

THE SOCIO-CULTURAL
IMPACTS OF SPORT EVENTS
TOURISM ON SELECTED LOCAL
COMMUNITIES IN EAST LONDON,
WITH SPECIFIC REFERENCE TO THE
SPEC-SAVERS IRONMAN
SOUTH AFRICA TRIATHLON

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The socio-cultural impacts of sport events tourism on selected local communities in East London, with specific reference to the Spec-Savers Ironman South Africa Triathlon

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DECLARATION

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

Signed

ABSTRACT

In recent years, events have shown rapid growth as types of attraction within destinations, with such events creating a favourable image of a host destination, expanding the traditional tourist season, spreading tourist demand more evenly through an area and attracting foreign and domestic visitors (Keyser, 2002:18). As such, events are starting to become an established element and major part of tourism growth and marketing strategies.

East London (in the Eastern Cape, South Africa) has hosted a number of successful events (Buffalo City Tourism, 2010) however no known social impact studies related to the community of East London are known to have been conducted. The purpose of this study was to address this gap and to evaluate the social impacts of events tourism on the East London community. The overall research question in this study was, *What are the socio-cultural impacts of events tourism on East London?*

This was a quantitative study that utilised a survey to collect the data. The sampling frame was the community at the Spec-Savers Ironman South Africa Triathlon 2010 held in East London. Potential participants were included in the sample through utilising a random sampling method. The research instrument consisted of four sections, namely demographic profiling (age, gender, race, marital status, education and income), overall event impact perceptions, reasons for spectator participation, and the social impact perceptions of the respondents. The event attendees were interviewed. No incentive was offered for participation, and participants were assured of the confidentiality of their responses.

The findings suggest that the opportunity to meet new people, attend a major event and enhance East London's reputation as an events destination are deemed positive social impacts. Conversely, the study suggests that littering and social inequalities (exclusion) are seen as negative social impacts.

ACKNOWLEDGEMENTS

One important implication of these findings is that the community appears to have some awareness concerning the social impacts of such events. Another is that event organisations need to implement effective strategies for communicating with event spectators (including host residents) about the social impacts of their events. The results of this study have produced a foundation that events management practitioners, local municipality decision makers, researchers and academics can utilise in planning for future events that are socially sustainable in a developing economy context.

Keywords

Sport events tourism; social impacts; East London; South Africa; Spec-Savers Ironman Triathlon; spectators.

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The financial assistance of Walter Sisulu University towards this research is acknowledged. Opinions expressed in this thesis and the conclusions arrived at are those of the author and are not necessarily to be attributed to Walter Sisulu University.

DEDICATION

I would like to dedicate this study to my mother who has always maintained the significance of education.

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GLOSSARY

WTO – World Tourism Organisation

TBC – Tourism Buffalo City

FIFA – Federation International Football Association

PGDP – Provincial Growth Development Program

BCM – Buffalo City Municipality

SSISAT – Spec-Savers Ironman South Africa Triathlon

IDP – Integrated Development Plan

RSA – Republic of South Africa

EMBOK – Events Management Body of Knowledge

SAT – South African Tourism

WSU – Walter Sisulu University

SPSS – Statistical Package

CHAPTER 1: INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

In recent years, tourism events have shown rapid growth in frequency as a type of attraction to host destinations, with specific emphasis on sport tourism events. The result has been an increase in the number of visitors to the host destinations. Numerous mega sport events, festivals, carnivals, fairs, shows and exhibitions are held annually across the globe (Ritchie, 1984). Saayman (2001:8) defines sport events as an organised, competitive and skilful physical activity requiring commitment and fair play from the participants.

The increase in the popularity of sport events tourism in East London has become apparent by the growth in the number and size of events that are hosted by the city. Such events have potential of bringing influx of tourists to the destination, create an expansion of the traditional tourist season, extend tourism demand more uniformly all over a particular destination attract international and local visitors (Keyser, 2002:263).

Sport events in East London draw attendees, and often these events attract visitors who would not ordinarily have visited the destination. It has to be remembered that new event attendees bring new and increased revenue to the destination.

Events tourism can create a positive or negative experience for the host community. This research sought to create guidelines to encourage a positive attitude by the community towards tourists.

1.2 Problem statement

The socio-cultural impacts of sport events tourism is currently not well understood within the communities of East London and by decision makers in the tourism industry as well as in the local government.

1.2.1 Subproblem 1

No known socio-cultural impact studies, based on the number of sport events hosted in East London, have yet been conducted. A number of destinations such as Cape Town and Durban have conducted social impact studies of sport events tourism. As such they have developed some degree of understanding of such impacts.

1.2.2 Subproblem 2

East London as a destination in comparison to others appears to be lagging behind with regard to events tourism-related studies. Due to the recent emergence of the events tourism field in East London, research gaps have been identified. Events tourism research is crucial in developing events tourism destinations, such as East London.

1.3 Key questions

The following research questions were posed:

- To what extent does the Spec-Savers Ironman South Africa Triathlon (SSISAT) affect the East London community as a whole?
- Does the SSISAT affect the personal quality of life of the residents?
- Does the SSISAT result in any positive socio-cultural consequences?
- What recommendations can be proposed to improve the socio-cultural impacts of the event?

1.4 Research objectives

- To evaluate the socio-cultural impacts of sport events tourism as presented by the SSISAT.
- To identify the socio-cultural challenges and impacts of the SSISAT.
- To gain a degree of understanding of the socio-cultural impacts phenomenon with regard to the SSISAT in particular and with general application to sport events tourism in South Africa nationally.
- To provide information that may bring positive socio-cultural impacts to the SSISAT in particular and to South African sport events tourism in general.
- To highlight the role of the socio-cultural impacts of sport events in sport events tourism.

1.5 Limitations of the research

The major limitation of this particular study was the fact that it was confined to the East London community. A lack of socio-cultural impact studies related to events tourism in and around East London was identified. East London as a destination was identified as lagging behind with regard to research. The study was also limited in that it placed the focus more on the community and excluded the other stakeholders.

1.6 Research methodology

This was a quantitative study that utilised a survey to collect the data. A random sampling technique with personal interviews was utilised. Questionnaires were utilised to collect the data required for this study, namely demographical information, overall perceived social impacts of the SSISAT, level of participation in the event and specific social impacts of the SSISAT.

1.6.1 Literature search

In attempting to gain an appreciation of the socio-cultural impacts of events tourism, a comprehensive review of events and tourism literature was required:

1.6.1.1 Books

Various books on sport tourism, events and the socio-cultural impacts of events tourism were used to obtain relevant information, such as the meaning of the concept of sport tourism, the relationship between sport tourism and tourism, and the (importance) of the socio-cultural impacts of events and how to understand and interpret them.

1.6.1.2 Government documents

Various government documents, such as the 1996 White Paper on Tourism Development and Promotion, Municipality Tourism Master Plan, the Buffalo City Municipality Integrated Development Plan and the Eastern Cape Government Tourism Master Plan were consulted. They were consulted in order to analyse the role of the provincial and local government in tourism and events at community level.

1.6.1.3 Journals

Articles in journals such as the *Journal of Sport Tourism*, the *Journal of Events Management* and so forth were consulted in order to obtain relevant examples of the social impact of sport tourism.

1.6.1.4 Internet

Information regarding the background of the SSISAT and the race route was obtained from the Internet.

1.6.1.5 Unpublished dissertations and theses

Dissertations and theses were used for guidance on technical writing as well as for gathering information related to the socio-cultural impacts of sport events tourism. One such dissertation that was consulted was the *Residents' Perceptions of the Grahamstown National Arts Festival*.

1.6.1.6 Newspapers

The newspapers were consulted to gain insight of the information pertaining to the event. The (Daily Dispatch) is one of the newspapers which were consulted in the literature search phase of the study. The newspaper was utilised due to the fact that it published information about the event. The Daily Dispatch, a newspaper that is distributed in the area of the Eastern Cape, was utilised for the purpose of the study. This newspaper has the highest readership in the province.

1.6.2 Empirical survey

The research instrument used was a structured questionnaire that provided factual information on the subject under investigation through utilisation of open- and closed-ended questions. The research instrument consisted of four sections, namely demographic profiling (age, gender, race, marital status, income and education), overall social impact perceptions regarding events, motivation for attendees to participate, and specific social impacts that have a bearing on the respondents.

1.6.3 Delimitation of the research population

The target population included the members of the community of East London who attended the SSISAT. The sample was drawn from attendees from East London, where most of the activities that constitute the event were staged. A random sampling technique was utilised in selecting the respondents of the study at the available intercept sites.

This sampling method was chosen in order to eliminate any possibility of being biased. In total, 87 questionnaires were completed, of which 77 were deemed useable. The number of questionnaire which were completed was approved by the statistician for this study. During the process of data collection, in some instances the respondents answered the questions as representatives of and spokespeople for the group.

The data collection instrument, a questionnaire, was administered to respondents by four trained research field-workers at the starting and finishing points (intercept sites) of the event. The field-workers were trained by the researcher on administration of the questionnaire, research ethics, professionalism and research etiquette. The field-workers were Tourism Management postgraduate students at Walter Sisulu University.

The data-gathering process was conducted by means of face-to-face encounters. All respondents were informed of their rights regarding

participation in the research. Respondents were advised on (a) their status as volunteers in taking part in the study, (b) their right to refuse to answer any question, (c) their right to confidentiality and (d) their right to anonymity.

1.6.4 Statistical analysis

Quantitative data analysis was utilised. This approach was chosen because the data was quantitative. The computer software Statistical Package for Social Science (SPSS for Windows) was used to analyse the quantitative data and to generate tables and bar charts by a qualified Cape Peninsula University of Technology statistician.

1.6.5 Interpretation and expression of the findings

The results were analysed by the researcher and are explained comprehensively in chapters 4 and 5 using tables and figures. The results were interpreted by the researcher in a manner that provides meaningful insight into the research objective. In addition, the results are presented quantitatively and qualitatively in the paper. After interpretation of the results, recommendations were made based on the findings of the literature search and the empirical findings that have been statistically analysed and interpreted.

1.7 Clarification of concepts

1.7.1 Events tourism

Getz (1993:16) states that events tourism refers to the systematic planning, development and marketing of festivals and special events as tourism attractions,

image makers, catalysts for infrastructure and economic growth, and animators of built attractions. Tassiopoulos (2000:7) concurs and defines

events tourism as the systematic development, planning, marketing and holding of events as tourist attractions. This study places the focus on the socio-cultural impacts of events tourism and provides an understanding of the events tourism phenomenon.

1.7.2 Event

According to Carey, as quoted by Swart and Bob (2005:1), an event comprises anything attracting an audience by appealing to specific tastes, desires or needs. In the context of travel and tourism, events are limited to a segment of the industry that is unique to a specific geographic location. Furthermore, events are also limited in duration. Getz (1993:1) found that events constitute one of the most exciting and fastest growing forms of leisure and tourism-related phenomena. This definition attempts to explain the fact that events have the potential of bringing socio-cultural impacts to the host destination.

1.7.3 Sport events tourism

Weed and Bull (2004:37) identify sport tourism as a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place. Sport events tourism has major direct benefits for the host community, including new facilities and visitor spending. Such benefits are further boosted by the post-event tourism activities since the tourists who attend these types of event will be interested in attending again. Such a repeat visit provides a clear advantage in hosting sport events. Sport events have show significant growth over the years in South Africa; this therefore creates a need for destination managers to understand the socio-cultural and other impacts of these events. This also paints a picture of the research endeavours of the study.

Weed and Bull (2004:29) identify six reasons why cities may bid for these sport events:

- To attract people to the area.
- To attract people to the area outside the main season.
- To create media attention and raise the profile of the area.
- To add animation and life to existing facilities.
- To encourage repeat visits.
- To assist regeneration of community pride.

1.7.4 Sport events tourism as community regeneration initiative

Sport tourism has played a significant role in South Africa in the generation of community identity and pride. This has in return assisted South Africa to be a preferred sport tourism destination, according to Weed and Bull (2004:31). Weed and Bull agree that this spin-off has boosted the pride and the economy of the country. Immediately after 1994, which inaugurated the postapartheid era in South Africa, then President Nelson Mandela addressed the people of South Africa about the role that the Rugby World Cup played in contributing to building the nation. Weed and Bull maintain that sport-related tourism initiatives have been at the forefront of urban regeneration programmes within the host community. The literature of the study puts into perspective the socio-cultural impacts of these events. The definition briefly provides an overview of sport events tourism spin-offs.

1.7.5 Social impact

The social and cultural impacts of events tourism are defined by Teo (1994:16) as the ways in which events tourism contributes to change in value systems, morals, individual behaviour, family relations, collective lifestyles, traditional ceremonies and community organisation. Fredline, Deery and Jago (2004:41) emphasise that there is increasing recognition of the fact that events have a low likelihood of lasting more than a number of years if the social impacts on the spectators and community are not well understood.

Measuring the social impacts of events tourism should be considered just as critical as measuring the economic and environmental impacts (Fredline *et al.*, 2004:61). In addition, this notion is related to the increased interest of the public sector in the triple bottom line that focuses on economic, socio-cultural and environmental impacts, as opposed to simply economic issues. Although many events attract large numbers of tourists, as Fredline *et al.* point out, most of the event attendees are local spectators that come to support the event.

Events tourism has positive and negative social impacts. Positive social impacts would include expanded cultural perspectives, shared experiences, increased community pride and improved understanding of different communities. Negative social impacts would include social inequalities, increased noise levels, negative community image and unequal benefits for the host and guest. Therefore, Fredline *et al.* (2004:21) suggest that it is crucial that events tourism be consistent with the requirements of the spectators and local community. Fredline *et al.* point out that understanding of the social impacts of events tourism is vital for the viability and sustainability of events tourism for the host destination. This study thus serves a crucial purpose by providing important information for a destination such as East London to capitalise and plan for the hosting of sport events.

1.7.6 Events in South Africa

The World Travel and Tourism Council (WTTC, 2002:8) indicates that in South Africa, with the demise of the apartheid regime in 1994, the national government made a decision to structure tourism as one of the country's leading industries in the creation of employment and the generation of foreign currency earnings.

The national, provincial and local spheres of government made it their mission to prioritise tourism as a desired strategy in respect of its high probability of creating employment opportunities against the backdrop of a vibrant economy. Such initiatives are envisaged to play a crucial role in alleviating

poverty in South Africa. In addition, in 1995 Nelson Mandela, the first democratically elected South African president, stated in one of his addresses that the mega events that were staged in South Africa showed a positive impact on nation building (South African Tourism (SAT), 2007:5).

Van Schalkwyk (2010:2) points out that these events have a big impact on developing economies such as South Africa. SAT (2007:18) further emphasises that the nature of the impacts has not been properly understood nationally. It is further stated that most of these events have occurred in the absence of a nationally co-ordinated strategy inclusive of the sport and cultural sectors. There is also a lack of uniformity with regard to the methodology that is utilised to measure these impacts nationally.

1.7.7 Events in the Eastern Cape Province

The Eastern Cape Province is one of the largest provinces in South Africa and tourism is utilised as a vehicle to drive the local economic development of the province. The Provincial Growth and Development Plan (PGDP) Strategy Framework, further identifies opportunities for tourism development in the Eastern Cape, which include developing niche markets, amongst others, in events and business tourism. The PGDP Programme is aimed at, amongst others, consolidating the development of events such as the National Arts Festival and the Wild Coast Festival (PGDP, 2004:12).

Buffalo City Metropolitan Municipality (BCMM), which is in the Eastern Cape Province, is the second largest metropolitan municipality in the province. BCMM includes East London, King William's Town, Mdantsane and Bhisho (the provincial capital). BCMM forms the central hub of the Eastern Cape, with the Sunshine Coast tourist route leading west from BCMM to Port Elizabeth and the Wild Coast route leading from BCMM north-east towards Durban (Buffalo City Tourism, 2010:22). BCMM and its surrounds, however, have had a very limited, untapped tourism sector to date with enormous scope for expansion (BCM, 2009:51).

In the past three years, BCMM has decided to form a tourism unit known as Tourism Buffalo City (TBC) which was know as Tourism East London, which deals with marketing BCMM regionally, nationally and internationally. The rationale behind the formation of this tourism unit is the need to create a powerful tool for promoting eco-tourism, cultural tourism and sport tourism in order to create jobs locally and to promote economic growth. BCMM's Tourism Master Plan aims to focus on opportunities for further development, including events tourism as the municipality has invested in sport infrastructure and has already hosted some mega events (BCMM, 2009:47).

East London is South Africa's only river port; it is the commercial and tourism hub of BCMM. East London has strategically positioned itself as a sport events tourism destination. This will enable East London to create tourism spin-offs as a result of these events.

1.8 Summary

Chapter one outlines the background of the study, research problem, methodology, research questions, research objectives and concepts and provides a broad overview of the study. Chapter two gives an overview of the literature pertaining to tourism and events-related research. This is then narrowed down to a discussion of specific literature, and the socio-cultural impacts of events are presented. Chapter three Discussed overview of the events tourism role and legislative framework. Chapter four discusses the methodology that was used in the study. Chapter five gives an interpretation of the research findings. Chapter six gives the conclusion and recommendations of the study.

CHAPTER 2: THE RELATIONSHIP BETWEEN SPORT EVENTS AND TOURISM WITH REFERENCE TO THE SPEC-SAVERS IRONMAN TRIATHLON

2.1 Introduction

The aim of this chapter is to provide a clear understanding of sport tourism and the relationship between sport and tourism. In this chapter SSISAT discusses. The chapter starts off with an overview of the social impacts of the sport events tourism phenomenon and its contribution to the tourism industry; the second part focuses on sport events tourism in East London in South Africa. The chapter further deals with the positive and negative socio-cultural impacts of sport events tourism.

Sport events tourism is an increasingly important facet of the tourism product of many destinations (Smith, 2004:1). For instance, in 1996 in New Zealand about 233 sport events that met the requirements of being able to attract international or out-of-region visitors were identified and, as Smith indicates, the New Zealand Tourism Strategy for 2010 highlighted sport events as a key means to grow year-round regional demand. Since sport attracts both international and domestic tourists, there is a need to cater for tourists at the destination where the event is staged. This will assist with repeat visitation or repeat business.

Events do not take place in a vacuum; they touch almost every aspect of our lives, be it the social, cultural, economic, environmental or political. The benefits of these positive connections are a large part of the reason for the popularity and support of events (Allen, O'Toole, McDonnell & Harris, 2002:25).

Various theorists have researched the topic of social impact and its relevance to the local community, specifically in the tourism industry. Consequently, many of these theorists have come up with different theories on social impact.

Special events are a popular component of tourism and economic development strategies for communities and regions in many parts of the world (Twynam & Johnson, 2004:30).

The FIFA Soccer World Cup is one example that illustrates the benefits that are created by sport events tourism. It was assumed that the FIFA World Cup that was staged in South Africa would bring some positive impacts to the country. These impacts differed among different regions of the country, depending on the importance of sport events tourism in a particular destination.

Twynam and Johnson (2004:242) state that researchers continue to develop an understanding of the positive and negative social impacts of events and to assess residents' support for these events and their views about the impacts thereof. In view of the above statement, the researcher will discuss the positive and negative social impacts of events tourism in the latter part of the chapter.

Twynam and Johnston (2004:242) quote Fredline and Faulkner (2000) who affirm that special events are often viewed as important sources of tourism-related benefits to the host community. It is therefore expected that events such as the SSISAT will create greater tourism awareness of the host city or region, in addition to encouraging tourism activity associated with the event itself and with the creation of new facilities and infrastructure. For instance, in the case of South Africa's preparation for the FIFA 2010 World Cup, we noticed a significant development in the infrastructure of the country, more specific in the host cities. This in turn had a positive impact on the host destination.

The negative outcomes associated with events are large and small; it is therefore evident that special events will continue to be a popular option for community officials and business people as they attempt to increase tourism earnings and to facilitate specific tourist images of the host communities or regions. This can be illustrated through understanding the impacts of events.

It was stated earlier that some cities have focused on sport events for their branding. These events range from large international events to local community events and even street parties in which tourists mingle with residents. Researchers have been closely studying the various aspects of events management, events tourism and social impacts. Understanding the socio-cultural impacts is critical because the host destination benefits enormously thereby. As stated earlier, we have witnessed some infrastructural developments, improved image and economic growth during the FIFA 2010 World Cup.

2.2 Overview of the global sport events tourism industry

According to Gibson (1998b:50), travelling in order to participate in sport or to be a spectator in a sport event is not a new phenomenon. It dates back to when the Greeks travelled to participate in and to watch the Ancient Greek games. However, Gibson asserts that positioning the concepts of tourism and sport events together and calling this sport events tourism is a fairly new concept. Nonetheless, limited research has focused on the economic impact of such events.

In order to understand sport events tourism thoroughly and holistically from a management and impacts perspective, it is imperative to understand the definitions of 'sport', 'tourism' and 'sport tourism' and their relationships. According to Standeven and De Knop (1999:7), sport is an experience of physical activity. Even though there is no universally accepted definition of sport, sport in most cases is viewed as being fiercely competitive and organised for the participants and spectators. Coakley (1990), however, indicates that in North America, noncompetitive activities are considered recreational activities. Therefore, sport may be defined differently according to different socio-cultural backgrounds and frameworks. For example, in North America, the characteristics of sport require a complexity of physical skills and vigorous physical exertion; sport involves some form of rule-governed competition and has organised and structured relations, while it maintains a

sense of freedom and spontaneity (Coakley, 1990). Furthermore, sport events often involve tourists in the form of spectators, participants' family and friends, media personnel and officials (Burgan & Mules, 1992:701). Tourists may know about the events in advance but gravitate to areas where attractions, services and events are concentrated (Getz, 1993:43).

The WTTC (2002:7) defines tourism as follows: "... comprises the activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Bennett (2000:6) summarises the elements of tourism as activities that are concerned solely with aspects of daily life outside the normal routines of work and social commitments; travel and transportation to and from the destination; activities engaged in during the stay at the destination; and facilities that are provided to cater for the needs of the tourists. The process of tourism is complex; it therefore requires the co-operation and co-ordination of different sectors in order to continue to provide for tourists' needs.

Standeven and De Knop (1999:7) highlight the fact that tourism involves an experience of travel and place. In view of the fact that sport has a huge worldwide market that attracts tourists, tourism authorities are eager to use sport events as part of their promotion of an area as a tourist destination. For example, South Africa's hosting of the 2010 FIFA Soccer World Cup was expected to have a positive impact on promoting South African tourism globally. Sport events tourism is a component of tourism that involves both sport and tourism. However, it is not a simple combination of sport and tourism, since the definitions of 'sport tourism', 'tourism' and 'sport tourist' may vary owing to their characteristics, complexity and different perspectives. The definitions of 'sport tourism', 'tourism' and 'sport tourist' are presented in the following section.

2.3 Events in South Africa

The president of South Africa, Jacob Zuma stated in his state of the nation address that South Africa prioritises Tourism as vehicle to create employment. He also mentioned that for every 16 tourist one job is created. Subsequently South Africa is expected to host 95 meetings and conferences between 2010 and 2016.

The national, provincial and local spheres of government made it their mission to prioritise tourism as a desired strategy in respect of its high probability of creating employment opportunities against the backdrop of a vibrant economy. Such initiatives are envisaged to play a crucial role in alleviating poverty in South Africa.

Van Schalkwyk (2010:24) points out that sport events have an enormous impact on developing economies such as South Africa. SAT (2007:6) emphasises, however, that the nature of these impacts have not been properly understood nationally. It is further stated that most of these events have occurred in the absence of a nationally co-ordinated strategy inclusive of the sport and cultural sectors.

2.4 Events in the Eastern Cape Province

South Africa's recent apartheid history has left the country with developmental challenges that require a holistic approach if they are to be addressed. Events management could be seen as one of a number of strategies that destination managers could use to overcome these challenges. Thus it is broadly accepted that events play a meaningful role in increasing tourist traffic and driving local economic development in a community or region. If managed and coordinated effectively, a well-crafted events strategy has the prospective to deliver the following benefits and achieve the following objectives for a destination (SAT; DEAT, 2007:17):

- Provide a means by which to reinforce a destination's benefits and attributes and generate a favourable image for the destination as a tourist destination.
- Establish a destination as a major tourist attraction by attracting high-yield visitors, especially repeat visitors.
- Enhance a destination's competitive position within a country and place it on the global tourist map.
- Generate an increased rate of tourist growth.
- Truly bring a destination to life, showcasing its brand personality and instilling confidence and pride in its local community.
- Maximise the use of and revenue for existing facilities.
- Increase favourable incidental media coverage through the events platform that extends the normal communication reach.
- Improve the organisational marketing and bidding capability of the community.
- Increase community support for events.

Events can become the useful strategy for tourists to satisfy their aspiration to taste local foods and traditions, participate in traditional games such as stick fighting in the case of South Africa or be entertained through traditional dancing and so forth. Local and regional events can possess the added advantage of keeping the local economy and the tourism market thriving. Small scale local events have the advantage that they can make events tourists believe that they are participating in an authentically indigenous activity in the context of South Africa (Getz, 1993:127).

2.5 Strategic events growth

The importance of staging events has increased in a number of destinations around South Africa; more and more destinations are beginning to realise the potential benefit of using events as a strategic development tool. Destinations such as Johannesburg, Cape Town and Durban have, for instance, created permanent posts for this purpose, while other destinations have created posts contingent on being able to prove sustainability. City event strategies for Cape

Town, Durban, Johannesburg and Port Elizabeth, according to SAT (2007:12), show that differentiation exists in relation to the capacity for bidding for events, ability to attract major events, infrastructural capacity and institutional arrangement.

Specific events dominate in certain destinations. It could be indicative of the development of event niches as well as clear branding and positioning in certain destinations. Some destinations have given themselves event-related titles to accentuate their tourism strategy; BCM, for example, has sought to position itself as the 'Sports Event City'. Some level of competition between destination cities is also evident; for instance, Durban and Port Elizabeth both use water sport to position themselves. Attempts are also being made to utilise events to flatten seasonality or to boost tourism in a destination.

More recently, municipalities such as the Cape Town Metropolitan Council have begun to create event units or bureaux. This increase in event products has created exciting possibilities for public-private partnerships among the arts and environmental and sponsoring organisations. This means that events need to be managed as businesses to an ever-increasing extent. Events are beginning to play an important role in destination marketing, the aim being to attract investment, tourism and even desirable residents.

The Eastern Cape Province is one of the biggest provinces in South Africa. Tourism is utilised as a vehicle to drive the local economic development for the province. The Provincial Growth and Development Plan (PGDP) Strategy Framework further identifies opportunities for tourism development in the Eastern Cape, which include developing niche markets, amongst others, in events and business tourism. BCM, which is in the Amathole District of the Eastern Cape Province, is the second largest metropolitan area of the province. BCM includes East London, King William's Town, Mdantsane and Bhisho (the provincial capital). BCM forms the central hub of the Eastern Cape, with the Sunshine Coast tourist route leading west from BCM to Port Elizabeth and the Wild Coast route leading from BCM north-east towards Durban (BCM, 2010 Buffalo City Tourism, 2010). BCM and its surrounds,

however, have had a very limited, untapped tourism sector to date with enormous scope for expansion (BCM, 2010).

In a recent conference, BCM has decided to collaborate with Amathole District Municipality (ADM) to form a marketing bureau that will run marketing activities of the region, national and international spheres. The rationale of forming this collaboration was to create a powerful tool for promoting events and tourism products in order to create jobs locally and to promote economic growth. The IDP aims to focus on opportunities for further development, including sport events tourism, as the municipality has invested in sport infrastructure and has already hosted some mega events (BCM, 2009).

East London is South Africa's only river port; it is the commercial and tourism hub of BCM. BCM is under the Eastern Cape area of jurisdiction and has decided to package tourism products with the ADM's heritage attraction, business events, adventure tourism and sport events tourism. This will enable the destination to thrive in their marketing endeavours.

2.6 Definitions and categories of sport tourism

According to Gammon and Robinson (1997:10), a hard definition of sport tourism is tourists who travel outside their usual place of residence for the sole purpose of active participation, either as a participant, organiser or official, or passive engagement, in the form of a supporter or spectator, in a competitive sport event. A soft definition would be sport tourists who travel outside their usual environment for the primary purpose of active engagement in recreational sport or the form of participant or spectator.

In the international arena, there are different views of sport tourism: It can be described as active or participatory sport tourism and event-based sport tourism (Gibson,1998). Standeven and De Knop (1999:12) states that sport tourism as "all forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business reasons that are necessitated travel away from home and work

locality". There may be a third form of sport tourism, namely celebratory sport tourism, which centres on sport halls of fame, stadiums, cruises and themed eating and drinking places (Gibson, 1998a).

Chalip and McGuirly (2004:268) assert that the event destination provides attractions that bring visitors to an event and convince them to stay beyond the duration of the event. This can be illustrated by the rugby matches between the British Lions and the Irish when they visited South Africa in 2009; some of the visitors stayed in South Africa after the matches.

According to Hinch and Higham (2003:25), sport events could be one of the three categories of attractions, which are primary attractions, secondary attractions and tertiary attractions. They further explain that primary attractions have the power to influence a visitor's decision to travel to a destination, based solely on that attraction. For example, for primary attractions, event participants visit the host destination primarily for the event. Secondary attractions are known to persons prior to their visit and, therefore, play a critical role in decisions concerning their travel itinerary. In these situations, tourists know about the sporting events before they arrive at a destination; however, their interests are more focused on their attractions, such as physical or cultural attractions.

According to Weed and Bull (2004:123–125), the categories of sport tourism are defined as tourism with sport content, sport participation tourism, sport training, sport events and luxury sport tourism.

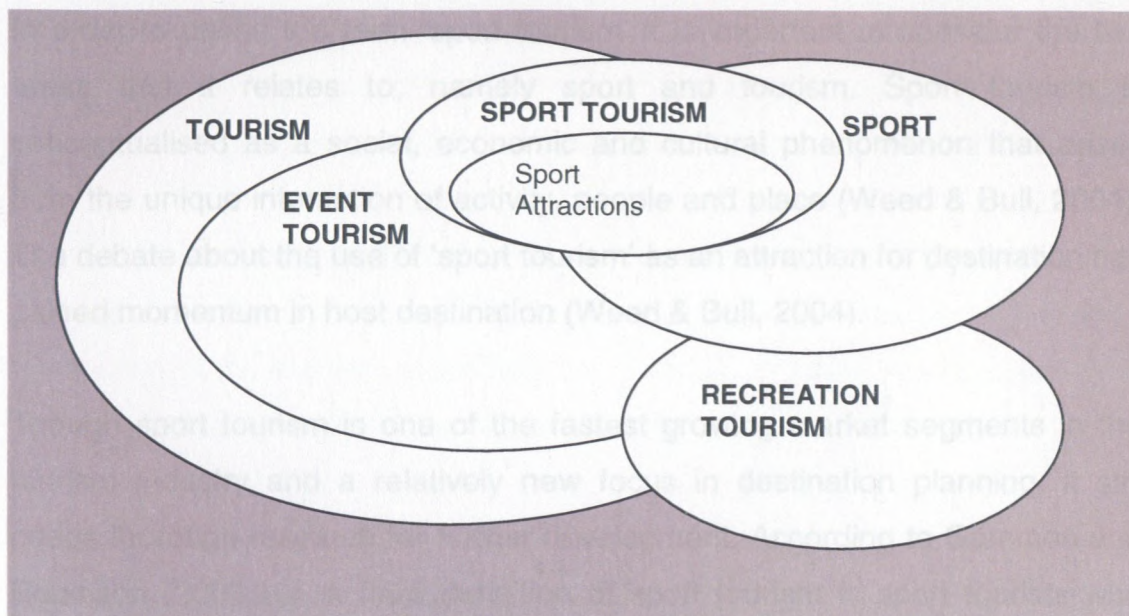


Figure 2.1: Sport events tourism model

Source: Deery, Jago and Fredline (2004)

Deery, Jago and Fredline (2004:32) have presented a sport events tourism model that highlights the overlapping of sport, tourism and events. They argue that some sport is purely that and has no relationship with tourism and that there are some tourism events that have no connection or relationship with sport (e.g. wine and food festivals). They argue that there is a component of sport tourism that is related to tourism focused on attractions, museums and stadia. More important, their model shows the relationships between tourism, events tourism and sport tourism.

2.7 The relationship between sport and tourism

Hall (1992:67) states that the relationship between sport and tourism needs to be defined. He divides it into two categories: first, as travel to participate in sport and travel to observe sport and, second, as all forms of active and passive involvement in sport activities, participated in casually or in an organised way for noncommercial reasons, that culminate in travel away from home and work.

In order to define the term 'sport tourism' it is important to consider the two areas that it relates to, namely sport and tourism. Sport tourism is conceptualised as a social, economic and cultural phenomenon that arises from the unique interaction of activity, people and place (Weed & Bull, 2004). The debate about the use of 'sport tourism' as an attraction for destination has gained momentum in host destination (Weed & Bull, 2004).

Though sport tourism is one of the fastest growing market segments in the tourism industry and a relatively new focus in destination planning, it still needs thorough research for further development. According to Gammon and Robinson (2003:10), a hard definition of sport tourism is sport tourists who travel outside their usual environment for the primary purpose of active participation, either as a participant, organiser or official, or passive engagement, in the form of a supporter or spectator, in a competitive sport event. There is a global divide in the field of sport tourism, some view it as being actively involved and some as being passive.

2.8 Background of the Spec-Savers Ironman Triathlon

The SSISAT is an international concept that was established by Triangle Events Triathlon. Triangle is said to be one of the international event organising agencies with dependencies in four countries. Triangle Events Triathlon organises Ironman events in France, South Africa, Austria and Monaco. This event is often hosted in Austria where it was originally established. The event has two formats: the half race and the full race.

South Africa has hosted both formats of this event; the one format is the SSISAT, which is the half race and is held under the auspices of BCM. The other format, the full race, is held in Port Elizabeth, under the auspices of Nelson Mandela Bay Municipality.

The SSISAT is a half-distance Ironman event. It consists of a 1.9 km sea swim, 90 km cycle race and 21.1 km run. The event takes place in the heat of the South African summer and has gained popularity for itself and BCM. The

Triathlon Guide (BCM, 2010c) states that the event was staged for the third time in BCM in 2010 and attracted the participation of between 2 000–5 000 athletes and approximately 20 000 spectators. This event is viewed by BCM as a major niche-market sporting event. An influx of visitors from both the African continent and beyond is deemed important for tourism development in the area. It provides an opportunity for the destination to showcase their tourism products and its unique aspects. This will in future act as catalyst for economic development in the region due the monies that are spent by the visitors.

2.9 Towards a framework for interaction

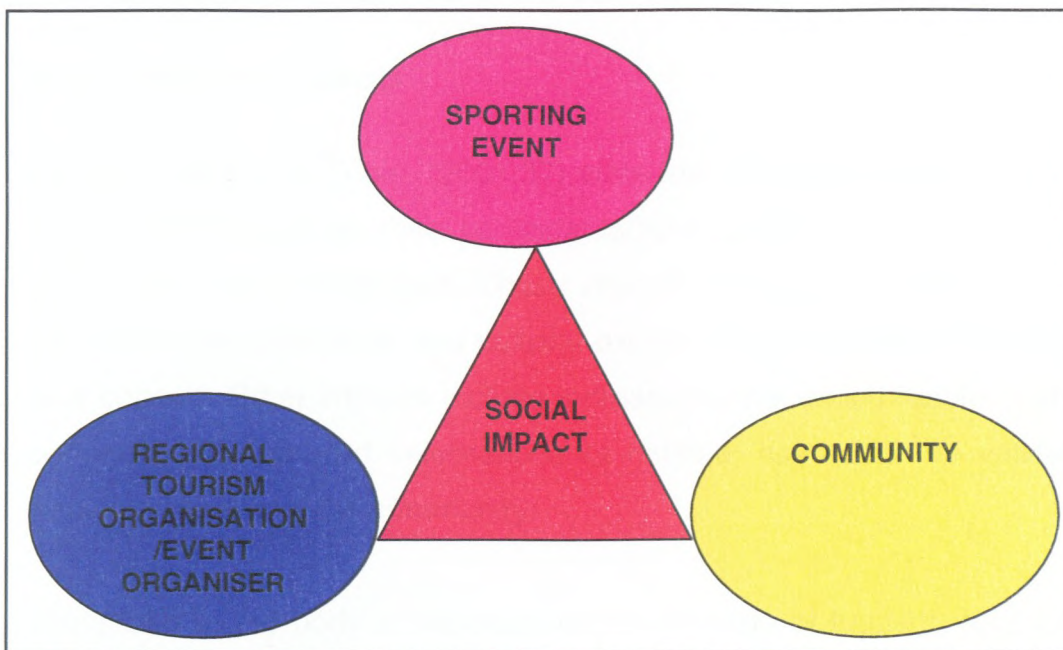


Figure 2.2: Stakeholder interaction framework

Interaction between the community and residents as well as the Regional Tourism Organisation (RTO) Event Organiser (EO) and the event itself decides the social impacts an event will have on the host community (see Figure 2.1). Individual residents may have their own opinions and perceive impacts differently from the community as a whole. Thus there is a reciprocal relationship between the RTO/EO, the event and the community. Social impacts include both drawbacks such as traffic congestion, noise and littering and benefits such as social bonds and a sense of community. What is

important is that the degree of social impacts is influenced by the level of involvement and interaction between the RTO/EO, the event and the community/residents. The RTO/EO (who may be the same organisation) is responsible for how the event will impact on the community and residents; however, for the impacts to be as beneficial as possible, the community itself must also be involved in the event.

The RTO/EO is responsible for involving the community. A combination of good communication with the community, alignment with community values and resident involvement provides the basis not only for maximising the benefits and minimising the costs but also for a successful event, which can only happen with the approval of the local community.

2.10 Impacts of events

Bowden, Allen, & O'Toole. (2001:37) state that all events have a direct social and cultural impact on their participants/host community and sometimes on their wider host communities. These impacts may be as simple as a shared entertainment experience and cultural exchange, as created by a sport event or a concert. Other impacts include increased pride, which results from some community events and celebrations of national days and the validation of particular groups in the community.

Compared to the body of literature on the impacts of tourism, relatively little has been written about the impacts of sport tourism and events tourism. Tourism impacts are generally divided into three or four categories: environmental, economic, social and cultural (or socio-cultural) (Mathieson & Wall, 1982:140). Impacts are generally seen as being either negative or positive. Economic impacts are perceived as having mainly positive impacts yet have also been associated with a number of economic costs. Similarly, while environmental, social and cultural impacts have mostly been associated with negative effects, there are also certain benefits linked with these impacts. The focus of this study is on socio-cultural impacts, yet it adopts a broader definition of social impacts, which will be explained in subsequent sections.

2.10.1 Social impacts on communities

Studies of the social impacts of tourism on host communities and residents started to gain influence many years ago. In the past years many studies relating to the community impacts of tourism appeared, and the studies have been criticised as being mostly descriptive and lacking a theoretical framework (Gursoy & Rutherford, 2004:23).

Event managers need to have a good grasp and understanding of the broad dynamics that are presented by events in a community as these will influence the environment in which the event will operate (Bowden, *et al.*, 2001:101).

Ever since a number of studies that measure community' attitudes towards sport events tourism have emerged. Changes in residents' attitudes have occurred either as a result of tourism development or from tourist-host interaction (Gursoy & Rutherford, 2004:12).

Tourists visit a destination not only because of the natural and cultural resources but also because the host population in itself can be an attraction to the tourist. Residents have mainly been expected by government to embrace tourism, which is looked upon as a positive way of bringing economic benefits to communities. However, residents' attitudes towards tourism may not always be known, either because they are not being considered or because the locals remain silent (Krippendorf, 1989:78). Tourism has the potential of leaving long-lasting marks on local communities because events provide many benefits to the host destination.

Increasingly, a broader definition of social impacts has been accepted, incorporating aspects such as socio-cultural, environmental and economic. This is consistent with Mathieson and Wall's (1982:32) definition of social impacts as the changes in the quality of life of residents of tourist destinations. The argument is that the economic and environmental impacts of events tourism also have an effect on residents and that environmental effects such

as litter may have a negative effect on residents' lives (Fredline *et al.*, 2004:19).

The approach commonly understood as the 'triple bottom line' places the focus on economic prosperity, environmental quality and the element that research has tended to overlook, namely socio-cultural impact. Economic benefits are usually utilised by policy makers as a justification for hosting an event and sometimes this is exaggerated by using procedures yielding favourable results (Mules & Faulkner, 1996:67). Government and public sector managers have come under pressure to understand and act upon the triple bottom line issues. This brings to the fore a big challenge to all industries, including events tourism.

O'Toole *et al.* (2002:25) state that events have a range of impacts, both positive and negative, on their host communities and stakeholders. Taking the above statement into account, it is crucial for the event manager to identify and predict these impacts and then manage them to achieve the best outcome for all parties, so that there will be balance in the overall impact of the event on the host destination.

In order to achieve the above, the anticipated positive impacts must be carefully planned for so that they are maximised and the negative impacts must also be planned for so that they can be countered.

The success of the event lies in the ability of the event manager and community to achieve a positive balance between these impacts and communicating this to a range of stakeholders, especially the host community.

The event manager should be able to manage these impacts to enable the community to benefit so that sustainable events can be organised, planned, implemented and evaluated successfully. Most people perceive tourism in terms of economic impacts, job creation and taxes.

2.10.2 The range of social impacts

The range of impacts is wide and often influences other areas commonly associated with tourism. O'Toole *et al.* (2002:26) concur with Swart and Bob (2005:2) about the social impacts of events tourism. These impacts are listed as follows by O'Toole *et al.* (2002:26), as adapted from Hall (1989).

Table 2.1: Positive and negative impacts of events

POSITIVE IMPACTS		NEGATIVE IMPACTS
<ul style="list-style-type: none"> • Shared experiences • Revitalised traditions • Building of community pride • Validation of community groups • Increased community participation • Introduction of new and challenging ideas • Expanded cultural perspectives • Improved quality of life • Improved understanding of different communities 		<ul style="list-style-type: none"> • Community alienation • Manipulation of community • Negative community image • Bad behaviour • Substance abuse • Social dislocation • Loss of amenities • Family disruption • Increased underage drinking • Language and cultural effects
	<ul style="list-style-type: none"> • Enhanced destination image and pride • Support for infrastructure and amenities • Higher standard of living • Improved health care and education • Increased leisure opportunities 	<ul style="list-style-type: none"> • Increased social inequality and conflicts • Split between those in tourism and those not • Competition for services and facilities • Unequal distribution of benefits • Host and guest conflict • Social problems • Crime, vandalism, prostitution and drugs

	<p>Increased access to goods, services and technology</p> <ul style="list-style-type: none"> • Broadened educational and cultural horizons <p>Breakdown of class, race, religious, cultural, and political barriers (host and guest interaction)</p> <ul style="list-style-type: none"> • Promotion of peace • Provision of local employment • Decreased social inequality • Stabilised demographics • Balanced family patterns • Opportunities for women and youth • Diversification of leisure opportunities 	<p>Disease (from overcrowding and prostitution)</p> <ul style="list-style-type: none"> • Too rapid change <p>Conflict between generations</p> <p>Disintegration of family bonds</p> <ul style="list-style-type: none"> • Disruption of lifestyle and community organisations • Crowding, noise and traffic congestion <p>Pollution</p> <p>Loss of identity</p> <ul style="list-style-type: none"> • Displacement of residents • Introduction of undesirable activities <p>Gambling and alcohol abuse</p> <ul style="list-style-type: none"> • Development of servile attitude • Exploitation • Bribery and price inflation
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Source, 2006, Howie, 2003, Saayman, 2000

According to Kreag (2006:8), interactions between residents and tourists can impact on creative expression by providing new opportunities (positive) or by stifling individuality by means of restrictions (negative). Events improve the quality of life, broaden educational and cultural horizons and provide local employment. During festival time, the local community can sell crafts, and participation and involvement in the planning of the festival enhance destination image and pride. Tourists are curious and want to learn about the local community, which increases demand for historical and cultural exhibits.

The local community is an important role player in the planning and sustainability of events this will be discussed in the next section.

2.10.3 The local community

Festival events are rich in meaning and because they provide a celebration of culture from which the local community and tourists can learn, festivals play a major part in uplifting a city and local community. These festivals are attractive to host communities because they aid in developing the pride and identity of the community (UNEP, 1998:1).

Even though the community and tourists come from different socio-cultural backgrounds, with different beliefs and perceptions, during festival time the views change because of the interaction between the parties. Raj (2003:3) alludes to the fact that festivals provide an opportunity for local communities to develop and share culture. This creates a sense of value and changes the beliefs held by individuals in the local community. This benefit is shared by the tourist. Tourists are given the opportunity to see and experience how the local communities celebrate their culture and how this affects community development. Furthermore, where there is contact between people, change is inevitable, whether good or bad. It has been found that some tourists are interested in spending time with the community, whereas for others the local community is just part of the scenery (Saayman, 2000:139). Thus it is important to define the local community or host community.

The community that the tourist is visiting is often termed the 'host community' (Cook *et al.*, 1999:249). Since the local residents of the community share their facilities and services with the tourists, they become hosts to the tourists. There is a great deal of interaction between the local community and the tourists. They look to the local community to guide them throughout their stay and acquaint them with their surroundings. The various forms of interaction that take place between the local community and tourists are fundamentally important for tourism development. Having said that, most interactions between the tourist and local community are characterised by an 'at-arms-

length attitude' and remain at a superficial level (Cook *et al.*, 1999:249). The local community is usually untrusting where tourists are concerned. According to Murphy (1985:86), it is the local community that must live with the cumulative outcomes of tourist developments and needs. Thus, it is up to the community to ensure that events are packaged and sold as a tourist product (Howie, 2003:100).

Table 2.2: The triple bottom line

Social	The interaction takes place while tourists and hosts share resources and facilities available to both tourists and host communities, such as beaches, public transport and restaurants.
Economic	Tourists and hosts engage in the buying and selling of goods and services, such as arts and crafts, guide services and accommodation. Often, these interactions occur within the confines of facilities created for the tourist.
Cultural and educational	Many destinations feature organised displays and performances of indigenous culture or offer opportunities for cultural exchange, such as visits to local villages and places of significance and meetings with community members.

Source Howie, 2003:100

All events have social impacts on the host community and on the events participants. During these events the entertainment and experiences can be shared. Impacts include increased pride, which results from some community events and celebrations of national days and the validation of particular groups in the community (O'Toole 2002:27).

The social impacts of events are often neglected, yet they can be significant for the host destination. For instance, when East London hosted the Jazz Festival, a great deal of fun and entertainment was had by the community and

the attendees. It has to be acknowledged that the media play a significant role in unpacking the impacts that are associated with any event.

The power of the media to boost an event is self-evident; we can, for instance, look at past events that have been hosted by East London. The international tennis tournament, for example, was not well supported but as soon as the media intervened, the community response in attending the event proved the significant impact that the media had on the event.

Respectively the local and regional events, whether small or large, can facilitate a significant role on keeping the domestic tourism market vibrant. Smaller local events provide an opportunity that can make events tourists believe that they are engaging in an authentically indigenous activity (Getz, 1993:127). Specific events dominate certain destinations, which causes certain destinations to develop event niches as well as clear marketing initiatives. Some destinations have given themselves event-related titles to accentuate their tourism strategy, for example BCM has sought to position itself as the 'Sport Event City'.

Once the destinations embark on the above-mentioned strategy, events begin to play an important role in destination marketing, the aim being to attract investment, tourism and even desirable residents.

2.10.4 Theories of social impacts

Various theorists such as Getz (1993:45) have researched the topic of social impacts and its relevance to the local community, specifically in the tourism industry. Many of these theorists have come up with different theories on social impacts, for example the social exchange theory.

Social exchange is defined as the voluntary actions of individuals that are motivated by the returns they receive from others (Blau, 1964:91). The researchers have figured out that exchange partners basically rely on a reciprocal action known as what one puts in is what one gets out. The social

exchange theory was designed to examine interpersonal change that was not considered as being economic.

2.10.5 Impacts, benefits and legacies in an events context

In an events context (Anon, 2007:2) asserts that, impacts encompass a variety of positive benefits and negative repercussions that might accumulate as a result of staging an event. Such impacts and benefits may occur before the event takes place, during the event or post the event. Various stakeholders may be affected by hosting the event, this may include participants, local businesses and the host community.. An event will affect people in different ways; thus, there may be inequity in the distribution of impacts and benefits as a result. Many events related studies have focused on one or more of the following impact areas due to South Africa having had an opportunity to host one of the biggest events in the world the 2010 FIFA Soccer World Cup :

- Physical infrastructure
- Environmental impacts (often linked with physical infrastructure)
- Economic impacts
- Tourism destination impacts
- Image enhancement
- Social impacts
- Cultural impacts
- Political impacts
- Urban renewal

Anon (2007:2) defines legacy as the actual long-term impact for the host community of hosting the small scale and mega event and is usually conceptualised as being amongst the positive benefits rather than the negative consequences that might arise. The legacy is commonly thought of in terms of tangible benefits such as, economic, socio-cultural and environmental. However, there may be other intangible benefits, as Ritchie (1984:156) indicates. Despite the actual form that a legacy may take, the notion of fundamental legacy creation is that it acts as catalyst to enhance the

long-term well-being or lifestyle of destination residents in a substantial and sustainable manner, preferably in a manner which reflects the culture of the local population. He further confirms that there appears to be a broad held assumption that there is a legacy, although more recently, a number of studies have questioned the positive benefits and the equity of their distribution in relation to events. However, this notion remains to be seen as more studies are conducted moving forward.

2.11 Sport and a leisure-building community

Misener and Mason (2006:24) argue that sport events can assist in the building of community networks and special capital. Sport events bring a large number of people together: locals and visitors, competitors, supporters, spectators and volunteers. The authors further argue that this coming together creates new networks and thus strengthens social capital within the community. They also argue that everyone within the community can partake in sport events, as a competitor, as a volunteer or just by being out the street cheering on fellow locals. Thus the hosting of sport events fosters opportunities for involvement of the local community and becomes a vital source of social capital. These opportunities for involvement will also provide citizens with the knowledge to further participate in community-building projects.

Sport events marketed as 'community events' can unite a community in a common cause, and those involved can experience bonding with others from the region and a sense of social participation. Professional sport and the building of a sport infrastructure, however, have been identified as not generating a sense of community (Getz, 1993:32).

The community should increasingly participate in and not just consume activities, which can be anything from the arts to festivals to sport. New ways to use sport as a vehicle for convening diverse groups of fellow citizens need to be identified. That will assist in building social capital amongst the community. Events can act as catalysts in bringing people together in

enjoyment of the activity, for example a sport event, which can be a powerful tool in the building of community spirit and social capital.

2.12 Role of government

Planning for events must fit in with national and local strategies and take into consideration the values and norms of the surrounding community. Evidence in South Africa is the recognition that the growing tourism industry, including the events tourism industry, must be managed in a sustainable manner, and for that purpose partnerships between national and local government and communities are essential.

Events that will be supported by SAT must be filtered through the events criteria for attracting foreigners to South Africa. SAT wishes to encourage South Africans to travel within the country and to position South Africa through brand leveraging opportunities. For national events to be supported by SAT, provincial and city tourism authorities need to agree on key events in each of their localities (SAT, 2007).

It is recognised in the Events Tourism Growth Strategy (SAT, 2007:2) that SAT's key objectives are to increase tourism volume, increase tourist spending, increase length of stay, improve geographic spread, improve seasonality patterns and promote transformation. One of the objectives within the strategy is to secure community awareness of, understanding of, support for and interaction with tourism, which will assist in highlighting the benefits of events tourism. Community values are identified as a central element in the sustainability context, as the growth of events tourism should not compromise community values. Overall well-being is measured in terms of community spirit, a sense of belonging and a pleasant atmosphere.

2.13 Role players in events

In order to ensure the success of the event, various stakeholders or role players are involved. Stakeholders are groups, organisations and individuals

with an interest or investment in the successful outcome of the event (Dimmock & Tiyce, 2001:370).

The strategic role players in events tourism in many instances include the public sector development agencies, which concentrate on tourism stakeholders, such as local and national event organisers, venue managers, promoters, tourists and the local community (Hakansson & Johanson, 1992:28). The rationale for these stakeholders within the private sector for opting to invest in this industry is the economic benefits derived from hosting events. These include increased tourist visitation and expenditure, media coverage that enhances the image of the host community, and the social benefits associated with the 'feel good' aspect for the community (Stokes, 2005:685).

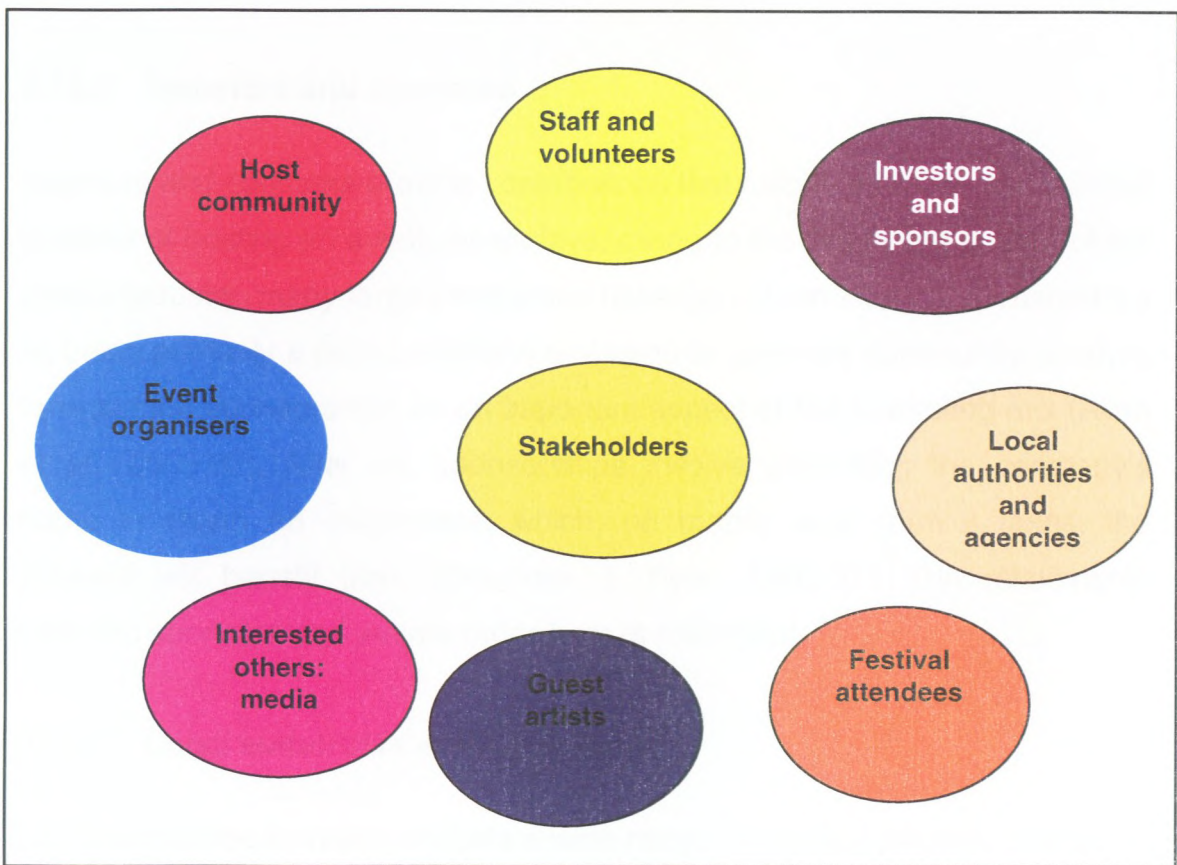


Figure 2.3: Stakeholders of events

Source: Adapted from Dimmock & Tiyce, 2001:372

An event is dynamic and requires various stakeholders that play a meaningful role in its operations. The various role players will be discussed in the following section.

2.13.1 Staff and volunteers

Each of the above-mentioned role players is responsible for fulfilling a specific role in the running of the event. However, the crux of the festival operation is the team. The team constitutes the staff, collaborators and volunteers. Volunteers make a significant contribution to the effective organisation of the event due to their valuable input. Not only do they assist in satisfying inadequate staffing demands but they also contribute by providing local support for the event as well as the extra skills that are required to propel the event to another level (Dimmock & Tiyce, 2001:371). Effective teams provide impetus in ensuring the success of the event.

2.13.2 Investors and sponsors

Investors and sponsors provide contributions that help to alleviate the financial burdens of hosting an event. Nowadays, owing to the significant growth of the events industry, many large companies have gone from viewing sponsorships as being primarily a public relations tool used to generate community goodwill to regarding sponsorships as an important aspect of the marketing mix (Allen *et al.*, 2005:92). After all, sponsorships involve promoting the company's name in return on investment, which, no matter what form it takes, the sponsor will benefit from (Dimmock & Tiyce, 2001:371). The relationship between sponsors and events organisers is reciprocal.

2.13.3 Local authorities and agencies

Local authorities in events include a wide range of industry players. Bowdin *et al.* (2006:99) list these as the government sector, the corporate sector and the community sector. The government creates events for a number of reasons, including the social, cultural, tourism and economic benefits generated by events. The corporate sector participates at a number of levels; companies and corporations often sponsor events to promote their goods and services in the marketplace. In addition, companies create events in the form of exhibitions in order to launch new products, increase sales or enhance their corporate image. The community sector serves a variety of needs and interests that include local sport events, club fundraisers and craft shows.

Public authorities are involved in many different forms, from applying for funding to asking for patronage to focusing on marketing in order to enhance the profile of the event investment or tourists. Once such agencies are on board, they act as a gateway to other public and private authorities who are otherwise difficult to reach (Bowdin *et al.*, 2006:99). These bodies are governed by their own policies and guidelines, which stipulate how resources are to be utilised to ensure that public resources are appropriately accessed, managed and protected (Dimmock & Tiyce, 2001:317). In the following chapter, this will be discussed in depth.

2.13.4 Festival attendees

The spectators are the people for whom the event is intended and who can influence the success or failure of the event. Therefore, it is important that the event manager be mindful of the needs of the audience (Allen *et al.*, 2005:95). As expected, tourists have particular expectations and needs, so thorough research is essential to provide a profound and beneficial direction (Dimmock & Tiyce, 2001:372).

2.13.5 Guest artists

Guest artists are the main reason for a festival because without them the event would not exist. It is the job of the event manager to ensure that the artists are properly cared for, including providing appropriate accommodation, meeting technical and logistical requirements, facilitating good communication between the artists and staff, providing effective promotion and providing interesting and appropriate occasions to meet the tourists. All of these variables are, ultimately, what help to cultivate a good image of the event (Klaic *et al.*, 2006:46–47).

2.13.6 Interested others: media

The media have revolutionised the events industry because of their valuable and powerful influence on how spectators the community experience an event. It is important for event managers to consider the needs of the different media groups and to consult with them as strategic stakeholders (Bowdin *et al.*, 2006:106). To ensure effective media coverage and communication of an event, particular emphasis needs to be placed on the relevance or propriety of television, radio, printed media (flyers, newspaper advertisements, posters and street advertising) and the Internet. Special television programmes, focusing especially on advertising the event (Klaic *et al.*, 2006:25), can be very effective. The type of promotional tools utilised for marketing an event will depend on the size and financial standing of the event organisers as well as the other parties involved. For example, the FIFA 2010 Soccer World Cup had

a team that dealt with all the marketing issues of the event and with the media.

2.13.7 Event organisers

The event manager is employed by the host organisation, usually on a contract basis, to manage the event. As a key stakeholder in the event, the manager's goals are often clarified in a written brief listing the event manager's job description (Allen *et al.*, 2005:89). One of the most important duties of the event manager is to act as an intermediary between the spectators and the performers, as well as between the local people and the tourists. In addition, the event manager needs to attract as many performers as possible to create the 'us' feeling of belonging and of valuing one's community (Klaic *et al.*, 2006:8). Consequently, the event manager is responsible for the actual hosting and leadership of the event.

2.13.8 The host community

The host community plays a vital role in staging the event as it provides many of the public and hospitality services used by the tourists. In many instances, the staff, the volunteers and most of the resources come from the community (Dimmock & Tiyce, 2001:372). Thus it is vital for the event managers to have a good grasp and understanding of the trends affecting the community, such as the factors that determine the receptiveness of the community to the event styles and fashions (Allen *et al.*, 2005:89–90). Tourists attending events often go in search for many activities within an event; they want to experience the social aspect that comes from regular contact with the community. This aids in improving the quality of communication between the community and the tourists, which, in turn, enhances the mutual understanding of social, ethnic, age and cultural groups (Klaic *et al.*, 2006:48).

2.14 Characteristics of events

Saayman (2001:121) highlights the fact that festivals are themed public celebrations and have become one of the most common forms of events.

Events are significantly on the rise in South Africa. Abrahams (1987:173) emphasises that festivals provide their own energy source in the form of role playing between the tourists and the local community and the noise levels generated during the event from the entertainment taking place. Many features have been identified as being responsible for making events more appealing:

2.14.1 Satisfaction of multiple needs

Saayman (2001:4) asserts that tourism is described as the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of attracting, entertaining, transporting and accommodating tourists. When events are hosted, the local community has the opportunity to educate others about its culture; development is inevitable, since new infrastructure is built to accommodate tourists.

Individual tourists seek to satisfy different needs in the course of their travel, depending on their psychological needs (Burton, 1995:62). The word 'tourist' is derived from the word 'tour', which can be described as a journey from which one returns to a starting point, a circular trip during which various places are visited and for which an itinerary is usually planned (Murphy, 1985:274),

Potential tourists are motivated to travel in order to meet various levels of needs, as specified by Maslow and set out in Figure 2.3. For example, a tourist at an event may be looking for a sense of belonging and love from interacting with others and building relationships. The tourist may be seeking an opportunity to meet new people and socialise. Others may simply go to a specific event in order to relax. It is important to note that one cannot move to the next level of the hierarchy unless the previous level is satisfied to a certain degree.

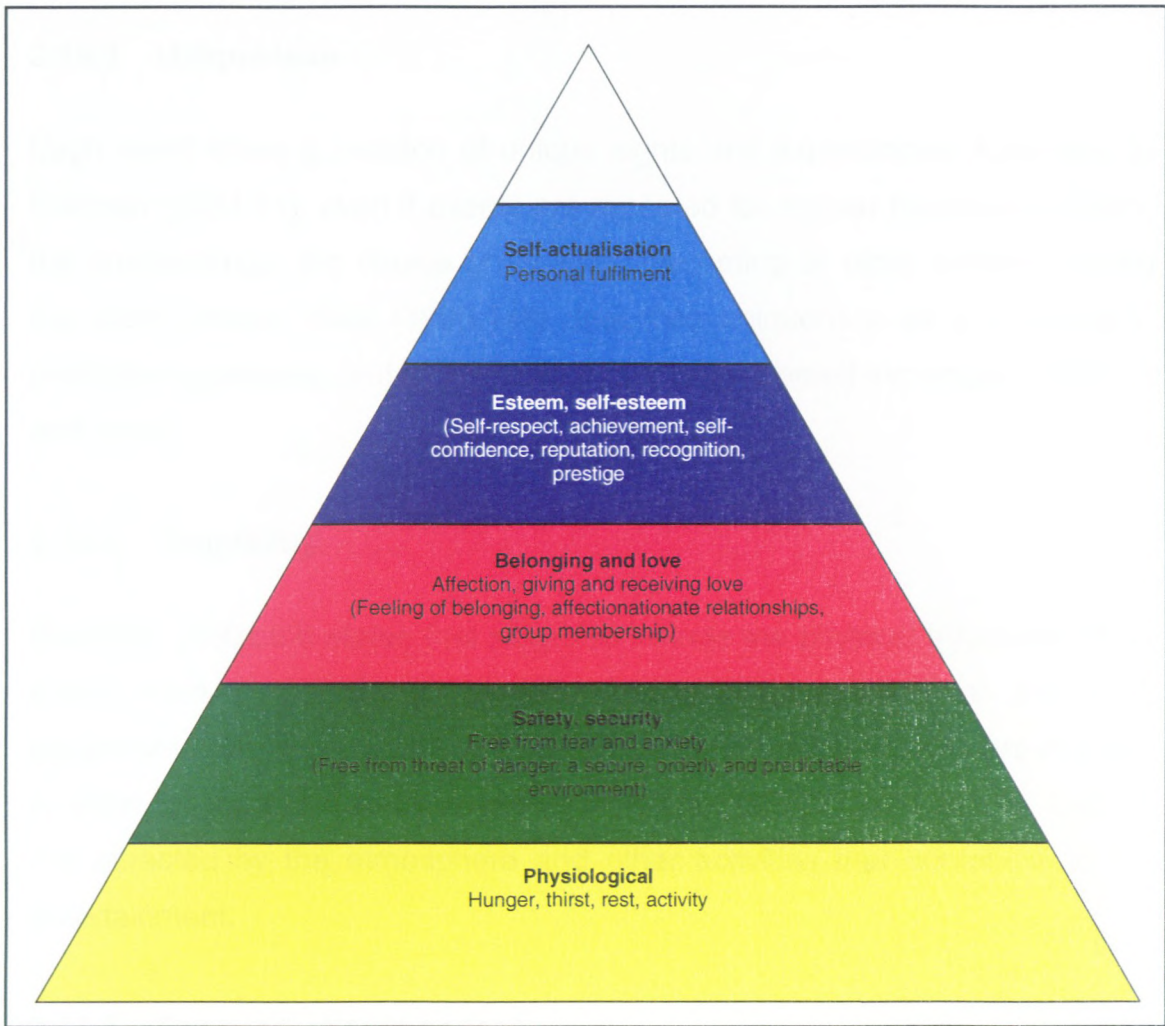


Figure 2.4

Maslow's hierarchy of needs Source: Bennett, 2000:81

2.14.2 Festival spirit

One of the main features of events in historic times was that they elevated and added a festive character to the host destination. In most cases, a certain atmosphere is brought about by the excitement of the celebration. Attendees have a chance to share values and gain knowledge about each other's culture. At an event, at times tourists do things out of the ordinary (Dimmock & Tiyce, 2001:360). Moreover, during the event anything is permissible as tourists do what they normally would not do, because of the joyfulness and relaxed atmosphere of events

2.14.3 Uniqueness

Each event offers a creation of unique sights and experiences. According to Slabbert (2004:21), even if events are repeated for regular tourists or visitors, the surroundings, the choice of location, the timing or other variables make the event unique. Getz (1993:148) describes uniqueness as a not-usually-available opportunity (out of the ordinary), a rarity, something unique, different and novel.

2.14.4 Tangibility

Saayman (2001:83) states that tangibles include the physical structures of an event, namely the décor, physical facilities, appearance of the staff, equipment and other tourists. It is important that these structures are in place in order for the event to be a success. At the SSISAT, for example, tourists are attracted by the atmosphere and other activities that contribute to the entertainment.

2.14.5 The promotional aspect

Kotler and Armstrong, as quoted by Saayman (2000:13), define marketing as a social and managerial process whereby individuals and groups obtain what they need and desire through creating and exchanging products and value with others. Therefore, event organisers analyse tourists' behaviour, expectations and needs for the event and capitalise on these. This is a result of the concentrated nature of the event, which incorporates cultural, economic and social aims. The marketing of the event is significant for fulfilling the above-mentioned aims.

2.15 Summary

To improve the understanding of the concept of sociology from a tourism perspective, the focus was placed on the social impacts of events. Social impact is defined as the changes in the norms and values of society that are more apparent in the short term. When tourists visit a specific destination,

visible impacts are noticed. Events provide employment opportunities, promote international peace and pride, and promote educational and cultural experiences. However, as with any process, there is a downside. Events can, for example, trigger terrorism and promote prostitution, especially in poorer countries. In summary, a thorough literature review was conducted of the role of the local community in the hosting of events, as well as its perceptions of the tourists invading its environment. This chapter focused on the overview of the global sport events tourism industry. The relationship between sport and tourism. And lastly the impacts of events on communities.

CHAPTER 3: OVERVIEW OF THE EVENTS TOURISM ROLE AND LEGISLATIVE FRAMEWORK

3.1 Introduction

Events play a significant role in many communities, and there has been an increase in the number of events being hosted in and around the BCM area. Events are key drivers of economic growth and support the municipality's strategic and Integrated Development Plan (IDP) objectives, as well as its global competitiveness, image and small business developmental objectives. Events assist to support urban rejuvenation and cultural and social cohesion. All over the world all communities have been identified as critical element for making events successful and sustainable (IDP BCM, 2010b:8).

Many of the South African local municipalities, including BCM, continue to try and address the issue of underdeveloped and poverty-stricken communities through hosting events. The municipality is putting in place various mechanisms and measures to meet these challenges (BCM, 2010b:194). BCM has hosted various successful events, some of which include the International Tennis Tournament, Castle Langer International Rugby Test Match 03 July 2010, International Africa Golf Open Tournament and recently the SSISAT 17 January 2010. These events are envisaged to have a positive or negative socio-cultural impact on the host community. This, therefore, necessitates planning that will ensure that positive impacts are achieved and negative impacts are minimised for the benefit of the host community.

3.2 The role of tourism in South Africa

Department of Environmental Affairs and Tourism (1996:22) highlights the tourism sector as a national priority in creating sustainable jobs so that the quality of life of South Africans is improved. Thus competition in the industry has grown in recent years. This has been the case for sport events tourism destinations across the globe. Indeed, for South Africa a competitive

advantage is no longer assumed to be automatic. However, the abundance of excellent conference and exhibition facilities and a wide range of sport mega-event facilities contribute towards South Africa's success in bidding for mega events. Internationally known attractions such as Table Mountain, the Cape of Good Hope, the Kruger National Park and the Garden Route, to name but a few, make South Africa an attractive destination to visit (Department of Environmental Affairs and Tourism, 1996:6).

As a result of the role that tourism plays in South Africa, SAT has decided to make it its business to support events that are marketing the country as the events destination of choice. This means that SAT will utilise its resources to ensure that South Africa is marketed internationally. Extensive research has been undertaken by SAT to ascertain and understand the growth opportunities for sport tourism in South Africa. The research concluded that there is a need for a strong collaboration between the sport and tourism sectors since both sectors complement each other (SAT, 2007).

The Event Tourism Growth Strategy 2007–2010 (SAT, 2007) outlines the fact that events that would be supported must be filtered through the events criteria and the consultative process. For national events to be supported by SAT, provincial and city tourism authorities need to agree on key events in each of their localities that require the support of SAT. This can be illustrated by looking at the sport events that have recently been hosted in South Africa, such as the FIFA 2010 World Cup June 2010, the 2003 December Cricket World Cup and the June 2009 Confederations Cup. SAT has been instrumental in promoting these events. As mentioned already, SAT strongly supports events that promote South Africa as an events tourism destination.

3.3 The role of the provincial government

Various stakeholders are involved in events and events management in numerous ways, this includes BCM and other levels of government, events organisers, the events industry, business sector and communities. According to the White Paper on the Development and Promotion on Tourism

(Department of Environmental Affairs and Tourism, 1996:5), the hosting of events is one of the key mechanisms to enable an area to address challenges associated with seasonality in the tourism sector and to draw tourists to areas that are currently underdeveloped in terms of tourism product supply and demand. The Eastern Cape Province has presented a number of established events, an important drawing card for tourism to the province. These include the following:

- SSISAT
- Grahamstown National Arts Festival
- International Africa Golf Open Tournament
- International Tennis Tournament
- International Rugby Test Match
- Addo Rose Extravaganza
- Port Elizabeth Dance Festival
- Prickly Pear Festival at Cuyler Hofstede Farm Museum in Uitenhage
- Shakespearean Festival
- Vodacom Splash Festival at Hobie Beach
- Billabong Pro Surfing Competition at Jeffrey's Bay
- Biltong Festival

It is clear, however, that these events are distributed over areas that currently enjoy a relatively well-developed tourism industry. Furthermore, many of these events are not marketed on a provincial level, and these events do not currently act as a drawing card for tourists to the area, with the exception of the Grahamstown National Arts Festival and the Billabong Pro Surfing Competition. Intervention by SAT will ensure that the above-mentioned events will convince tourists to visit the province more frequently. The growth in the number of events poses a challenge for the provincial government to craft marketing plans that will complement that of SAT. In this instance, utilising events as a marketing tool becomes an integral part of the marketing plan.

3.4 The role of the local government

According to the White Paper on Development and Promotion on Tourism (Department of Environmental Affairs and Tourism, 1996:33), the national, provincial, and local government has an important role to contribute in the development of the tourism industry of South Africa. This is characterised by (Schedule 6 of the Constitution) that creates an enabling environment for provision of tourism to be a provincial responsibility. The White Paper on Development and Promotion on Tourism (Department of Environmental Affairs and Tourism, 1996:33) adds that, the provincial government through provincial tourism organisations is responsible for marketing and promoting its destinations. Seemingly there is a growth in the trend of utilising events as a tool to drive the marketing programmes of the province, as is the practice in many other countries. The provincial government has a responsibility to market the province to the domestic market in competition with other provinces. As a result in South Africa, Eastern Cape in particular, there is Eastern Cape Tourism Parks and Tourism agency an organisation which deals with strictly marketing the province nationally and internationally respectively.

People living in the previously disadvantaged areas in BCM are disadvantaged by an environment that ignores their socio-economic, socio-cultural and environmental circumstances and by the fact that there are poor linkages to other areas that could assist to address these issues. One of the strategies that the municipality can use to mitigate the challenge is to ensure that the community is part and parcel of events, projects and other developmental initiatives within the municipality (BCM, 2010b:55).

The community will take pride and ownership and develop confidence in being trusted to partake in the projects that take place in and around the municipality. The BCM IDP (BCM, 2010b:194) states that the manner in which the communities are engaged in these projects should demonstrate elements of the Batho Pele White Paper 1998 principles.

The White Paper on Development and Promotion on Tourism (Department of Environmental Affairs and Tourism, 1996:16) suggests that, the national and provincial tourism organisations should reach consensus on an aggressive and effective marketing strategy to be co-ordinated at the national level and executed with the full participation and support of provincial and local organisations. This may mean that the promotion not of isolation brand names by provinces but that of possibly a number of product lines (e.g. sport tourism, adventure tourism, events tourism, cultural tourism and eco-tourism) that are relevant across all the provincial boundaries. This will ensure uniformity of the marketing strategy for events tourism and other typologies of tourism.

The provincial government understands it needs far better tourism activities than national, as such it should play a meaningful role in tourism development activities than the national government. This will include incorporation of the local communities, environmental management programmes, safety and security of visitors, tourism development and infrastructure provision. This is paramount important in the context of Eastern Cape Province as it faces many challenges in relation to infrastructure. This predicament impedes the growth of tourism in the province. The Municipal Financial Management Act, No. 66 of 2003, states that budgets and resources allocated to provinces will need to reflect the financial reality of the provincial, and most importantly, of the local government (IDP BCM, 2010b:8).

3.5 The role of the private sector

Department of Environmental Affairs and Tourism, 1996:26) affirms that the private sector has and will continue to play a critical role in the further development and promotion of tourism. In addition Department of Environmental Affairs and Tourism (1996:37) states that the private sector bears the major risks of tourism investment as well as a large part of the responsibility for satisfying the visitor. Delivering quality tourism services and providing the customer with value for money are largely private sector responsibilities.

The private sector is in a position to promote the involvement of local communities in tourism ventures by, inter alia, establishing partnership tourism ventures with communities. The government has expressed a willingness to work in collaboration with the private sector to roll out projects that will uplift the local communities (Department of Environmental Affairs and Tourism, 1996:35).

Department of Environmental Affairs and Tourism (1996:6) suggests that involving local communities and previously disadvantaged groups in the tourism industry through kick starting entrepreneurial ventures with communities, procuring and purchasing of goods and services from the local communities, for instance agricultural supplies, entertainment and laundry services, will enable communities to benefit from tourism development spin offs. For example, communities can benefit directly or indirectly from new systems and village electrification programmes developed through tourism investment in rural areas, especially the BCM area (Department of Environmental Affairs and Tourism, 1996:35).The SSISAT is viewed as an event that has the potential to make a significant contribution in a community.

3.6 The role of communities

The development of tourism requires the community to be hands on in all aspects to ensure that their needs have been integrated in broader planning. Many communities in previously disadvantaged groups due to the apartheid policies, particularly those in rural areas that have not actively participated in the tourism industry, possess significant tourism resources.

Department of Environmental Affairs and Tourism (1996:41) states that the role of communities include organising themselves at all levels (national, provincial and local Governments) are expected to play a more effective role in the tourism industry and to interact with government and role-players at all levels. The communities are also envisaged to identify potential tourism resources and attractions within their communities. Therefore these

opportunities must be exploited for tourism training and awareness, seek financial resources for tourism development and seek strategic partnerships with the established tourism private sector. This will create opportunities for development and growth of tourism.

Communities need to work towards enhancing the positive benefits of tourism and minimising the negative impacts and to organise themselves to maximise the sharing of information and experiences, possibly facilitated through financial assistance by local government, as pointed out in the Municipal Financial Management Act, No. 66 of 2003).

3.7 Types of event

Anon (2008:8) asserts that events are recognised and defined in the following manner :

3.7.1 World or special event/international event

An event that possess characteristics that act as drawcard for international visitors and international media coverage and create a profile that places the host destination municipality as a sport tourism or events destination in the international market. Such events have potential to transform the host community in terms of the economic activities that happen by virtue of hosting these events. It is further argued by Getz (1996:16) that events act as catalyst for economic development. The SSISAT is a typical example of an international event that places the municipality on the global map.

3.7.2 National event

Anon (2008:16) contends that this is a type of event that has gained national status over the years. It is an event of national significance that attracts national visitors and national media coverage. This event is envisaged to provide a degree of impact on its host city destination. In many instances national events plays a crucial role in Local Economic Development, especially for the Small Medium Tourism Enterprises (SMTE's).

3.7.3 Regional event

Regional event is an event that is held in a particular region for a specific reason or to celebrate an occasion. For instance when a community host the inauguration of traditional leaders by the community. These events have regional significance that attracts regional visitors and media coverage. Thus opportunities are created for the community to participate and own the event.

3.7.4 Major event

An event that attracts significant participation/attendance and attracts significant visitor numbers and media interest to BCM and the Eastern Cape. The event makes a meaningful contribution to the BCM economy through direct and indirect benefits this is enjoyed more by the accommodation and dining sector.

3.7.5 East London event

An event that is uniquely 'East London' or one that celebrates/supports an asset/icon/event/association unique to East London. As mentioned in the previous sections SSISAT is one of the events that East London utilises for its branding purposes.

3.7.6 Community event

Anon (2008:9) states that an event that takes place in a neighbourhood and attracts community interest has potential of bring investment to that destination. There are different types and sizes of events that will have different impacts in terms of their strategic fit to BCM's economic and social objectives and safety and security risk management.

According to Anon (2008:10) the events and events management industry is relatively new to East London as a destination. The International Event Management Body of Knowledge (EMBOK) has created a framework of the knowledge, processes and skills essential to create, develop and deliver an

event. This then becomes crucial for developing cities such as East London in terms of planning.

Anon (2008:10) further points out that the purpose of the framework is to create an enabling environment for the development of a responsible and sustainable event industry. EMBOK can be utilised in various ways, this includes directly in event management, by the event industry as a base for competency levels and accreditation and the development of curriculums for training, and so forth.

In different situations or times of the year the events host cities may define some events as a single events season which they would need to manage accordingly. Events of this nature require integrated planning approach to ensure that there will not be missed opportunities.

3.8 Buffalo City in context

BCM is situated in the heart the Eastern Cape Province, which is bounded to the south-east by the long coastline along the Indian Ocean. The Eastern Cape is the second largest province in South Africa and covers some 169 580 square kilometre, which is 13, 9% of South African's total land area. The province has the third highest population of South Africa's provinces (BCM, 2010b:6).

The IDP (BCM, 2010b:190) highlights the fact that BCM operates under the policies and legislative framework for performance management. These are as follows:

- The Constitution of the RSA, 1996 (Act 108 of 1996)
- The Batho Pele White Paper (1998)
- The White Paper on Local Government (1998)
- The Local Government: Municipal Systems Act, No. 32 of 2000

- The Municipal Planning and Performance Management Regulations, No. 796, 24 August 2001
- Regulations for Municipal Manager and Managers Who Report Directly to Municipal Managers, 1 August 2006
- The Local Government Municipal Structures Act, No. 117 of 1998
- The Municipality Financial Management Act, No. 66 of 2003
- The Disaster Management Act, No. 57 of 2002

BCM developed and implemented a performance management system to enable the community to benefit from service delivery imperatives. The events that are embraced by the municipality must be aligned to BCM's legislative framework for the benefit of the community at large. The BCM IDP (BCM, 2010b:62) states that in terms of Section 16, Subsection 1 (a) of the Local Government: Municipal Systems Act, No. 32 of 2000, a municipality must encourage and create conditions for the local community to participate in events that the municipality is hosting, including the preparation, implementation and reviewing process.

BCM recognises that it is within its legislative competency to perform certain services as a local government, amongst others to facilitate economic development and contribute to the wellbeing of its communities. In addition, in an effort to comply, BCM and the events organising company extensively consult the communities with the aim of ascertaining their needs and the key issues that should inform the broad event objectives. Emanating from the analysis, the event takes cognisance of the community's needs and challenges. The SSISAT must be planned in such a way that it provides positive impacts to the host community.

3.9 Events legislative requirements in South Africa

Anon (2008:12) asserts that in the consideration of events processes, application for events and planning and staging of events (including any preparation for and completion of), the outline of the practised legislation and any amendments or relevant policies that must be taken into account. These

policies act as a framework when planning for events. Such legislative requirements can be outlined as follows:

- Safety at Sports and Recreation Events Bill 1998
- Liquor Act, No. 53 of 2003
- Health Act, No. 61 of 2003
- Disaster Management Act, No. 57 of 2002
- Fire Brigade Services Act, No. 99 of 1987, as amended, No. 14 of 2000
- Road Traffic Act, No, 93 of 1996
- South African Police Service Act, No. 8 of 1995, as amended 2002
- Private Security Industry Regulation Act, No. 56 of 2001
- Criminal Procedure Act, No. 51 of 1977
- National Liquor Regulations (R8040 of 17 August 2004)
- Noise Control Regulations in Terms of Section 25 of the Environment Conservation Act, No. 73 of 1989
- Private Security Industry Regulation Act, No. 56 of 2001
- Fire Arms Act, No. 60 of 2000
- Drugs and Drug Trafficking Act, No. 140 of 1992, as amended
- National Health Act, No. 61 of 2003
- Occupational Health and Safety Act, No. 85 of 1993, GN 962 of 30 May 1994.
- Noise Control Regulations in Terms of Section 25 of the Environment Conservation Act, No. 73 of 1989
- Regulations Governing General Hygiene Requirements for Food Premises and the Transport of Food (GN 918 of 30 July 1999)
- Notice Relating to the Smoking of Tobacco Products in Public Places (R975 of 29 September 2000)
- Regulation of Gatherings Act, No. 205 of 1993
- Business Act, No. 71 of 1991
- National Building Regulations and Building Standards Act, No. 103 of 1977
- Regulations Concerning Fireworks Promulgated in Terms of the Explosives Act, No. 26 of 1956.
- Civil Aviation Regulations 1997

- Land Use Planning Ordinance Act, No. 15 of 1985
- SABS 0142-1, SANS 10142-1 The Wiring of Premises Part 1: Low-voltage Installations

3.10 The local authorities

In recent years BCM's has viewed hosting of events as a significant part of their competitive strategy over other destinations, this is also affirmed by the fact that BCM will gain the Metro status after the 2011 Local Government elections. Moreover, it is expected that more and more events will come into the Metro. Therefore sport events tourism plays a critical role in modern cities to enhance cultural and social cohesion in communities, support urban rejuvenation and enhance economic growth. Communities are an integral part of making events successful. This is illustrated by the fact that BCM recognises the importance of the community and the impacts of events. The involvement of local authorities in events emanates from a wide range of role players.

Bowdin *et al.* (2006:66) list these as the government sector, the corporate sector and the community sector. The government creates events for a number of reasons, including the social, cultural, tourism and economic benefits generated by events. The corporate sector participates at a number of levels. Companies create events in the form of expos in order to market or exhibit products, increase sales or enhance their corporate image. The community meets a variety of needs and interests through local community sport events, fundraising initiatives and craft shows.

Public authorities are involved in many different forms, from applying for financial support to asking for patronage to focusing on marketing in order to enhance the profile of the event. Once such agencies are on board, they act as a catalyst in ensuring the smooth running of the community projects/events (Bowdin, 2006:87). He further emphasises that these agencies are governed by their own policies and guidelines, which outline how resources are

allocated to ensure that public resources are accessed in an appropriate and acceptable manner in terms of that particular organisation's legislation.

In the case of BCM, before the beginning of each financial year various community consultation exercises are undertaken. These include mayoral Imbizos, IDP hearings and the IDP budget. It is through these public engagement platforms that community needs and issues are identified and analysed in order to inform BCM's development priorities. As such events are integral part of these public engagements.

3.11 Events Strategic Formulation

Robinson (2010:221) states that events around the globe provide an outstanding platform for economic development and social regeneration with many cities, regions, countries and business, now committing substantial resources to create vibrant economy. The international EMBOK Model (2007) as quoted by Robinson, 2010 includes five domains encompassing 35 functional areas classes, five phases, five processes and five core values. He further, highlights the core values of creativity, strategic thinking, continuous improvement, ethics and integration of values that must permeate all decisions throughout events management regarding every element, phase and process. .

3.11.1 Events and Administrative domain

The administration knowledge domain according to Robinson (2010:222) deals primarily with the proper and strategic allocation, direction and control of the resources used in an event planning process. Human beings are involved in planning on daily basis. Having event plans assists in facilitating the various activities in order to achieve the predetermined vision.

Robinson (2010:222) states that events organisations need to plan strategically and coordinate the activities of the event they intend to host. They need to take a full responsibility, otherwise events will not take place when

they are required to take place. Furthermore, management should happen on an ongoing basis to enable the events to sustain and maintain good quality. This has been applied very well in SSISAT event, as a result the event is growing year by year. The events management organisation usually has a project manager who will be tasked to oversee the entire event. The SSISAT has appointed a project manager to ensure the smooth running of the event.

3.11.2 Events and Design

This domain deals with knowledge of events management, it places focus on the articulation of the objectives of the entire event and experiential element (Robinson, 2010:224). These elements developed within each area are put together to make the event an experience that will be enjoyable, however, some options are viewed to be risky in the manner in which they are designed.

In view of the above the event organisers should consider crafting a critical planning tool for events management because it deals with the developing the events concept and the experience of the event. This will enable the managers of events to implement the event plans accordingly. In essence event managers should view themselves as problem solvers in the events context. Therefore events managers should also regard themselves as packaging and managing an experience from start to finish of the event (Robinson, 2010:223).

Robinson (2010:15) states that the development and utilisation of budgets, costing and pricing strategies are effective financial management mechanisms that assist the financial goals of the event enterprise. The above is the backbone of any event organisation. In order to run an event efficiently you need financial resources to enable the organising team to achieve its goals and realise the returns on investment. He further asserts that human resource management's purpose is to compliment the financial resources of the appropriate organisational structure, policies and procedures for the recruitment, orientation, training, compensation, motivation, supervision and

discipline of employees, contracted workers and volunteers, according to applicable employment and labour legalities to provide a suitable and diverse workforce to meet the needs of the event project.

Ninow (2010:45) suggests that information management includes the acquisition, distribution, control and retention of information through the implementation of customary reporting, record keeping, and privacy and proprietary information protection procedures to ensure proprietary information protection procedures to ensure that the necessary business intelligence and institutional memory are captured and preserved. This also assist with information management that can be utilised for planning future events

Procurement management is comprised of the sourcing, selection and contracting of the suppliers and vendors from whom goods and services will be procured using accurate solicitation materials and quality criteria, suitable documentation, change controls and cost avoidance measures to ensure that purchases will deliver cost value (Ninow, 2010:61)

Stakeholder management deals with the engagement of and interactions with the varied stakeholder constituencies of the event, including clients, officials, authorities, sponsors, participants and providers, to develop a mutual vision of and commitment to the requirements and desired outcomes of the event project.

Systems management involves the implementation and coordination of the various accountability, database, knowledge management and knowledge transfer systems, using suitable technology applications and equipment to integrate the needs and assets of the event project and enterprise.

Time management covers the processes required for the establishment and verification of timelines, production schedules and schedule controls that will facilitate the activity and architecture necessary to accomplish the tasks within the event project.

3.11.3 Design domain

Focuses on the artistic interpretation and expression of the goals and objectives of the event project and its experiential dimensions. The elements developed within each functional area combine to create the event experience that will either be enjoyed or endured, with some options considered 'risky' by their very nature or by design.

Ninow, (2010: 57) states that entertainment design management encompasses the sourcing, selection and control of suitable entertainment, ancillary programmes and recreational activities for the event project and the co-ordinating of the support requirements for the entertainers and activities in a manner that delivers the desired entertainment experience and that benefits the audience and organisation.

Environmental design management Involves the creation or acquisition and arrangement of décor items, props, furnishings, decorative embellishments and way-finding and signage systems to enhance the attractiveness and functionality of learning, marketing, ceremonial and entertainment environments. Furthermore, Ninow, (2010: 70) confirms that the Crime Prevention through Environmental Design approach can be employed to minimise criminal activities and create safe and secure events. Environmental design must also include steps to protect and sustain the natural resource base. SSISAT has ensured an environmentally friendly event throughout the years, as such BCM municipality is in full support of this event.

Production design management deals with the incorporation, sourcing and selection of the appropriate sound, lighting, visual projection, multimedia, special effects and other theatrical elements and services to meet the communication objectives and create the desired impressions and ambiance of the event project.

Tassiopoulos (2010:67) confirms that programme-design management concerns the formation and choreography of the agenda of activities,

elements, exhibits and amenities that shape the composition of the event experience to address the ceremonial, hospitality and communication requirements of the of the event project. In addition he states that theme design management is the application of theme development principles and cultural iconography to communicate and integrate the purpose, message, image and branding of the event project.

3.11.4 Events and Marketing Domain

According to Robinson (2010:23) the marketing knowledge addresses the functions that facilitate business development, cultivate economic and political support and shape the image and value of the event project. The nature of the event as an 'experience' necessitates a thorough understanding of the unique buyer-seller relationship associated with this intangible product.

Marketing plan management is required in planning an event as it concerns the development and supervision of the overall marketing strategy and tactics to be employed, this including target customer definition, acquisition and retention, the internal and external messages and media, and the maintenance of positive customer or guest relations to achieve the marketing aspirations for the event project and the hosting organisation (Robinson, 2010:225).

Materials management includes the design, acquisition or production and delivery of printed materials and other collateral materials that will be utilised to support the marketing and operational activities necessary for the event project. The programmes, leaflets, posters, banners are some of the materials that require management to ensure that they serve their purpose in planning for the events (Anon, 2008:25).

Anon (2008:27) asserts that promotion management includes the procurement, orchestration and organisation of advertising campaigns, promotional events, cross-promotion alliances and contest or giveaway activities conducted to generate attention, interest and demand for the event

project. An event organisation embarks on this initiative to capture the attention of their target market. Events cannot take place without people attending. Therefore audience is an integral part of an event and event planning.

Public relations management is viewed by Anon (2008:223) as the mechanism that is utilised to formulate and execute the tactics capable of garnering publicity covering for an event project through the cultivation and conservation of beneficial relationships with the media as well as preparation for the enhancement and control of the impressions, image and issues surrounding the event project and enterprise, particularly in times of crisis or controversy. Public relations play an important role in building a positive image for the event. In addition it is one of the key elements in the event marketing mix.

Tassiopoulos (2010:174) refers to sponsorship as the use of financial or in-kind support of an on-business activity by a commercial organisation to achieve specified business goals, as a result it has become the foundation of the events industry. Sponsorship becomes a strategic role player in hosting events. This is necessitated by the role which the sponsor plays in growing and developing industry. The identification, lobbying, securing, servicing and retention of sponsors, donors and philanthropic patrons through the proper valuation and delivery of suitable tangible and intangible benefits to provide financial and cost avoidance support for the event project according to (Anon, 2008:26)..

3.11.5 Operations domain

This domain puts emphasis on the operational side of the event as stated by (Anon, 2008:26). It concentrates on the people, products and services that will be brought together on-site to produce the event project, as well as the roles and responsibilities. Impeccable co-ordination is required in order to ensure that the logistical and functional requirements and expectations of the event have been met.

Attendee management addresses the issue of admittance credentialing and control systems such as registration, ticketing and housing, as well as the tactics for facilitating proper movement and pedestrian traffic flow of the event crowds. This notion is one of the critical strategies to manage risk at events. In some instances ushers, trouble shooters and security personnel are positioned in points where challenges are envisage (Anon, 2008:26).

Communications management assists with the sourcing of the necessary equipment and development of the modes and procedures for on-site briefing and debriefing activities and information exchange with internal and external stakeholders of the event project. This includes the preparation and incorporation of applicable documentation and contact information into a comprehensive and readily accessible format. Communication is effective with such structures in place. Furthermore, the success of an event is determined by organisation, planning and cooperation, and as events can gain high levels of media attention, it is important to event managers for those internal and external (Robinson, 2010:226).

Infrastructure management based on Anon,(2008:28) is concerned with the confirmation, acquisition or enhancement of inherent or imported equipment and services to ensure that sufficient transportation systems, parking facilities, utilities, sanitation and waste management and emergency response services are in place to meet the functional needs of the event project. The infrastructure is paramount important for developing destinations that position themselves as events destinations. The attractiveness of the event destination attracts influx of visitors. The logistics management includes the analysis, sequencing and supervision of the tasks and providers necessary for the move-in, installation, maintenance, disassembly and move-out activities associated with the event project.

Participant management encompasses the co-ordination and facilitation of the measures necessary to meet the procedural, practical and hospitality requirements of those individuals having a direct and predetermined

participatory role in the event project. Site management involves the sourcing, inspection, selection and contracting of locations and facilities that will serve the needs of the event project, plus ensuring the proper development and layout of the site where the event project takes place. Participant management and site management respectively work hand in glove to ensure that one compliments the other so that an outstanding event is produced (Tassiopoulos, (2010:180). Risk will be discussed further in the following section of this paper.

3.11.6 Risk domain

Robinson (2010:226) asserts that the risk knowledge domain for events focuses on protective obligations opportunities and the legal aspects that are traditionally anticipated to pose threat to event enterprise. Robinson (2010:226) quotes Ninow (2010) who emphasizes that managing risks is a systematic process which involves gathering of information to help with the identification of risks and future uncertainties.

Compliance management includes the acquisition of the necessary permissions and instruments that demonstrate adherence to all accessibility rules and regulation, property rights requirements and other applicable statutes, codes and regulations to signify the event project as in compliance. When a company hosts an event they have to meet compliance requirements in order to manage risks that are associated with the event (Anon, 2008:31).

Decision management encompasses the establishment of practical decision-making systems, for the preparation and presentation of the applicable event project, that include the accurate framing of decisions, the application of the pertinent resources, criteria, rules and restraints, facilitating suitable deliberation and collaboration; and ensuring that the proper authority and empowerment are granted (Anon, 2008:27).

Emergency management involves the identification and notification of the proper authorities, medical services and other emergency responders, and the acquisition and development of plans and procedures suitable for responding properly to incidents, evacuations, crises or disasters that may occur during the hosting of the event project. Health and safety management Involves the establishment and implementation of fire and life safety, occupational safety and crowd control policies and procedures that ensure the health and welfare of all participating parties (Ninow, 2010:18).

Ninow (2010:31) states that legal management comprises the negotiation and execution of the contracts and other legal documents associated with the acquisitions and endeavours of the event project and oversight of the lawful design and implementation of the policies, procedures and practices of the event organisation and its representatives. He adds that security management covers the sourcing, selection and deployment of the personnel and equipment to be used to provide protective services and support for the event project and the implementation and supervision of the appropriate command and control systems to ensure its efficacy.

3.12 Summary

This chapter provides an overview of the legislative framework of the events industry within East London. A number of prominent legislative policies have been implemented to ensure the development of the events industry. Initially, the industry has been found wanting with regard to legislative issues. However, that has been addressed to a great extent. The private and public sectors are beginning to collaborate to establish a partnership that will assist with events management initiatives. The national and local governments play a leading role in the events industry due to their function of providing essential infrastructure and their mandate to drive the economic development of the communities they represent.

The White Paper on the Development and Promotion on Tourism (Department of Environmental Affairs and Tourism, 1996:33) states that social impacts are

as important as the sports themselves at all levels and that future studies should examine the order of importance of the impacts as the values of society continue to change. All sport events have impacts on the host community. Nevertheless, the negative impacts are often ignored while the resultant benefits are emphasised. These impacts take place at different stages; they can be short term, medium term and long term. The long-term impacts of events are referred to as the event legacies. The legislative policies play a fundamental role in assisting the events industry realise the positive impacts that therefore leads to legacies in host destinations.

CHAPTER 4: METHODOLOGY

4.1 Introduction

The SSISAT is viewed as one of the most popular triathlon events in East London. It is held at the beginning of each year in East London and provides enormous entertainment opportunities for spectators and participants. Furthermore, this particular event has the potential to generate spin-offs in terms of social interaction, job creation and an increase in local business turnovers, to list just a few.

This event affords an opportunity to local residents and visitors for information exchange, social interaction and cultural experience. In view of these characteristics, the SSISAT was selected for this research case study. This chapter provides the outline of the procedures and processes that were used to conduct research at the 2010 SSISAT. The research methodology, in terms of research design, research instruments, data collection procedures as well as the procedure for data analysis, is also presented in detail. Research question is detailed in the following section.

4.2 Research question

According to Leedy (1997:11), research is defined as a studious inquiry or examination, especially a critical and exhaustive investigation or experimentation, having for its aim the discovery of new facts and their correct implementation, the revision of accepted conclusions, theories or laws in the light of newly discovered facts, or the practical application of such conclusions, theories, or laws.

Walliman (2001:86) asserts that a research question is a statement that indicates a clear direction and scope for the research work. As was stated in Chapter 1, the following research questions have guided this study. Moreover,

the content of the research instruments that were utilised in this study was also based on the research questions.

- How does the SSISAT affect selected East London communities?
- How does the SSISAT affect the personal quality of life of the residents?
- What are the negative socio-cultural aspects of the SSISAT?
- What are the positive socio-cultural aspects of the SSISAT?

4.3 Validity and reliability

According to Babbie and Mouton (2001:110), in order to ensure accurate qualitative research measurement, it is necessary to pay special attention to two technical considerations: reliability and validity. Veal (2006:117) describes validity as the extent to which the data collected truly reflect the phenomenon that is being studied or investigated. He further points out that tourism research is fraught with difficulties in this area, mainly because empirical research is largely concerned with people's behaviour and with their attitudes, and for information on these the researcher is, in the main, reliant on people's own reports in the form of responses to questionnaire-based interviews. Techniques such as the use of established measures and reliable field-workers can ensure reliability in the research (Babbie & Mouton, 2001:121–122).

Validity refers to the extent to which research findings would be the same if the research were to be repeated at a later stage or with a different sample of subjects (Veal, 2006:41). He further asserts that validity can be seen as a model taken from the natural sciences where, if experimental conditions are properly controlled, a repetition of an experiment should produce identical results.

For the purpose of this particular study, the questionnaire was utilised as a primary data collection tool. Some of the questions on the questionnaire were adopted from previous sport events tourism studies in South Africa, such as the 2006 Old Mutual Two Oceans Marathon. Validity and reliability in

collecting data as well as the constructs and contents of questions in the questionnaire survey were taken into consideration from previous research projects. Furthermore, field-workers were trained and questions in the questionnaires and surveys were clarified prior to the event in order to limit unreliability in the study.

4.4 Selection of the sample

It was pointed out in Chapter 1 that the 2010 SSISAT, which is part of a broad study funded by the Walter Sisulu University's Research Office, was the chosen case study. This study focused on the evaluation of the socio-cultural impacts of sport events tourism on selected communities in East London. Qualitative and quantitative methods were utilised to collect the data. The questionnaire included open-ended and closed-ended questions for spectators. The questionnaire questions covered the demographic elements of, overall impact of, participation in and specific social impacts of the SSISAT.

Struwig and Stead (2001:118–120) assert that generally, the sample size depends on the basic characteristics of the targeted population, the research objectives, data analysis, credibility, time and the financial constraints of the research. The event has low number of attendees due to the fact that the sport is not popular. As such the event is characterised by the low number of people which attend. A random sampling technique was utilised for the purpose of this particular study. This technique provided every opportunity for the research population to be included in the research project.

4.5 Research instruments and data collection

In the following section, details of the research instruments as well as the data (which include both primary data and secondary) collection method that were utilised in this particular study are presented.

4.5.1 Secondary information sources

Literature that is relevant to the socio-cultural impacts of sport events tourism, generically and specifically in South Africa, as well as other existing information, such as correspondence with relevant stakeholders that are actively involved in sport events tourism, was reviewed. Information about sport events tourism activities globally and nationally was derived from books, journals, reports from international tourism structures, publications by tourism bodies, Internet sources and local libraries. Essentially, the literature overview outlined a way to link the previous studies to the current research.

4.5.2 Primary information sources

Hutton (1990:8) asserts that survey research is a particular method of collecting data which involves posing systematically formulated questions in a predetermined sequence in a structured questionnaire to a specific sample of respondents. A questionnaire, which is a very popular technique for conducting a research survey, is normally utilised in small-scale social science research projects (Blaxter, Hughes & Tight, 2001:77).

In this study, over and above the secondary data, primary data were collected through surveys, which included questionnaire surveys during different event time periods. More information pertaining to this will be outlined in the next section.

Blaxter *et al.* (2001:179) confirm that questionnaires are the most often utilised social research technique. This tool was chosen as being appropriate for this particular study. The authors add that a questionnaire can be administered by post, over the telephone, face to face and sometimes over the Internet. De Vaus (2002:174) states that the structured questionnaire remains the most common method of obtaining a structured set of survey data.

As outlined in the first chapter, the data was collected through utilising the questionnaire survey. The questionnaire included both open-ended and

closed-ended questions. Closed-ended questions require respondents to select from a number of preset responses that are presented by the researcher. Respondents might not select an answer that reflects their real thoughts or feelings owing to these preset responses, though (Courtenay, 1982:33). Open-ended questions require respondents to provide their own answers to the questions; however, it may not be easy to summarise all the answers into categories owing to the variety of responses (Courtenay, 1982:33).

4.6 Procedure for analysis of the data

Quantitative data analysis was utilised in this study, since the SPSS was adopted to analyse the quantitative data through frequencies, from which tables, bar charts and graphs were generated. The qualitative data were divided into conceptual categories by using the constant comparative method.

4.7 Summary

The research methodology, tools, techniques and procedures that were utilised in this study were discussed in this chapter. The data collected will provide usable, expert evaluation that will contribute improve management of events held in East London. This will contribute to socio-cultural benefits for local communities through programmes that they embark on.

CHAPTER 5: EMPIRICAL FINDINGS AND THE PRESENTATION OF THE RESULTS

5.1 Introduction

The socio-cultural impact of sport events tourism focuses on the attitudes and perceptions of the community towards tourism and, in this case, the SSISAT held in East London. The survey was conducted in January 2010. A questionnaire was developed for the purpose of data collection. The purpose of this questionnaire was to gather demographic information regarding the respondents included in the study, as well as to determine their level of participation, community involvement and social impact connected with the SSISAT. Open- and closed-ended questionnaires were utilised, as well as Likert scale questions to measure the social impact of this event.

The purpose of this chapter is to reflect on the results of the study. This is done by presenting and explaining the results of the questionnaire by means of figures and tables. The study presents the results on the following section.

5.2 Demographic profile of the respondents

In this section the emphasis will be on the demographic information of the respondents, focusing on age, gender, race, education, marital status and level of income.

Table 5.1: Demographic profile summary

AGE	TOTAL %
18–30	44.2
31–40	27.3
41–50	10.4
51–58	6.5
60+	11.7
GENDER	TOTAL %
Female	63.6
Male	36.4

EDUCATION	TOTAL (%)
Grade 8	2.6
Grade 12	19.5
Post matric	11.7
Undergraduate or diploma	44.2
Postgraduate	20.8
Other	—
RACE	TOTAL (%)
Black	7.8
Coloured	3.9
White	85.7
Other	2.6
MARITAL STATUS	TOTAL (%)
Married	54.5
Single	40.3
Divorced	3.9
Widowed	1.3
Other	—
INCOME PER ANNUM	TOTAL (%)
Less than R35 000	18.3
R35 001–R50 000	4.2
R50 001–R70 000	8.5
R70 001–R100 000	18.3
R100 001–R200 000	19.7
R300 001–R400 000	11.3
R400 000–R500 000	2.8
R500 001+	12.7

The findings characterise most of the respondents as being 18–30 years old with the 31–40-year-olds also being notable. Most were white females who were married, had at least a tertiary-level educational qualification undergraduate degree or diploma and earned R100 001 to R200 000 per annum. However, those in the R70 001- R100 000 earning bracket were also deemed 60+ notable. This finding suggests the importance of the availability of disposable income to spend money to attend (and even participate in) such events.

5.3 Motivation for spectators to participate in the event

The study sought to determine whether the respondents were interested in the future continuation of the event. The results suggest that 93.5% showed an interest in the continuation of this event. Furthermore, the study found that a key motivating factor for the community to attend this event was family

members participating in the event. This result implies that the event provides an opportunity for the community to attend an event as a family.

The community members were asked to indicate their attendance of the event in the previous two years. The results showed that 61% of the respondents had previously attended the event. The research further probed the respondents' perceptions concerning their level of interest in this particular event.

Table 5.2: Reasons for attending events

THE STATEMENT THAT BEST SUMMARISES LEVEL OF INTEREST	TOTAL (%)
I am interested in the event and attend some aspects of the event when I can.	41.6
I am an avid fan of the event and try to attend every year	33.8
I am not interested in the event, but I sometimes attend it because my family/ friends are interested.	19.5
I have absolutely no interest in the event, but I am attending because I am bored.	5.2

Table 5.2 shows that the majority (41.6%) of the respondents attended some aspects of the event. However, the 33.8% avid fans of the event indicated that the spectators amongst whom are community members are enthusiastic followers of this particular sporting discipline. Furthermore, 19.5% had no interest in this event but they attended because they supported family and friends.

5.4.2 Noise level in the area

5.4 Perceived specific social impacts of the event

The noise level was categorised as one of the negative social impacts of the event. The study sought to determine the social impacts of the event through determining the perceptions of the community concerning the appearance of the area, the noise level, the number of people (crowding), social inequity, entertainment opportunities, meeting new people and opportunities to have fun with family and friends.

5.4.1 Appearance of the area

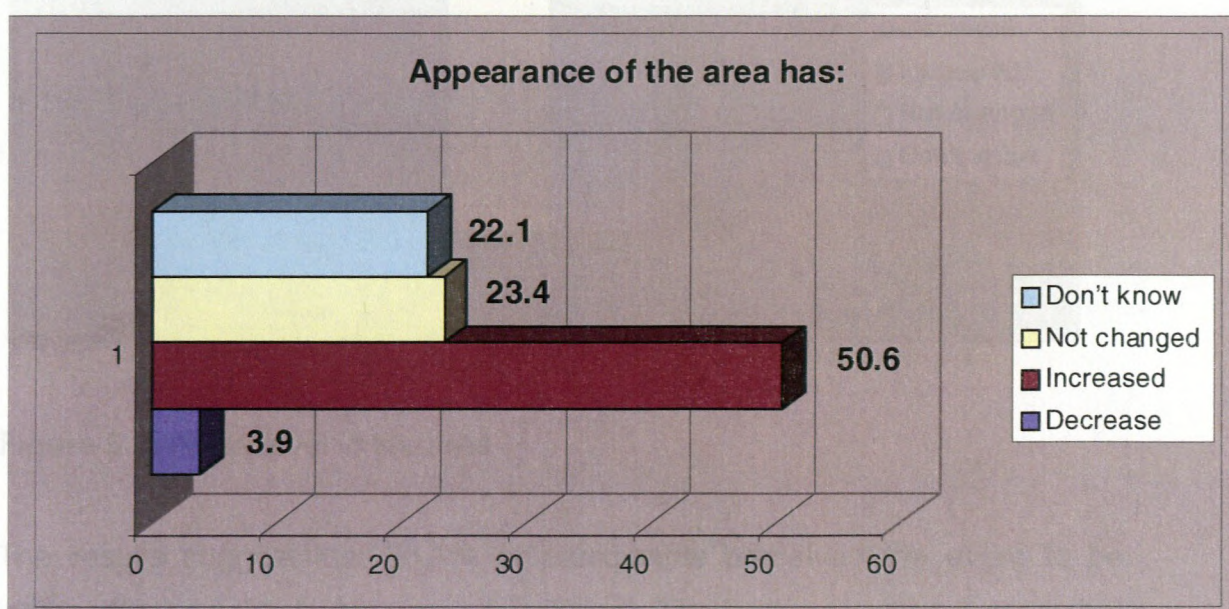


Figure 5.1: Appearance of the area

The majority (50.6%) of the community perceived the event as improving the appearance of East London. It was further noted that almost a quarter (23.4%) of respondents indicated that there was no visible change to the appearance of the area.

5.4.2 Noise level in the area

The noise level was categorised as one of the negative social impacts of the event. The study chose to determine the spectator perception concerning the social impact on the residential area. The findings are presented as follows:

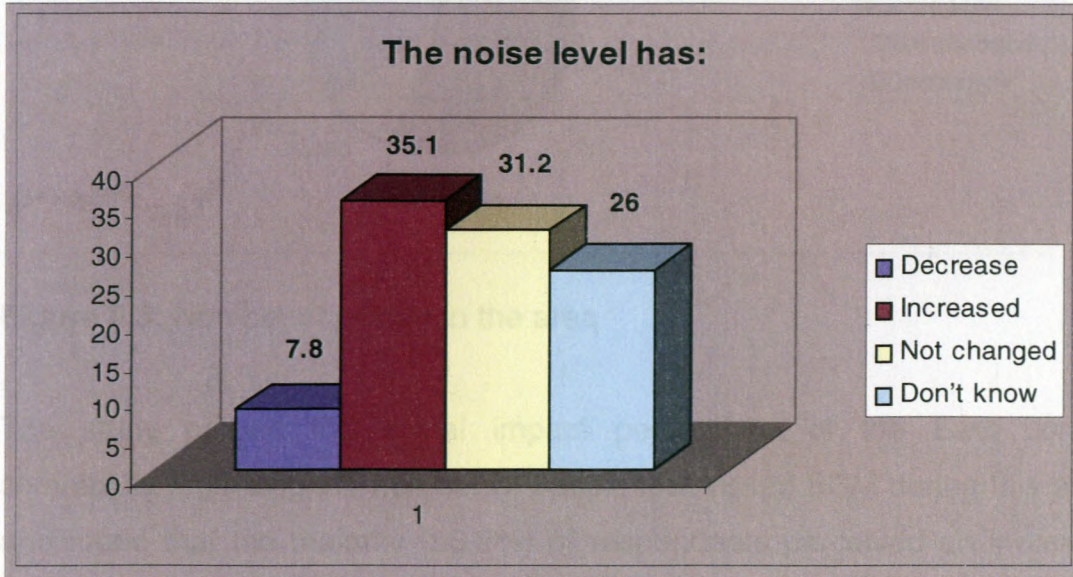


Figure 5.2: Noise level in the area

The results suggest that 35.1% of participants perceived the event to be increasing the noise level (or noise pollution). The findings further suggest that almost a third (31.2%) perceived no change in this regard with just more than a quarter of respondents stating that they were not aware of the noise during this event.

5.4.3 Number of people in the area

The literature indicates that the number of people that attend events can provide positive or negative social benefits to the community; therefore, it was critical for this study to ascertain the social impacts of crowds on destinations of hosting such events.

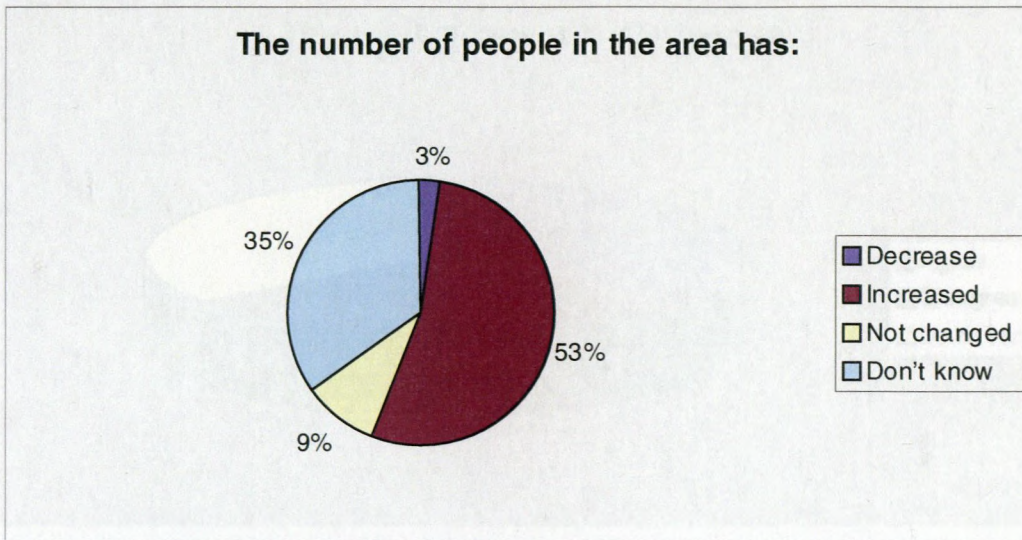


Figure 5.3: Number of people in the area

The study probed the social impact perceptions of the East London community regarding the number of people that visited BCM during this event and found that the majority (53.2%) of respondents perceived an increased social impact due to a larger number of people in the area. However, just over 35% did not know whether there was an increase in the social impacts of the event due to the increased crowds that could be attributed to the event.

5.4.4 Social inequity

The literature highlights that social inequities have elements that have the potential to negatively impact the event. Figure 5.4 depicts the results in this regard.

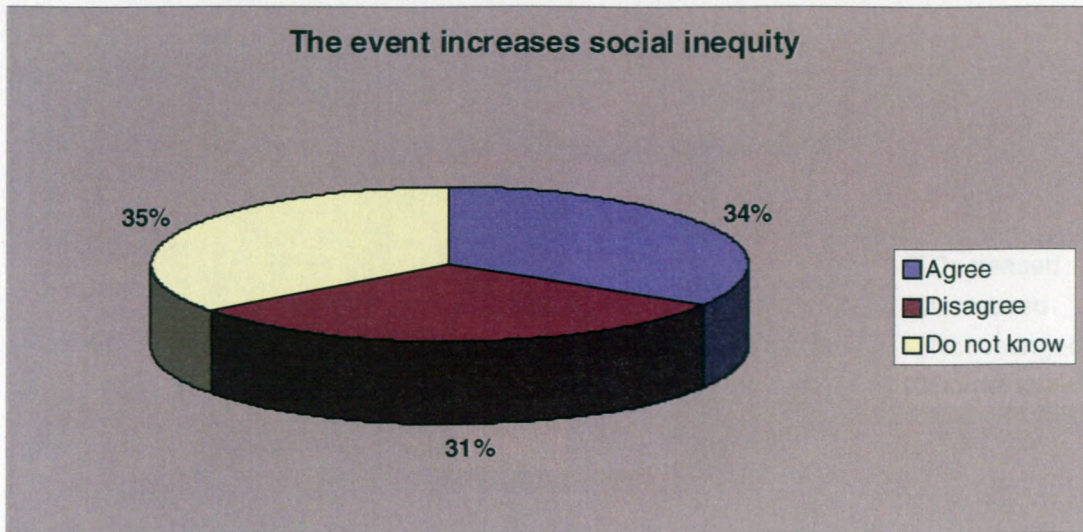


Figure 5.4: Social inequity

The respondents were almost equally represented in their responses regarding this particular impact, Figure 5.4 refers. The majority (32.5%) of respondents indicated that they did not know whether the event increased social inequity, a further 31.2% confirmed that this event was perceived as increasing social inequality whilst a further 28.6% disagreed with the idea that this event contributed to social inequity.

5.4.5 Entertainment opportunities

The literature suggests that entertainment is one of the core components of the event. Entertainment is therefore viewed as a positive social impact. This particular question tried to identify entertainment opportunities associated with this event.

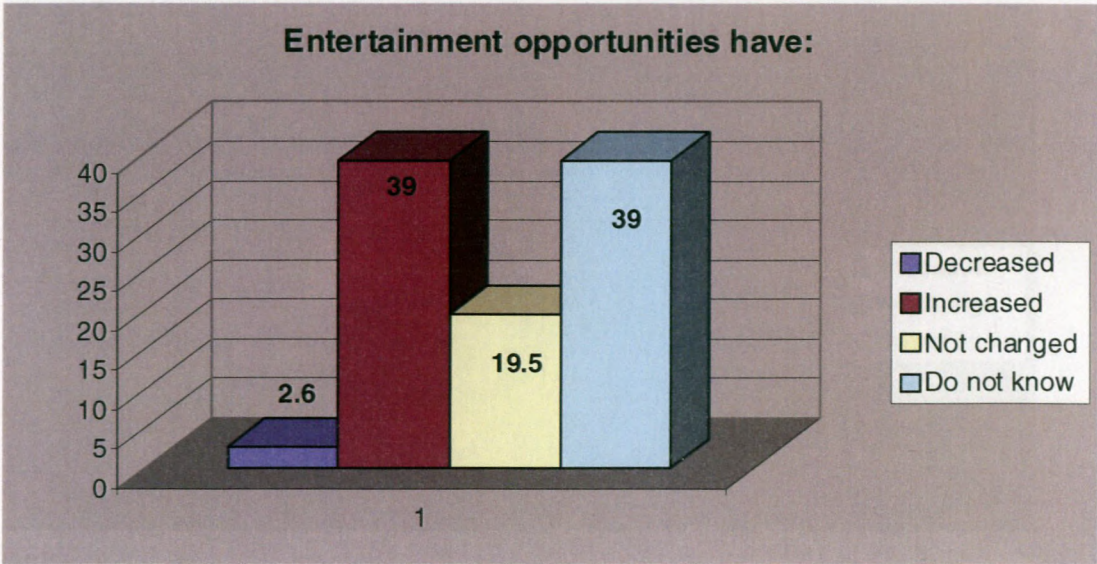


Figure 5.5: Entertainment opportunities

The findings suggest that almost 40% of respondents perceived the event to have improved entertainment opportunities. It is further noted that 2.6% perceived the event as decreasing entertainment opportunities. The results further suggest that almost a fifth of respondents perceived the event as not having made any change to entertainment opportunities in East London.

5.4.6 Opportunities to meet new people

The literature suggests that events have the potential to bring people together. This event creates opportunities for people who might not ordinarily have met to meet. This result correlates with Maslow's hierarchy of needs, as discussed in the literature chapters of the study.

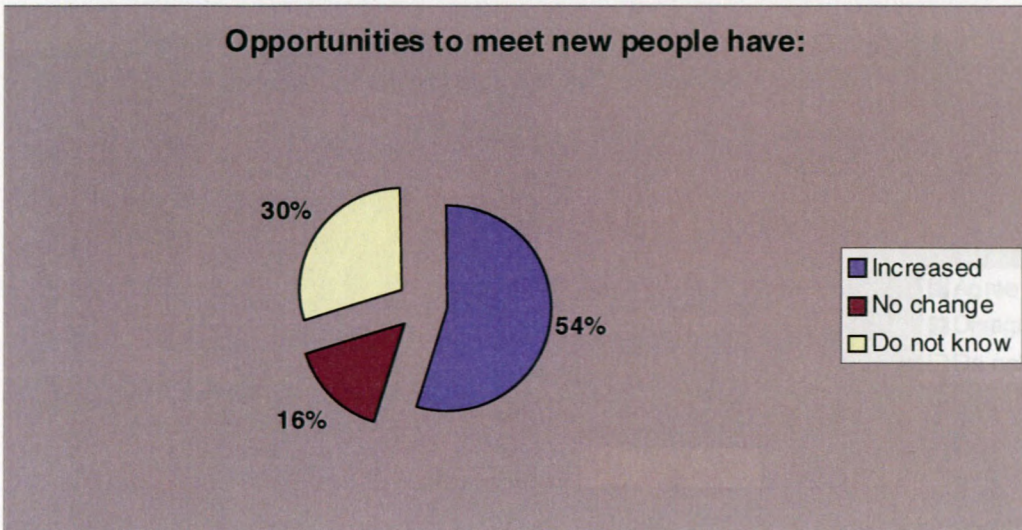


Figure 5.6: Opportunities to meet new people

Figure 5.6 illustrates that the majority (54.5%) of respondents perceived the event to increase opportunities to meet new people. However, 15.6% of respondents indicated no change for opportunities to meet new people. The findings further suggest that almost a third were indifferent, which suggests that they may have other motives for attending this event. Such motives may include enjoying the atmosphere of the event, the festive mode that is created by the event, the hype that the event creates, and so forth.

5.4.7 Opportunities to have fun with family and friends

The literature suggests that events create platforms for family to meet and have fun. The study sought to determine whether the event provided opportunities to have fun with family and friends.

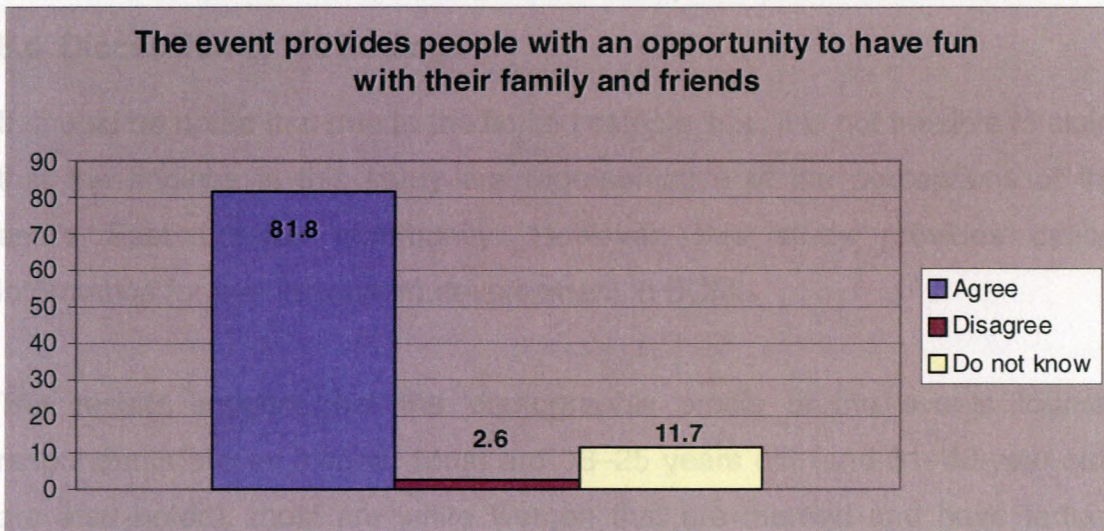


Figure 5.7: Opportunities to have fun with family and friends

The results suggest that the majority (81.8%) of respondents concurred that the event provided opportunities for people to have fun with their family and friends and that the event was thus seen to appeal to family and friends. This finding is further supported by the demographic profile finding that suggests that most respondents are married and that the event is perceived to be providing families opportunities to bond and unite.

5.5 Overall perceived social impacts of the event

Generally, the respondents' perceptions concerning the overall positive social impact of the event included the following: exercise and healthy lifestyle, support of family and friends, economic benefits, marketing and image enhancement, opportunities to meet people and opportunities for entertainment. Respondents' perceptions concerning the overall negative social impacts of the event included littering, noise pollution, traffic congestion, overcrowding, lack of facilities for physically challenged attendees and a lack of awareness about the event.

5.6 Discussion of the findings

It should be noted that due to the limited sample size, it is not feasible to claim that the findings in this study are representative of the perceptions of the entire East London community. However, this study provides critical information for events tourism development in BCM.

The results suggest that the demographic profile of the events tourism respondents are as follows: Most are 18–25 years old (and 31–40-year-olds are also noted), most are white women that are married and have tertiary qualifications and most are likely to earn R100 001–R200 000 per annum. This study also draws attention to the different generations that predominate at the event, namely Generation X (or Gen X) and Generation Y (or Gen Y) (Kotler, Bowen & Makens, 1999). Gen X is the generation born between 1965 and 1976 (or between 1964 to 1979, according to Fountain & Charters, 2004) whilst Gen Y was born from about 1979 onward (18 to 30 year old). Gen Y is also known as the Millennial Generation. The results suggest a predominance of Gen Y consumers who are mostly 18–30 years of age. Gen Y is considered to want to create something lasting that works, sustainable projects that will continue to affect the lives of those in communities for years to come. Members of Gen Y have had far more opportunities than the previous generations, having been freed of dependence on conventional media, and are more interested in making their mark and expressing themselves. The second most prominent respondent group in the study, Gen X, has lived through the dismantling of apartheid, has reached sexual maturity in the high-risk age of HIV/AIDS and has developed a pessimistic economic outlook that is aggravated by problems in finding highly sought-after jobs. Consequently, Gen X is more sceptical and cynical about frivolous marketing pitches that promise easy success. Gen X purchases a great deal of consumer products such as clothes and computers. These people are savvy and wary shoppers as they have done much of their shopping themselves when they grew up and therefore are experienced consumers. Their financial pressures have made them value conscious, preferring lower prices and more functional looks. Gen X responds to honesty in advertising, shares cultural concerns and responds

favourably to firms that have proven track records of environmentally and socially responsible actions. These people are cautious romantics who seek a better quality of life and are more interested in job satisfaction than in sacrificing personal happiness and growth for promotion. Experience, and not acquisition, is prized.

The literature suggests that different generations perceive events impacts from different perspectives and that these impacts contribute to change in their value systems, morals and conduct.

The findings of the study suggest that respondents perceive the event to improve the appearance of the event destination. This could be the result of the local authorities' making an extra effort to clean and tidy up the destination before the event is hosted. This further suggests that the authorities would be well advised to develop a holistic plan to maintain the general appearance of the destination on an ongoing basis, not only for the event.

Although the event provides opportunities for community members to meet new people, enjoy entertainment and have fun with family and friends (positive social impacts of this event), noise levels and overcrowding were identified as negative impacts of the event. This suggests that the authorities would be well advised to develop a holistic plan to minimise the negative social impacts of the event on an ongoing basis.

The research findings for social inequity are inconclusive, and this may be the result of the nature of this sport, which is accessible only to people who possess exceptional triathlon athletic skills and are viewed as elite athletes. Furthermore, the sport is considered a relatively expensive sport, which may unintentionally exclude certain social and economic groups (including black South Africans). An adequate understanding of the social impacts of events is crucial because it assists the event planners and local tourism authorities in designing a programme that will appeal to the current and prospective community. In the context of South Africa as a developing country, these findings provide a framework for local events tourism authorities to plan

accordingly to manage the positive impacts that are suggested by the study and minimise the negative impacts.

One important implication of these findings is that the events tourism community seems to have some limited awareness concerning an array of social impacts of events. Another is that event organisers need to implement effective strategies for communicating with the community about the social impact benefits of these events. With regard to these impacts, it is necessary for TBC and the local economic development of BCM to capitalise on the positive impacts of such events and to ensure that the negative impacts of such events are minimised when hosting such events.

The growth of the events tourism sector is crucial in a young and developing destination such as East London. The literature review of this research has indicated that destinations should create events that are socio-culturally responsive to the spectators and host destination. For many events management organisations, attaining equilibrium between the event and the social impacts and a pleasant experience for the community is an important issue that should not be overlooked due to the fact that it has consequences for event attendance. Marketing strategies need to be developed to market the event to the potential spectators/customers.

In summary, events management organisations should craft strategies related to mitigating the deemed negative impacts of events, such as noise levels and overcrowding.

CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

The current study set out to determine and evaluate the socio-cultural impacts of sport events tourism in the context of East London's hosting of the 2010 SSISAT. In previous chapters, the introduction to and the background of the research problem were highlighted. An analysis of the secondary data was presented in the form of a literature review and was followed by the presentation of the empirical approach employed for the study. Chapter 5 presented a detailed discussion of the findings with the aim of attaining the research objectives. The last chapter presents a conclusion that is in line with the predefined objectives. In addition, recommendations, the way forward for future research and the limitations of the study are also discussed.

Events have become a popular part of the destination mix (Getz, 1997:57). Events attract domestic and international visitors, who invariably spend money within the local economy, encourage repeat visits and may increase positive word-of-mouth advertising. Media coverage ensures exposure of the destination domestically and perhaps internationally. Besides the tangible economic benefits, the local community experiences increased pride when hosting a successful event, community spirit is heightened and social bonds are strengthened.

Yet, the hosting of an event may also come at some cost to the local community; traffic issues, congestion, noise and litter are issues that may put some local residents off. Increasingly, local governments have come under pressure to also address these issues, thus considering the broader social impacts (Fredline, 2006:67).

This thesis has addressed the various issues underlying the broader socio-cultural impacts of sporting events tourism. The 2010 SSISAT in East London was chosen as an example of an event that appears to be embraced by all yet at the same time shows a possibility that the community may be divided in

terms of the level of support for the event. This study used a community approach, which has been commonly utilised in previous research, to assess the social impacts of the SSISAT on the local community.

The framework adopted for this study was similar to most frameworks for previous research that have utilised a community approach, suggesting that in order to host as successful and sustainable event, community involvement is a central element. The RTO/EO must ensure communication with and involvement of the local community and consider community values related to place and people.

In order to assess the social impacts of the event, a survey instrument was designed with similarities to previously developed and tested event impact assessment instruments. This study used a common methodological approach that had been used in the previous studies that looked at the social impacts of events. It is vital to assess the social impacts of events, but using face-to-face questionnaire interviews is never an easy task. However, it would have been impractical to embark on emailing and phoning the respondents for this study. The questionnaire interviews were effective in the data collection phases of the study.

6.2 Conclusions

The results of the study were analysed in terms of the following objectives, previously outlined in Chapter 1:

- To evaluate the socio-cultural impacts of sport events tourism as presented by the SSISAT (objective one).
- To identify the socio-cultural challenges and impacts of the SSISAT (objective two).
- To provide a degree of understanding of the socio-cultural impacts phenomenon with regard to the SSISAT in particular and with general application to sport tourism in South Africa nationally (objective three).

- To provide information that may bring positive socio-cultural impacts to the SSISAT in particular and to South African sport tourism in general (objective four).
- To highlight the role of the socio-cultural impacts of sport events in sport tourism (objective five).

The conclusions of the study are presented in the following subsections of this chapter.

6.2.1 Conclusions regarding objective one

The study has met the objective, which was aimed at determining the socio-cultural impacts of sport events tourism on East London community. The study revealed that positive impacts such as an increase in the number of people in the BCM area during the event and an increase in opportunities to meet new people occur during the SSISAT. Opportunities to have fun with family and friends have also been identified as one of the socio-cultural impacts of the event. The results are indicative of the fact that sport events tourism indeed has an impact on the community. Such results also mean that when events of this magnitude are planned, community involvement is crucial for sustainability.

6.2.2 Conclusions regarding objective two

Although the study revealed the positive impacts that are brought about by the SSISAT, there are also negative impacts that the event brings to the host community. The negative impacts pose challenges to the event organisers and the host community for future events. This has implications in relation to managing such impacts to mitigate their negative impact on the host community. The events management companies in collaboration with BCM and sponsors should run awareness campaigns of impacts that are associated with hosting events

6.2.3 Conclusions regarding objective three

Objective three of the study intended to provide a degree of understanding of the socio-cultural impacts phenomenon with regard to the SSISAT in particular and with general application to sport tourism in South Africa nationally. The results suggest that the demographic profile of the sport events tourism respondents are as follows: They are mostly 18–25 years old (and 31–40-year-olds are also noted), they are mostly white females that are married and have tertiary qualifications and they most likely earn R100 001–to R200 000 per annum. Another important finding of the study is that the sport events tourism community seems to have some limited awareness concerning an array of social impacts surrounding events. Such findings concur with relevant secondary data investigating the same phenomenon of the socio-cultural impacts of sport events tourism.

6.2.4 Conclusion regarding objective four

The findings of the study suggest that respondents perceive the event to improve the appearance of the event destination. Although the event provides opportunities for the community to meet new people, enjoy entertainment and have fun with family and friends (positive social impacts of this event), noise levels and overcrowding were identified as negative impacts of the event. The study suggests that the majority (81.8%) of respondents concur that the event provides opportunities for people to have fun with their family and friends and that the event is thus seen to appeal to family and friends. This finding is further supported by the demographic profile finding that suggests that most respondents are married and that the event is perceived to be providing families with opportunities to bond and unite.

6.2.5 Conclusions regarding objective five

The current study has met objective five, which aimed at highlighting the role of the socio-cultural impacts of sport events in sport tourism. The results obtained from respondents indicate that the community of East London

understands the role of socio-cultural impacts. The respondents seem to believe that because of such events, they can enjoy the positive impacts of events. However, it is critical to plan for the negative impacts that can arise as a result of hosting such events. In addition, this sport event is viewed as one of the highlights on the East London calendar of events and is expected to bring about positive benefits to the host community. Such a notion could have contributed towards the wide-spread support that the event enjoyed.

6.3 Recommendations

According to Gursoy and Kendell (2006:617), politicians and the organisers of sport events are beginning to understand the value of the local community's involvement in and support of the event. In addition, they must be cognisant of the fact that community involvement and support have become more important for those communities planning to host events. In order to spread the benefits of the SSISAT to the entire East London community, the organisers, namely BCM and Triangle Events, should be mindful of involving all the stakeholder from the BCM area of jurisdiction.

These findings can be utilised for future research purposes, and they have managerial implications for event professionals in the events industry in the BCM region. It is very important that events tourism managers, organisations and parastatals take cognisance of the social impacts that are associated with the planned event. The study recommends that the local government and private sector in collaboration must implement public awareness programmes to educate the community/spectators on the socio-cultural impacts of events. Furthermore, there is a need to develop a plan to maintain the appearance of the area on an ongoing basis by the private and public sectors.

Planning and management must take a holistic approach in the planning stages of the event. The planning should also take into account the external and internal factors that can impact on the success of events tourism for the host destination. The BCM region's key strengths and differentiating features

must be harnessed to enable the destination to remain competitive in terms of its sport events tourism offerings.

- There is a need for research to be conducted on an ongoing basis so that the positive and negative impacts are understood on a continuous basis.
- Since various events are currently offered in South Africa, it becomes important for every event to win the support of the local community in order to grow the event locally.
- The study has outlined the positive and negative social impacts of hosting events. Event organisers need to work with the local community to mitigate the negative impacts and improve on those positive impacts identified. A community forum or increased community participation is recommended.
- The local community is the backbone of the success of an event. The community needs to be engaged to play an active role in the planning and decision making of the event to ensure its support of events that are held in the community.
- The community must be part of the planning from the bidding stages to the hosting stages of the event. This will result in combating any negative impacts that may arise during the event.
- Economic impacts and social impacts must receive equal attention to ensure that neither of the two is subordinate to the other; equilibrium must be achieved between the two.
- The positive and negative impacts that are identified by the study through a questionnaire will act as basis of framework for future event related studies.

6.4 Limitations of the study

The limitations that apply to the study can be outlined as follows: The results of the study will only be considered in the context of the East London community. The results are envisaged to contribute either directly or indirectly towards benefiting the community of East London at large. The drawback of

the study is the inability to generalise the findings to the whole BCM community, as only respondents from the East London area participated in the study.

6.5 Conclusion

The perceptions of the community regarding the socio-cultural impacts of sport events tourism need to be understood on a continual basis as they play a significant role in the current and future success of events tourism. The BCM region cannot afford not to understand the social impacts of the rapidly growing phenomenon of sport events tourism.

The notion of triple bottom line is viewed as a critical component in the success of events tourism globally. In view of this finding, it is important for event organisers, destination managers and tourism planners/managers to understand the social impacts of events tourism. This will in the long term ensure the sustainability of events in the East London area in the near future. The impacts of events tourism have a remarkable influence on the success or failure of events tourism for the host community/destination.

An integrated method of planning is required when planning such events to enable continuous management of the social impacts of events in order to ensure sustainability. Despite the limitations of this study, the results are useful for understanding the positive and negative social impacts of sport events tourism in BCM, as perceived by the spectators. The social impacts that exist in sport events tourism clearly need in-depth understanding so that the planning for such impacts is comprehensive and contributes to sustainability of events.

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Annexure A

Dear Citizen

SURVEY ON THE SOCIO-CULTURAL IMPACT OF SPORT EVENTS TOURISM ON SELECTED LOCAL COMMUNITIES IN EAST LONDON, WITH SPECIFIC REFERENCE TO THE SPEC-SAVERS IRONMAN SOUTH AFRICA TRIATHLON

Your kind cooperation is sought for the completion of a questionnaire that is part of a randomised sample survey to evaluate the social impacts of the Spec-Savers Ironman South Africa Triathlon. Your willingness to complete the questionnaire will be highly appreciated as the information thus obtained will assist the researcher to evaluate the social impacts of the Spec-Savers Ironman South Africa Triathlon.

The questionnaire has been designed in such a way that it will require the minimum time to complete. Responses to the various statements will be decisive for the eventual outcome of the research.

All information will be treated as strictly confidential and it will not be possible to identify any individual on the strength of the results included in the final report.

Should you wish to enquire about the questionnaire or research project, please feel free to contact **Mr Siyabonga Mxunyelwa** on **082 333 1573**.

The aim of this evaluation is to determine the positive and negative social impacts that can be identified in the Spec-Savers Ironman South Africa Triathlon. This would alleviate any negative impacts as the results will be analysed and recommendations on how these negative impacts can be managed adequately for the benefit of all involved in this prestigious event will be made. The information will be kept as confidentially as possible for ethical purposes.

I would appreciate receiving the completed questionnaire by the end of the event. Completed questionnaires can be emailed to smxunyelwa@wsu.ac.za or **faxed to 043 702 9284**.

Your cooperation and assistance are greatly appreciated indeed.

Thank you

Researcher
Siyabonga Mxunyelwa

Email: smxunyelwa@wsu.ac.za

Supervisor
Prof IW Ferreira

Email: ferreirai@cput.ac.za

ANNEXURE: B

The socio-cultural impacts of sport events tourism in East London: The case of the Spec-Savers Ironman South Africa Triathlon

SECTION A: DEMOGRAPHIC INFORMATION

A1. What is your age?

A2. What is your gender?

Female	<input type="checkbox"/>
Male	<input type="checkbox"/>

A3. Occupation? Please mark only one box

Senior officials and managers	<input type="checkbox"/>
Professionals (e.g. doctors, lawyers, etc.)	<input type="checkbox"/>
Technicians and associate professionals	<input type="checkbox"/>
Clerks	<input type="checkbox"/>
Service, shop and market sales force	<input type="checkbox"/>
Farmers	<input type="checkbox"/>
Craft and related workers	<input type="checkbox"/>
Plant and machine operators	<input type="checkbox"/>
Labourers and related workers	<input type="checkbox"/>
Employment status	
Full-time employee	<input type="checkbox"/>
Part-time employee	<input type="checkbox"/>
Homemaker	<input type="checkbox"/>
Student	<input type="checkbox"/>

Pensioner	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>
Other	<input type="checkbox"/>

C2. What do you enjoy most about the Spec-Savers Ironman South Africa Triathlon?

C3. Have you attended the Spec-Savers Ironman South Africa Triathlon in previous years?

No	
Yes	

C4. Which of the following statements best summarises your level of interest in the Spec-Savers Ironman South Africa Triathlon?

Please mark only one box.

I am an avid fan of the SSISAT and try to attend every year.	
I am interested in the SSISAT and attend some aspects of the event when I can.	
I am not interested in the SSISAT, but I sometimes attend it because my family/friends are interested,	
I have absolutely no interest in the SSISAT, but I am attending because I am bored.	

Choose your answer by ticking the appropriate box

SECTION D: SPECIFIC SOCIAL IMPACTS				
OF THE SPEC-SAVERS IRONMAN SOUTH AFRICA TRIATHLON	Decreased/ Become worse	Increased/ Become better	No change	Do not know
D1. The maintenance of public facilities in the area has.....				
D2. The noise level in the area has.....				

D3. The range of things to do in East London has...				
D4. The number of people in the area has				
D5. Participation in community activities has....				
D6. Entertainment opportunities have.....				
D7. Litter in the area has.....				
D8. The opportunities to meet new people have....				
D9. Opportunities for local business have.....				
D10. The number of tourists visiting during the event has.....				
D11. Public funding for community activities has.....				
D12. Public transport has.....				
D13. Interaction between locals and tourists has....				
D14. Facilities available to local residents have.....				
D15. Social and moral values have.....				
D16. The skills of the organisers of community events have.....				
SOCIAL IMPACT STATEMENTS	Agree	Disagree	Do not know	
D17. The SSISAT provides opportunities for people to have fun with their family and friends.				
D18. Media coverage of the SSISAT promotes development in East London.				
D19. The SSISAT increases social inequity (provides benefits to the rich but none to the poor).				
D20. The SSISAT provides an opportunity to attend a major event.				

D21.The SSIASAT gives us an opportunity to show other people how special our community is.				
D21.The SSISAT disrupts the lives of local residents and causes them stress,				
D22.The SSISAT brings too many people into the community,				
D23.The SSISAT enhances East London as sport tourism destination.				
D24.The SSISAT promotes values that are good,				

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