types of events, including meetings, conventions, exhibitions, festivals, private functions and sport competitions. Ismail (2014:13) regards events management as a process of managing an event that applies the principles of project management to the organisation of events. Furthermore, Getz (2005:4) and Tassiopoulos (2010:9) state that event knowledge and theory must be applied to staged events in an organisation, as well as to business and event tourism. Additionally, events management is considered as a fast-growing professional field, in which tourists comprise a potential market for planned events, with the tourism industry becoming a vital stakeholder in terms of the events' success and attractiveness (Getz, 2008:403). Event management has recently emerged as part of the academic and applied management fields as an independent entity, although the event product has existed for almost the whole of known history (Goldblatt, 2014).

The rapid growth of events over the past decade has led to the formation of the identifiable event industry, with its own practitioners, suppliers and professional associations (Getz, 2013). The emergence of the industry has involved the identification and refinement of a discrete body of knowledge relating to the industry's best practice, and accompanied by the development of training programmes and career paths (Bowdin et al., 2006:23). Events are often staged or hosted by event organisations, with event managers being required to form and administer the organisations that plan and produce events (Getz, 2005:2). Event management companies are professional groups or individuals that organise events on a contract basis on behalf of their clients. The specialist companies often organise a number of events concurrently, tending to develop long-term relationships with their clients and suppliers (Bowdin et al., 2012:20).

According to Getz and Page (2016:596), events are not solely produced by the professional event managers who are present in the field of study that was recently developed so as to support the profession of event management. Professionals in event management should be able to explain what is unique about events, why they are important to the society and economy, and how they are currently evolving (Getz, 2005:2). Consequently, a conceptual framework that links event studies, management fundamentals and event management was developed (Getz, 2005:3). The model in

Figure 2.3 highlights the skills, capabilities and deliverables required for successful event management and a successful event manager.

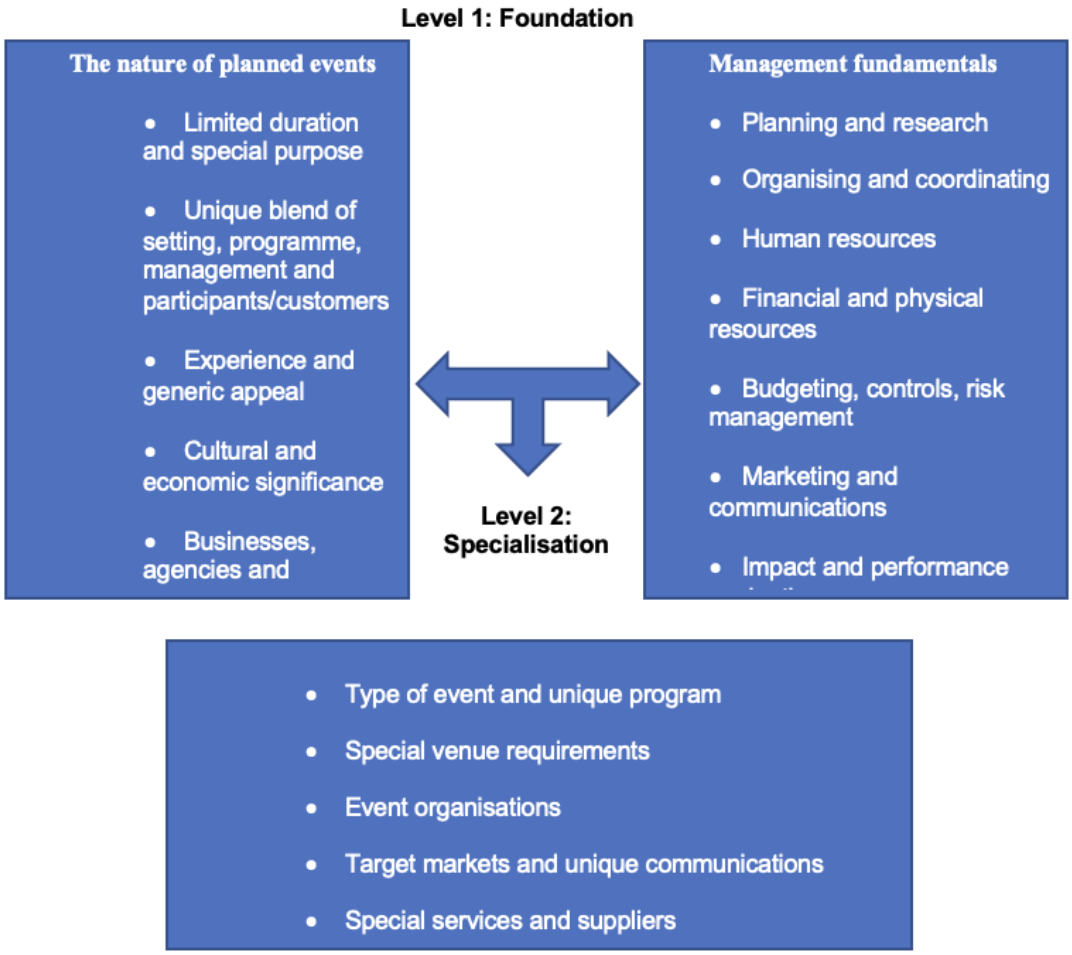


Figure 2.3: The skills, capabilities and deliverables of successful event management and of a successful event manager

Source: Adapted from Getz (2005:3).

Figure 2.3, level 1 provides a foundation and requirements of the nature of planned events and what would be the management aspect to carry out that task. Levels 2, gives the types of specialisation and capabilities of successful event management and event manager. In event management, CSFs are considered key to any event's success, as the factors offer event organisers the appropriate knowledge for hosting a proficient, effective and successful event (Manners et al., 2015). CSFs are particularly significant for gaining an advanced understanding of the successful hosting of sports

events and of the factors influencing the participants' decisions regarding participating (Pretorius et al., 2014:2).

Furthermore, Rojek (2014:33) contends that management characteristics include entertainment, technical aspects, food and beverages, marketing, exhibitors, entrance, participators/visitors, transport, information, layout, accommodation, financial services, parking, community, staff, emergency and medical services, children, safety and security, entry fees, directions, infrastructure and venues, which can be regarded as some of the critical factors concerned. According to the following authors (Small et al., 2012), the focus of event organisers should be on the selecting of a suitable location, the management of the CSFs and the supplying of the needs of the visitors or participants attending the event.

2.7 Critical success factors

According to Jayaraman and Teo (2010:195), CSFs are aspects that are expected to perform well, so as to ensure the organisation's success. However, the most common definition is that which Rockart (1979:208) provides, which states that CSFs are known as the limited number of areas in terms of which satisfactory results will help to ensure successful competitive performance for an individual, department or organisation. Over time, the definition of CSF has expanded.

2.7.1 Definitions of CSF

Griffin (1995:325) describes the term "critical success factor" (CSF) as a term that is essential for an enterprise or project to consider to achieve its mission. CSFs can also be classified as essential aspects that have to be achieved for the purpose of producing competitive leverage (Fryer et al., 2007). Whereas Trkman (2010:125) defines CSFs as all the factors within a sector concerning an ability for an organisation to survive and grow. According to Arif and Shalhoub (2014:637), CSFs are the elements that should be taken into consideration to attain success in terms of event delivery. CSFs can also be classified as the few key variables/factors that managers should prioritise so as to reach the current or future goals of activities within an organisation (Amade et al., 2015). Besser and Miller (2011), Kee (2012) and Lin (2016) describe CSFs as a set of existing aspects relating to the process of attaining a goal,

which is based on premises that, when favourable, assure positive results, and when unfavourable, can lead to dissatisfaction. Lastly, according to Iram et al (2016), the acronym CSF defines the basic requirements for success, so as to ensure that the organisation is operating efficiently and effectively. Hence, CSFs can be used as the key areas for the business, in terms of which the situation must be satisfactory and organisational goals must be achieved (Bullen & Rockart, 1981:7). The next session will explain what does success mean for event participants and why is it fundamental for each events to reach the CSFs of hosting an event.

2.7.2 Role of the CSF in events management

A CSF can be used to measure the performance of critical aspects in the organisation, or, as is the case in the current study, an event. CSFs are important for the success of any event, as the factors concerned provide event organisers with the relevant knowledge required for hosting an efficient, effective and successful event (Manners et al., 2015). Awareness of the CSFs involved allows sport tourism stakeholders to learn about the needs and wants of their niche market, which knowledge is vital for the future of a sporting event (Pretorius et al., 2014:2). As such, the CSFs must be tailored to the industry, company, individual or event concerned (Bullen & Rockart, 1986:384).

The CSF has become significant for gaining an enhanced understanding of the successful hosting of sports events and of the factors influencing participants' decisions in relation to their participation (Pretorius et al., 2014). CSFs are important for an organisation, as they represent those factors that are critical to the success of an organisation/event, so that extra time can be spent on the areas that are failing (Bullen & Rockart, 1986:384). Most of the existing literature suggests that focusing on CSFs is significant, because they serve to bridge the gap between the specific and general characteristics of each company, including the particular and general environmental conditions of an organisation's activities. Understanding the CSFs enables the clarification of specific factors that could significantly influence the success of a sporting event (Kokolakis, 2018:35). Such evidence is reflected in the previous studies that have determined that the participants in specific events have considered certain factors to be more critical than others when participating in events. For example, Myburgh et al. (2018) considered those aspects influencing the commitment

of endurance athletes. Attractiveness and exposure were considered to be the most important CSFs for endurance sport participants. In Kruger and Saayman's (2012) research into the creating of a memorable spectator experience for the Two Oceans Marathon in South Africa, the amenities available were regarded as being the most important factor for marathon runners. In Freeman's (2013) research into mountain bike tourism, the mountain bike participants in the event identified the community champions, stakeholders and politics as being the important factors involved. In the study of the success criteria for the FNB Wine-2-Whales Mountain Bike Events in South Africa conducted by Pretorius et al. (2014), the important factor was the prize (including the prize money) that was awarded to the mountain bike participants. Kaur Kler (2016) also conducted a research study into the world's toughest mountain race. The findings of the key success factors of 25 years of the Mount Kinabalu International Climbathon in Malaysia revealed that the innovation of summit trails was the most important CSF in terms of the endurance sport participants (Kruger & Saayman, 2012; Freeman, 2013; Kaur Kler, 2016; Pretorius et al., 2014; Myburgh et al., 2018). Accordingly, it is crucial that a CSF analysis be undertaken to evaluate the exact need for any particular event.

The above studies conducted on mountain bikers and road cyclists also serve to highlight that the participants in such events tend to have different needs that require different modes of event packaging (Kruger & Saayman, 2014:138). Thus, the current research could, additionally, play an important role in the adapting of training programmes, in the promoting of other cycling events and in the distinguishing of a suitable market segmentation for both sets of participants, namely road cyclists and mountain bikers (Kruger et al., 2016:385). Furthermore, each sporting event is unique and has different CSFs that require recognition and to be met so as to host a successful event, in terms of which the participants can compete and finish the event (Pretorius et al., 2014:5).

2.8 Summary

As events form a significant segment of the complex part of the event tourism industry, it is important to ensure that the planning and hosting of events is done in such a way as to ensure that an event is managed effectively, resulting in the requirement for CSFs

to serve as guiding principles (Kruger & Saayman, 2012; Manners et al., 2015). The literature reviewed considered notable reasons for CSF to be key to the successful planning and staging of events. The chapter also reviewed how beneficial it is for event growth to find out from the participants in cycling events what they regard as being important when attending such events. The CSFs indicate what is regarded as being important by the participants attending such events. Based on the previous research, an amount of evidence suggests that the participants in sporting events have certain preferences when attending sporting events, and that they would like such preferences to be catered for by the organisers and managers of the event. By considering the CSFs that are key to the planning of such sporting events as the 2019 CTCT, the event managers concerned should be able to satisfy the preferences of the cyclists, so as to be able to deliver an event that is successful and that meets the objectives of the event. The following chapter presents a discussion of the methodology that was used to conduct the present study.

CHAPTER 3
RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

Research methodology is a section in a study that explains the research methods that the researcher uses to direct the research towards its final objective (Mboumba, 2017:62). Wellman (2018:1) states that research methodology also consists of the tools and techniques used for conducting research. The description of research methods covers the body of techniques employed, with it giving an understanding of the selection and theory of methods that the researcher utilised in conducting the research (Ingwenagu, 2016:5). The current study was undertaken with the objective of determining the CSFs of the CTCT.

The current chapter showcases the processes that were used to conduct research in the current study. The research design and the methods of research that were adopted are presented. Furthermore, the sample size and the sampling techniques that were used in the study, together with the targeted population, are discussed. The chapter ends with an explanation of the data analysis employed in the present research.

3.2 Research questions

The present study was designed to address the following research questions:

- What are the profiles of the mountain bikers and the road cyclists taking part in the 2019 CTCT?
- Which CSFs are considered as being important for the participants in the 2019 CTCT?
- What are the differences between the CSFs that are considered to be important by mountain bikers and road cyclists?

3.3 Study area

A study area refers to the place where empirical data is collected. The registration areas for the annual CTCT event that takes place annually in Cape Town and

Stellenbosch in the Western Cape province of South Africa were designated as the study areas for the current research. As was previously noted in Chapter 1, the event is a two-legged event, consisting of a mountain biking event and a road cycling event. The mountain biking event took place on 2 March 2019, with the road cycling event taking place on 10 March 2019. Based on the data collection requirements and on the convenience of the participants, the study areas used for the research were the registration areas, as data could not be collected on the race day itself due to the nature of the event where cyclists after the finish line tend to leave the event site. A summary of the registration areas (Rondebosch Golf Course, Dirtopia and the Cape Town Stadium) and the respective data collection areas is presented next, according to the categorisation of the CTCT race.

3.3.1 Mountain Bike Challenge

For the Mountain Bike Challenge, registration took place at two venues. The first venue was the Rondebosch Golf Course, where the registration took place on 28 February 2019. Established in 1911, this venue is situated only ten minutes away from Cape Town's city centre, with magnificent views of Devil's Peak and Table Mountain. The golf course is a popular choice for both local and foreign visitors (Rondebosch Golf Club, 2021). Rondebosch Golf Club has, in the recent past, hosted seven consecutive Sunshine Tour events, two professional Ladies European Tour events and the South African Ladies Amateur Open (Rondebosch Golf Club, 2021). The course is traversed by a canal that winds its way through the course and which is also home to a variety of birdlife (Rondebosch Golf Club, 2021). Its central location, ease of access and availability of facilities contributed to its selection as a registration venue for the 2019 CTCT Mountain Bike Challenge race participants.

In addition, the Dirtopia Trail Centre was utilised as a second registration venue. Established in 2001, and currently operating from the Muratie Wine Estate in the Simonsberg region, Stellenbosch, Dirtopia is an outdoor, off-road event and trail construction company that specialises in mountain bike events, but which also organises fun trail run and hike events (Dirtopia, n.d). The company also hires out and sells both bicycles and cycling merchandise, as well as fitness

snacks. Due to the Mountain Bike Challenge happening in the Stellenbosch area, the venue was selected to provide the participants in the greater Stellenbosch area with the convenience of being able to register closer to home than in Cape Town.

The Mountain Bike Challenge race took place in the Greater Simonsberg Conservancy near Stellenbosch. The venue is unique, due to its contribution to the community. It is owned by a non-profit and public benefit organisation that aims to support its members in their conservation efforts, and to provide services to the surrounding communities (CTCT, 2020b). Members of the Greater Simonsberg Conservancy include the Arra Vineyards, Delheim, Delvera, Easthill, Elsenburg, Kanonkop, Knorhoek, Le Bonheur, Laibach, Marklew, Mitres Edge, Muratie, Quoin Rock, Uitkyk and Warwick (CTCT, 2020a). The participants can choose to participate in any of the three distance categories of the race. The different categories consist of the 60, the 40 and the 20km routes. The 60km route is identical to the 40km route, up to the 20km mark. Figure 3.1 below showcases a map of the Mountain Bike Challenge routes.

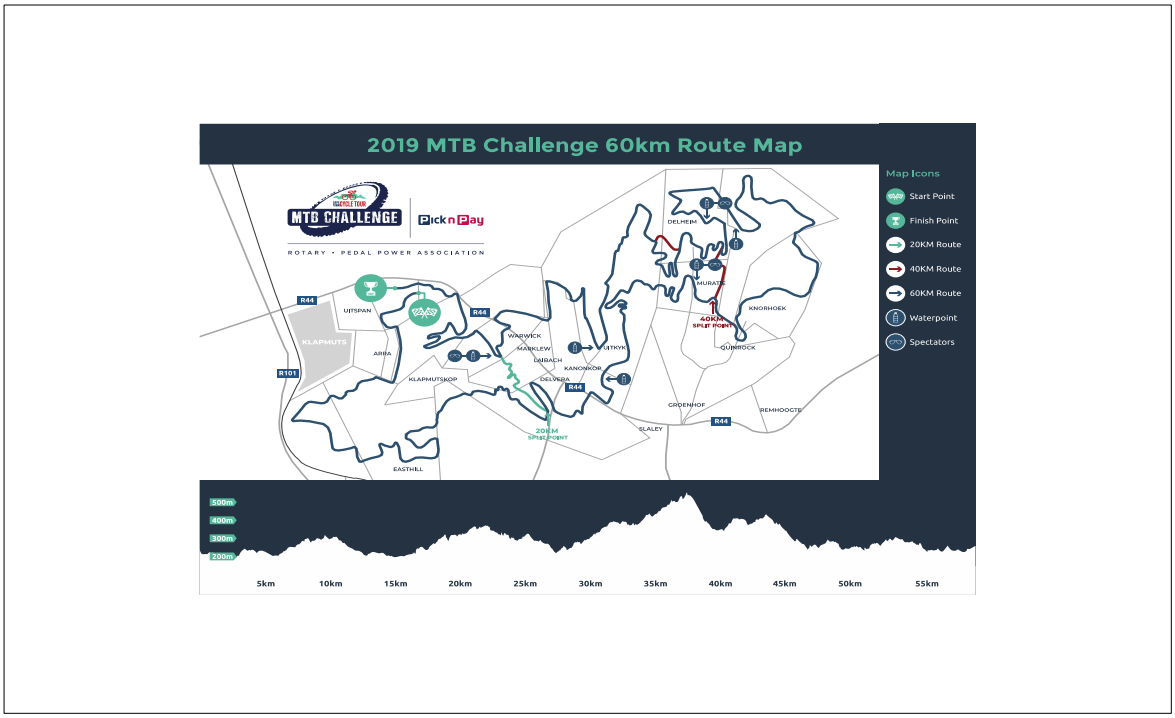


Figure 3.1: Map of the Mountain Bike Challenge routes

Source: CTCT (2020b).

3.3.2 Road cycling tour

The road cycling event's registration took place at the Cape Town Stadium in Green Point from 7 to 9 March 2019. The Stadium also simultaneously hosted the CTCT Expo, providing opportunities for interaction between 300 exhibitors and approximately 70 000 visitors over the 3-day period, with the participants having a chance to complete their registration at the time. The registration area had sufficient parking facilities, with the organisers further providing shuttles to and from the stadium (CTCT, 2020a). The Cape Town Stadium is situated at the foot of Signal Hill, between Table Mountain and the Atlantic Ocean, forming a very significant landmark in Cape Town (Bama, 2011:59). It is situated on the border of the city, which is located about 2 to 3km from the city centre. Wedged between Table Bay, Signal Hill, Sea Point, the Victoria and Alfred Waterfront, and the city centre (CoCT, 2020a), this particular area is a developing one that is made up of a combination of businesses, accommodation establishments, private residences, apartment blocks, religious sites (such as churches and synagogues), and various social and sporting clubs. As a significant landmark, the Cape Town Stadium played host to the 2010 FIFA World Cup (Bama & Tichaawa, 2016), and provided a suitable location for the road cycling registration.

The road cycling tour is a 107km race around the Cape Peninsula, starting from the Grand Parade in the city centre and going around the Peninsula, passing major Cape landmarks, and ending in Sea Point. Figure 3.2 illustrates the route map of the CTCT 2019.

Figure 3.2: Road cycling route map, 2020
Source: CTCT (2020a).

3.4 Research design

A research design can be explained as the research structure that holds all the components of research together (Akhtar, 2016:68). According to Bryman (2016:40), a research structure provides a framework or a plan for the conducting of research, with the research design entailing the blueprint for the collection, measurement and analysis of data. Creswell (2014:31) states that the research design must consist of a plan and procedures outlining the steps to be taken from the making of broad assumptions to the detailing of the methods of data collection, analysis and interpretation employed. The plan may include three different research types or methods, namely qualitative, quantitative and mixed-method approaches that provide precise direction for the administration of procedures (Creswell, 2014:41). Therefore, it is essential that the research questions are clearly defined and expressed. The design should also contain clear and precise objectives that the researcher concerned derives from the relevant research questions, as well as stating the name of the study and identifying the sources from which the researcher intends to collect the necessary data.

The type of approach that is used depends on the aim of the research, which, in the present instance, was to research what mountain bikers and road cyclists regard as being the CSFs when participating in the 2019 CTCT. To address the study's aim, a quantitative research approach was applied. According to Maree (2016:162), such a design consists of outlining the systematic and objective process of using numerical data from an exclusive subgroup or population, so as to be able to generalise the findings to the population undergoing research. Due to the nature of the study area and population concerned, the researcher found using such a research approach to suit the current research study. Punch (2013:3) notes that quantitative research is more than a research method that uses numbers, with it being an approach involving a collection or cluster of methods and data in numerical form. Maree (2016:36) explains that a quantitative research design consists of three designs, namely descriptive, experimental and non-experimental.

An essential and basic part of the quantitative approach is the expectation that a researcher will ignore his or her own perceptions, biases and experiences, so as to

ensure that the objectives are met when conducting a study and drawing conclusions and recommendations (Mboumba, 2017:67). The main features of various quantitative studies include the use of such instruments as surveys or tests that are used to collect the required data, and the reliance on the theory of probability to test statistical hypotheses pertaining to the research questions of interest.

According to Creswell (2014:41), different design logics are used for different types of studies, like experimental, descriptive and exploratory research designs. As mentioned in Chapter 1, the current study used an exploratory research design. The researcher selected the method concerned because doing so provided an opportunity for generating representative and generalisable data, while remaining objective about the subject covered. The following section deals with the population and sample selection engaged in in the current research.

3.5 Population and sample selection

According to Brynard et al. (2014:57), the population of a study refers to a group in the general population that possesses specific characteristics. Mboumba (2017:68) states that a population is the sum of people, organisations, events, case records, units or other sampling units on which a research problem relies.

Therefore, the population for the current study included all those registered national and international cyclists who took part in the 2019 CTCT Mountain Bike Event and road cycling event. The population was decided upon, based on the statistics of the participants in the CTCT from 2016 to 2018. The decision concerned was taken in this way due to the organisers only having access to the population of the race once the entry holders had participated in it. The population of the study consisted of the 35 636N mountain bikers and road cyclists participating in the event. The data collection was conducted at the registration points for each event by trained fieldworkers. For mountain bikers, 2 trained fieldworkers were used. Whereas for the road cycling event 4 trained field workers were used who fully understood the study aim. In consultation with the organisers of the 2019 CTCT event, and with the relevant ethical permissions being in place, the data collection was scheduled to take place between 28 February and 9 March 2019, according to the following schedules:

- The registration for the 2019 Mountain Bike Challenge took place on 28 February 2019, at Rondebosch Golf Course, and on 1 and 2 March 2019, at Dirtopia Farm in Stellenbosch.
- The registration for the road cycling event took place at the Cape Town Stadium in Green Point from 7 to 9 March 2019.

The participants at the various registration venues were asked to complete the questionnaire at the number collection area during the collecting of their race packs.

The sample size of this study was decided upon based on the average population, as derived in Table 3.1. Sampling is aimed at identifying, as well as at revealing the conditions pertaining to and directing the selection process of, members of the population. The aim is to secure participants in a study, who will serve as the contributors to the study, in line with the principles set for obtaining the primary data required (Dudovskiy, 2016). A systematic sampling method was used for the current research for distributing the questionnaires. According to Maree (2016:192), a systematic sampling technique can also be described as probability sampling. For this sampling technique is the manner in which a systematic sample is drawn, by means of systematically moving through a sample frame, starting at a random starting point. The reason for using this particular technique is its simplicity and convenience (Maree, 2016:192). It is also useful when there is no list available and where the elements involved are arranged in space (Sharma, 2017:750). In Table 3.1 reveals the population from 2016 to 2018 that was used to calculate the projected population of 2019 which the sample size derived from.

Table 3.1: Average of the population, based on the 2016 to 2018 statistics used to establish the sample size

Events	2016	2017	2018	Average
Mountain Bike Challenge	2 174	2 292	2 089	2 185
Road cycling tour	30 501	41 497	28 356	33 451

Source: Author's own compilation.

The statistics concerned were gathered to determine how large a randomly selected sample from a predetermined population of *n* cases should be, such that the sample proportion, *p*, would fall within .05 of the population proportion, meaning *p* with a 95%

level of confidence (Israel, 2009:2). Ultimately, the sample size was *n*=599, based on the combined completed number of questionnaires obtained from all the registration venues concerned (219 for mountain bikers on the Rondebosch golf course and at Dirtopia, Stellenbosch, and 380 road cyclists at Cape Town Stadium in Green Point). The samples are based on Israel (2009:3), as represented in Table 3.2. Israel (2009:3) stated that, to gain a 95% confidence level, with a precision level of 7%, for a population of 2 185, a minimum of 185 completed questionnaires had to be included in the study. For the road cycling event, for a population of 33 451 participants, to gain a 95% confidence level with a precision of 7%, a minimum of 204 completed questionnaires had to be included in the study.

Table 3.2: Sample size for ±7% precision levels, where the confidence level Is 95% and *p*=.5

Size of the population	Sample size (*n*) for precision (*e*) of: ±7%
500	145
600	152
700	158
800	163
900	166
1000	169
2000	185
3000	191
4000	194
5000	196
6000	197
7000	198
8000	199
9000	200
10 000	200
15 000	201
20 000	204
25 000	204
50 000	204
100 000	204
>100 000	204
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.	

Source: Adapted from Israel (2009:2).

Moreover, the aim for the current research study was to collect 200 questionnaires for the Mountain Bike Challenge and 350 questionnaires for the road cycling event, which resulted in a total of 550 completed questionnaires for both events. Obtaining such a number of questionnaires would provide room for errors, incomplete and spoilt questionnaires, which would have to be excluded from the data analysis. Ultimately, the researcher received 219 fully completed questionnaires from the mountain bikers' chosen sample and 380 fully completed questionnaires from the road cyclists' one. A total of 599 questionnaires was received back from the respondents concerned.

Table 3.3: Final sample size after data collection

Events	Average population	Targeted sample	Actual sample
Mountain Bike Challenge	2185	200	219
Road cycling tour	33 451	350	380

Source: Author's own compilation.

3.6 Research tools used for collecting data

Various methods and tools exist for collecting the required data from a sample of the respondents. The collection of such data can be done by means of the use of one technique, or by means of combining various techniques, like the administration of questionnaires, interviews and content analysis (Mboumba, 2017:69). The researcher employed the quantitative approach to the data collection in the present study. The subsections below outline the different research instruments used, as well as the nature of the primary and secondary data sources used in this study.

3.6.1 Secondary data sources

According to Wellman (2018:15), secondary data consists of the data that the researchers themselves have not collected. Furthermore, secondary data represents the historical and archival research that provides the raw material for investigating the subject of interest, as it was in the past, with such material enabling the formation of a theoretical framework for the study (Achu, 2011:79). In addition, Pellissier (2008:32) states that secondary data sources help the researchers to direct the

research appropriately, and can lead the researchers involved to find the best possible way of addressing a research problem. Ghauri and Gronhaug (2005:91) mention that a benefit of using secondary data is the amount of time and financial resources that can be saved in undertaking the project.

The present researcher collected the necessary secondary data from related studies linked to the current study. The secondary data sources included academic journal articles from: the *Journal of Sport Tourism*; internet sites; academic books on tourism, CSFs, sport events and cyclists; published statistics; industry literature; theses and dissertations; and newspapers. The secondary data framework, in contrast, was conducted in relation to the CSFs, event management and sport tourism events. The following subsection will elaborate on the implementation of the primary data sources in the current study.

3.6.2 Primary data sources

Veal (2017:24) explains the nature of primary data as consisting of the new data that has to be collected during the proposed research study. Mboumba (2017:70) notes that primary data is obtained from primary sources by means of researchers using various methods, like surveys, interviews or experiments. For the current study, primary source data was used by means of collecting completed self-administered questionnaires that were distributed at the registration venues of the 2019 CTCT to the cyclists taking part in the mountain bike and road cycling challenges.

3.6.2.1 Questionnaire development

According to Brace (2018:2), a questionnaire is a research instrument that is comprised of a series of questions designed to gather information from the respondents. According to Jones et al. (2013:5), questionnaires are crucial tools that are used to collect information on the individual perspectives that are held by the members of large groups. Questionnaires are, furthermore, a common way of generating primary data (Mboumba, 2017:70). The most crucial step that the researcher must take in designing a questionnaire is to have a clear objective of what they are researching. The objective concerned is expected to be produced by the questions asked, and by the statistical techniques used in the data analysis.

Questionnaires can be delivered as a kind of written instrument or as an interview. By means of the telephone, the computer or the post, they can be conducted face to face. The goal of a questionnaire is to obtain facts and opinions about a particular phenomenon from those who have knowledge on a certain issue (Mboumba, 2017:71). The current research used a self-administered questionnaire, which served as an instrument for collecting the data in the present research study.

According to Artino et al. (2014:464), a self-administered questionnaire is a survey that is purposely designed to be completed by a respondent without interference from the researchers collecting the data. Additionally, the use of questionnaires allows the researcher to profile the sample in terms of numbers (e.g. the proportion of the sample can be separated into different age groups) or to be able to count the frequency of occurrence of certain opinions, attitudes, experiences, processes, behaviours or predictions (Rowley, 2014:309). According to Achu (2011:80), the use of questionnaires in previous research studies on the topic or related topics should provide a guideline during the formulation of the questionnaire design. Thus, the current researcher considered the questionnaires used in the previously conducted studies of Kruger and Saayman (2012). Freeman (2013), Kruger et al. (2016), Burning and Gibson (2017) and Pretorius et al. (2014) to serve as a guideline for designing the questionnaire used in the present study.

The questionnaire structure is expected to follow reputable guidelines, using simple closed questions or open-ended questions, so as to enable the respondents to engage with the research instrument (Quick & Hall, 2015:194). The questionnaires that the researcher used in the current study included demographic questions and Likert scale questions. The researcher used only multiple-choice and scale questions in the research. The questions in which a choice was provided in each case offered a minimum of two choices from which the respondents could choose a single answer.

A Likert scale question was used in the research questionnaire. According to Joshi et al. (2015:397), a Likert scale is a tool that is used to measure a set of statements that are offered in relation to the real or hypothetical situation that is under study. In

terms of the tool, the participants are asked to reveal their level of agreement (ranging anywhere from strongly disagree to strongly agree) with the given statement on a metric scale. Scales can be used when asking subjective questions in questionnaires, because they allow the respondents to express opinions that can be quantified by the researcher (Quick & Hall, 2015:194). In the current study, the researcher used such questions to be able to identify the degree to which the respondents agreed or disagreed with different statements, by assigning a value from 1 to 5 to each category, while including a possibility for the respondents to express their neutrality towards the statements concerned. The five categories used consisted of the following:1 = not at all important; 2 = slightly important; 3 = important; 4 = very important; and 5 = extremely important.

Furthermore, the questionnaire was divided into two sections. Section A was used to determine the sociodemographic information of the respondents by means of the asking of questions determining the gender, the home language, the age, the occupation, the home province, the marital status and the number of times that they had participated in the CTCT event. This section used both open- and close-ended questions.

The statements made in Section B, which was aimed at determining the CSFs of a cycling event, were adopted from previous studies discussed in Chapter 2. The statements concerned measured the importance of such management and stakeholder aspects as marketing, personnel and provisioning, the quality of registration and timing, the value for money, corporate social responsibility and communication, using a 5-point Likert scale of importance. The statements in the questionnaire led to the determining of the difference on terms of the expected CSFs for a cycling event for road cyclists and mountain bikers.

3.6.3 Pilot study

According to Ismail et al (2018:1), a pilot study is a prior study of the fuller study, consisting of a miniature version of the research project undertaken. Furthermore, a

pilot study is described as a pre-test that can be used to check the relevance/accuracy of the question phrasing and the content of the research instrument concerned (In, 2019:591). The researcher used a pilot study to ensure that the procedures that had been chosen for the data collection were suitable, effective and reliable for the study. Therefore, for the current study a pilot study was applied by means of distributing 20 questionnaires to a small group of cyclists with their consent, so as to ensure that the participants were able to answer the questionnaire, and that the answers provided corresponded with the set research objectives. The 20 participants involved indicated that the survey questions were accurate, unambiguous and easy to complete. No unclear questions were identified by the participants suggesting the survey instruments were adequately developed to address the aim of the study.

3.6.4 Reliability and validity of the research tool

Establishing the validity and reliability of the research instruments used for data collection is necessary (Taherdoost, 2016:30,33). According to Mboumba (2017:73), reliability refers to the ability and the capacity of an instrument to repetitively and consistently measure whatever is being investigated. An instrument that is used at different times, or that is distributed to different subjects from the same population, should provide the same findings. In contrast, validity is the extent to which the information presented in the research truly reflects the nature of the phenomena involved, which the researcher claims it reflects (Veal, 2017:25). Mboumba (2017:73) notes that validity constitutes the best available approximation either to the truth or to the falseness of a conclusion given.

In the current research study, reliability and validity were ensured by means of undertaking the following steps. The fieldworkers attended a professional and comprehensive training session prior to the data collection period, so as to ensure that they were fully equipped and confident regarding the operation of the research instrument, and that they would be able to answer frequently asked questions. A pilot study was also administered prior to its administration to the actual cyclists of the CTCT, so as to see whether the participants understood the instrument, and so that they could avoid the making of common errors. The format of the questionnaire was

adopted from validated previous CSF studies in the field of events and tourism management. Furthermore, various tests, such as the Kaiser-Meyer-Olkin Test, Bartlett's test, Kaiser's criterion, the reliability coefficient and the average inter-item correlation in the factor analysis were used to ensure the reliability of the instrument.

A Kaiser-Meyer-Olkin (KMO) test was used to measure the sample adequacy, to see how suited the data was for the factor analysis. The KMO indicates the proportion of variance in the presented variables that might be caused by underlying factors. The high values (close to 1.0) obtained indicated that a factor analysis might be useful in relation to the data obtained. If the value is less than 0.50 in the case of a KMO test, the results of the factor analysis will be relatively useless (Thomas & Potluri, 2020:105). A Keiser's criterion was, accordingly, used to explain the significant amount of variation occurring in the data.

The Bartlett's test was then used to test whether the samples had equal variances that enabled the verification of the assumption. The Bartlett's test tested the hypothesis in terms of the research's correlation matrix, with it indicating that the research variables were unrelated and, therefore, unsuitable for structure detection. The above means that the small values (less than 0.05) of the significance level translated into a factor analysis possibly being useful in relation to the data presented (Yong & Pearce, 2013:80).

A reliability coefficient (Cronbach's alpha) was used to measure the accuracy of the same individuals twice and the computing of the correlation of the measures. According to Taber (2018:1276), Cronbach's alpha tests can be used to see whether multiple-question Likert scale surveys are reliable. The questions involved measure the latent variables that are hidden or unobservable. Cronbach's alpha indicates whether the test that you have designed accurately measures the variable of interest (Taber, 2018:1276).

Lastly, the average inter-item correlation consistency reliability was analysed using the average inter-item correlation. According to Šerbetar and Sedlar (2016:191), the inter-item correlation is a measure of consistency as to whether individual questions

give appropriate results and different items measure the same general construct, with it also being a way of analysing the internal consistency reliability. Therefore, for the present study, the above-mentioned reliability test was applied to measure whether the individual questions gave consistently appropriate results.

3.7 Ethical considerations

Obtaining ethical consent is a key element and a crucial research process, with it representing the point at which a research contract is formed between a researcher and the participants, in terms of promoting such values as anonymity, accountability, respect and fairness (Resnik, 2015). The considerations could include consent letters, the permission to be interviewed, and the undertaking to destroy audiotapes, to name but a few (Maree, 2016:44). The researcher obtained verbal consent from all possible participants after informing them of all the ethical considerations involved, and ensuring that they understood them.

Thus, the following ethical considerations were taken into account when the research was conducted for the current study:

- All the participants took part voluntarily in completing the questionnaire. They were also informed that they were allowed to withdraw from the survey at any given time, should they have wished not to continue with it.
- Permission was obtained from the CTCT to collect the data from the participants and, apart from that, all the respondents gave their consent prior to answering the questionnaires.
- The respondents were informed as to what the research was about and for what purposes their answers would be used. All of the results were presented in an unbiased way.
- All the information was delivered with clear instructions on how to complete the questionnaire.
- The survey was administered with honesty, and the participants were notified of what the survey was for.
- All of the participants were assured that their personal details would remain anonymous in the study.

- Respect was shown for the dignity of the research participants, and the respondents were not subjected to any harm.
- No individuals under the age of 18 years were included in the current research.

Apart from for the above, the current study complied with all the rules and regulations of the Cape Peninsula University of Technology's ethics committee, with no data being collected before ethical clearance was obtained, the research proposal was granted ethical clearance by the Cape Peninsula University Committee and the ethical clearance certificate, number 2018FBREC599, was obtained.

3.8 Method of data analysis

The current study adopted the quantitative method to research the CSFs of a cycling event in relation to mountain bikers versus road cyclists at the 2019 CTCT. According to Mboumba (2017:74), a quantitative approach is reliable and well suited for the testing of theories and hypotheses, while considering issues related to cause and effect, and while also using statistical techniques for data interpretation. Queirós (2017:371) adds that the primary reason for adopting a quantitative methodology approach is driven by the research questions involved. The author saw this research method as being fitting for this study, based on its ability to provide reliable and objective data, to be able to determine the relationships existing between variables on the subject studied.

There are different ways of analysing data by means of making use of different statistical methods (Maree, 2016:39). The Statistical Programme for the Social Sciences (SPSS), version 26, was then used to capture and analyse the data gleaned in response to the questionnaire. The software was used to describe and summarised the data, using descriptive statistics, tables, bar graphs, graphic illustrations and factor analysis.

As a final point, the unit of analysis that was applicable for this study was that the participants should be over 18 years of age and registered to take part in the 2019 CTCT mountain biking or road cycling challenge or both. The following subsection outlines the limitations of the study.

3.9 Research limitations

Below, the researcher tells of the limitations that were associated with the study.

- A number of the participants were reluctant to participate in the study, due to personal reasons.
- Obtaining a substantial number of fieldworkers was a challenge, as the events took place in the middle of an academic year and the targeted fieldworkers were students.
- The expo ended in the evenings, with the timeframe also being a limitation, as the majority of the fieldworkers were part-time students, who needed to attend classes and who were not available to cover the timeframe from 17:00 to 19:00.

3.10 Summary

This chapter described the research methods, tools, procedures and techniques that were used for data collection in the current study. The chapter provided definitions of several terms, like sampling, the questionnaire survey and the pilot study. In the following chapter, a detailed analysis of the results in relation to the goals set out in Chapter 1 of the dissertation will be discussed. Included in Chapter 4 is also a description of the SPSS software, version 26, which was used to analyse and interpret the collected data and to help the researcher to undertake the analysis and discussion of the findings in relation to the data collected.

CHAPTER 4

FINDINGS AND DISCUSSIONS

4.1 Introduction

The study findings can be described as the part of a research study in which the results are reported and analysed, based on the chosen methodology used to collect the data (Mboumba, 2017:76). The results are arranged and reported, based on the research questions asked, with the objective of providing elements of responses to the hypothesis raised by the research problem.

The current chapter presents the findings made in the data collected from the participants in the 2019 CTCT event, with it presenting and discussing the results. The questionnaires were designed, tailored and purposed to uncover the important CSFs of a cycling event likes the CTCT. The research results were analysed according to the research objectives and questions that were outlined in Chapter 1 and integrating of the responses received from the research respondents. This chapter consists of three sections. Firstly, the demographic profiles of the participants are presented, followed by the findings of the factor analysis and, subsequently, the bifactor analysis, in terms of where t-tests were applied so as to compare the differences found in a cross-section of the important CSFs considered.

4.2 The sample used in the research

As noted in Chapter 3, the total sample size of the current study was 599 questionnaires from the projected population, which were self-administered by the participants during the registration processes for the two cycling categories of the CTCT. The profiles that were compiled and the various responses received for each event category were then analysed separately, using descriptive statistics. The presentation that follows provides detailed analyses of the demographic profiles of the study's respondents.

4.3 Demographic profile of the respondents

This section presents the demographic profiles of the respondents who participated in the 2019 CTCT. The analysis was based on Section A of the questionnaire, which entailed asking questions to determine the participants' gender, age, home language, province, level of

education, occupation, marital status and the number of times previously participated in cycling events. The analysis below further explains the demographics of the 2019 CTCT participants.

4.3.1 Gender distribution

According to the demographic statistics presented in Table 4.1, there were more male than female participants in the 2019 CTCT. Even though historical reviews of sport reveal that various societies have experienced substantial female participation, it appears that men have always been the dominating gender in most societies in terms of sport participation (Deaner et al., 2016:74). To this end, of those participating in the CTCT event, 69% were men and 31% were women. In addition, when the results are analysed according to the event categories, there is a skewed indication of increased male participation, with 61% men and 39% women participating in the Mountain Bike Challenge, and 73% men and 27% women participating in the road cycling category. The results obtained seem to concur with the previous research conducted by Myburgh et al., (2018:133), which indicated that it is the male gender that mostly takes part in such endurance events. Furthermore, Pretorius et al. (2014:6), in discussions regarding the success criteria for the FNB Wine-2-Whales Mountain Bike Event, highlighted that the female participants were often in the minority when considering the participants in cycling events. The gender results further concur with Prati (2018:370), who states that men remain the dominating gender in sports events, be it in terms of participants or spectators.

Table 4.1: Gender of the respondents (*n*=599, in %)

Gender	Overall results (in %)	Mountain bikers (in %)	Road cyclists (in %)
Male	69	61	73
Female	31	39	27

4.3.2 Age distribution

This question required the respondents to indicate their age group, by means of choosing from a list of five different age categories provided, as is illustrated in Table 4.2 below. The findings indicate that, overall, the cyclists ranged between the ages

of 19 and over 65 years. The statistics indicate that the majority of mountain bikers who participated in the Mountain Bike Challenge were between the ages of 20 and 35 years (54%) old, followed by the 36- to 50-year-olds (29%). Thereafter, the group of 51- to 56-year-olds (16%) were next, and, lastly, came the under 19-year-old (1%). The results obtained in the road cycling category indicate that the majority of the respondents were between the ages of 36 and 50 years old (38%), followed by those who were between the ages of 20 and 35 years old (28%). Then followed the age group of 51- to 56-year-olds (22%), followed by the age group of above 66 years old (8%), with, lastly, those who were 19 years old (4%) and below.

Evidence from the research conducted by Kruger et al. (2016) highlighted that the participants in such events have a common interest in cycling, but that their different ages require a varied response from the event organisers. Furthermore, in comparison to the current inquiry, Pretorius et al. (2014) note that the average age of participants was 46 years, which, therefore, places the participants in the current study in a younger average age group category. In addition, the results also indicate that participants from the younger age groups (who were between 20 and 35 years old in terms of the overall results) are starting to gain interest in taking part in cycling or endurance events. Such results could provide a focal area in terms of future marketing efforts for cycling and endurance events.

Table 4.2: Age distribution of the respondents (*n*=599, in %)

Age (in years)	Overall results (in %)	Mountain bikers (in %)	Road cyclists (in %)
<19	3	1	4
20–35	38	54	28
36–50	35	29	38
51–56	20	16	22
>66	4	0	8

4.3.3 Language

From a prepopulated list of eleven languages (being all the official languages spoken in South Africa), the next question required the respondents to indicate their primary (home) language of communication. The results, as outlined in Figure 4.1, indicate that most of the participants stated that English was their home language for both

categories. In this regard, 52% of the mountain bikers indicated that their home language was English, followed by 42% who indicated Afrikaans, while 4% noted other languages, like isiZulu, Tswana, Ndebele and Tsonga, as their home language, with 2% indicating Xhosa as their home language. Furthermore, in the road cycling category, 59% of the respondents indicated that their home language was English, followed by 31%, who indicated Afrikaans to be. In addition, 7% indicated other languages, like isiZulu, Tswana, Ndebele, Sesotho, German, Swedish, Nigerian, Portuguese or Tsonga, and 3% of the respondents indicating their home language to be Xhosa.

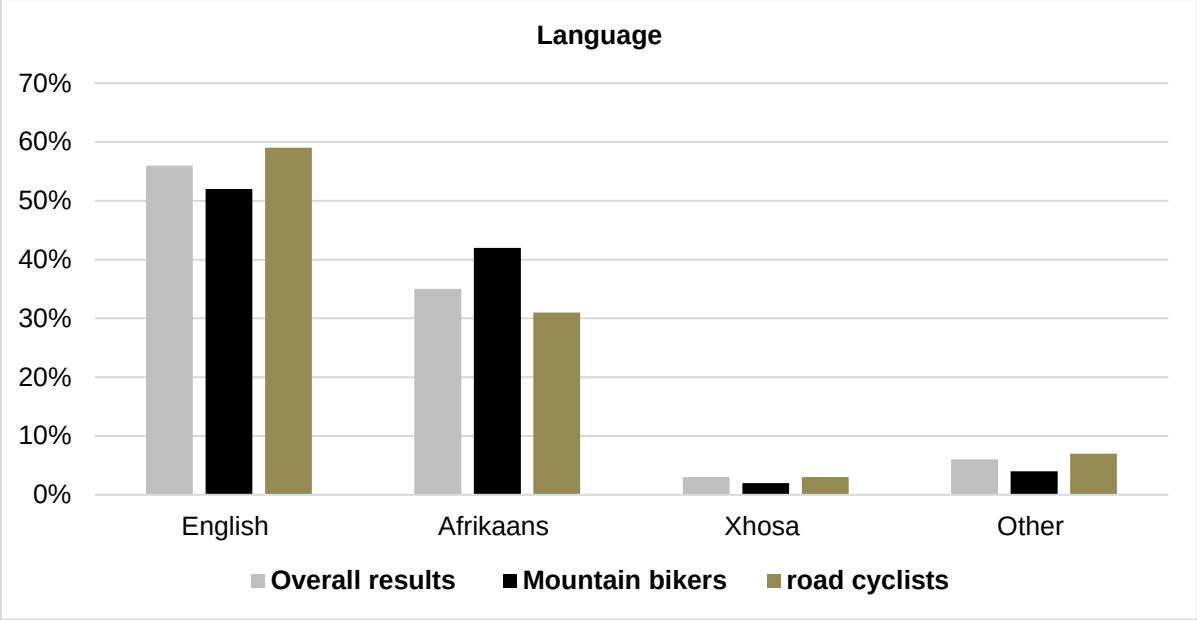


Figure 4.1: Primary language of communication of the respondents (*n*=599, in %)

4.3.4 Province of origin

Over 93% of the cyclists were found to originate in South Africa in the combined results of both of the cycling categories with the origin of the cyclists being spread across various provinces. In the combined results, Table 4.3 indicates that the majority of the cyclists originated in the Western Cape province (59%), followed by those from Gauteng (13%), with 6% being from the Eastern Cape, and 4% from the Northern Cape. In addition, 3% indicated that they were from North West, 3% from the Limpopo province, 2% from the Free State, another 2% from KwaZulu-Natal and 1% from Mpumalanga. Only 7% of the participants were recorded as being from countries outside South Africa. Specifically in the mountain bike category, the

statistics noted 85% participation rate by residents of the Western Cape, 5% participation rate from Gauteng, and 3% participation rate from the Eastern Cape. A small percentage (2%) of participants were from the Northern Cape Province, with 1% participation being from each of the following provinces: the Free State, KwaZulu-Natal and the North West. A participation rate of 2% was recorded as being from countries outside South Africa. Finally, in terms of the participants in the road cycling category, 43% of the respondents were from the Western Cape, followed by 17% who were from Gauteng, 10% who were from other countries outside South Africa, 6% who were from the Northern Cape, 5% who were from Limpopo, 4% who were from the North West province, 3% who were from the Free State, and 2% who were from Mpumalanga and KwaZulu-Natal, respectively. The participants who came from outside South Africa for mountain bike and road cycling indicated that they were from the following countries: Germany; Australia; Nigeria; the United Kingdom; Canada; the United States of America; Swaziland; Botswana; Korea; the Netherlands; Sweden; Namibia and Ireland.

Table 4.3: Province of origin of the respondents (*n*=599, in %)

Province	Overall results (in %)	Mountain bikers (in %)	Road cyclists (in %)
Western Cape	59	85	43
Eastern Cape	6	3	8
Northern Cape	4	2	6
Gauteng	13	5	17
Free State	2	1	3
KwaZulu-Natal	2	1	2
Mpumalanga	1	0	2
North West	3	1	4
Limpopo	3	0	5
Other (international)	7	2	10

4.3.5 Education

In this section of the questionnaire, the respondents were asked to indicate their highest level of education, by means of choosing from a list of given categories, as reflected in Table 4.4. The findings indicate that, overall, the highest number of the respondents had a bachelor's degree (27%), followed by those with a diploma and

by those with a postgraduate qualification (24%, respectively), while those with a matriculation certificate formed 16%. Those participants with a national certificate were recorded as comprising 5% of the total, while those with no matriculation certificate represented 4% of the total. When considered in terms of a comparison between the mountain bikers and the road cyclists, the highest number of the mountain bikers indicated their highest qualification as being a bachelor's degree (31%), followed by those with a diploma (25%), by postgraduate degree holders (20%), with 15% being matriculants and with 5% indicating that they had a national certificate. Lastly, 2% indicated that they did not have a matriculation certificate, with 2% being unschooled. For the road cyclists, the highest qualification was a postgraduate degree (27%), followed by a bachelor's degree (24%), a diploma (23%) and a matriculation certificate (17%). Of the road cyclists, 5% indicated that they had a higher certificate, with 4% indicating that they did not have a matriculation certificate.

Table 4.4: Level of education of the respondents (*n*=599, in %)

Education	**Overall results (in %)**	**Mountain bikers (in %)**	**Road cyclists (in %)**
Bachelor's degree	27	31	24
Diploma	24	25	23
Postgraduate qualification	24	20	27
Matriculation (Standard 10 / Grade 12)	16	15	17
National certificate	5	5	5
Unmatriculated (Standard 8 / Grade 10)	4	2	4
No schooling	0	2	0

4.3.6 Field of occupation

The respondents were asked to select their occupation from a prepopulated list of professional categories, as represented in Table 4.5. The question was aimed at establishing which careers the cyclists had, so as to be able to gear the event planning and delivery more appropriately than would otherwise be possible. The results revealed that the largest number of the overall cyclists (15%), the mountain bikers (19%) and the road cyclists (14%) were employed in occupations that were not

on the prepopulated list. The occupations identified by the respondents were in the fields of administration, architecture, carpentry, education, agriculture, hairdressing, logistics, operations, product design and sport science. The results obtained reflect the diversity of career options engaged in by the respondents, further demonstrating that cycling events tend to appeal to a relatively wide audience. As such, the organisers of such events must focus their marketing efforts on ways that are likely to reach the continuously shifting target audiences. Furthermore, the findings made indicate that, from the prepopulated lists provided, the overall respondents were in management (12%), engineering (10%), finance (8%), entrepreneurship (7%), medicine (6%), sales (6%), marketing (6%), law (5%), tourism, events and hospitality (3%), real estate (3%), retail (2%), and agriculture (2%), with 9% being students, 3% being retired and 2% pensioners. Additionally, 1% of the respondents indicated that they were unemployed.

Within the mountain bikers' category, the results showed that 11% of the participants were in management, 10% were students, 9% were in engineering, 8% were entrepreneurs, 7% were in medicine, 6% were in marketing, with another 6% being in sales, 5% were in law, 4% were in finance, 3% were in real estate, with another 3% being retired, and yet another 3% being in tourism, events and hospitality, while 1% was in retail and another 1% indicated that they were unemployed. Finally, respondents in the road cyclist's category selected the following disciplines as being those in which they were involved: management (12%), engineering (11%), finance (10%), academic (as students) (9%), medicine (6%), entrepreneurship (6%), sales (5%), law (5%), marketing (4%), tourism, events and hospitality (4%), retail (3%) and real estate (2%), with 3% being retired and 1% being unemployed. The diversity of involvement might suggest an increasing amount of interest in such events, and, therefore, it might highlight the desired area of focus for the marketers and promoters of future events of this nature.

Table 4.5: Field of occupation of the respondents (*n*=599, in %)

Field of occupation	Overall results (in %)	Mountain bikers (in %)	Road cyclists (in %)
Management	12	11	12
Engineering	10	9	11

Full-time study	9	10	9
Finance	8	4	10
Entrepreneurship	7	8	6
Medical profession	6	7	6
Sales	6	6	5
Marketing	6	6	4
Law	5	5	5
Tourism, events and hospitality	3	3	4
On retirement	3	3	3
Real estate	3	3	2
Retail	2	1	3
On pension	2	0	2
Agriculture	2	4	3
Unemployed	1	1	1
Other	15	19	14

4.3.7 Marital status

The participants were asked to indicate what their marital status was. Overall, the majority of them (52%) noted that they were married, as is outlined in Table 4.5. The percentage was followed by the 23% of the participants who fell into the single category, while 15% of the respondents indicated that they were in a relationship. Furthermore, 5% of the participants stated that they were divorced, while 4% indicated that they were engaged, and 1% were widowed. In the mountain bike category, the largest number of the respondents (43%) indicated that they were married, followed by those who stated that they were in a relationship (25%). Of the participants, 20% indicated that they were single, whereas 6% indicated that they were divorced. In addition, 5% stated that they were engaged, with 1% noting that they were widowed. In contrast, in the road cycling category, 58% of the respondents indicated that they were married. Also, of the respondents, 24% noted that they were single, while a further 10% of the respondents indicated that they were in a relationship. Additionally, 4% of the respondents indicated that they were divorced, 3% indicated that they were engaged, and 1% indicated that they were widowed. The results of the current study highlight that the majority of the respondents who participated in the CTCT cycling event were married, which is an element that event

organisers could consider in relation to it being able to influence the marketing and packaging of the event, as some participants might prefer to have a family-orientated event experience.

Table 4.6: Marital status of the respondents (*n*=599, in %)

Marital status	Overall results (in %)	Mountain bikers (in %)	Road cyclists (in %)
Married	52	43	58
Single	23	20	24
In a relationship	15	25	10
Divorced	5	6	4
Engaged	4	5	3
Widowed	1	1	1

4.3.8 Period of involvement and frequency of participation in cycling events

The respondents were asked to indicate the length of time that they had been participating in cycling events in each of the respective categories. The question was aimed at finding out which participants were part-time or frequent cyclists, as establishing such a fact could assist with identifying ways in which to manage event communication and delivery. The respondents were requested to highlight whether they regarded themselves as professional or recreational cyclists, and to indicate the frequency of their participation in CTCT events. The following subsection presents the results relating to the respondents' period of involvement in the CTCT event, followed by their frequency of participation in either category.

4.3.8.1 Period of involvement in cycling events (in number of years)

The respondents were asked to indicate their period of involvement in cycling events, specifically the number of mountain bikers' events in which they had participated. Further, they were requested to indicate the frequency of their participation in the mountain biking events.

Figure 4.2 showcases the number of years in which the mountain bikers took part in cycling events. The overall results reveal that the majority of the mountain bikers stated that they were taking part for the first time (58%), followed by those who noted that they had participated for between 2 and 5 times (14%), for between 6 and 10 times (13%), for between

11 and 14 times (6%), for between 15 and 20 times (4%), and, lastly, more than 20 times (5%).

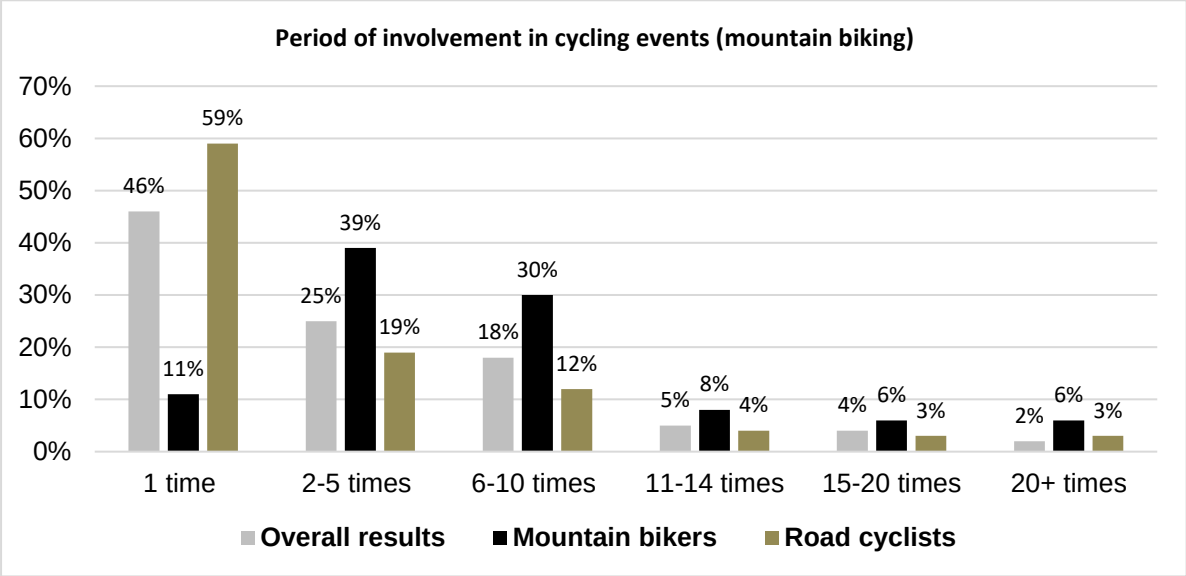


Figure 4.2: Period of involvement in cycling events for mountain bikers (*n*=219, in %)

Figure 4.3 represents the number of years in which the road cyclists took part in cycling events. The overall results reveal that the majority of the cyclists were taking part in road cycling events for the first time (59%), followed by those who had participated in such events for between 2 and 5 times (19%), for between 6 and 10 times (12%), for between 15 and 20 times, and, lastly, for over 20 times (22%) and for between 11 and 14 times (22%).

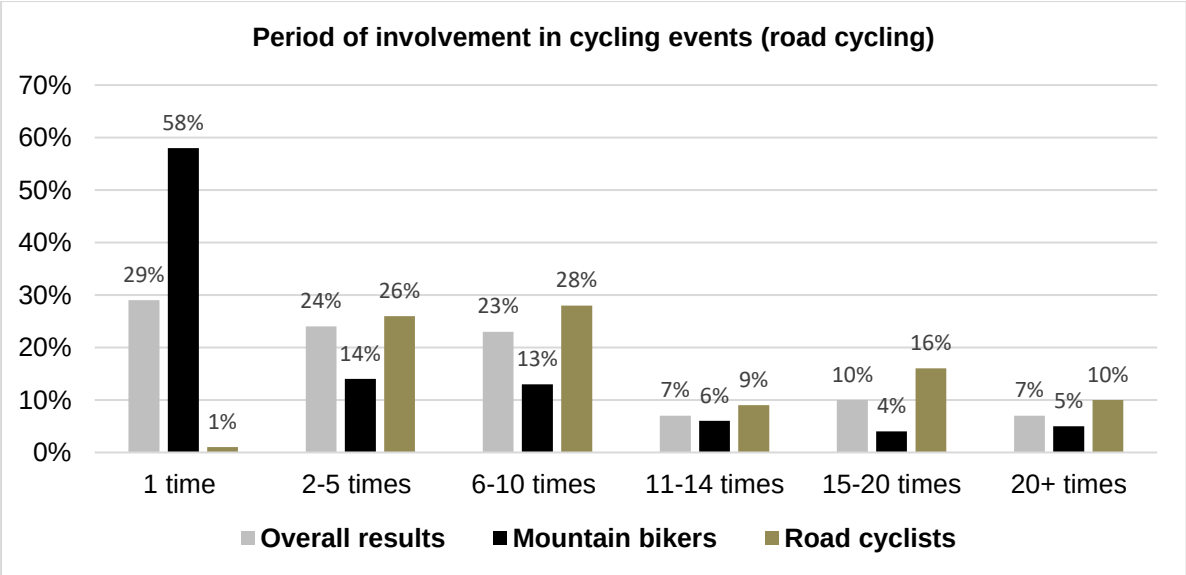


Figure 4.3: Period of involvement in cycling events for road cyclists (*n*=380, in %)

4.3.8.2 Whether recreational or professional cyclists

The participants in the CTCT were asked whether they regarded themselves as professional or recreational cyclists. Professional cyclists take part in the event in the professional seeded category. In contrast, recreational cyclists are regarded as participants that take part in both events for recreational purposes and who come to be seeded in the category based on the CTCT seeded events in which they have taken part.

Table 4.7: Categories of the cyclists (recreational or professional) (*n*=599, in %)

Cycling categories (recreational or professional)	Overall results (in %)	Mountain bikers (in %)	Road cyclists (in %)
Recreational biker	37	90	6
Professional biker	3	9	1
Recreational cyclist	51	1	80
Professional cyclist	8	0	13

4.3.8.3 Number of times participating in the CTCT cycling categories (including in 2019)

The respondents from the mountain biking event were asked to indicate the number of times that they had participated in the CTCT cycling categories, particularly in terms of mountain biking (see Figure 4.4). The overall results revealed that the majority of the cyclists were first-time participants in the CTCT road cycling events (80%). The number was followed by those who had participated between 2 and 5 times (45%), between 6 and 10 times (15%), between 11 and 14 times (4%), between 15 and 20 times (4%) and over 20 times (2%).

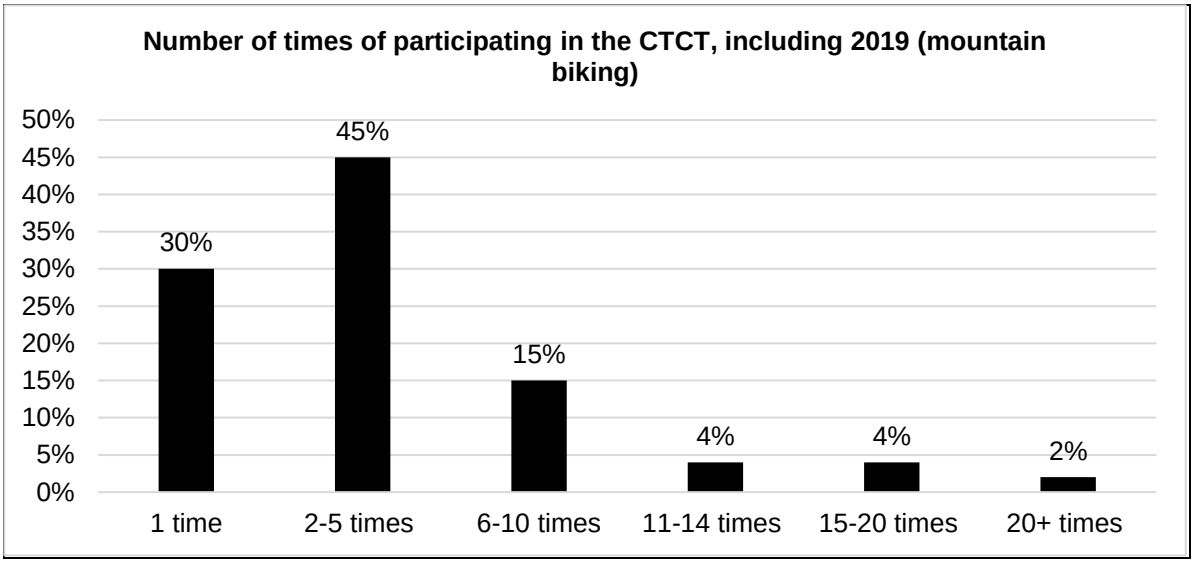


Figure 4.4: Number of times where mountain bike respondents participated in cycling events (*n*=219, in %)

Figure 4.5 represents the road cyclists who had taken part in the CTCT road cycling event, including in 2019. The results reveal that the overall majority of the cyclists indicated that 65% of the mountain bikers were first-time participants as road cyclists, followed by the 2 to 5 times that 37% of the road cyclists indicated participating in the CTCT. Of the respondents, 6 to 10 times of participation was noted by 19% of the respondents, 11 to 14 times by 9%, over 20 times by another 9%, 15 to 20 times by 8%, and over 20 times by 9%.

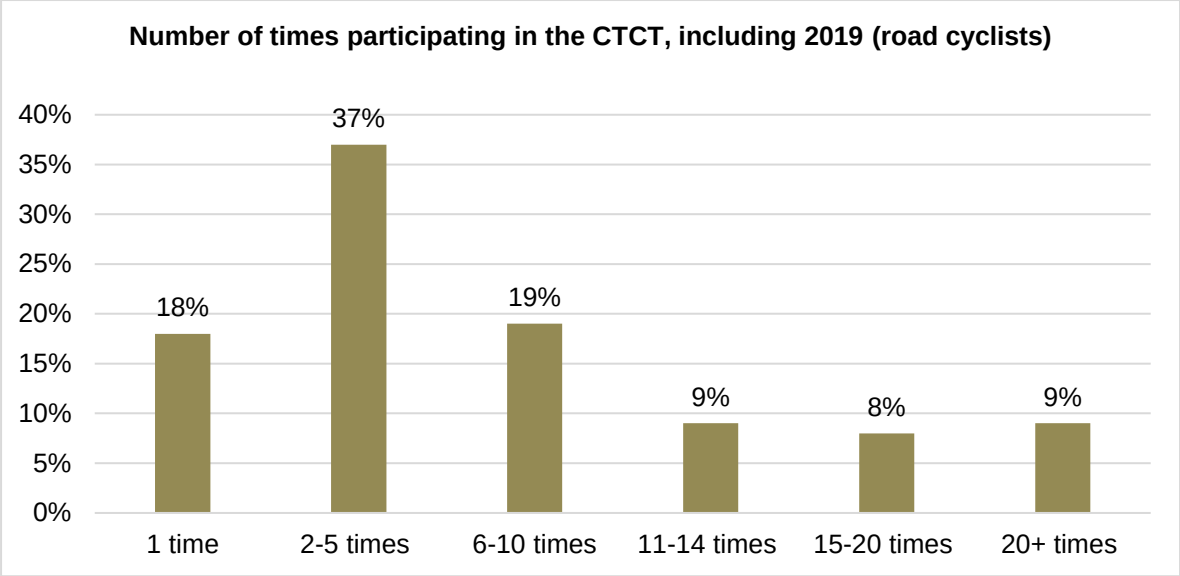


Figure 4.5: Number of times the road cycling respondents participated in cycling events (*n*=380, in %)

4.4 A factor analysis of the CSFs involved in participating in the CTCT

Chapter 2 of the study indicated that CSFs are the elements that can be taken into consideration to ensure success. According to Manners et al. (2012), CSFs are key to the success of any event, as the factors provide event organisers with the relevant knowledge that they require to be able to host an efficient, effective and successful event. In addition, a number of studies concerning CSFs have considered various aspects of how to improve the success of endurance sporting events in terms of the demand and supply side of event delivery (Kruger & Saayman, 2012; Freeman, 2013; Pretorius et al., 2014;Kler, 2016; Myburgh et al., 2018). The section below showcases the results obtained in the factor analysis of the CSFs related to participating in a Cape Town cycling event. The CSFs were evaluated by the respondents, based on a Likert scale indicating the following: 1 = not at all important; 2 = slightly important; 3 = important; 4 = very important; and 5 = extremely important.

The results gleaned from the completed questionnaires were captured and pooled in relation to the road cyclists and mountain bikers involved. The identified factors were labelled according to the similarity of their characters, as displayed in Tables 4.8 to 4.15. Moreover, the identified factors accounted for 67% of the total variance explained, with a high reliability coefficient ranging from 0.95 (the highest) to 0.70 (the lowest), implying the presence of an internal consistency for all factors. Lastly, all the

factor items that loaded with a loading higher than 0.3 indicated a high correlation between the factors and their component items (Manners, 2013).

The factor scores were calculated as an average for all the items concerned, thereby contributing to a specific factor, so as to be able to interpret it in terms of the original five-point Likert scale of measurement. Eight factors were identified and labelled accordingly. The factors were as follows:

- Factor 1: Communication and technical aspects
- Factor 2: Destination attributes
- Factor 3: Accessibility
- Factor 4: Emergency management
- Factor 5: Event status
- Factor 6: General management
- Factor 7: Event uniqueness
- Factor 8: Amenities.

Each of these factors will be discussed in the following subsections.

4.4.1 Factor 1: Respondents' views on communication and technical aspects

A factor analysis was conducted on the results to determine the respondents' considerations of communications and technical aspects as CSFs involved in participating in the CTCT. The factor was considered in terms of 15 statements that related to such communication and technical aspects as flowing communication, signage and directions, easy-to-read signage, the user friendliness of the website, correctness of the information distributed, media coverage and event benefits. According to the outcome of the responses, communication and technical aspects featured as the fourth most important factor, with a mean value of 3.75, as is reflected in Table 4.8 below.

Of the fifteen statements, the CTCT participants indicated that adequate and flowing communication between the participants and the event personnel was the most important aspect in terms of the category of communication and technical aspects, with a factor loading of 0.76, followed by effective signage and directions along the

route (0.75), the easy noticeability of race personnel (0.74), easy-to-read signs along the route (0.72), and the use of accurate timing devices for the timing of the race (0.72). Friendly and professional personnel who were trained to handle any race-related enquires loaded 0.70, a user-friendly website with adequate information regarding the race loaded 0.68, the supply of correct information through marketing (e.g. date, time, venue, etc.) loaded 0.67, and the variety of communication tools used to convey messages to the participants spectators and stakeholders loaded 0.64. The well-organised structure of the event loaded 0.60, effective technical aspects during the event (sound, announcements, etc.) loaded 0.53, the offering at the event of a variety of event categories (professional, amateur, charity) in which to participate loaded 0.49, effective signage and directions to the sportsgrounds loaded 0.46 and good-quality media coverage along the route on the day of the race loaded 0.35.

In a previous study conducted by Kruger and Saayman (2012), communication and technical aspects emerged as the most important CSF for a memorable spectator experience at the Two Oceans Marathon. Another study, carried out by Myburgh et al. (2018), identified communication and technical aspects as the second-most important CSF for endurance athletes from a tourism perspective. The above analysis agrees that the CTCT participants considered communication and technology to be an important aspect.

However, in the current study the CSF concerned was found to have dropped to the fourth most important factor, which could mean that, as the years passed, the other elements of the race became more critical for the participants. Also, the changing demographics of the participants might reflect the changing dynamics in terms of their considerations around CSFs. This could be an opportunity for the event organisers to devise creative ways of delivering communication and of managing the event in a way likely to enhance the visitor's experience.

Table 4.8: Factor 1: Communication and technical aspects

Critical success factors of mountain bikers versus road cyclists	Factor loading	Mean value	Reliability coefficient	Average. Inter-item correlation
Factor 1: Communication and technical aspects		3.75	0.95	0.54
Adequate and flowing communication between the participants and the event personnel	0.76			
Effective signage and directions along the route	0.75			
Easy noticeability of the race personnel	0.74			
Easy-to-read signs along the route	0.72			
Accurate timing devices for the timing of the race	0.72			
Friendly and professional personnel, who are trained to handle any race enquiries	0.70			
A user-friendly website with adequate information regarding the race	0.68			
Correct information (e.g. date, time, venue, etc.) supplied through marketing	0.67			
Variety of communication tools used to convey messages to the participants, spectators and stakeholders	0.64			
Good organisation of the event	0.60			
Effective technical aspects (sound, announcements, etc.) during the event	0.53			
Offering of a variety of event categories (professional, amateur, charity) in which to participate	0.49			
Effective signage and directions to the sportsgrounds	0.46			
Good-quality media coverage along the route on the day of the race	0.35			

4.4.2 Factor 2: Respondents' views on destination attributes

A factor analysis was performed to consider the respondents' views concerning the destination attributes of the CTCT event. According to Table 4.9, this factor included

various aspects, like the weather conditions, the scenic route, the climate and the altitude, the historical significance of the event and the event location, as well as the many places to see and things to do. The outcome, which produced a mean value of 3.67, was considered as the fifth most important CSF by the respondents concerned. In addition, among the different elements of the destination's attributes, the participants highlighted their expectations of weather conditions being favourable, with a factor loading of 0.69, showing the above to be the most important factor in this category. In the order of factor loading, the above factor was followed by the facts that the event was held in a world-class destination (0.67), that the destination was unique (0.65), that a party atmosphere surrounded the event (0.64), that the route/course was scenic (0.58), that the event was ideally located in terms of climate and altitude (0.57), that the destination was of historical significance (0.53), and that the event location offered many things to do and many places to see (0.51). Freeman (2013), in his study of CSFs, considered destination attributes as being the sixth most important CSF for those participating in mountain bike tourism events. The results of the current study indicate that the participants in cycling events still consider destination attributes to be an important factor in terms of the planning and delivery of a good cycling event experience.

Table 4.9: Factor 2: Destination attributes

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 2: Destination attributes		3.67	0.87	0.45
Expectation of favourable weather conditions	0.69			
World-class destination	0.67			
Uniqueness of the destination	0.65			
The party atmosphere surrounding the event	0.64			
The scenic nature of the route/course	0.58			
The ideal location of the event in terms of climate and altitude	0.57			
The historical significance of the destination	0.53			
The many things to do and many places to see at the event location	0.51			

4.4.3 Factor 3: Respondents' views on accessibility

The participants were asked to rank the importance of accessibility at the CTCT event. The factor highlighted and measured those aspects related to accessibility, like parking arrangements (0.83), traffic control (0.80), security in the parking areas (0.75), access for the disabled (0.57), and ease of access to the start shuts (0.52), as is reflected in Table 4.10. Based on the elements concerned, the respondents indicated the existence of adequate parking arrangements close to the cycling route start to be the most important aspects, with a loading of 0.83. Accessibility ranked as the sixth most important CSF, with a mean value of 3.66. Freeman (2013) contends that the element of accessibility was regarded as having been guided by legislation and regulatory frameworks, with it being ranked the seventh most important factor for mountain bike tourism events. The current research study concurs with the research study conducted by Freeman (2013), in terms of which the participants in cycling events still consider accessibility to be an important factor. However, attention should be afforded to the issue of accessibility by the organisers of such events, so as to establish which accessibility aspects the participants consider to be important for events like the CTCT to enhance their visitor experience.

Table 4.10: Factor 3: Accessibility

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 3: Accessibility		3.66	0.87	0.58
Adequate parking arrangements close to the start	0.83			
Adequate traffic control of parking	0.80			
Adequate security in the parking areas	0.75			
Accessibility for the disabled	0.57			
Easy accessibility to the start shuts	0.52			

4.4.4 Factor 4: Respondents' views on emergency management

Emergency management was also considered as one of the CSFs for the CTCT (see Table 4.11). Aspects included in this category were the emergency personnel along the route (0.96), the visible emergency personnel and emergency vehicles (0.92) and

the medical personnel along the route (0.90). The feedback obtained indicated that the factor obtained a mean value of 4.32, making it the most highly ranked CSF in the current study. Furthermore, the respondents indicated that the supply of an adequate number of emergency personnel along the route was the most important aspect for this CSF, while the visibility of emergency personnel and emergency vehicles, and the provision of fast-acting medical personnel at the event and along the route were ranked second and third in importance, respectively. Previous studies on the CSFs of similar events have not considered emergency management and its components, as is expounded upon in the current enquiry. Consequently, the outcomes of this element are critically important, given that the events of this nature are hardly risk averse, with emergency management therefore forming core considerations in terms of empirical enquiries of this nature. Though the study was undertaken prior to the outbreak of the current Covid-19 pandemic, such feedback also lends credence to the importance that emergency management will play in the light of the hosting of events of this nature in future.

Table 4.11: Factor 4: Emergency management

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 4: Emergency management		4.32	0.91	0.77
Adequate number of emergency personnel along the route	0.96			
Visibility of emergency personnel and vehicles	0.92			
Fast-acting medical personnel at event and along the route	0.90			

4.4.5 Factor 5: Respondents' views on event status

Table 4.12 presents the respondents' feedback regarding factor five, event status. The factor included such aspects as the professional cycling component, seeding for other cycling events, pre-events (events taking place before the big event) involving the whole family, and the international standing of the event. According to the factor analysis, event status ranked as the seventh most important CSF, with a mean value of 3.39. Of the elements considered, the respondents indicated that the event's

professional cycling component was the most important aspect, with a loading of 0.64. In addition, consideration of the event as a seeding event for other cycling events ranked 0.62, followed by the fact that the event had pre-events that involved the whole family (0.45), and by the fact that the event has international standing (0.33). In contrast, Myburgh et al. (2018) found that the most important aspect influencing the commitment of endurance athletes in this category included attractiveness and exposure. In the case of the CTCT, the respondents participating in the 2019 CTCT regarded event status as relatively unimportant for this event. Accordingly, such a finding could provide an opportunity for the event organisers, in future, to emphasise the event status in their marketing efforts. Furthermore, the inclusion of emergency management as a CSF for the study might also have influenced the respondents' considerations regarding the ranking of other factors.

Table 4.12: Factor 5: Event status

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 5: Event status		3.38	0.70	0.38
Professional cycling component of the event	0.64			
Seeding event for other cycling events	0.62			
Pre-events (e.g. Cape Town Cycle Tour Junior) involving the whole family	0.45			
International standing of the event	0.33			

4.4.6 Factor 6: Respondents' views on general management

The general management factor was another CSF that was considered in the current inquiry, with it including such aspects as the number of water points and the signage on the route, the hygienic ablution facilities, the marshals at registration and on route, the visible security, the safety measures and the traffic control. As highlighted in Table 4.13, the participants considered this factor to be the second most important CSF for participating in this cycling event, with it possessing a mean value of 4.00. Furthermore, the respondents indicated that the provision of an adequate number of water points (0.86) was the most important aspect of all the aspects of this factor. In ranking order, the respondents further considered the following aspects: adequate information boards regarding the sports (0.79); an adequate number of rubbish bins

at the water points and finish line (0.77); clean and hygienic ablution facilities at the start/finish points and along the route (0.71); an adequate number of marshals to direct the participants during registration and also on the race days (0.67); the visibility of security at the start, along the route and at the finish line (0.63); flowing traffic control before, during and after the race (0.55); and adequate safety measures/precautions during the race (0.37). The results that were obtained in relation to this factor concurred with previous research by Kruger and Saayman (2012), in terms of which the respondents also regarded general management as the second-most important CSF when planning and producing an endurance event. In their study, Kruger and Saayman (2012) highlighted that comfort and visibility made the Two Oceans Marathon a memorable spectator experience.

Table 4.13: Factor 6: General management

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 6: General management		4.00	0.91	0.55
Adequate number of water points along the route	0.86			
Adequate information boards on the sports	0.79			
Adequate number of rubbish bins at the water points and finish line	0.77			
Clean and hygienic ablution facilities at the start/finish points and along the route	0.71			
Adequate marshals to direct participants on registration and during the race	0.67			
Visibility of security at the start, along the route and at the finish line	0.63			
Flowing traffic control before, during and after the race	0.55			
Adequate safety measures / precautions in place during the race	0.37			

4.4.7 Factor 7: Respondents' views on event uniqueness

Another factor that was analysed to determine its importance for the participants in the 2019 CTCT was the event's uniqueness. In this regard, the feedback, as reflected in Table 4.14, indicates that, overall, the cyclists regarded the event's uniqueness as

being the third most important ranked CSF, with a mean score of 3.94, which included consideration of such aspects as the challenging nature of the event (0.79), the good reputation of the event (0.76), and the interesting nature of the route/course (0.63). The respondents further indicated that the challenging nature of the event was the most important aspect of this factor. The existing studies in this area, such as that conducted by Kaur Kler (2016) on the Mount Kinabalu International Climbathon, highlighted event uniqueness as being the most important factor for the event's participants. In addition, Freeman (2013) indicated similar reflections between the participants in relation to the event uniqueness, with the results highlighting this factor as being the second-most important factor in terms of mountain bike tourism events. The findings made suggest that event uniqueness constitutes one of the most important CSFs regarded by respondents participating in such sporting events.

Table 4.14: Factor 7: Event uniqueness

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 7: Event uniqueness		3.93	0.78	0.54
The challenging nature of the event	0.79			
The good reputation of the event	0.76			
The interesting nature of the route/course	0.63			

4.4.8 Factor 8: Respondents' views on amenities

Against the backdrop of the existing research into the CSFs relating to sporting events, the respondents were questioned as to their views in relation to the amenities that were put in place for the 2019 CTCT. In this regard, such aspects as souvenirs, food and beverages and food at the sportsgrounds (the finish location) were considered. The results of the factor analysis, as they are reflected in Table 4.15, indicate that, for the 2019 CTCT, the respondents considered the amenities to be the eighth important CSF, with a mean value of 3.38. The respondents further selected affordable and various souvenirs (0.60) as being the highest ranked aspect in the amenities category, followed by the variety of food and beverages made available (0.56), and the affordability of the available food and beverages (0.50). Conversely,

the previous research undertaken in this area by Kruger and Saayman (2012) ranked amenities as being the most important factor in terms of creating a memorable spectator experience for the participants in the Two Oceans Marathon. Additionally, and in line with the results in the current study, Pretorius et al. (2014) regarded amenities as being the sixth important CSF in terms of the respondents' participation in the FNB Wine2Whales mountain bike event. Even though the results demonstrate the varying nature of the responses regarding the importance of amenities at sporting events, amenities continue to play an important role in the overall event experience of such sports events (Kruger & Saayman, 2012). In the case of the current study, the results highlight the fact that those amenities form an important aspect in relation to the participants having a complete event experience.

Table 4.15: Factor 8: Amenities

Critical success factors of mountain bikers versus road cyclists	**Factor loading**	**Mean value**	**Reliability coefficient**	**Average. Inter-item correlation**
Factor 8: Amenities		3.38	0.84	0.65
Affordable and various souvenirs (e.g. caps, T-shirts, etc.)	0.60			
Variety of food and beverages (e.g. halal, vegetarian, etc.) available	0.56			
Availability of affordable food and beverages at the sportsgrounds	0.50			
Total variance explained	**67%**			

4.4.9 A summary of the CSFs in ranking order

Having presented the results of the factor analysis, it can be concluded that, in chronological order, the results mean the following. Emergency management was the first most important factor regarded by the participants, followed by general management. Thereafter, event uniqueness was ranked third, followed by communication and technology aspects, with destination attributes being identified as the fifth most important factor by the respondents. To conclude, accessibility was ranked as the sixth most important CSF followed by event status, and, lastly, amenities were regarded as the eighth most important CSF for the CTCT 2019.

Table 4.16: Factors in order of their importance, according to the findings

No	Critical success factor	Mean value
1	Factor 4: Emergency management	4.32
2	Factor 6: General management	4.00
3	Factor 7: Event uniqueness	3.94
4	Factor 1: Communication and technology aspects	3.75
5	Factor 2: Destination attributes	3.67
6	Factor 3: Accessibility	3.66
7	Factor 5: Event status	3.39
8	Factor 8: Amenities	3.38

4.5 A bifactor analysis of the respondents' views on the CSFs involved in participating in the CTCT

In addition to the factor analysis, a bifactor analysis was conducted to determine the differences in ranking perception between the different factors pertaining to the mountain bikers as opposed to the road cyclists. Table 4.17 highlights the comparisons between the CSFs, as perceived by both categories of cyclists.

Primarily, the mean values indicate that, overall, the respondents considered all eight factors as important CSFs. In terms of ranking, however, emergency management (F4) was considered to be the most important factor, while amenities (F8) were perceived as being the least important factor of all eight. When compared with one another, however, only four factors revealed a difference, with there being three categories of difference detected. The first was the small category, which indicated an effect size less than three (3), followed by the medium category, representing an effect size ranging from 3 to 6, and then by the large category, representing an effect size of 7 and above(Reise, Moore & Haviland, 2010:17). The CSFs that were found to be different were communication and technical aspects, destination attributes, event uniqueness and amenities. A discussion of the differences concerned follows.

Communication and technical aspects: The respondents considered communication and technical aspects to be the fourth most important factor. However, according to Table 4.17, a small difference between the two categories of mountain bikers and road cyclists was found, with an effect size of 0.27 and a t-test result of 0.0. The results obtained demonstrate that the road cyclists (mean: 3.83) considered the

communication and technical aspects as being more important than did the mountain bikers (mean: 3.61). Despite information regarding the CTCT is often well communicated through various forms of media, the above comparison indicates that both sets of cycling categories displayed slightly different inclinations regarding the importance of the CSF concerned. The findings regarding the communication and technical aspects highlight that the event organisers might have to conduct additional research with mountain bikers to find out which communication and technical aspects would be likely to enhance their event experience still further.

Destination attributes: This CSF, according to the results of the current study, ranked as the fifth most important factor. The differences between both cycling categories were assessed, with the results obtained being reflected in Table 4.17. Accordingly, the feedback indicates the presence of a major difference between the mountain bikers (3.33) and the road cyclists (3.87) regarding a comparison about destination attributes. With an effect size of 0.71 and with t-test results of 0.0, the outcomes reflect an increased inclination towards the appreciation of destination attributes by road cyclists, perhaps as a consequence of their primary motivations concerning escape and socialisation, as opposed to mountain bikers, who are most often motivated by a desire for event novelty, achievement and teamwork (Kruger et al., 2016:387).

Event uniqueness: According to the results obtained from the respondents in this study, both sets of event participants regarded event uniqueness as the third most-important CSF, with an effect size of 0.32, reflecting a moderate difference between mountain bikers and road cyclists (Table 4.17). The finding made in the above regard highlights a heightened leaning towards event uniqueness among road cyclists in comparison to among mountain bikers. The results obtained signify that the event organisers will have to offer additional aspects of event uniqueness that should appeal to mountain bikers, and that they will have to keep improving the event uniqueness aspects for road cyclists, so as to achieve customer satisfaction.

Amenities: As was previously noted, the outcomes of the current study indicate that the amenities were considered to be the eighth most important CSF (F8). The bifactor

analysis, according to Table 4.17, established that a medium difference existed between road cyclists and mountain bikers. In this regard, the road cyclists (mean: 3.55) considered amenities to be more important than did the mountain bikers (mean: 3.09), with an effect size of 0.42. The event organisers should, consequently, conduct research and find out from both groups which amenities could be improved for each category for an enhanced event experience.

The table below represents the bifactor analysis and the t-test results. The bifactor analysis revealed the results of the comparison of the two categories. The effect size indicates the factors that had a difference between the categories (mountain bikers and road cyclists). Of the eight factors, four factors indicated a significant difference between the two categories. Furthermore, a t-Test was conducted to showcase the significant differences between the two categories. In Table 4.17, the t-test results are represented and, of the eight factors, four factors represent 0.0, which means that there is a difference between the two cycling categories.

Table 4.17: Bifactor analysis results and the t-test comparison of mountain bikers versus road cyclists

Factors	Cyclists	Mean values	Effect sizes	T-test
F1: Communication and technical aspects	Mountain bikers	3.61	0.27	0.000
	Road cyclists	3.83		
F2: Destination attributes	Mountain bikers	3.33	0.71	0.000
	Road cyclists	3.87		
F3: Accessibility	Mountain bikers	3.64	0.02	0.782
	Road cyclists	3.66		
F4: Emergency management	Mountain bikers	4.22	0.23	0.008
	Road cyclists	4.39		
F5: Event status	Mountain bikers	3.29	0.16	0.045
	Road cyclists	3.44		
F6: General management	Mountain bikers	3.93	0.15	0.032
	Road cyclists	4.06		
F7: Event uniqueness	Mountain bikers	3.78	0.32	0.000
	Road cyclists	4.03		
F8: Amenities	Mountain bikers	3.09	0.42	0.000
	Road cyclists	3.56		

4.6. Summary

This chapter presented the findings, the analysis and the discussions of the study, as obtained from the respondents regarding the CSFs for participating in the CTCT. The findings of the current study were presented using figures and tables to reflect the data analysis, and to highlight pertinent implications. Key outcomes of the demographic details of the respondents indicated that the majority of the respondents were from South Africa (59%), specifically from the Western Cape province, and mainly of men (69%). The participants ranged between the ages of less than 19 years old and over 66, with an average age of 40 years old. The results also revealed that the majority of the respondents were married, well educated, and first-time attendees at the event. Only 7% of the participants from both of the cycling categories came from outside South Africa. The findings also highlighted that the event attracts more recreational cyclists than professional cyclists.

Regarding the results of the factor analysis, emergency management (F4) emerged as the most important CSF for the respondents, while amenities (F8) were considered as the least important factor. Only factors that loaded more than 3 on the factor analysis were used, with each factor consisting of a minimum of three to fourteen aspects that were rated as important by the participants. Furthermore, a bifactor analysis was conducted, with the findings indicating unanimous agreement between both sets of cyclists that all eight CSFs were important for the planning and delivering of event experiences. In comparison, the mountain bikers and road cyclists displayed differences in four of the eight factors, although only one factor (factor2: destination attributes, effect size 0.71) demonstrated a major difference. Overall, the respondents in the road cycling category displayed greater affinity to all eight CSFs than did the respondents in the mountain bike category.

In the next chapter (Chapter 5), conclusions are drawn based on the findings, and recommendations are proposed, based on the objectives of the study.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The overall aim of the study was to determine the CSFs of mountain bikers and road cyclists when participating in cycling events, using the 2019 CTCT as a case study. The first chapter provided the context to the study, and identified the knowledge gaps that the study sought to address. Furthermore, the chapter outlined the study objectives. These were: (1) to determine the profiles of the participants (i.e. the mountain bikers and the road cyclists) in the 2019 CTCT; (2) to determine the CSFs considered to be important by the mountain bikers and road cyclists taking part in the 2019 CTCT; and (3) to compare the differences in the CSFs regarded as being important by the mountain bikers and road cyclists taking part in the 2019 CTCT. Chapter 2 provided the background to the study, by means of reviewing the literature relevant to it, whereas Chapter 3 outlined the methods that were used to gather and analyse the data. Chapter 4 presented the results that were obtained, and discussed them in the context of already published relevant and influential literature. Chapter 5 draws conclusions from the findings of the study, outlines the practical implications of the findings, and identifies future research needs. Furthermore, the chapter identifies the limitations that affected the study.

5.2 Conclusion

This research met objective one, in connection with which the following conclusions were drawn. The CTCT event, which has a local and international standing, tends to attract more male than female participants. The CTCT draws a significant number of new participants each year, as evidenced by the 2019 in terms of which the majority of the participants were first-time attendees.

Objective number two was met and a factor analysis of the importance of the CSFs for participants in the CTCT was conducted. The CSFs were evaluated by the respondents in terms of a five-point Likert scale, which resulted in eight factors being drawn from 49 elements that were identified by the respondents and labelled

according to their characteristics. Based on the factor analysis, the factor scores were calculated in relation to an average for all items contributing to a specific factor, so as to interpret the scale measurement. The following factors will be reported according to their importance based on the responses received.

Emergency management displayed three aspects regarded as the most important factor of all eight factors covered for the CTCT 2019, with the provision of an adequate number of emergency personnel along the route being loaded as the most important aspect. In terms of the literature reviewed, Kruger and Saayman (2014:137) state that road cycling and mountain biking are two of the most recognised recreational activities in the world, with them offering events that can be classified as being among the most intense in terms of endurance and training exercises that take place under a variety of changing conditions. Hence, it was important to measure the emergency management, so as to ensure that the participants considered the safety issues concerned when taking part in the events. In addition, this research study was one of the first to measure the extent and effect of emergency management as a CSF for cycling events. The factor can be used in future research, in line with the participants in the cycling event indicating that emergency management was an aspect that plays a huge role in the planning and producing of such cycling events as the CTCT.

General management, which loaded as the second most important factor, consists of eight aspects corresponding to general management within the planning and production stage of an event. Provision of an adequate number of water points along the route was found to be the most important aspect in this category. Previous research by Kruger and Saayman (2012), has revealed that, when it comes to sporting events, the participants still consider general management to be the second most important factor of the CSFs regarded by the participants in terms of the planning and staging of events like the CTCT. As the CSF concerned is considered to be important for the success of any event, the current study should be able to assist event managers in identifying the management aspects influencing the participants' decision to attend the event.

Event uniqueness loaded as the third most important factor, due to its contribution to the reputation of an event and the cycling routes chosen. The factor consists of three aspects relating to event uniqueness, with the challenging aspect of the event being regarded as the most important. Walker and Walker (2011:10) state that, for a sporting event including cycling events, the scenery of the location, along with the amount of knowledge held regarding the needs of the visitors, play a substantial role in the inclusive involvement of the visitors. Hence, the event organisers are expected to undertake a substantial amount of research regarding what their target market wants to experience or see when participating in the event. With such knowledge, as the organiser involved in packaging the event, one is able to offer the benefits of enhanced management experience to the participants.

The communication and technology aspects, which loaded as the fourth most important factor, consisted of 15 aspects pertaining to such aspects. The factor revealed the existence of flowing communication between the participants and the event personnel to be regarded as an important aspect of the CTCT. Event sport management is regarded as a complex process, with it being the type of sports event concerned that determines the managerial aspects that are required to host and organise a memorable event for both the participants and the spectators involved (Kruger & Saayman, 2012:65). Having flowing communication that uses extra technological tools to enhance the visitor's experience tends to play a fundamental role in securing returning participants, with it enabling management to understand the evolution of the needs of the participants.

The destination attributes loaded as the fifth most important factor in terms of the factor analysis. The factor included eight aspects related to destination attributes, with the favourability of the expected weather conditions being the most important aspect of the eight included. Based on the previous research conducted, sporting events have been found to produce visitor expectations regarding the experience that the participants would have when attending the event. The expectations are often predisposed by two key aspects, namely (1) the route and distance of the race, and (2) management features regarding the organisation of the event (Larson & Won,

2012:44). Together with the analysis of the results, it was revealed that this is an aspect considered by participants before entering a cycling event.

The five similar aspects related to access used to draw conclusions on the issue of accessibility included the provision of an adequate amount of parking, with the arrangements close to the race start being of key importance to the participants' convenience. The event team needs to ensure that the chosen location of the event will offer a type of event that helps to ensure the accessibility of all participants and that is within the budgetary requirements, enabling the successful showcasing of the planning and producing of events.

Event status, which ranked seventh in the factor analysis, included four similar aspects, with the professionalism of the cycling component being regarded as the most important aspect by the respondents concerned. The factor loading involved showcased that the event status or event attractiveness, as the aspect has been labelled by previous researchers, is important, although it is not a factor of major significance in the planning and producing of an event like a cycle tour. The event organisers of the event were already aware that participants tend to choose to take part in the event due to its professional and international standards, together with the scenic route around the Peninsula that the event offers. However, such is not the only factor determining the participation of those concerned. The event organisers can invest in other ways in enhancing the event status, based on how the participants in such events have evolved over the years.

Amenities were ranked as the eighth most important factor for the 2019 CTCT. The factor analysis loaded three aspects that form this factor, with the affordability and variety of souvenirs being regarded as the most important aspect. In previous research, amenities have been identified as falling within the range of being the most, or the third most, important factor. For the 2019 CTCT, amenities were regarded as an important factor, possible because the participants did not find the supply of souvenirs to be a determining factor in terms of participating in an event. However, the event organisers were able to use the factor as a marketing tool for attracting new participants, by means of providing amenities regarded as suitable by the participants.

The present research fulfilled its third objective, being to compare the differences in CSFs regarded as important for the successful delivery of the CTCT. A bifactor analysis was used to identify the differences between the factors regarded as important by the respondents participating in the 2019 CTCT. Although all eight factors were regarded as being important in relation to the CTCT, differences were found in four factors. Factor 1: communication and technical aspects, indicated the existence of a small difference, in terms of the aspects, between the road cyclists and the mountain bikers. The results indicated that the road cyclists considered such aspects as being of some importance to them. For the planning of such an event, the organisers might have to find a way of enhancing and implementing additional communication aspects. Factor 2 indicated a large difference between the two categories in terms of destination attributes, with the road cyclists involved considering the destination attributes to be an important factor involved. Such a finding could influence the event team to enhance the destination attributes that the participants highlighted as being important to their event.

Factor 7 indicated a moderate difference between the two categories when it came to event uniqueness. In comparison to the mountain bikers, the road cyclists indicated that they considered event uniqueness to be an important factor. Such importance is due to the nature of the two routes explored, with the mountain bikers experiencing having to cope with an uneven landscape and with the road cyclists expecting the event to be planned in a manner that would challenge them and enable them to acquire a good reputation. Lastly, in terms of factor 8 (amenities), the results of the bifactor analysis revealed a moderate difference between the mountain biker and road cyclist respondents. The road cycling participants considered the amenities to be more important for their event experience than did the mountain bikers. The acknowledgement of such importance is due to the road cyclists looking for a fully rounded experience when attending a cycling event, whereas the mountain bikers tended to focus on the adventure aspect of the event. The previous research conducted on mountain bikers and road cyclists thus far reveals that the participants tend to have different needs, which leads to a call for different event packaging for each of the two categories (Kruger & Saayman, 2014:138).

5.3 Recommendations

Event tourism has been noted as being a major contributor to the South African tourism sector in relation to the hosting of major events that attract multiple participants, who could have a major impact on the host country. The CSFs involved need to be considered when hosting an event, so as to be able to ensure that all the aspects relating to visitor satisfaction have been applied to their full potential during the planning and staging of the event. Hence, it is recommended that all the parties involved should cooperate with one another, so as to be able to devise ways and means of benefiting the event attendees, the event organisers and the authorities involved. The above-mentioned conclusions were drawn from the research objectives, with the relevant finding identifying various characteristics in relation to the CSFs that are present in the case of cycling events, and especially in the case of the CTCT. The results revealed the lack of research in the field of CSFs in terms of the sporting events, especially in relation to such events that cater for two different cycling categories. The results also revealed that, as cyclists are not a homogeneous group, they tend to require different event delivery for each different cycling category. The following recommendations are made for the event role players within the tourism industry, according to the CSFs acknowledged to be present at a cycling event that caters for two different cycling categories, namely mountain bikers and road cyclists.

5.3.1 Event managers

An event manager's duties include being aware of the various aspects that contribute to the success of an event and that serve to create a memorable visitor experience. It is recommended that event managers be aware of the CSFs of a cycling event that caters for two different cycling categories. The knowledge of the CSFs should assist with achieving the successful hosting of such events. As the event organisers tend to play a major role in the success of an event, it is recommended that event organisations employ staff members who are trained and experienced in the tourism industry, especially in terms of event management. Doing so should allow the staff to remain continuously aware of the evolving trends in, and ways of, hosting successful events. The results of the current research indicate that various aspects tend to play a crucial role in considering the success of an event like the CTCT. The results

showcase the fact that the members of the two cycling categories tend to have different preferences, which indicates to management that they should differentiate between the event catering for the two categories. As each cycling category is unique, the consideration of CSFs should specifically apply to each category (mountain biking or road cycling). Furthermore, event organisers should consider safety as a very important factor. Therefore, event organisers need to conduct a study to determine whether their current safety measures are on par and then adapt and measure again afterwards seeing as this is really important to participants.

5.3.2 Local community

When events like the CTCT take place, job opportunities are created, so as to contribute to the success of the event. The roles of security, of the organising team, and of the vendors and ushers are created. Therefore, the management team is advised to use the skills of the local community, in the form of training and appointing them to fill the available job openings. The event company can create employment opportunities for upcoming events management, logistics, sports management and marketing graduates, which should give them an opportunity to gain industry-related experience, and which should provide the organisation with a chance to obtain fresh new ideas, in terms of which they could enhance their event experience. Regarding the various locations used for the registration and final event, management could consider using the local community members as their staff, and they could also allow the members to promote their business during the event registrations and final event. Such a process could be undertaken as an annual exercise, so as to ensure that the local community has a fixed opportunity to grow their source of income. Doing so would allow the local community to become part of the event experience and to further develop the community concerned.

5.4 Limitations of the study

According to Ross and Zaidi (2019:261), the limitations of a study represent weaknesses within the study that might influence the outcomes and conclusions of the research. The weaknesses can be associated with the chosen study design, the statistical model constraints or the funding, or other factors that could be outside the researcher’s control (Hubert et al., 2018:255).

The current study was limited to the participants in the CTCT, in terms of the registration and exposition of the event. Only those over the age of 18 years old were allowed to participate in the survey, with any other participants requiring parental consent to contribute to the study. The result was that few young participants took part in the study. The majority of the cyclists were reluctant to participate in the study. However, they were made aware that the results obtained would be used to assist with the planning and delivery of the event, and that their identity would be kept confidential. More of the participants were then prepared to take part in the study. The Cape Peninsula University of Technology's lack of the services of an in-house statistician placed a financial constraint on the researcher, as the author had to source a statistician and funds to pay for the service, which resulted in delaying the completion of the study. Finding an appropriate event for the pilot test was challenging, as there were few events of a similar nature. The researcher piloted the questionnaire with some of the cyclists who train in the Sea Point and Camps Bay areas of Cape Town.

5.5 Future research direction

The study mainly set out to determine the CSFs considered to be important for the CTCT. Based on the outcomes, eight CSFs were identified as being important. In comparison with the previously undertaken research, the ranking of the CSFs appeared to be similar in some cases and different in others. It is, therefore, important to continue investigating the CSFs, because different events reflect different trends and patterns. Such investigation could assist in identifying the reasons for shifts in CSF consideration, in the light of the current study reflecting such shifts.

The current study was undertaken in 2019, before the outbreak of the Covid-19 pandemic. As such, the need exists to undertake research that considers CSFs in the context of emerging crises. Such research could provide frameworks and guidelines on the policies and protocols to be adopted when planning such events in the context of the occurrence of pandemics. The situation is so, especially with regard to countries like France having recently hosted the Tour De France, while the CTCT has been cancelled for a second year in a row.

As was previously noted, the current study focused on the views of the participants in the CTCT regarding the CSFs relating to the event. Investigating the views of other stakeholders on the CSFs for such events should prove to be beneficial. Such outcomes could not only be compared to those obtained in relation to the cyclists participating in the CTCT, but they could also contribute towards the establishment of more effective and efficient frameworks for event management.

Research should be undertaken regarding what motivates the participants to take part in such unique cycling events as the CTCT. A comparative study could be undertaken into the motives of mountain bikers, in comparison to the motives of road cyclists. The research would be able to assist the event team to enhance certain aspects of event planning and to produce more memorable event experiences than those of the past.

Considering the differences that are present in relation to the CSFs of a cycling event during a pandemic to those present prior to the onset of the pandemic should enable a researcher to determine how the pandemic affects the way in which the participants rate the success of a cycling event.

An economic impact study could also be performed to determine the impact of CTCT on the local tourist economy. Such an analysis would provide an opportunity for determining the impact of the event on a wide-ranging scale, including its impact on the South African GDP.

A knowledge gap exists regarding what the participants regard as being important when attending a cycling event, or what attracts them to participating in such events (Myburgh et al., 2018). Such research could be used as an educational tool for improving the management skills of the organiser for the purpose of attaining enhanced events delivery skills. Future research could involve the development of a framework focused around the CSFs that cyclists regard as important when participating in cycling events. Further research could also be done in terms of developing a framework centred around the core expectations of cyclists and/or mountain bikers choosing to participate in sporting events.

Longitudinal studies should be conducted on the multiple different scales of various cycling events, so as to determine the CSFs important to cyclist participants in various size events. Conducting research into such events could extend the body of knowledge and understanding of the impacts that such events have on socioeconomic issues. Research could be done into cycling events to assist management to identify the CSFs important to the event participants in different cycling categories. Such research would be likely to promote effective marketing, as different marketing segments would be used to cater effectively for the different cycling categories. Conducting CSF-related research would be likely to help the event organisers to determine the nature of consumer behaviour, as the individuals involved would evolve continuously, which would enable the organisers to deliver an effective experience. The results of the above-mentioned future research could also help managers and educators to enhance the relevant management aspects with regards to what the participants consider as important at cycling events, so as to ensure return participation and a memorable experience for all.

5.6 Concluding remarks

The current chapter, which provided the conclusions and recommendations based on the stated objectives, could be used by the event planners and organisers of such events as the CTCT for future event planning and delivery purposes. The study aimed to evaluate the CSFs considered by cyclists participating in the CTCT. While establishing the CSFs considered to be critical for the organisation of both of the cycling event categories of the CTCT, the research further unpacked the differences between the two different categories of participants at the 2019 CTCT event. Doing so was intended to highlight the non-homogenous nature of each participant group in relation to the other as well as to provide both planning and organisational professionals with the requisite understanding that planning cycling events requires full understanding of the needs of each category. The study further contributes to the existing body of knowledge on the debates and discussions occurring around CSFs within the sporting events sector, with specific focus on cycling events. The recommendations made are intended to assist the relevant event stakeholders with the planning, organising and delivery of such events in a manner that is likely to

enhance the visitors' experience, to encourage return participation and to offer effective service to the participants.

REFERENCES

Achu, F.N. 2011. Resident African immigrants' perceptions of the 2010 FIFA World Cup and its associated African legacy: a case study of Cape Town. Unpublished Master's thesis. Cape Peninsula University of Technology, Cape Town, South Africa.

Akhtar, I., 2016. Research design. In *Research in Social Science: Interdisciplinary Perspectives*. New Delhi: Academia.

Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2005.*Festival and special event management.* 3rd ed. Milton, Qld.: Wiley.

Amade, B., Ubani, E.C., Omajeh, E.O.M., Anita, U. & Njoku, P. 2015. Critical success factors for public sector construction project delivery: a case of Owerri, Imo State. *International Journal of Research in Management, Science and Technology*, *3*(1):11-21.

Andersson, T.D., Getz, D. & Mykletun, R.J. (eds). 2014. *Festival and event management in Nordic countries*. Oxford: Routledge.

Arif, M.J.& Shalhoub, M.H.B. 2014. Critical success factors with its effective role in knowledge management initiatives in public and private organizations in Saudi Arabia: experts perspectives. *Life Science Journal*, *11*(6):636-645.

Arnegger, J. & Herz, M. 2016. Economic and destination image impacts of mega-events in emerging tourist destinations. *Journal of destination marketing & management*, *5*(2):76-85.

Artino Jr, A.R., La Rochelle, J.S., Dezee, K.J. & Gehlbach, H. 2014. Developing questionnaires for educational research: AMEE Guide No. 87. *Medical Teacher*, 36(6):463-474.

Bama, H.K.N. & Nyikana, S. 2021. The effects of COVID-19 on future domestic travel intentions in South Africa: a stakeholder perspective. *African Journal of Hospitality, Tourism* Backman *and Leisure*, 10(1):179-193.

Bama, H.K.N. 2011. Residents' perceptions of the 2020 FIFA World Cup three months prior to the event: case study of a suburb in Cape Town, South Africa. Unpublished Master's thesis. Cape Peninsula University of Technology, Cape Town, South Africa.

Bama, H.K.N. & Tichaawa, T.M. 2016. Mega-event infrastructure development and sustainability contestations in the developing context: the 2010 FIFA World Cup in South Africa. *African Journal of Hospitality, Tourism and Leisure, 5*(3):1-18.

Bazzanella, F., Muratore, N., Schlemmer, P.A. & Happ, E. 2021. How the Covid-19 pandemic influenced the approach to risk management in cycling events. *Journal of Risk and Financial Management*, 14(7):296.

Besser, T. L., & Miller, N. (2011). The structural, social, and strategic factors associated with successful business networks. Entrepreneurship and Regional Development, 23:3–4.

Bladen, C., Kennell, J., Abson, E. & Wilde, N. 2012. *Events management.* Abingdon: Routledge.

Bob, U. & Potgieter, C. 2013. Mega-events and tourism impacts: foreign visitor perceptionsof the 2010 FIFA World Cup in South Africa. *Journal of Human Ecology*, 43(1):71-82.

Bogachova, I. & Chala, K. 2016. What is sport tourism? Unpublished PhD thesis. National University of Food Technologies, Kyiv Campus, Ukraine.

Bouhaouala, M. 2015. *Who are consumers of sport tourism? A socio-economic approach*. *The 3rd International Conference on Hospitality, Leisure, Sport and Tourism*, *22-24 July 2015*. Tokyo: Waseda University.

Bowdin, G., Allen, J., Harris, R., McDonnell, I. & O'Toole, W. 2012. *Events management*. Oxford: Routledge.

Bowdin, G., Allen, J., O'Toole, W., Harris, H. & McDonnell, I. 2001*. Events management*. Glasgow: Butterworth-Heinemann.

Bowdin, G., Allen, J., O'Toole, W., Harris, H. & McDonnell, I. 2006. *Events management.* 2nd ed. Oxford: Butterworth-Heinemann.

Bowdin, G., Allen, J., O'Toole, W., Harris, R. & McDonnell, I. 2012. *Events management.* 2nd ed. Oxford: Butterworth-Heinemann.

Bowdin, G.A.J., McPherson, G. & Flinn, J. 2006. *Identifying and analysing existing research undertaken in the events industry: a literature review for People 1st.* Leeds: Association for Events Management Education, University of the West ofScotland.

Brace, I. 2018. *Questionnaire design: how to plan, structure and write survey material for effective market research*. London: Kogan Page.

Breivik, G., 2010. Trends in adventure sports in a post-modern society. *Sport in society*, *13*(2):260-273.

Brittain, S., Ibbett, H., De Lange, E., Dorward, L., Hoyte, S., Marino, A., Milner-Gulland, E.J., Newth, J., Rakotonarivo, S., Veríssimo, D. & Lewis, J. 2020. Ethical considerations when conservation research involves people. *Conservation Biology*, 34(4):925-933

Bronikowska, M. and Groll, M., 2015. Definition, classification, preservation and dissemination of traditional sports & games in Europe. *Tafisa Recall, Games of the Past, Sports for Today*,1-10.

Bryman, A. 2016. *Social research methods*. Oxford: Oxford University Press.

Brynard, D.J., Hanekom, S.X. & Brynard, P. 2014. *Introduction to research*. Pretoria: Van Schaik.

Bullen, C.V. & Rockart, J.F. 1981. *A primer on critical success factors*. Cambridge, MA: Center for Information Systems Research, MIT Sloan School of Management.

Bullen, C.V. & Rockart, J.F. 1986. A primer on critical success factors. In Bullen, C.V. & Rockart, J.F. (eds). *The rise of managerial computing*. Homewood, IL, Dow Jones-Irwin: 383-423.

Burning, R.J. & Gibson, H.J. 2017. The role of travel conditions in cycling tourism: implications for destination and event management. *Journal of Sport & Tourism*, 20(3-4):175-193.

Camilleri, M.A. 2018. *Travel marketing, tourism economics and the airline product.* Cham: Springer.

Cape Town Cycle Tour. 2018. *Cape Town Cycle Tour history*. https://www.capetowncycletour.com/cape-town- cycle-tour-history/ [5 June 2018].

Cape Town Cycle Tour (CTCT). 2020a. Cape Town Cycle Tour history. https://**Error! Hyperlink reference not valid.**[15 January 2020].

Cape Town Cycle Tour (CTCT). 2020b. Cape Town Cycle Tour MTB Challenge. https://www.capetowncycletour.com/cape town-cycle-tour-history/ [28 August 2020].

Cohen, R., 2016. *Sport psychology: the basics: optimising human performance*. Bloomsbury Publishing.

Cöster, F., Engdahl., M. & Svensson, J. 2014. Critical success factors: an evaluation to identify strategic capabilities. Unpublished Bachelor's dissertation. Linnaeus University, Växjö, Sweden.

Creswell, J.W. 2014. *A concise introduction to mixed methods research*. Thousand Oaks, CA: SAGE.

Creswell, J.W. 2014. *Research design: qualitative, quantitative and mixed methods approaches*. 4th ed. Thousand Oaks, CA: SAGE.

Cserháti, G. & Szabó, L. 2014. The relationship between success criteria and success factors in organisational event projects. *International Journal of Project Management,* 32(4):613-624.

Cycling South Africa. 2018. *About road cycling*. https://www.cyclingsa.com/about-road-cycling/ [12 July 2018].

Deaner, R.O., Balish, S.M. & Lombardo, M.P. 2016. Sex differences in sports interest and motivation: an evolutionary perspective. *Evolutionary Behavioral Sciences*, 10(2):73-97.

Deelen, I., Ettema, D. & Kamphuis, C.B., 2018. Sports participation in sport clubs, gyms or public spaces: How users of different sports settings differ in their motivations, goals, and sports frequency. *PloS one*, *13*(10):0205198.

Deenihan, G. & Caulfield, B. 2015. Do tourists value different levels of cycling infrastructure? *Tourism Management*, 46:92-101.

Derom, I. & Van Wynsberghe, R. 2015. Extending the benefits of leveraging cycling events: evidence from the Tour of Flanders. *European Sport Management Quarterly*, 15(1):111-131.

Dickinson, J.E. & Robbins, D., 2009. “Other people, other times and special places”: A social representations perspective of cycling in a tourism destination. *Tourism and Hospitality Planning & Development*, *6*(1):69-85.

Dirtopia. n.d. Discover the soul of singletrack. http://www.dirtopia.co.za. [12 September 2021].

Dolbysheva, N. 2020. Fundamentals of long-term training systems in mind sports. *Human Movement*, 21(3):1-20.

Dowson, R. and Bassett, D., 2015. *Event planning and Management: A practical handbook for pr and events professionals*. Kogan Page Publishers.

Du Cros, H. & McKercher, B. 2014. *Cultural tourism.* Abingdon: Routledge.

Dudovskiy, J. 2016. *The ultimate guide to writing a dissertation in Business Studies: a step-by-step assistance*. New York: SAGE.

Elsayir, H.A., 2014. Comparison of precision of systematic sampling with some other probability samplings. *American Journal of Theoretical and Applied Statistics*, *3*(4):111-116.

Erasmus, L.J.J. 2012. Key success factors in managing the visitors’ experience at the KleinKaroo National Arts Festival. Unpublished Master’s dissertation. North West University, Potchefstroom, South Africa.

Escalante, Y. & Saavedra, J.M., 2012. Swimming and aquatic activities: state of the art. *Journal of Human Kinetics*, *32*:5.

Etiosa, O. 2012. The impacts of event tourism on host communities – the city of Pietarsaari.Unpublished Honours dissertation. Central Ostrobothnia University of Applied Sciences, Kokkola, Finland.

European Cyclists’ Federation. 2021. Road safety and road user behaviour: how can we make cycling safer? https://ecf.com/news-and-events/news/road-safety-and-road-user-behaviour-how-can-we-make-cycling-safer [10 June 2021].

Eyewitness News. 2014. *Cape Argus renamed to Cape Town Cycle Tour*. https://ewn.co.za/2014/09/24/Cape-Argus-renamed [27 March 2015]

Ferreira, M. 2015. A critical assessment of sport consumption at endurance events in South Africa. Unpublished PhD thesis, North-West University, Potchefstroom, South Africa.

Freeman, R. 2013. Mountain bike tourism and community development in British Columbia: critical success factors for the future. Unpublished Master’s thesis. Royal Roads University, Victoria, Canada.

Frefer, A.A., Mahmoud, M., Haleema, H. & Almamlook, R. 2018. Overview success criteria and critical success factors in project management. *Industrial Engineering & Management*, 7:244.

Fryer, K.J., Antony, J. & Douglas, A., 2007. Critical Success Factors of Continuous Improvement in the Public Sector: A review of literature and some key findings. *The TQM Magazine*, *19*(5).

Füssl, E. & Haupt, J. 2017. Understanding cyclist identity and related interaction strategies: a novel approach to traffic research. *Transportation Research Part F: Traffic Psychology and Behaviour*, 46:329-341.

Gammon, S. 2015. Sports events: typologies, people and place. In Page, S.J. & Connell, J.(eds). *The Routledge handbook of events*. Abingdon: Routledge: 119-128.

Gatterer, H., Niedermeier, M., Pocecco, E., Frühauf, A., Faulhaber, M., Menz, V., Burtscher, J., Posch, M., Ruedl, G. & Burtscher, M. 2019. Mortality in different mountain sports activities primarily practiced in the summer season – a narrative review. *International Journal of Environmental Research and Public Health*, 16(20):259.

George, R. 2015. *Managing tourism in South Africa.* 2nd ed. Cape Town: Oxford University Press Southern Africa.

Getz, D. 1997. *Event management and event tourism.* New York: Cognizant Communication Corporation.

Getz, D. 2005. *Event management and event tourism.* 2nd ed. New York: Cognizant Communication Corporation.

Getz, D. 2008. Event tourism: definition, evolution, and research. *Tourism Management,* 29(3):403-428.

Getz, D. 2010. The nature and scope of festival studies. *International Journal of Event Management Research*, 5(1):1-47.

Getz, D. 2012. Event studies: discourses and future directions. *Event Management*, 16(2):171-187.

Getz, D. 2013. *Event tourism: concepts, international case studies and research*. Putnam Valley, NY: Cognizant Communications.

Getz, D. 2015. Festival and event, tourism. In Jafari, J. & Xiao, H. (eds). *Encyclopedia of Tourism*. Cham: Springer International Publishing: 1-4.

Getz, D., Svensson, B., Peterson, R. & Gunnervall, A. 2012. Hallmark events: definition, goals and planning process. *International Journal of Event Management Research*, 7(1/2):47-67.

Getz, D. & Page, S.J. 2016. Progress and prospects for event tourism research. *Tourism Management,* 52:593-631.

Ghauri, P. & Gronhaug, K. 2005. Research methods in business studies. Harlow, FT: Prentice Hall.

Giampiccoli, A., Lee, S. & Nauright, J. 2013. Destination South Africa: comparing global sports mega-events and recurring localised sports events in South Africa for tourism and economic development. *Current Issues in Tourism,* 18(3):229-248.

Giddy, J.K. 2019. The impact of extreme weather on mass-participation sporting events: the case of the Cape Town Cycle Tour. *International Journal of Event and Festival Management*, 10(2):95-109.

Griffin, R.K., 1995. A categorization scheme for critical success factors of lodging yield management systems. *International Journal of Hospitality Management*, *14*(3-4):325-338.

Goldblatt, J., 2013. *Special events: creating and sustaining a new world for celebration*. New York: Wiley Global Education.

Goldblatt, J. (ed.). 2011. *Special events: a new generation and the next frontier.* 6th ed. Somerset, NJ: Wiley.

Gursoy, D., Kim, K. & Usyal, M. 2004. Perceived impacts of festivals and special events byorganizers: an extension and validation. *Tourism Management,* 25(2):171-182.

Hall, C.M. 1989. The definition and analysis of hallmark tourist events. *GeoJournal*, 19(3):263-268.

Holmes, K., Hughes, M., Mair, J. & Carlsen, J., 2015. *Events and sustainability*. Abingdon: Routledge.

Huber, L., Suzuki, R., Krüger, T., Frey, E. and Bausch, A.R., 2018. Emergence of coexisting ordered states in active matter systems. *Science*, *361*(6399):255-258.

International Bicycle Fund. 2018. Bicycle racing. http://www.ibike.org/encouragement/racing.htm [14 July 2018].

Iram, N., Khan, B. and Sherani, A.W., 2016. Critical factors influencing the project success: An analysis of projects in manufacturing and construction in Pakistan. *Arabian Journal of Business and Management Review (Oman Chapter)*, *6*(2):.20.

Ismail, F. 2014. The critical success factors of event management: a focus on meetings, incentives, conventions & exhibitions (MICE) in Malaysia. PhD dissertation. Universiti Tun Hussein Onn Malaysia, Batu Pahat, Malaysia.

Ismail, N., Kinchin, G. & Edwards, J.A., 2018. Pilot study, does it really matter? Learning lessons from conducting a pilot study for a qualitative PhD thesis. *International Journal of Social Science Research*, *6*(1):1-17.

Israel, G.D. 2009. Determining sample size. http://www.edis.ifas.ufl.edu/pdffiles/pd/pd00600.pdf [6 July 2017].

Jago, L.K. & Shaw, R.N. 1998. Special events: a conceptual and definitional framework. *Festival Management and Event Tourism,* 5(1/2):21-33.

Jamil, N. 2020. Understanding probability sampling techniques: Simple random sampling, systematic sampling, stratified sampling and cluster sampling. https://www.researchgate.net/publication/346311717_Understanding_probability_sampling_techniques_Simple_Random_Sampling_Systematic_sampling_Stratified_sampling_and_Cluster_sampling

Jayaraman, K. & Teo, L.K., 2010. A conceptual framework for critical success factors of Lean Six Sigma. *International Journal of Lean Six Sigma*, 1(3):191-215.

Jones, T.L., Baxter, M.A.J. & Khandwa, V. 2013. A quick guide to survey research. *Annals of The Royal College of Surgeons of England*, *95*(1):5-7.

Joshi, A., Kale, S., Chandel, S. & Pal, D.K., 2015. Likert scale: explored and explained. *British Journal of Applied Science & Technology*, 7(4):396-403.

Kler, B.K., 2016. The world's toughest mountain race: Key success factors of 25 years of the Mount Kinabalu International Climbathon. *International Journal of Event and Festival Management*, 7(2):117-136.

Kim, W. & Walker, M. 2012. Measuring the social impacts associated with Super Bowl XLIII: preliminary development of a psychic income scale. *Sport Management Review*, *15*(1):91-108.

Kim, W., Jun, H.M., Walker, M. & Drane, D. 2015. Evaluating the perceived social impacts of hosting large-scale sport tourism events: scale development and validation. *Tourism Management*, 48:21-32.

Knott, B., Fyall, A. & Jones, I. 2017. Sport mega-events and nation branding: unique characteristics of the 2010 FIFA World Cup, South Africa. *International Journal of Contemporary Hospitality Management*, 29(3):900-923.

Kobiela, F. 2018. Should chess and other mind sports be regarded as sports? *Journal of the Philosophy of Sport*, 45(3):279-295.

Kokolakis, S. 2018. Critical success factors and their implementation in sports events organisation and management. Unpublished PhD thesis. University of Stirling, Stirling, Scotland.

Kruger, M., Myburgh, E. & Saayman, M. 2016. A motivation-based typology of road cyclists in the Cape Town Cycle Tour, South Africa. *Travel and Tourism Marketing*, 33: 380-403.

Kruger, M. & Saayman, M. 2012.Creating a memorable spectator experience at the Two Oceans. *Journal of Sports Tourism*, 17(1):63-77.

Kruger, M. & Saayman, M., 2014. How do mountain bikers and road cyclists differ? *South African Journal for Research in Sport, Physical Education and Recreation*, *36*(2):137-152.

Kruger, M. & Saayman, M. 2017. An experience-based typology for natural event tourists. *International Journal of Tourism Research,* 19(5):605-617.

Kruger, M., Viljoen, A. & Saayman, M. 2013. Who pays to view wildflowers? *Journal of Ecotourism*, 12(3):146-164.

Lamont, M. 2009. Reinventing the wheel: A definitional discussion of bicycle tourism. *Journal of Sport & Tourism*, 14(1):5–23.

Larson, D.J. & Won, D. 2012. Road cycling event preferences for racing cyclists. *International Journal of Sports Marketing and Sponsorship*, 13(2):27-42.

Lee, H., Martin, D.T., Anson, J.M., Grundy, D. & Hahn, A.G. 2002. Physiological characteristics of successful mountain bikers and professional road cyclists. *Journal of Sports Sciences*, 20(12):1001-1008.

Leeds, M.A., 2008. Do good Olympics make good neighbors?. *Contemporary Economic Policy*, *26*(3):460-467.

Legessea, K., Hasrani, S., Gebretensay, M. & Tekelehaimanot, S. 2020. A descriptive study on cycling competition and event organization among South Africa and Ethiopia. *GIS Business*, 15(5):580-586.

Lejárraga, I. & Walkenhorst, P., 2013. Economic policy, tourism trade and productive diversification. *International Economics*, *135*:1-12.

Leiper, N. 2004. *Tourism management*. 3rd ed. Frenchs Forest, NSW: Pearson HospitalityPress.

Lepp, A. & Gibson, H., 2003. Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, *30*(3):606-624.

Lemmetyinen, A. & Go, F.M. 2009. The key capabilities required for managing tourism business networks. *Tourism Management*, 30(1):31-40.

Lin, S.W. 2016. The critical success factors for a travel application service provider evaluation and selection by travel intermediaries. *Tourism Management*, 56:126-141.

Maditinos, Z.J., Vassiliadis, C. & Charlebois, S. 2016. Mega events: challenges for contingency planning, opportunities for tourist promotion in Crete. *International Conference of Trends, Impacts and Policies on Tourism Development, Heraklion, Greece, 15-18 June 2006.*

Maguire, M.J. 2017. Activating heterotopia through knowledge design: the case of the Krêkvars-Kopanong Student Arts Festival. Unpublished Master's dissertation. University ofPretoria, Pretoria, Gauteng.

Mair, J. 2009. The events industry: the employment context. In Thomas, B., Deery, M., Hanlon, C., Lockstone, L. & Smith, K. (eds). *People and work in events and conventions: aresearch perspective.* Cambridge: CABI: 3-16.

Manners, B. 2011. The critical success factors for managing the visitor experience at a majormusical event. Unpublished Master's dissertation. North West University, Potchefstroom, South Africa.

Manners, B. 2013. Critical assessment of live music performances in creating a memorable experience: A demand and supply perspective. Unpublished PhD dissertation. North-West University, Potchefstroom, South Africa.

Masterman, G., 2010. *Strategic sports event management*. Routledge.

Maree, K. 2016. *First steps in research2*. 2nd ed. Pretoria: Van Schaik.

Mboumba, G.N. 2017. *The tourism impacts of the 2012 Confederation of African Football (CAF) Nations Cup in Gabon*. Unpublished Master's dissertation. Cape Peninsula University of Technology, Cape Town, South Africa.

Metsi, P.I. 2017. The spending behaviour of attendees at a music festival in South Africa. Unpublished Master's dissertation. North-West University, Potchefstroom, South Africa.

McKay, T., Coumbias, M. & Kotze, N. 2021. Leisure cycling entrepreneurialism in

Johannesburg, South Africa. *African Journal of Hospitality, Tourism and Leisure*, 10(5):1533-1548.

Millar, N.S. 2003. *How to organize a birding or nature festival.* Colorado Springs, CO: American Birding Association.

Mostafa, S. & Ahmad, I. 2017. Recent developments in systematic sampling. *Review. Journal of Statistical Theory and Practice*. 12(2):290-310.

Moularde, J. 2015. Mountain bikers' attitudes towards mountain biking tourism destinations. Unpublished Master's thesis. Victoria University of Wellington, Wellington, New Zealand.

Muller, M. 2015. What makes an event a mega-event? Definitions and sizes. *Leisure Studies*, 34(6):627-642.

Myburgh, E., Kruger, M. & Saayman, M. 2018. Aspects influencing the commitment of endurance athletes: a tourism perspective. *Sport and Tourism*, 1-27, March.

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.

Oklobdžija, S. 2015. The role of events in tourism development. *BizInfo Journal*, 6(2): 83-97.

Oosterhuis, H., 2016. Cycling, modernity and national culture. *Social History*, *41*(3), pp.233-248.

Oliphant, K.B. 2012. Profiling of attendees at a hallmark event. Unpublished Master's dissertation. Tshwane University of Technology, Pretoria, South Africa.

Page, S.J. & Connell, J. 2014. *The Routledge handbook of events*. Oxford: Routledge.

Pellissier, R. 2008. *Business research made easy*. Cape Town: Juta.

Perić, M., Vitezić, V. and Badurina, J.Đ., 2019. Business models for active outdoor sport event tourism experiences. *Tourism Management Perspectives*, *32*, p.100561.

Prati, G. 2018. Gender equality and women's participation in transport cycling. *Journal of Transport Geography*, 66:369-375.

Punch, K.F. 2013. *Introduction to social research: Quantitative and qualitative approaches*. London: SAGE.

Pretorius, S.C., Prinsloo, J.J., Fourie, E. & Pelser, T.G. 2014. Success criteria of the FNB Wines-2-Whales Mountain bike events. *African Journal of Hospitality, Tourism and Leisure,*5(4).

Proos, E. & Haarhoff, R. 2018. The fat lady has sung for the Gariep Arts Festival, Kimberley, South Africa-What now? *African Journal of Business and Economic Research (AJBER)*, 13(3):205-223.

Queirós, A., Faria, D. & Almeida, F. 2017. Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*, 3(9),

Quick, J. & Hall, S. 2015. Part three: the quantitative approach. *Journal of Perioperative Practice*, *25*(10):192-196.

Quinn, B. 2013. *Key concepts in event management*. London: SAGE.

Raj, R., Walters, P. & Rashid, T. 2017. *Events management: principles and practice.* 2nd ed. London: SAGE.

Resnik, D.B. 2015. What is ethics in research and why is it important? https://**Error! Hyperlink reference not valid.**[12 September 2021].

Ritchie, J.R.B. 1984. Assessing the impacts of hallmark events: conceptual and researchissues. *Journal of Travel Research*, 23(1):2-11.

Ritchie, B.W., Tkaczynski, A. & Faulks, P., 2010. Understanding the motivation and travel behavior of cycle tourists using involvement profiles. *Journal of Travel & Tourism Marketing*, *27*(4):409-425.

Robinson, S., 2012. Constructing teacher agency in response to the constraints of education policy: Adoption and adaptation. *Curriculum Journal*, *23*(2):231-245.

Rockart, J.F. 1979. Chief executives define their own data needs. In Rockart, J.F. & Bullen, C.V. (eds). *The rise of managerial computing: the best of the Center for Information Systems Research.* Cambridge, Mass.: Sloan School of Management, MIT: 207-234.

Rogerson, J.M. & Harmer, D. 2015. A 'Rite of Passage' youth festival in South Africa: the origins, attendees and organization of Matric vac*. Nordic Journal of African Studies*, 24(3&4):221-240.

Rojek, C. 2014. Global event management: a critique. *Leisure Studies*, 33(1):32-47.

Rondebosch Golf Club. 2021. Rondebosch Golf Club. **Error! Hyperlink reference not valid.** [10 February 2021].

Ross, P.T. & Bibler Zaidi, N.L., 2019. Limited by our limitations. *Perspectives on medical education*, *8*(4):261-264.

Rowe, K., Shilbury, D., Ferkins, L. & Hinckson, E. 2015. Challenges for sport development: women's entry level cycling participation. *Sport Management Review*, 19(4):417-430.

Rowley, J. 2014. Designing and using research questionnaires. *Management Research Review*.

Saayman, M. 2012. *An introduction to sports tourism and events management*. Stellenbosch:Sun Press.

Šerbetar, I. & Sedlar, I. 2016. Assessing reliability of a multi-dimensional scale by coefficient alpha. *Journal of Elementary Education*, 9(1/2):189-196.

Sharma, G. 2017. Pros and cons of different sampling techniques. *International Journal of Applied Research*, *3*(7):749-752.

Shone, A. & Parry, B. 2004. *Successful event management: a practical handbook*. Washington, D.C., Wash.: Thompson.

Shone, A. & Parry, B. 2010. *Successful event management: a practical handbook*. Washington, D.C., Wash.: Thompson

Shone, A. & Parry, B. 2013. *Successful event management: a practical handbook*. 4th ed. Andover: Cengage Learning.

Silvers, J. 2010*. Events management Body of Knowledge Project: the event genre of eventmanagement.* **Error! Hyperlink reference not valid.**[16 December 2021].

Silvers, J. 2011. The role of management in events management. In Tassiopoulos, D (ed.). *Events management: A developmental and managerial approach.* (3rd ed.). Cape Town: JutaAcademic: 49-63.

Simonsen, P. & Jorgenson, B. 1996. Cycling tourism: environmental and economical sustainability? Unpublished report. Bornholm: Bornholm Research Centre.

Singh, A.K. & Shrivastava, R.L. 2013. Critical success factors of rice mills located in a cluster. *International Journal of Productivity and Performance Management,* 62(6):616-633.

Small, J., Darcy, S. & Packer, T. 2012. The embodied tourist experiences of people with vision impairment: management implications beyond the visual gaze. *Tourism Management*, 33(4):941-950.

Smith, C.A., 2019. The uses of pilot studies in sociology: a processual understanding of preliminary research. *The American Sociologist*, *50*(4):589-607.

Solomon, J., 2002. *An insider's guide to managing sporting events*. Human Kinetics Publishers.

South African Government. 2020. Let's grow South Africa together. https://www.gov.za/about-sa/tourism [28 August 2020].

SPSS Inc. 2017. SPSS 16.0, for Windows, Release 16.0.0. Chicago, Ill.: SPSS Inc. http://www.spss.com [20 March 2017].

Stark, S., Lorenzo, T. & Landman, S. 2016. Shaped by place: environmental influences on the participation of young cyclists from disadvantaged communities in professional cycling. *South African Journal of Occupational Therapy*, 46(2):44-57.

Statistics South Africa. 2020. Tourism 2020. **Error! Hyperlink reference not valid.** [22 June 2021].

Stoffelen, A., Adiyia, B., Vanneste, D. and Kotze, N., 2020. Post-apartheid local sustainable development through tourism: an analysis of policy perceptions among 'responsible tourism stakeholders around Pilanesberg National Park, South Africa. *Journal of Sustainable Tourism*, *28*(3):414-432.

Streicher, H., 2009. *Profiling participants of the Cape Argus Cycle Tour.* Unpublished PhD dissertation. North-West University, Potchefstroom, South Africa.

Taber, K.S., 2018. The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in science education*, *48*(6):1273-1296.

Taherdoost, H. 2016. Validity and reliability of the research instrument: how to test the validation of a questionnaire/survey in a research. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3205040 [15 September 2020].

Taks, M., Chalip, L. & Green, B.C. 2015. Impacts and strategic outcomes from non-mega sport events for local communities. *European Sport Management Quarterly*, 15(1):1-6.

Tassiopoulos, D. (ed.). 2010. *Events management: a developmental and managerial approach*. Cape Town: Juta.

Tassiopoulos, D. 2011. *Events management: a developmental and managerial approach.* 3rd ed. Cape Town: Juta.

Tichaawa, T.M., Moyo, S., Swart, K. & Mhlanga, O. 2015. The perceived impacts of sport tourism events: residents' perceptions in East London, South Africa. *African Journal for Physical Health Education, Recreation and Dance*, 21(4.1):1217-1231.

Tomlinson, A., 2011. *The world atlas of sport: who plays what, where and why*. Myriad Editions.

Thomas, S.S. & Potluri, R.M., 2020. An Exploratory Research on the Implementation of Corporate Social Responsibility (CSR) in the Real Estate Sector of UAE: A Dyadic Perspective. *The Journal of Distribution Science*, *18*(10):101-110.

Trkman, P., 2010. The critical success factors of business process management. *International journal of information management*, *30*(2):125-134.

United World Tourism Organisation. 2010. Sport tourism. https://www.unwto.org/sport-tourism [20 March 2015].

University of Rochester. 2016. Primary and secondary sources. https://www.library.rochester.edu/Primary-secondary%20sources [1 September 2020].

Van der Merwe, L.H., 2008. *The socio-economic impact of the Klein Karoo National Arts Festival*. Unpublished PhD dissertation. North-West University, Potchefstroom, South Africa.

Van der Wagen, L. 2005. *Introduction for tourism, cultural, business and sporting events.* 2nded. Sydney: Pearson Education

Van Wyk, J.A. 2011. Political, civic and government events. In Tassiopoulos, D. (ed.). *Events management: a developmental and managerial approach.* Cape Town: Juta: 451-469.

Veal, A.J. 2017. *Research methods for leisure and tourism*. Harlow: Pearson UK.

Viljoen, A. & Kruger, M. 2020. The “art” of creative food experiences: a dimension-based typology. *International Journal of Gastronomy and Food Science,* 21(1):1-11.

Viol, M., Louise, T., Theodoraki, E. & Anastasiadou, C. 2018. The role of iconic-historic commemorative events in event tourism: insights. *Tourism Management*, 69(1):246-262.

Walker, J. R. & Walker, J.T. 2011.Tourism concepts and practices. Englewood Cliffs, NJ: Prentice Hall.

Witepski, L., Geldenhuys, L.L., Van Aswegen, S., Thornton, T. & Manners B. 2016. *Event planning and coordination.* Cape Town*:* EDGE Learning Media.

World Travel and Tourism Council (WTTC). 2020. Travel and Tourism 2019 statistics.https://wttc.org/LinkClick.aspx?fileticket=9iCj1vNH9c8%3d&portalid=0 [20 July 2021].

Yong, A.G. & Pearce, S. 2013. A beginner’s guide to factor analysis: focusing on exploratory factor analysis. *Tutorials in Quantitative Methods for Psychology*, *9*(2):79-94.

Young, W.B., Dawson, B. & Henry, G.J., 2015. Agility and change-of-direction speed are independent skills: Implications for training for agility in invasion sports. *International Journal of Sports Science & Coaching*, *10*(1):159-169.

APPENDIX A: CPUT ETHICAL CLEARANCE

P.O. Box 1906 • Bellville 7535 South Africa •Tel: +27 21 4603291 • Email: fbmsethics@cput.ac.za
Symphony Road Bellville 7535

Office of the Chairperson **Research Ethics Committee**	**Faculty:** **BUSINESS AND MANAGEMENT SCIENCES**

At a meeting of the Faculty's Research Ethics Committee on **16 October 2018**, Ethics **Approval** was granted to **Wendy Magangqaza (212228730)** for research activities of **MTech: Tourism & Hospitality** at Cape Peninsula University of Technology.

Title of dissertation/thesis/project:	CRITICAL SUCCESS FACTORS FOR A CYCLING EVENT IN CAPE TOWN: ROAD CYCLISTS VERSUS MOUNTAIN BIKERS. Lead Researcher/Supervisor: Dr B Manners

Comments:

Decision: Approved

Signed: Chairperson: Research Ethics Committee	**25 October 2018** **Date**

Clearance Certificate No | 2018FBREC599

APPENDIX B: LETTER OF PERMISSION FROM THE CAPE TOWN CYCLE TOUR TRUST

CTCTT
CAPE TOWN CYCLE TOUR TRUST

PO BOX 783 • RONDEBOSCH • 7701 • T: 087 820 4300 • F: 021 685 6676

02 July 2018

Dear Cape Peninsula University of Technology Ethics Committee

It has been brought to our attention that one of your students is interested in conducting research at one of our biggest annual event namely: The Cape Town Cycle Tour.

The research topic for her master study is Critical success factors for a cycling event in Cape Town: road cyclists versus mountain bikers.

Wendy Magangqaza, student number 212228730, is granted permission by the Cape Town Cycle Tour Trust to distribute and collect questionnaires at the Cape Town Cycle Tour and Mountain Bike Challenge registration for her proposed study in 2019. The registration details for both event venues are as follow:

- Registration for Cape Town Cycle Tour MTB Challenge 2019- Venue and date yet to be confirmed
- Registration for Cape Town Cycle Tour 2019- 7-9 March 2019 at the Cape Town stadium (Greenpoint)

As the Cape Town Cycle Tour Trust, we will be sharing the confirmation dates of the MTB Challenge as soon as we have the details in place for 2019. It is the researcher's duty to communicate with us regarding any information needed before the data collection process.

Our request, once the thesis is completed, is to receive a copy of her study. The ethics committee may contact the Cape Town Cycle Tour Trust to verify information given in this letter.

Kind Regards

David Bellairs
Cape Town Cycle Tour Trust
Director: Marketing & Sponsorship

CAPE TOWN CYCLETOUR

APPENDIX C: DATA INSTRUMENT / QUESTIONAIRE

Cape Peninsula University of Technology

Questionnaire

The purpose of this study is to determine the differences of critical success factors for road cyclists versus mountain bikers at a cycling event in Cape Town which forms part of a MTech study. Completing the questionnaire will take approximately 10 min. All information provided in the questionnaire will be used for statistical purposes, be treated confidentially, anonymously, and will comply with all the ethical standards of the Cape Peninsula University of Technology where ethical clearance was obtained.

Section 1: Profile of participants
Please indicate your selected answer with a cross (X).

1.1. Indicate your gender:

Male	1
Female	2

Which year were you born? ____

1.2. Indicate your home language:

English	1
Afrikaans	2
Xhosa	3
Other (specify)	4

Specify: _____

1.3. Please indicate the province that you currently live in?

Western Cape	1
Eastern Cape	2
Northern Cape	3
Gauteng	4
Free State	5
Kwa-Zulu Natal	6
Mpumalanga	7
North West	8
Limpopo	9
Outside of South Africa (Specify)	10

Specify: _____

1.4. Highest level of qualification obtained:

No schooling	1
No matric (St 8/ Gr 10)	2
Matric (St 10/ Gr 12)	3
National certificate	4
Diploma	5
Bachelor's Degree	6
Post graduate qualification e.g. Honors, masters, doctorate	7

1.5. Indicate your current occupation:

Agriculture	1
Engineer	2
Entrepreneur	3
Finance	4
Law	5
Management	6
Marketing	7
Medicine	8
Pensioner	9
Real Estate	10
Retail	11
Retired	12
Sales	13
Student	14
Tourism, Events, Hospitality	15
Un-employed	16
Other (specify)	17

Specify: _____

1.6. Marital Status:

Single	1
In a relationship	2
Engaged	3
Married	4
Divorced	5
Widowed	6

1.7. For how many years have you been taking part in cycling events?
Mountain biking: _____
Road cycling: _____

1.8 Do you consider yourself as:

Road cycling	
Recreational cyclist	1
Professional cyclist	2
Mountain biking	
Recreational biker	3
Professional biker	4

1.9 Including 2019, how many times have you participated in the CTCT mountain biking challenge and/or road cycling race

Road cycling	
Mountain biking race	

1.10 Specify which event you are participating in?

Mountain Bike race	1
Road cycling race	2
Both	3

1.11 Specify which main event you are participating in for the CTCT?

Mountain Bike race	1
Road cycling race	2

Section 2: Critical success factors
Please rate the folllowing statements on a 5 point likert scale of importance for the main event you specified which you are participating in.

Critical Success Factors and items	Not at all important	Slightly important	Important	Very important	Extremely important
1. The event has international standing.	1	2	3	4	5
2. The event is challenging.	1	2	3	4	5
3. The event has a good reputation	1	2	3	4	5
4. The event has an interesting route/course	1	2	3	4	5
5. The event location has many things to do and places to see	1	2	3	4	5
6. The event is ideally located regarding climate and altitude.	1	2	3	4	5
7. A scenic route/course	1	2	3	4	5
8. A party atmosphere surrounding the event	1	2	3	4	5
9. Expected weather conditions are favorable	1	2	3	4	5
10. The event is in a world-class destination	1	2	3	4	5
11. Destination is unique	1	2	3	4	5
12. The destination is of historical significance	1	2	3	4	5
13. Adequate parking arrangements close to the start	1	2	3	4	5
14. Adequate traffic control at perking					
15. Adequate security at parking areas	1	2	3	4	5
16. Accessibility for the disabled	1	2	3	4	5
17. Easy accessibility to the start shutes	1	2	3	4	5
18. The event is a seeding event for other cycling events.	1	2	3	4	5
19. Adequate safety measures/precautions in place during race	1	2	3	4	5
20. Visibility of security at the start along the route and finish line	1	2	3	4	5
21. Flowing traffic control before, during and after the race.	1	2	3	4	5
22. Adequate marshals to direct participants on registration and during the race.	1	2	3	4	5
23. Clean and hygienic ablution facilities at the start/finish points and along the route.	1	2	3	4	5
24. Adequate amount of rubbish bins at the water points and finish.	1	2	3	4	5
25. Adequate amount of water points along the route.	1	2	3	4	5
26. Adequate information boards on the sports ground and along the route.	1	2	3	4	5
27. Effective signage and directions to the sport grounds.	1	2	3	4	5
28. User- friendly website with adequate information regarding the race	1	2	3	4	5
29. Correct information given through marketing (e.g. date, time, venue, etc.)	1	2	3	4	5
30. The event offers a variety of event categories to participate in (professional, amateur, charity).	1	2	3	4	5
31. The event has pre-events that involve the whole family (e.g. Cape Town Cycle Tour Junior).	1	2	3	4	5
32. Participation in the event benefits variety of charities.	1	2	3	4	5
33. The event has a professional cycling component	1	2	3	4	5
34. Effective signage and directions along the route	1	2	3	4	5
35. Easy to read signs along the route.	1	2	3	4	5
36. Good-quality media coverage on the day along the route.	1	2	3	4	5
37. Effective technical aspects during the event (sound, announcements, etc.)	1	2	3	4	5
38. Accurate timing devices for the timing of the race	1	2	3	4	5
39. Friendly and professional personnel who are trained to handle any race enquires	1	2	3	4	5
40. Race personnel who are easily noticeable	1	2	3	4	5
41. Adequate and flowing communication between participants and event personnel	1	2	3	4	5
42. Variety of communication tools used to get messages across to participants, spectators and stakeholders	1	2	3	4	5
43. The event is well organised.	1	2	3	4	5
44. Affordable food and beverages available at the sports grounds	1	2	3	4	5
45. Variety of food and bevarages available (e.g. Halaal, vegetarian)	1	2	3	4	5
46. Affordable and variety of souvenirs (e.g. caps, T-shirts, etc.)	1	2	3	4	5
47. Visibility of emergency personnel and emergency vehicles	1	2	3	4	5
48. Adequate amount of emergency personnel along the route	1	2	3	4	5
49. Fast acting medical personnel at event and along the route	1	2	3	4	5

We wish you all the best of luck for the 2019 Cape Town Cycle Tour.

APPENDIX D: EDITING CERTIFICATE

P.O. Box 464
Velddrif 7365
South Africa

EDITING CERTIFICATE

Kindly note that I, **Lois Courtenay Henderson** (BA (Honours) English, MA in General Linguistics, Higher Diploma in Library and Information Science, Higher Education Diploma (Postgraduate)), language edited the dissertation titled "**Critical Success Factors for a Cycling Event in Cape Town: Road Cyclists Versus Mountain Bikers**", submitted in fulfilment of the requirements for the degree Master of Technology: Tourism and Hospitality Management in the Faculty of Business and Management Sciences at the Cape Peninsula University of Technology by **Wendy Magangqaza**.

My SATI registration number is **1002688.**

Thank you

Lois C. Henderson (Ms)

Email: loiscourtenayhenderson@gmail.com