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**AN ECONOMIC IMPACT ANALYSIS OF THE COMRADES
MARATHON ON THE CITY OF DURBAN**

ASHOK MAHARAJH

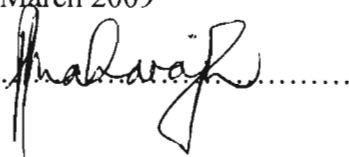
**Thesis submitted in fulfillment of the requirements for
the degree
Master of Sport Science
in the
Faculty of Health Sciences
University of KwaZulu-Natal (Westville Campus)**

Supervisor: Professor Yoga Coopoo

March 2009

DECLARATION

I hereby declare that this thesis, unless otherwise indicated in the text, is my own original work. This research has also not been submitted to any other institution for degree purposes.

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ABSTRACT

Sport has become a major industry as well as a key cultural preoccupation in contemporary society. Cities are increasingly using major sporting events and activities to re-image themselves, promote urban development and fund economic growth and regeneration. Major sport events are often recognised for their ability to generate significant economic benefits for the host destination.

The major difference between this study and other economic impact studies is that the event is tracked over a two-year period. This afforded the author the opportunity to compare and note the variations in the data over the two years. Initially, the study purports to analyse the economic impact of the Comrades Marathon on the City of Durban. A secondary objective is to demonstrate the value of such a major sporting event to the regional and provincial governments as well as the formal and informal businesses in the city. Durban like other key cities in the world is and will increasingly be confronted by two main and related challenges. Firstly, there is need to successfully compete in a universal economy characterised by increased competition and globalization. Secondly, there is need to eliminate poverty and address issues of inequality and marginalization. Thus, the Comrades Marathon, as a major sporting event, can be seen as a primary driver to create jobs and contribute to competitiveness.

As stated the research was conducted over two years viz. 2004 and 2005 thus representing an “up” and a “down” run. The questionnaire method and interviews were employed for this study and were administered to accommodate the alternate runs. The questionnaire requested data on the age, gender, occupations, income

levels, spending patterns and the types of activities that the population found attractive. The population consisted of foreign runners and supporters, runners and supporters that reside in other provinces of South Africa, stall holders at the Comrades Expo that is normally held over three days prior to the race, representatives of the sponsors of the event and vendors. The sample was selected randomly from the population. Face-to-face interviews were conducted with representatives from the hotel industry in Durban, the Acting-Chief Executive Officer and committee members of the Comrades Marathon Association and the Marketing Managers/Public Relations Officers of three major shopping malls located in Durban.

Turco, Swart, Bob and Moodley (2003) reported that the leverage ratio that is public sector input against private sector response indicated that the 2001 Comrades Marathon together with other major sporting events held in the city were successful and contributed significantly to the Durban economy. The leverage ratio is illustrative of the amount of money that was accrued to the private sector with every Rand spend by the public sector. Consideration was given to the total revenue generated by peoples' average spending at the events and the total amount accruing to the accommodation industry. Cognisance must be taken that the leverage ratio does not consider overall spending in Durban as well as other general multipliers such as revenue generated from transport, other financial transactions, product suppliers, guided tours, established businesses and informal traders.

The findings showed that the leverage ratio for 2004 was computed to be 1:216.38 that is for every Rand spent by the public sector on the event R216.38 was generated by the private sector. In addition, the leverage ratio for 2005 was computed to be 1:434.49 that is for every Rand spend by the public sector on the event R434.49 was generated by the private sector. Thus, the expenditure was considerably higher in 2005 with an upsurge of R31 819 272 that is an increase of 33%.

The fundamental idea behind the economic impact of sporting events is that it injects a significant increase in the demand of goods and services into the economy. This effect is not simply the direct effect of consumer spending but also the indirect effects caused by the stimulus to the economic activities induced by the direct effects.

KEY WORDS: **Profiled and measured, intangible benefits, return on investment, economic benefits, transformation.**

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DEDICATION

This study is dedicated to my wife, Sharla and daughters, Nerisha and Zena for their love, encouragement and continuous support.

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CHAPTER ONE

1.1 Introduction

Sport has become a major industry as well as a key cultural preoccupation in contemporary society. Cities are increasingly using major sporting events and activities to re-image themselves, promote urban development and fund economic growth and regeneration (Gratton, C., Simon, S. and Coleman, R., 2005). Gratton, C., Dobson, N. and Shibili, S. (2000) reported that up until the 1980's, hosting major sporting events such as the Olympic Games were thought of as a financial and administrative burden to the organizing city and country. In 1976 Montreal confirmed this view as the city incurred a loss of £692 million. However, in 1984 Los Angeles changed the economics of major sporting events when it made a surplus of £215 million.

The Comrades Marathon is widely regarded as the most prestigious ultra-marathon in the world, attracting fields in excess of 12 000 runners on an annual basis for the approximately 89 kilometers event over gruelling terrain. Each year the start and finish venues alternate between the cities of Durban and Pietermaritzburg, for example, in 2004 the race started in Durban and finished in Pietermaritzburg. In 2005 the start was in Pietermaritzburg and the finish in Durban. With a rich heritage and steeped in tradition, the race should continue to gain more and more recognition around the globe and attract ever-increasing numbers of local and international runners.

Sport tourism is one of the fastest-growing segments of the tourism industry (Delpy, 1996) and is a relatively new focus in destination planning. Sport tourism does not only focus on international events, but it also includes local, regional and national events.

Sport and tourism have joined forces to build an internationally competitive sport tourism industry. There are a number of definitions of sport tourism as provided by authors such as Delpy (1998), Gammon and Robinson (1999) and Kurtzman and Zauhar (1997) and Delpy (1998) who suggested that sport tourism entailed the predetermined or incidental participation in or attendance at sports-based activities by individuals or groups outside their home environment. Thus, sport tourism refers to the entire tourism experience in which sport is a central focus.

Sport and tourism have a major economic impact, appreciated in most civilian societies and increasingly appreciated by governments. According to Williams and Riley (2003) sport tourism attracts first-time visitors, increases visitation during slow parts of the year, and improves the local economy in general. It is an experience comprised of many different participants. These include the athletes, the spectators, the officials and the media. Moreover, sport tourism is an experience that offers business and or pleasure opportunities not only to those mentioned, but also to the local residents hosting the sporting activity or the event. Sport tourism is now a tool to achieve many things for example to make money and to create thousands of jobs.

The Comrades Marathon is a major sports event that attracts participants and spectators from all over South Africa and from other parts of the world; thus making it a truly international event. In addition to the above, it attracts thousands of volunteers, spectators and television viewers. My interest in this event and its economic impact on the City of Durban originated from conflicting remarks made by participants and officials of the Comrades Marathon Association. Total Media (2003) reported that the

event contributed between R40 to R50 million to the region and attracted in excess of 45 000 visitors to the region in 2003.

1.2 Statement of the problem

Delpy (1996) and Turco et al. (2003) have proved that major sporting events play a significant role in the context of destination planning by enhancing and linking tourism and commerce in the cities hosting these events.

Lee (2001) pointed out that there is a great deal of debate about the validity of economic impact studies of sporting events. Economists widely believe that event-sponsored studies exaggerated the economic impact of large sporting events on local communities.

These overstatements are a result of the following factors:

- The studies often ignore the substitution effect that is that attendees at a sporting event spend their money on that event instead of on other activities in the local economy. Thus, the sporting event simply results in a reallocation of expenditures in the economy rather than a real net increase in economic activity.
- Economic studies usually ignore the crowding out effect. Many major sporting events are staged in cities that are already popular tourist destinations. If hotels and restaurants in the host city normally tend to be at or near capacity throughout the period during which the event takes place, the event may simply supplant rather than supplement the regular tourist economy.
- The economic studies usually fail to address whether the money spent at a sporting event stayed in the local economy. A large percentage of the funds spent

by the out-of-town visitors go towards hotel rooms, rental cars, and restaurants that are generally national chains. Thus, profits earned during the event at these businesses do not increase the welfare of the citizens of the local economy but rather accrue to stockholders around the country.

- Non-economic costs such as traffic congestion, vandalism, environmental degradation, crimes, disruption of residents' lifestyle, and so on are rarely reported.
- Economic impact studies are often used by sports organisers to justify public expenditures on sports infrastructure; ultimately, the real question faced by any observer is whether an analysis conducted by agents with a vested interest in the outcome of the study can ever be considered an objective examination of the true economic impact of the event.

Turco et al. (2003) and Blaikie (2003) claimed that past statistics have proved that the Comrades Marathon played a significant role in the context of destination planning, enhancing and linking tourism and commerce in the City of Durban. The event possesses the ability to attract visitors and to focus attention on Durban. It is perceived that the Comrades Marathon will benefit Durban in the future through an increase in revenue generated from accommodation, food, drinks, shopping, transportation and tourist attractions.

An economic impact analysis of the relationships between sport and economic development usually commences with a look at the empirical evidence which shows that the less a country is economically developed, the less sport practice, sport performance,

sport facilities, and sport finance are developed. Conducting an economic impact study is important because it becomes a useful tool to evaluate a community's development economically.

1.3 Purpose of the study

This study purports to analyse the economic impact of the Comrades Marathon on the City of Durban over a two-year period. A secondary objective would be to show the value of major sporting events to the formal as well as the informal businesses in the city.

1.4 Critical questions to be answered

Durban like other major cities in the world is and will increasingly be confronted by two major and related challenges. Firstly, there is the need to successfully compete in a global economy characterized by increased competition and globalization. Secondly, there is the need to eliminate poverty and address issues of inequality and marginalization. All local governments are mandated to promote sustainable economic development that will simultaneously reduce poverty and strengthen global competitiveness. Thus the Comrades Marathon, as a major sporting event, can be seen as a primary driver to create jobs and contribute to competitiveness. An independent socio-economic impact study has shown that the 2003 Cape Argus Pick 'n Pay Cycle Tour was responsible for injecting R260 million into the economy of the City of Cape Town. This revenue was generated through accommodation, food, drinks, shopping, tourist attractions, the sale of bicycle spares and equipment as well as bicycle related services.

The critical questions that are investigated in this study are as follows:

- To profile and measure the economic impact of the Comrades Marathon on the City of Durban.
- To determine whether the Comrades Marathon generated intangible benefits for the overall community of Durban.
- To demonstrate how economic benefits serve as indicators of whether there will be a positive return on investment. Economic benefits that are usually examined in cost-benefit studies are an indication of whether there will be a positive return on investment. An economic impact study is arguably one of the most important indicators of the success of a major sporting event. Dobson et al. (1997) reported that the Euro '96 football championships held in Britain attracted 280 000 overseas visiting supporters who spent approximately £120 million in the eight host cities.
- To determine the status of transformation in the event and how this has impacted on the event financially.

1.5 Hypothesis

The Comrades Marathon is an economically viable event in increasing the economy of the City of Durban.

1.6 Delimitations

The sample for this study was selected randomly from all the athletes that participated in the 2004 and 2005 Comrades Marathon. The participants selected came from the following populations:

- Foreign athletes
- Foreign supporters that accompanied the foreign athletes
- Local athletes from other provinces in South Africa
- Local supporters from other provinces in South Africa who accompanied the local athletes
- Vendors located in the City of Durban
- Managers of hotels located in the City of Durban
- Sponsors of the Comrades Marathon
- Representatives of the Comrades Marathon Association
- Members of the public that attended the Flora Comrades Experience that is held in the City of Durban in 2004 and 2005.
- Public Relations Officers at shopping malls located in the City of Durban

1.7 Definition of terms

1.7.1 Economic Impact

Economic impact is a measure of spending and employment associated with a sector of the economy or a specific project for example the construction of a new facility (InterVISTAS Inc., 2002).

1.7.2 Comrades Marathon Association

The Comrades Marathon Association is a registered athletics organization that is located in KwaZulu-Natal in South Africa and is the organiser of the Comrades Marathon.

1.7.3 Comrades Marathon

The Comrades Marathon is an internationally recognized road race that is run over a distance of approximately 89 kilometres between the City of Durban and the City of Pietermaritzburg. This race is organised by the Comrades Marathon Association.

1.7.4 City of Durban

The City of Durban is a city situated within the province of KwaZulu-Natal and is located on the east coast of South Africa.

1.7.5 City of Pietermaritzburg

The City of Pietermaritzburg is located in the midlands of the province of KwaZulu-Natal and is approximately 90 kilometres from the City of Durban.

1.7.6 KwaZulu-Natal

KwaZulu-Natal is a province in South Africa and is situated on the east coast.

1.7.7 Sport

Any activity that requires a significant level of physical involvement and in which participants engage in either a structured or unstructured environment for the purpose of declaring a winner, and may not be solely or purely for relaxation, personal satisfaction, physical health, emotional growth or development.

1.7.8 Recreation

Recreation is a guided process of voluntary participation in any activity which contributes to the improvement of general health, well-being and the skills of both individuals and society.

1.7.9 Transformation

Transformation is a conscious, deliberate and planned goal directed process of fundamentally changing the conditions that have in the past led to the deliberate exclusion of the majority of people from meaningful participation in sport.

1.7.10 Sport Tourism

Sport tourism is a sport related trip exceeding 40 kilometres, involving a stay of at least one night away from home to participate in a sporting competition or training, or to be a spectator at a sporting event.

1.7.11 Volunteerism

Volunteerism is the use or involvement of volunteer labour, especially in community services.

1.7.12 Volunteers

Volunteers are individuals that offer their time, knowledge and expertise for the benefit of others without financial remuneration.

1.7.13 Regional Input-Output Model

The Regional Input-Output Model is a device used to analyze the economic impact of projects and events on local and national areas.

1.7.14 Multipliers

The multiplier is a device which converts total additional expenditure into the amount of local income retained with the local economy (Gratton, Dobson and Shibli, 2000).

1.7.15 Visitor Spending

Visitor spending is the monies outlaid behind by those persons who came to the city because of the sporting event.

1.7.16 Direct Income

Direct income includes the direct or actual revenues generated by the activity itself, as well as spending by participants at locations throughout the community.

1.7.17 Indirect Income

Indirect income is the income earned by other businesses and individuals within the local economy as a result of the additional expenditure of the visitors but who were not the direct recipients of these visitor expenditure e.g. local suppliers to the shops and restaurants.

1.7.18 Induced Income

Induced income is the income resulting from the re-spending of additional income earned directly or indirectly from locally produced goods and services.

1.7.19 Economic Benefit

Economic benefit is the total economic loss or gain after costs have been accounted for.

1.7.20 Total Output

Total output represents the total direct, indirect and induced spending impacts generated by the facilities and tenant operations.

1.7.21 Personal Earnings

Personal earnings represent the wages and salaries earned by employees of businesses associated with or impacted on the facilities and tenant operations.

1.7.22 Employment

Employment represents the number of full-and part-time jobs generated by the facilities and tenants from the direct and indirect spending.

1.7.23 Fiscal Impacts

Fiscal impacts represent the tax revenue generated for provincial and national governments.

1.7.24 Major Sport Event

A major sport event is an event in which at least fifty people (participants and spectators) attended and generated at least one overnight stay.

1.7.25 Participant

A participant is a person who attended the event to participate in it.

1.7.26 Attendee

An attendee is a person who was present at the event, visited the Comrades Expo held in Durban and supported the participant.

1.7.27 Tourist

A tourist is a person who travels away from home, staying away for at least one night. A tourist can be a domestic tourist (for example, a resident of Johannesburg staying one night in Durban), a regional tourist (for example, a visitor spending one or more nights in

Durban) or an overseas tourist (for example, a resident of Germany staying one or more nights in Durban).

1.7.28 International tourist

International tourists are people who travel and stay for at least one night but for less than one year in a country other than that in which they usual reside. The main purpose of their visit is either to participate in or attend a sporting event in the country visited. A distinction is drawn between international tourists from the rest of Africa who are called regional tourists and those from other countries who are called overseas tourists.

1.8 Abbreviations

1.8.1 CMA denotes the Comrades Marathon Association.

1.8.2 EIS denotes economic impact studies.

1.8.3 GDP is defined as the total market value of all final goods and services produced within the country in a given period of time (usually a calendar year). It is also considered the sum of a value added at every stage of production (the intermediate stages) of all final goods and services produced within a country in a given period of time, and it is given a money value.

1.8.4 PRO denotes Public Relations Officer

1.8.5 RIMS II denotes the Regional Input-Output Model

CHAPTER TWO

REVIEW OF LITERATURE

2.1 Introduction

The Comrades Marathon is an ultra distance road race of approximately 89 kilometers that attracts competitors from throughout South Africa and around the world. It is widely considered to be the most significant ultra marathon race in the world and therefore attracts the world's best ultra marathon athletes. It is also regarded as one of South Africa's most popular and inclusive sporting events and attracts male and female runners of all ages, all cultural and socio-economic backgrounds and all levels of athletic ability.

This chapter reviewed available literature on the economic impact of sport and recreation within the province of KwaZulu-Natal and the City of Durban, within South Africa and internationally. It addressed a number of areas associated with this study *viz.* the definition and significance of economic impact studies, the definition of multiplier effects, the effect of multipliers on sporting events, estimating the economic impact of sporting events, an overview of sport tourism, sport tourism in South Africa, sport tourism in Durban, transformation of sport in South Africa, transformation within the Comrades Marathon Association, volunteerism in sport and recreation in South Africa and volunteerism within the Comrades Marathon Association.

A common approach to estimating economic impacts of sport events is to directly survey tourists to estimate their spending. These tourists may have either participated or watched the event. The direct survey method is more applicable to estimating impacts of

particular actions on a local economy for example, an economic impact analysis of the Comrades Marathon on the City of Durban.

PART 1: THEORETICAL FRAMEWORK

2.2 Defining economic impact

Economic impact of sport refers to the net change in regional output, earnings and employment that is due to money flowing into the region from outside the region as a result of hosting a sport tourism event or providing a sport or leisure activity (Humphreys and Plummer, 1995). An economic impact study focuses on whether or not a community will benefit economically; that is the net change in the economy of the region will be positive, through hosting a sport event or through subsidizing the construction of sports facilities to be used later by professional sports franchises. It attempts to place a monetary value on a particular event, business, or sector of an economy. The effects of a particular activity, however, are threefold *viz.* direct impacts, indirect impacts and induced impacts. These different approaches will be explained.

2.2.1 Direct impacts

Direct impacts include the direct or actual revenues generated by the activity itself, as well as spending by participants at locations throughout the community. For example, the direct impact of the Comrades Marathon includes the entry fee for the race, souvenir sales and expenditures at local restaurants and hotels. This is the first-round effect of visitor spending.

2.2.2 Indirect impacts

Indirect impacts include additional input purchases made by local businesses as a result of the event. For instance, because the athletes eat at local restaurants, the restaurants will have to place larger orders with their suppliers and they will have to bring in extra employees to cover the additional activity. This is the ripple effect of additional rounds of re-circulating the initial visitors' funds. Thus, indirect impacts examine the spending of the economic benefits felt by local businesses as an indirect result of the sports event.

2.2.3 Induced impacts

Induced impacts are created when local business-owners, suppliers and employees spend the additional revenue that they earned as a result of the event. According to Howard and Crompton (1995) induced impacts are further ripple effects caused by employees of the impacted business, for example spending some of their salaries and wages in other businesses in the host community.

When the operations of various industries in the economy are closely related or "linked" to each other, an increase of activity in one industry will often increase the level of activity in other industries. These linkages cause changes in one industrial sector to have indirect and induced effects. The total effect of the change is the sum of direct, indirect and induced effects.

Indirect and induced impacts are also referred to as multiplier effects. The idea is that a certain fraction of the direct earnings by event organizers and by local businesses is re-spent within the local economy. In addition, recipients of this revenue will re-spend a fraction of it locally. With each round of spending, the total amount re-spent diminishes.

Thus, the original direct effects are multiplied throughout the economy.

2.3 Visitor spending

Studies of the economic impact of an event must focus on visitor spending. This is the monetary value left behind by those people who came to the city because of the event. It is important to note that visitor spending does not include spending by residents.

Hotels, bed and breakfast organizations, restaurants, entertainment centers, car rental agencies, tourist attractions and shopping attract the bulk of the money spent. As this money enters the local economy it begins to benefit the entire area through the creation of new jobs.

Problems can be encountered when accurate estimates are required. Exact figures can be difficult to obtain. The length of stay for an event can vary from visitor to visitor.

Spending patterns can be different. The types of accommodation and the number of people per room can also vary.

The ideal situation would be to compute the number of visitors attending the event, the number of nights they stay, and how much each person spent. Thus, the formula: the number of people x nights x Rands per day forms the basis for the bare minimum projection of visitor spending.

In reality, the computation of visitor spending is more complex. The following factors can make estimating more difficult:

- Differences in spending by day visitors versus overnight visitors.
- Spending by local residents. Should local spending be included?

- What is the percentage, if any, of international visitors? Their spending patterns can vary from domestic visitors.
- Was the purpose of the visit to participate or to attend the event, or did the visitor come for another reason?
- Where exactly did the visitors stay? In a hotel, a bed and breakfast apartment or a rental home?
- How much of the event-related spending remained within the region? How much “leaked out?”

It is therefore necessary to carefully describe what has or has not been included in such a study. In addition, careful consideration should be given to the following:

- Local spending is “redirected” spending and as such, should not be included.
- The proportion of direct spending “retained” in the area will not equal 100 percent of direct spending.

2.4 Multiplier effects

In economics, a multiplier effect occurs when a change in spending causes a disproportionate change in aggregate demand. Szymanski (2002) stated that the concept of the multiplier is particularly associated with Keynesian economics. The multiplier effect demonstrates the process through which initial spending in a region generates further rounds of re-spending within the region. The rippling process of subsequent re-spending is the multiplier effect.

Industrial sectors in an economy are interdependent for inputs and resources. Thus, any initial-round of spending will stir up further rounds of re-spending of this initial income among industrial sectors within that economy. The initial round of spending in the context of sport generally comes from visitors to a sporting event who spend on accommodation, food, beverages and miscellaneous items.

The main thought behind the measurement of the impact of sporting events is that it injects a significant increase in the demand for goods and services into the economy. This effect is not merely the direct effect created by investments prior to the event or consumer spending during the event, but is also due to the indirect effects caused by the stimulus to the economic activities of others induced by the direct effects. Thus, if expenditure by the spectators generates R100 of income for a beverage seller, then a fraction of this income for example 50% will be spent on goods and services supplied elsewhere in the economy and this will generate an economic gain of R50 for those suppliers. If those suppliers also spend 50% of what they receive, then another round of economic stimulus occurs that is R25. This cycle is endless but after a short while the size of the increment will be negligible. In the above example, the sum of the direct and indirect effects is $R100 + R50 + R25 + R12,5$ and so on, with the stimulus in each round equal to half the stimulus from the previous cycle. This can be expressed in another manner that is the total impact is equal to the direct impact multiplied by a sum equal to $1 + 0,5 + (0,5 + 0,5) + (0,5 + 0,5 + 0,5) \dots ad\ infinitum$. In this example the value of the sum is equal to 1 divided by 0,5 which is equal to 2. Thus, the total impact is 2 multiplied by the direct impact *viz.* R100, i.e. R200. The multiplier is therefore the sum of the fractions that determine the size of the stimulus because it is the total economic

impact of the amount of spending injected and it is expressed as a multiple of that injection.

It is important to note that visitor spending into an area does not stop as soon as the money has been spent. A portion of the money then re-circulates through the local economy before slowly “leaking” out to pay for the basic purchases and supplies elsewhere. The portion of the re-spending that stays in the community is the multiplier effect and the portion that is lost to re-spending elsewhere is termed “leakage.” Thus, a multiplier helps capture the secondary effect of the initial monetary injection. The larger a defined economy is the more inter-industrial purchases among industrial sectors will be made within the economy, and therefore the larger the multiplier will be. The multiplier is higher in a self-sufficient economy than in a small and specialized economy.

2.5 Multipliers and sporting events

Szymanski (2002) stated that the basic idea behind the measurement of the impact of sporting events is that it injects a significant increase in the demand for goods and services into an economy. He concluded that this effect is not simply the direct effect created by investments prior to the event or consumer spending during the event but it is also due to the indirect effects caused by the stimulus to the economic activities of others induced by the direct effects.

Multipliers are aptly called estimators of the “ripple effect.” In technical terms, they are the numerical coefficients which relate a change in (a component of aggregate) demand (or employment) to a consequent change in total income (or total employment). The multiplier analysis of Keynes is applicable to expenditures associated with investment in

facilities for, and consumption of goods and services at major sporting events as they provide an economic stimulus (Szymanski, 2002).

Multipliers capture the propensity of businesses and households to buy goods and services from within the region as opposed to purchases from outside sources. Imports represent a leakage to the local economy as income is sent outside rather than re-circulating within the region's economy. Multipliers capture many rounds of re-spending within the region's economy.

The first problem, from the point of view of a sporting event, is to determine the boundaries of the region to be affected. Unlike the macroeconomic demand which is concerned with the operation of the economy as a whole, most sporting impact studies are constructed at a more local level that is within a region or within a country or within a city. This economic impact study concentrated on the City of Durban. If the municipal authorities fund the event whether solely or partially, they are only interested in the economic impact within the boundaries of their jurisdiction. Thus, the location of the boundaries has important implications. A small region would therefore have a large stimulus because of the greater volume of visitors entering from outside the region and a greater amount of expenditure will be created by these visitors. Visitors from inside a given region are unlikely to offer much of a stimulus, simply because their spending on the event will be to a large extent diverted from other activities that they would otherwise have undertaken in the region.

In order to understand this concept, consider the following example. Suppose we are interested in the multiplier effect of an individual who wishes to participate in the

Comrades Marathon. Let us assume that this individual is a resident from Durban who regularly attends rugby matches in the city and who now wishes to run the Comrades Marathon. Let us assume that the multiplier for spending on both these activities that is attending rugby matches and entering the Comrades Marathon is the same. Suppose he paid the entry fee to run the race from the money he would normally use to purchase his rugby ticket. To analyse the impact of this spending, we have to ask where the money spent on the entry fee came from. Since the money has come from income that he would have used to go to rugby matches, then there is no injection and no multiplier or rather the positive impact created by paying the entry fee to run the Comrades Marathon is cancelled out by the negative effect of not going to the rugby matches. In reality there is generally a slight difference and therefore there is a small positive or negative effect. However, the only circumstance in which there could be a positive injection due to consumption within the City of Durban would be if that consumption was funded out of savings that is money that was not intended for consumption expenditure. This would mean that the Durban resident would pay his entry fee to participate in the Comrades Marathon from his long-term savings which is highly unlikely.

As this study addressed the economic impact analysis of the Comrades Marathon on the City of Durban, it considered the consumer demand effects derived from the impact of foreign and domestic visitors. For expenditures to produce multiplier effects, the goods and services purchased must have some local content. Otherwise, any expenditure simply creates demand for products and services to be imported into the region and boost the income of outsiders but not the locals.

Szymanski (2002) questioned the size of the multiplier. He stated that if a fraction “ c ” of each round of income is used for consumption (where c lies between 0 and 1), then the summation: $1 + c + c^2 + \dots$ is equal to $1/(1 - c)$. Thus if $c = 0.5$, the multiplier is 2. If $c = 0.9$ the multiplier is 10. It can be concluded that the larger the fraction of income spent on consumption, the larger the multiplier.

As illustrated in Figure 2.1, for every rand spent in a defined economy, 40 cents remains in it and 60 cents leaks out of that economy through non-local purchases and income transfers. In the next round of spending, the portion that remained in the economy becomes smaller and smaller until the money has completely left the economy. The change in total economic activity as a result of additional rands to the economy is calculated as:

$$R1 + R0.40 + R0.16 + R0.06 + R0.03 + R0.01 = R1.66$$

The 1.66 is the multiplier. It means that R1.66 of the total economic activity is created in that economy for each rand of external input.

Initial Impact = R1.00

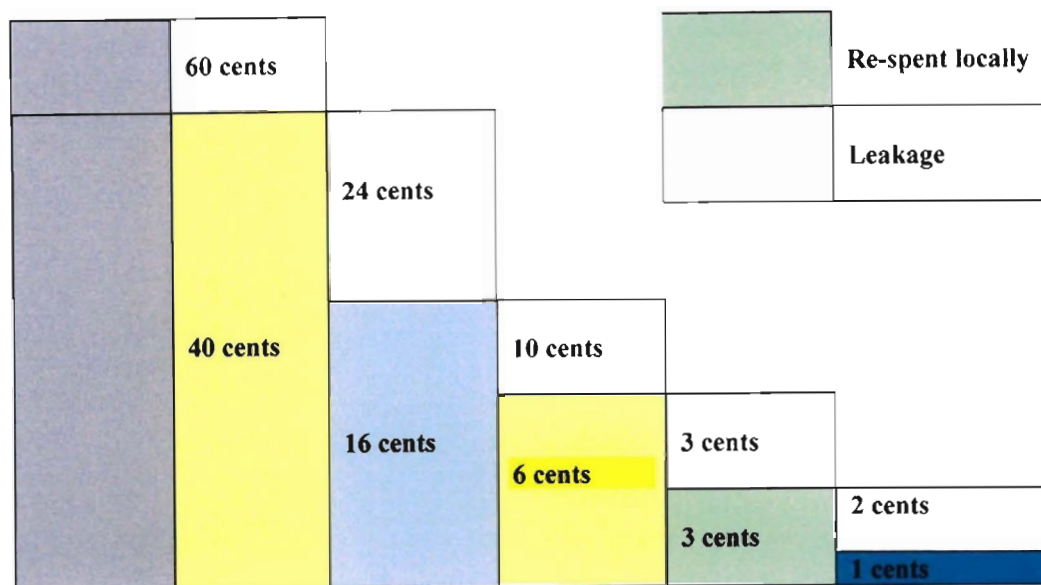


Figure 2.1: The Multiplier Process

Industrial sectors in an economy are dependent on each other for inputs and resources. Therefore any initial-round spending stirs up further rounds among industrial sectors within the economy. The initial-round of spend in the context of sport generally comes from the spending of visitors to a sport event on areas as accommodation, food, beverages and miscellaneous items.

The size of the multiplier depends on the following four basic factors:

2.5.1 The Overall Size and Economic Diversity of the Region's Economy

Regions with large, diversified economies producing many higher order goods and services will have high multipliers as households and businesses can find most of the goods and services they need locally.

2.5.2 The geographic extent of the region and its role within the broader region

All things being equal, regions of a large geographic extent will have higher multipliers than small areas as transportation costs will tend to inhibit imports. Regions that serve as central places for the surrounding areas will also have higher multipliers than more isolated areas.

2.5.3 The nature of the economic sectors under consideration

Multipliers vary across different sectors of the economy based on the mix of labour and other inputs and the propensity of each sector to buy goods and services from within the region. For example, tourism-related businesses tend to be labour intensive. Thus these businesses tend to have larger induced impacts than indirect impacts.

2.5.4 The period in which the economic impact analysis is undertaken

A multiplier represents the characteristics of the economy at a single point in time. Multipliers for a given region may change over time in response to changes in the economic structure as well as price changes.

It is important to note that spending in an area does not stop as soon as the money has been spent. A portion of the money then re-circulates through the local economy before slowly leaking out to pay for basic purchases and supplies elsewhere. The portion of the re-spending that stayed in the community is the multiplier effect and that portion that is lost to re-spending elsewhere is termed “leakage.” The multiplier therefore helps to capture the secondary effect of the initial monetary injection. The larger a defined economy is, the more inter-industrial purchases among industrial sectors will be made within the economy, and therefore, the larger the multiplier will be. The multiplier is

higher in a self-sufficient economy than in a small and specialized economy.

2.6 Types of multipliers

There are three types of multipliers that are used to estimate the scale of economic benefits as a result of money injected from outside a defined economy *viz.* the output multiplier, the earning multiplier and the employment multiplier.

2.6.1 The output multiplier

The output multiplier is also referred to as the sales multiplier. It estimates the total change in output of all industrial sectors in a defined economy. The higher the interdependency among the industrial sectors, the higher the multiplier.

2.6.2 The earning multiplier

The earning multiplier is also referred to as the income multiplier. It indicates how much has changed in terms of salaries and wages of households of a defined economy as a result of additional money spent. The size of this type of multiplier depends on the degree of interdependency among industrial sectors in the given economy.

2.6.3 The employment multiplier

The employment multiplier is used to estimate the change in employment that is the number of jobs created in a defined economy due to the addition of new wealth.

2.7 Types of economic impact models

Several economic impact models have been used in measuring the size of the economic impact of a sports event. These models provide the researcher who is conducting the economic impact study with multipliers to be used to understand the effect on local

output, earning, and employment. The most common ones include the impact analysis for planning (IMPLAN), the regional input-output system (RIMS II) and the travel economic impact model (TEIM). Many economic impact studies conducted in the sport industry have used the RIMS II model to generate multipliers.

2.8 Estimating the economic impact

The process of estimating the economic benefit of a sports event can become controversial as many experts disagree on how to compute the economic impact of a special event. However, the solution lies in the return on investment. If event organizers make regular reports on the economic impact of events, these reports can help justify the time, effort, and money involved and they can assist in fund raising to improve the chances of success.

The current practice in evaluating the economics of sporting events is to assess the impact that the event has on the Gross Domestic Product (GDP) on the region hosting the event. In assessing the economic impact of an event, only expenditure that would not have existed should be included.

Expenditure multipliers are applied to the estimated net increase in direct expenditure that is due to the event and takes into account flow-on i.e. funds that are brought into the local economy and are re-spent. Thus, second round impacts from the original expenditure are taken into consideration.

A logical starting point for assessing how the economic impact of any sporting event should be measured, is to consider why this information is required. The demand for

information on the economic impact of sport in the economy probably relates to one or more of the following issues:

- Is there evidence to justify a subsidy?
- What is the size of absolute contribution of sport to the economy?
- What is the relative share of sport in the economy?

2.8.1 Justification of subsidies

The provision of the state, provincial or local government subsidies to sporting events and organizations is a controversial issue. Both proponents and opponents of these subsidies have a need for information that might justify a subsidy. The case of government support of sporting events depends on the objective of the intervention. If the intervention is planned to improve the efficiency with which resources are used in the economy, the case for government assistance should rest on the presence of market failures because there are factors impeding the efficient operation of the market.

Major sports events are now regarded by many cities as a significant part of their tourism strategy. However, staging major sports events normally involves the host city making a contribution to the costs. Whether such a contribution is justified depends on the economic benefits generated in the local economy. The results reported in this paper indicate the wide variability in such benefits as well as the difficulty sometimes encountered in predicting what these benefits will be prior to staging the event.

Potential impediments to the socially efficient operation of a sporting event or market failure includes the community's lack of understanding of the event, spillovers of costs and benefits to other parties, divergences between private and social discount rates and

information failures. The impact that a sporting event has on local or national GDP, on foreign exchange earnings, and on the presence of expenditure or income multipliers from sporting activities have nothing to do with the presence of actual or potential market failures. Thus, they do not have anything to do with the case for government intervention on efficiency grounds. However, these measures demonstrate how economic activities throughout the economy are linked.

2.8.2 Size of the absolute contribution of sport to the economy

Hone (2005) stated that the conventional approach to the measurement of the economic impact of a sporting event provides a limited, national accounting perspective on the contribution of sporting events and sporting competitions to the local economy. It measures the size of the sporting event in terms of the level of GDP that can be directly or indirectly attributed to the event.

2.8.3 Relative share of sport in the economy

The comparison of GDP from sport with the national GDP may be useful in measuring the relevant size of the sport industry in the economy. The GDP measures what would be the most appropriate would be total expenditure on sports and not expenditure by non-residents.

The economic impact of a sports event can be measured and examined in two ways *viz.* the short-term effect and the long-term effect. All economic impact studies analyse the short-term effect but only a few of them also consider the long-term benefits.

2.9 Duration of the economic impact

2.9.1 The short-term economic impact

The short-term economic impact mainly analyses the expenditures of several groups of people associated with a sports event, which may include the spending of the event organizer or organizers and the spending of the event participants which include athletes, officials, media personnel, spectators, and other visitors. The short-term impact is calculated through the determination of the three sub-categories discussed above *viz.* the direct impact, the indirect impact and the induced impact. The sum of the direct, indirect and induced impacts is the total short-term impact of a sports event. In this study, short-term economic impacts are the net changes in the city's output, earnings, and employment that were due to the new money flowing into Durban from outside the city.

Conceptually and analytically, the short-term economic impacts fall into four broad categories: direct, indirect, induced, and total impacts. Direct impacts are simply the share of the organizer's spending that initially purchased goods and services produced by the industries, in this instance in Durban, to satisfy the additional demand. Indirect economic impacts are the share of visitor's spending that initially purchased goods and services provided by Durban's industries to satisfy the additional demand. The induced economic impacts are the multiplier effects of the direct and indirect impacts, created by re-spending the amounts involved in the direct and indirect impacts. The total economic impact of the Comrades Marathon is the sum of the direct and indirect impacts and their respective induced impacts.

2.9.2 The long-term economic impact

The long-term economic impact refers to the long-term benefits that the host region enjoys after a sports event. Such an effect includes:

- The creation and development of new facilities,
- The national and international recognition of the host city, the province and the nation due to extensive media exposure, and
- The community benefits including local volunteerism, job creation and training, youth education programmes and funding for community economic development projects and cultural programmes.

2.10 Is the impact of a major sporting event visible?

One problem frequently identified with economic impact studies is that they tend to be upwardly biased as many such studies are commissioned before the event by the organizers. Organizers use the information to claim that investments have been well spent. However, they do not go back after the event to establish whether the claimed benefits actually materialized as it is much more difficult to provide concrete evidence that a benefit materialized than to predict that the benefit will occur in the future.

2.11 Significance of economic impact studies

Crompton (1995) concluded that economic impact studies in the sport industry are conducted for the following three reasons:

- To examine the cost and benefits of an economic endeavour or financial investment to establish if it is worthwhile

- To use the results of an economic impact study to influence legislators and lobby for more legislative support, and
- To raise public awareness of the importance of the sport industry.

An economic impact study can help the city, country officials or the local business community to develop an understanding of what the sport industry as a whole can do to and for the region's economy so that the government and the private sector can work together to use the sport industry to its full potential.

2.12 Sport tourism

According to Delpy (1996) sport tourism is one of the fastest-growing segments of the tourism industry and a relatively new focus in destination planning.

The opportunity for a city in South Africa or in any part of the world to either host or be an integral component of the organization of a major sports event could or would constitute a great economic, social and cultural commitment. It is an opportunity that if properly managed and marketed, can bring a number of positive long-term benefits to the city, the organizers of the event and to the rest of the country.

There is no doubt that major sporting events attract tourists, who create wealth in the host city by spending their money there and creating jobs (Matheson, 2002). Promotion of sports events can create an image of the host region as an exciting place where there will be people of common interests. In this way sports events can change perceptions and create new images for regions that have not previously been considered holiday destinations.

Whilst the Comrades Marathon lasts approximately five and a half hours for the winner, and twelve hours for the last runner, the organizers of the race commence with their preparations twelve months prior to the event to ensure the smooth operation of the race. The experiences of cities that have either hosted or been part of the organization of major sporting events have demonstrated that these events can generate significant growth over a long period of time (Karlis, 2003).

There are numerous definitions of “sport tourism”. Delpy (1998) and other authors suggest that sport tourism entails the predetermined or incidental participation in or attendance at sports-based activities by individuals or groups outside their home environment.

2.13 Sport tourism in South Africa

Over the last decade South Africa has experienced a significant increase in tourism. This has been partially accredited to the hosting of a number of mega-sports events for example the 1995 Rugby World Cup and the 2003 ICC Cricket World Cup. The government launched a sports tourism campaign *viz.* the South Africa Sports Tourism (SAST), in order to maximize South Africa’s tourism potential. According to Saayman (1998) SAST was conceived to act as an umbrella enterprise under which existing events may receive unified promotional support so that additional sporting events and recreational activities can be developed to the greatest benefit of the tourism sector and the country’s extensive recreational resources can be publicized to potential international and domestic tourists.

2.14 Sport tourism in Durban

The City of Durban launched the Durban Events Corporation (DEC) in order to operationalise the objectives of SAST and to promote event tourism. Cognizance must be taken of the resources of this region. Durban is South Africa's third largest city and is known as its "Sun Capital." Durban possesses an 80km stretch of beaches, natural vegetation, adequate existing infrastructure, prime tourist accommodation, and boasts diversity in culture and climate. In addition, it is viewed as the gateway to the "Zulu Kingdom" in the province of KwaZulu-Natal.

Turco et al. (2003) reported that sport and event tourism have gained prominence in the last few years and have begun to play a central role in profiling Durban. The Comrades Marathon is considered to be an important sport tourism event locally, nationally, and internationally.

The purpose of undertaking the organization of any major sporting event is to increase the level of tourism in the city. In general, the benefits from organizing such sporting events are:

- The attraction of high-income tourists and the creation of a new generation of tourists who will make several visits to the host city
- The creation of a favourable tourist image for the destination city
- The creation and modernization of the tourism infrastructure
- A unique opportunity of the host city to use the presence of the international media to send out various messages to the rest of the world.

- The creation of a skilled work force in the organization, management and funding sectors

According to Saayman (2000) Durban currently has 40% of the country's domestic tourism market and 27% of the foreign market. This converts to about 4 million domestic visitors and 300 000 international visitors.

2.15 Transformation of sport in South Africa

One of the priorities of the democratically elected government of 1994 was to transform South African society in order to improve the quality of life. Thus, the National Department of Sport and Recreation was morally compelled to embrace transformation thereby redressing the imbalances of the past to ensure that all South Africans, regardless of their different orientations would benefit equitably from the resources of the country. This section reviews the steps taken by the government to address the transformation in sport and the steps taken by the Comrades Marathon Association to address transformation and change within their organization.

Sport can uplift and unify. The former President of South Africa, Nelson Mandela, stated in his speech at the 1997 Presidential Sports Awards that sport has a profound role in nation-building and reconciliation. He called sport "a force that was binding the nation." The National Department of Sport and Recreation White Paper (2002) defined transformation as a conscious, deliberate, planned and goal directed process of fundamentally changing the conditions that have in the past led to the deliberate exclusion of the majority of South Africans from meaningful participation in sport and recreation and from taking their rightful place in the sports movements of the world. It is

important to note that transformation is an ongoing process and that it does not occur in a vacuum.

The early 1990's saw the re-entry of South Africa into the international sporting arena.

This re-entry together with the total restructuring of all sporting codes in South Africa was confirmed through the fundamental political changes that occurred since 1990.

Whereas pre-1990 saw sport play a vital role in the isolation and destruction of the apartheid regime post-1990 saw sport play a key role in the re-construction of the new non-racial, non-sexist and democratic South African nation. For sport to play this essential role the basis of its social organization, administration and orientation under the apartheid regime had to be reconfigured, rebuilt and fundamentally transformed.

Cheryl Winn, the Acting Chief Executive Officer of the Comrades Marathon Association (CMA), highlighted the following areas in which the CMA has been actively involved in the growth of the black economy (Saville, 2005):

- CMA is currently addressing its Procurement Policy in which companies that it transacts business with are rated
- CMA's contribution to black economic employment is centered around the Amabedibedi Project in which previously unemployed African women are now employed to manufacture beads that are sold to raise funds for charitable organizations that are associated with the race
- The CMA's Indigent Runners Programme also employs African women to assist with the catering

- CMA is currently addressing a Community Marshalling Programme in which it hopes to train people. A register will be kept of qualified individuals and their services will be hired out for other sporting events.

2.16 Transformation within the CMA

The CMA was established in 1922. From 1922 to 1974 only white males were permitted to participate in the race. In 1975 the race organizers allowed white women and non-white men and women to participate in the race. This was the beginning of transformation within the CMA. However, for over seven decades the CMA had white males at the helm of its leadership. It was only in 2000 that two white females were elected as chairpersons of the two local committees of the CMA *viz.* the Board of Trustees and the Executive Committee. This was the first time in its long history that the CMA had women at the helm of its leadership. Even though there was a sprinkling of men and women of colour co-opted onto these committees for approximately a decade, it was only in 2003 that a black man was elected as Vice-Chairperson on the Executive Committee. Further changes took place in 2004 as an Indian man was elected as Chairperson of the Board of Trustees and additional men and women from the previously disadvantaged populations were either elected or co-opted onto the above mentioned committees. Cognizance must be taken of the fact that men and women of colour sat on the Race Organizing Committee for over a decade prior to the above occurring. These people were portfolio holders and developed skills in the performance of their duties as they improved their knowledge of the event. Their involvement in the administration and organization of the event contributed towards the smooth running of the event.

It is the view of a small percentage of the runners that the CMA should accelerate the transformation process within its administration but it is important to note that the CMA has held discussions with the national and provincial athletic federations since the early 1990s. Some of these meetings were chaired by the then national Minister of Sport and specifically addressed the transformation of the CMA. Since 2003 transformation has gathered momentum as the CMA established the Constitutional/Transformation Sub-Committee. This committee has been extremely proactive in the last few years in addressing numerous aspects of the constitution and aligning it with the constitutions of the national and provincial athletic federations. It is envisaged that the new democratic constitution that was adopted in August 2008 will govern the day-to-day operations of the CMA.

2.17 The CMA and volunteerism

The CMA depends to a great extent on the assistance of volunteers. Volunteers have been involved in all aspects of the race from the inception of the event in 1922. Initially the number of volunteers was low but as the race gained popularity not only in South Africa but also throughout the world, its volunteer base increased tremendously. The increase in the number of volunteers was largely due to the increase in the number of participants and the high standards that the CMA has set for the event.

The statistics provided by the CMA indicates that about 6 000 volunteers assisted the CMA in 2004. It can be therefore concluded that there was one volunteer for every two runners and that the spirit of volunteering is excellent within the CMA. They rendered assistance in the following areas of the race:

- The fifty-one refreshment tables on the route
- Traffic marshals at strategic traffic points so that the athletes were assured of a safe run
- The numerous medical points on the route and at the finish area
- The doping-control centre
- Officials at the start and finish of the race
- Administrative assistants in the media centre
- Additional security
- Prize-giving
- Registration centers both in Durban and Pietermaritzburg
- The VIPs
- The administration at Comrades House

Many of these volunteers commenced with their work many weeks prior to the event to set up the finish area and assist to assist in the administration at the CMA's offices.

All the committees of the CMA viz. the Board of Trustees, the Executive Committee, the Race Organizing Committee and the numerous sub-committees comprised of volunteers. In addition, the CMA has a salaried staff of approximately seven individuals that see to the daily administration of the CMA. A few months prior to the race additional casual staff are employed to assist with the administration and organization of the race.

PART 2: REVIEW OF MAJOR STUDIES

2.18 Introduction

Since the close of the apartheid era and South Africa's readmission to world sports, the country has taken up the international gauntlet with gusto (Marais, 2003). South African sports organizers have proved to the world that they can organize complicated sporting events and accommodate many thousands of international sports fans with relative ease.

In this section selected national events and their impact on the economy of the local city or town, province and the country are discussed. However, it must be noted that to date, very little research has been done on African countries' attempts to participate in the global major sporting events enterprise (Bohlmann, 2006). The 2000 Sydney Olympic Games in Australia, the 2008 Beijing Olympics and predictions for the 2010 FIFA World Cup will be looked at briefly.

2.19 1995 International Rugby Board World Cup

The Rugby World Cup is the premier international rugby union contest in the world. The tournament is claimed to be one of the top three international sporting competitions in the world, with the FIFA World Cup and the Summer Olympic Games being the paramount events.

The 1995 International Rugby Board (IRB) World Cup was the third Rugby World Cup that was held. It was hosted by South Africa and had the distinction of being the first Rugby World Cup in which all the matches were held in one country. This was the first major sporting event to be held in South Africa since the country's return to the international sporting community under a democratically elected government and proved

to be cathartic for South Africa at a time when the nation was galvanized through the “One Team, One Nation” slogan. It was confirmed in www.wikipedia.com (Rugby World Cup, 1995) that a total of 10 stadia that were owned by the domestic rugby unions were used. Many of the venues were upgraded prior to event.

Cave (2003) stated that the 1995 Rugby World Cup provided a big boost as these matches were watched by a cumulative television audience of more than 100 million throughout the world and that the final match between South Africa and New Zealand was a celebration of the demolition of apartheid. This event was beamed to two and a half billion people in one hundred and twenty countries between 25 May 1995 and 24 June 1995. The South African Broadcasting Corporation reported that 10.5 million South Africans watched the final test match.

On the down side, the steep prices and threatened shortage of hotel accommodation turned away potential guests and many hotel rooms remained empty during the matches. Air carriers, car-hire firms and hoteliers claimed to have lost millions of Rands in revenue as a consequence.

Bohlmann (2006) acknowledged that the economic impact of sporting events and the hosting thereof are relatively new areas compared to most traditional economic topics and that the first comprehensive economic impact study of hosting a mega-event was conducted for the Los Angeles Olympic Games of 1984. His study was a direct result of the interest generated by reports that Montreal had declared a considerable financial loss from the 1976 Olympic Games.

Even though it has been said that the 1995 Rugby World Cup was an unqualified success, there appears to be a dire shortage of material pertaining to an economic impact analysis of the event. This might be attributed to a lack of interest. However, one must note that South Africa was a relatively new democracy in 1995 and that the new government focused on other priorities for example education and housing.

Prior to 1995, rugby in South Africa was perceived to be a sport played by a particular race group and while it remained the stepchild of local sport, its adherents were determined to change that perception (Nzimande, 2005). With South Africa hosting the 1995 IRB Rugby World Cup, many township youngsters were enticed by the game and the country's lifting of the Cup drew even more youngsters to the sport.

The World Cup Final symbolized the emergence of a new era in South African sport. It was a symbol of a nation united through sport, a single community in which collective interest transcended social differences.

2.20 2003 International Cricket Council (ICC) Cricket World Cup

A study on the impact of the 2003 International Cricket Council (ICC) World Cup undertaken by the National Treasury showed that the economic impact in terms of South African economic activity was estimated at R2 billion. It was also estimated that this event generated at least R1.2 billion for the South African economy.

The above-mentioned study showed that South Africa's hosting of the 2003 Cricket World Cup attracted 20 000 foreign fans over 44 days who spent R1.2 billion and generated 3 500 jobs during the hugely successful event. The study reported that the key drivers of the net foreign spending were:

- expenditure by individual foreign tourists whilst on their trip to South Africa; and
- the tournament that is the specific income derived from the share of the ICC revenues that were remitted to the organizing committee of the Cricket World Cup.

The report confirmed that the economic impact of the Cricket World Cup on South Africa in terms of South African economic activity was R2 billion. It revealed that the total individual spend amounted to R958.3 million. Of this amount R556 million (58%) came from foreign tourists and R402.3 million (42%) came from South Africans and that on the average, the foreigners stayed in the country for sixteen days. On the average the foreigners spent R1 400 per day on accommodation, travel, subsistence, entertainment and add-on holidays and the hotels attracted the largest share of total foreigner bed-nights. The report highlighted that South African tourists spent R760 per day on the same activities and traveled for six days and that private homes attracted the largest share of bed-nights from this group. The report specified that 630 000 tickets were purchased whilst 220 000 people attended the matches with foreigners accounting for 18 500 (8.4%) of this number and South Africans accounting for the remaining 201 500 (91.2%). The report concluded that foreign visitors created as much economic benefit as sixteen local spectators.

2.21 2003 Cape Argus Pick n Pay Cycle Tour

The Cape Argus Pick n Pay Cycle Tour is said to be the world's largest individually timed cycle race. In 2003 the Cycle Tour was marketed overseas for the first time, even though it had already begun to draw a considerable foreign interest. In 2002 the race route enjoyed full closure from the traffic suggesting that there was room for

considerable growth and that the event would attract more entrants. There were approximately 16 refreshment stations and 6 medical points along the route. A team of at least 2 500 volunteers from a variety of organizations ensured that all operations ran smoothly and efficiently on the day. Half of the entrants were from outside Cape Town which included approximately 1 000 international visitors from over 40 countries.

The Cycle Tour is the biggest annual revenue generator for Cape Town but it does not receive much government support. Such is the popularity of the Cape Argus Pick 'n Pay Cycle Tour that entries for the 2003 race, restricted to 35 000, were completed and closed within a single month with 10 000 entries received within the first 75 hours. The Cycle Tour website reported that the 2003 Cape Pick n Pay Cycle Tour generated R260 million cash input into the Cape economy and that the City of Cape Town has been able to achieve a direct benefit of more than R600 million from 2000 to 2003. The report indicated that much of the income generated was due to the increase of international participation and to the expenditure by the participants on accommodation, food, drinks, shopping, tourist attractions and the sale of bicycle spares and bicycle related services. Tourism benefited hugely with the effects felt long after the race.

Organizers of the event believe that it has grown rapidly for a number of reasons *viz.* the ethos of the race, volunteerism, commitment, charity and development within the cycling fraternity.

The above report confirmed that the influx of cycling fanatics had a positive economic impact on the bicycle shops in the Western Cape closely rivaling accommodation as the area accounted for the greater percentage of the participants. There was an increase in

the sale of bicycle parts and the use of related services that added a further R16.5 million to the funds. This represented an increase of 77% over the 2002 figures.

The additional events that formed part of the Life Cycle Week such as the Mountain Bike Challenge, Giro del Capo, Tricycle and Junior Tours and the Celebrity Carbo-Loading dinner enticed cyclists to stay extra nights as a result of which accommodation expenses increased with a staggering 78% from 2002 to 2003, accounting for R98.3 million of the total spend. This was a 216% increase from the year 2000 when accommodation only accounted for R31.1 million of the total expenditure in the Western Cape. More than R50.3 million was spent on main meals. However, the report acknowledged that even though there was a significant increase in the amount of international participants and supporters, tourist attractions and other entertainment venues suffered a 23% decrease in the funds generated from the Cycle Tour. In 2002 the cyclists and supporters spent R28.3 million on these attractions whereas in 2003 they spent R21.9 million. Proudly South Africa states that for every eight visitors to Cape Town, one local job is created.

2.22 2006 A1 Grand Prix of Nations

The 2006 A1 Grand Prix of Nations that took place in the City of Durban was only one of two street-based motor races in the world. Durban hosted the South African leg of this series for the first-time in 2006. This event was voted the best round of the 11-race 2005/2006 A1 GP World Cup of Motorsport by the competing nations' team principals. The A1 Grand Prix website reported that South Africa was one of 23 countries that contested the second series of this unique motor sport competition which pitted nation against nation in identical cars.

Mbanjwa (2006) reported that the 2006 race generated about R312 million in direct and indirect investments in the city. In this report the eThekweni Municipal Manager stated that the funds committed by the municipality were an indirect investment as the city received more publicity and the returns were huge. Approximately R219 million of this amount was tourist spending. In addition, more than R47 million was generated for the economy from direct expenditure.

According to Ms Dana Cooper, the former CEO of A1 Team South Africa, the event attracted 105 000 spectators over three days. Mbanjwa (2006) stated that a significant number of people who attended the event visited other attractions in the city and R90 million was spent on service providers. The event organizer indicated that 90% of this was spent on Durban-based businesses that benefited from the event. This meant that R81 million benefited the local service providers.

The article also addressed issues pertaining to the loss of income to businesses affected by the road closures and noise levels of certain areas over the three-day event. The article concluded that businesses affected by road closures could have suffered losses of about R24 million. In addition, an environmental impact assessment was conducted by a senior environmental health practitioner and it was discovered that the noise levels constituted a noise disturbance and a noise nuisance (Mbanjwa, 2006). A number of other noise sources identified included the blowing of vuvuzelas (an instrument that resembles a trumpet), the public address system and the crowds. The assessment stated that a senior city official had confirmed that these issues were addressed in the planning for the 2007 event that was hosted by Durban.

Mbanjwa (2006) reported that Cooper confirmed that the A1 Grand Prix held in Durban was a great success. She emphasized that this was the first attempt by the organizing committee to stage an international street race in Durban and they had learnt a great deal. She added that although the committee had only two months in which to organize the 2006 event, the race attracted 105 000 spectators over three days. She confirmed that the City of Durban and the KwaZulu-Natal government had each contributed R12.5 million for the staging of the event in 2007. She added that A1 Holdings Company will spend approximately R70 million to host the event. The Mayor of Durban confirmed that the unparalleled success of the 2006 race put Durban on the map in world motor sport and resulted in a massive boost to the local economy (Mbanjwa, 2006).

2.23 2000 Olympic Games in Sydney, Australia

The Sydney Olympic Games was also referred to as The Millennial Games and commenced on 15 September 2000. It extended over 17 days and comprised of 27 different sports, 11 116 competitors and global television audiences of 25 billion people watching approximately 3 000 hours of coverage (Bohlman and van Heerden, 2003).

Madden (2002) identified three distinct phases when modeling the total effects of the 2000 Sydney Olympics based on the classification of expenditures that were regarded as immediate consequences of the event. The pre-event phase consisted of all the operation expenditures, construction and upgrading of venues and accommodation, and the necessary upgrading of transport infrastructure in the five years preceding the event. The event-year or second phase was the year of the event during which the major expenditures were on the event and by the visitors to the event. The post-event phase or

final phase focused mainly on tourism generated by the Olympic Games in the subsequent five to six years.

The economic impact study of the Sydney 2000 Olympic Games conducted by the Centre for Regional Economic Analysis (CREA) in Australia (1999) estimated that over the twelve years ending in 2005/2006 the Olympic Games were expected to increase New South Wales Gross State Product (GSP) by an average of almost AU\$490 million per year. The value of the impact on the Australian GDP was estimated at AU\$6.5 billion. This initial estimation was confirmed in a more recent study by Madden (2002).

2.24 2008 Beijing Olympic Games

Beijing was announced as the host city for the 2008 Olympics seven years prior to the event because of all the logistical planning and development involved in hosting a successful event. Irrespective of the numerous concerns that included human rights, air pollution, economic effects and how they affected the quality of life of local residents (Owen, 2005), it was expected that the 2008 Olympic Games would offer monumental economic benefits to Beijing and China as they were perceived as being a goldmine in terms of business opportunities especially since every Olympic Games since 1972 had turned a profit. Yang (2008) stated that the 2004 Athens Olympics had produced a surplus of approximately \$11 million. The Beijing Olympic Organizing Committee estimated that the 2008 Games would generate \$30 million in profits even though operating costs had been estimated at approximately \$2.4 billion.

The 2008 Olympics has already helped boost China's GDP by an average of nearly 10% a year from 2005 to 2008, it has created more than 1.8 million new jobs and is expected

to increase tourism in Beijing (Yang, 2008). Yang (2008) reported that since 2001 tourism in China has increased by 7% per year and that whilst the Athens Games received \$685 million in sponsorship money, the Beijing Games attracted over \$1 billion from sponsors. In addition, television revenue for these Games exceeded \$1.7 billion and over 200 countries received television coverage of the Games. Weiner (2008) concluded that the Beijing Games has had a vast and deep economic impact on Beijing and China. The final figures for these Games were unavailable at the time the author completed this survey.

2.25 Predictions for the 2010 Soccer World Cup

On 15 May 2004 the President of the Federation Internationale de Football Association (FIFA), Mr. Joseph S. Blatter, announced to the world that South Africa would be the host of the 2010 FIFA World Cup. This announcement did not only serve to punctuate the years of hard work that went into securing the rights to host this most prestigious event, but also presented a unique opportunity to the country to unite behind a singular project. Danny Jordaan, CEO of the 2010 World Cup Bid Committee, stated that by awarding the 2010 FIFA World Cup to South Africa, the FIFA President had informed his team that this tournament stood a chance of being more financially viable than the event held in Germany and that this will be the biggest international event ever staged in Africa.

Like all major international sporting events, South Africa's hosting of the 2010 Football World Cup will require massive private, public and joint efforts with regard to financial investment, construction, logistics, security planning, tourism development and in many other areas. It was stated that the Football World Cup is the world's biggest sporting

event after the Olympic Games and that its television audience will be bigger than that of the Olympic Games. It is predicted that South Africa will attract a greater number of visitors and television viewers than the 2002 and 2006 FIFA World Cups and that the positive spin-offs will include benefits for the tourism, hospitality and manufacturing industries as well as a reduction in unemployment and crime rates in South Africa. Goliger (2005) stated that perhaps the most immeasurable social benefits would be the furthering of a national identity and improved race relations within the country. He affirmed that in view of the popularity of football, there is a wide perception that the 2010 FIFA World Cup will have significant short- and long-term socio-economic impacts. He also indicated that an estimated €2.7 billion will be generated from the event and that approximately 160 000 direct and indirect jobs will be created through a ripple effect (Goliger, 2005).

Initial economic impact studies undertaken by the consulting firm, Grant Thornton (2003) indicated that the 2010 World Cup will lead to direct expenditure of R12.7 billion and that it will contribute R21.3 billion to the GDP. In addition, it will create 159 000 new employment opportunities and R7.2 billion will be paid to the Government in taxes. Consumer spending on accommodation, transport, entertainment, merchandising, food, beverages and so forth, is estimated to be approximately R9.8-billion. It is estimated that the country's tourism industry will benefit from the estimated three million visitors who will attend the tournament. This does not include the millions of viewers that will be watching the matches on television throughout the world. This will have an overwhelming positive impact on the South African economy.

It was reported that about 500 000 foreign football enthusiasts (from outside the continent of Africa) are expected and that they will stay an average of 15 days with some 2.7 million spectators attending the matches. It estimated that spectator revenue will be approximately R19 billion. However, this economic estimate is considered to be conservative when compared to the 18 500 visitors that arrived for the 2003 Cricket World Cup.

It was reported that there will be a big direct injection into the economy but that the indirect impact may be more meaningful for a sustainable economic upliftment in subsequent years as it will help change the perceptions that a large number of foreign investors hold of Africa and South Africa (Enslin, 2006). President Thabo Mbeki in his State of the Nation Address (2006) stated that the 2010 World Cup would make a huge contribution, not only to South Africa's socio-economic growth, but to the development of the continent as a whole.

Enslin (2006) reported that Durban will attract R10-billion in investments ahead of the 2010 World Cup as the city's transport system is upgraded and a new stadium, training facilities and hotels are built. The Durban City Manager highlighted the fact that the event can be used to develop regional benefits and that a business model was being developed for the R1.6-billion soccer stadium to ensure the long-term viability of the project.

The hosting of the World Cup is seen by many as an opportunity to link South Africa's development to a national project that will attract significant international attention and investment, while drawing together its citizens, thereby serving the objective of nation-building.

With South Africa having hosted the 1995 Rugby World Cup, the 1996 African Cup of Nations, the 1998 All Africa Games, the 2003 Cricket World Cup, and having won the rights to host the 2010 Football World Cup, mega-sport events are increasingly being pursued by the South African government, not only for their developmental and financial gains, but also for their more elusive identity building and signaling benefits, and their democracy and human rights enhancing human qualities.

The South African Yearbook (2003/2004) reported that a study on the impact of the 2003 Cricket World Cup showed that the economic impact of the tournament in terms of the South African economic activity was estimated at R2 billion. The net foreign spend was R1.1 billion. However, it has been stated that the 2010 FIFA World Cup will generate many times the profit yielded by the Cricket World Cup and, therefore, contribute substantially to alleviating the socio-economic challenges such as crime, facing South Africa.

2.26 Summary

The promotion and hosting of the Comrades Marathon is recognized as having a positive economic impact on the City of Durban, simply because large numbers of people come from outside Durban, that is from other regions of South Africa and abroad and may spend their money on accommodation, shopping, entertainment, food and drink. This spending provides an economic boost to local businesses. Such an injection of income into the local economy has the potential to create more jobs and it is possible that a cycle of economic development will occur, driven by the Comrades Marathon and other sectors of the leisure industry as the catalysts and vehicles of local economic impact.

The Comrades Marathon is not of the same status or magnitude of mega-sporting events such as the Cricket or Rugby World Cups. However, it can be favourably compared to the Argus Cycle Race as a local comparison of two South African events that attract a great number of participants. The Comrades Marathon is run over a single day whilst the Argus Cycle Race is associated with a number of cycling activities that takes place over a week. Both events attract enormous interest both locally and internationally.

However, whilst the Comrades entries averages a little above 12 000 runners, the Argus has to restrict entries to 35 000 participants. In 2003 Proudly South Africa stated that the Comrades Marathon generated between R40 and R50 million and that in excess of 45 000 tourists visited KwaZulu-Natal and Durban while the Argus Cycle Race generated over R260 million over a week. In addition, it was stated that for every eight visitors a new job was created.

CHAPTER THREE

METHODS OF STUDY

3.1 Introduction

This chapter focuses on the collection of data, selection of the sample, description of the questionnaires and the analysis of the data strictly for the City of Durban as the study focused on the economic impact of the Comrades Marathon on the City of Durban.

3.2 The nature of the study

Mouton (2001) defined research design as a plan or blueprint of how one intends to conduct the research. He stated that research design focuses on the end-product; it formulates a research problem as a point of departure and focuses on the logic of the research.

The research method employed in this study included questionnaires and in-depth interviews. These methods are used to collect larger amounts of raw data using interviews and samples.

Hair, Bush and Ortinau (2000) defined qualitative research as selective types of research methods used in exploratory research designs where the main objective is to gain a variety of preliminary insights to discover and identify problems and opportunities. They defined quantitative research as data collection methods that emphasize using formalized, standard, structured questioning practices where the response options have been predetermined by the researcher and administered to significantly large numbers of respondents.

Both the quantitative and qualitative methods were used for this study as the researcher sought to achieve a better final research product. The qualitative measures blended in with the quantitative measures by providing a more thorough understanding of the economic impacts of the Comrades Marathon on the City of Durban.

The use of a questionnaire has a wide range of advantages for example lower costs, it is easily understood by both the respondents and the fieldworkers, it is easily completed at the respondent's own convenience and anonymity can be better assured especially where respondents have any doubts about answering contentious questions. A questionnaire study also has inherent limitations such as the respondents may discard and forget about the questionnaire leading to a low response rate and they can only be used for literate populations unless they are administered personally by fieldworkers, as done in this study.

3.3 Reliability of the questionnaire

The reliability of a questionnaire is the extent to which the measurements taken with a particular instrument are repeatable (Hair, Bush and Ortinau, 2000). In this study reliability was measured by using a group of runners as a pilot study and the same questionnaire was administered twice in a two weeks. The responses of both sets of questionnaires were fairly similar leading to the conclusion that the questionnaire used for the purpose of this study was reliable.

3.4 Administration of the questionnaire

The questionnaire was administered from the 13th to 15th June 2004 and from 12th to 15th June 2005 at the Comrades Expo in Durban and on race days at the respective finish

venues. The Comrades Expo is organized annually by the CMA for the runners to register for the race and for runners and non-runners to shop around. Each questionnaire contained a statement giving the reasons for the study. Respondents were assured of confidentiality and anonymity. In addition, the fieldworkers requested permission from the respondents to present and publish the data they provided and informed them that they had the right to refuse to participate in the survey.

3.5 Selection of subjects

Prior to this study being conducted ethical clearance was obtained from the Research Administration at the University of KwaZulu-Natal (Appendix 1). Permission to conduct the research at the Comrades Expo in Durban was obtained from the CMA (Appendix 2). All subjects were informed of the purpose, the aims and objectives of this study and all signed an informed consent form to participate in the study (Appendix 3).

The data was collected from foreign athletes and their supporters that is people from other countries, from athletes and their supporters from different provinces in South Africa, from the sponsors of the Comrades Marathon and from vendors that were on the roads outside the Comrades Expo. In addition, face-to-face interviews were conducted with the representatives of the CMA, the hotel industry in Durban, Durban Africa, the SunCoast Casino and Entertainment Centre and the Public Relations Officers of three large shopping malls in Durban.

Analyses of the data gathered were structured around the following categories:

- The number of people who attended the race
- The economic impact of the event

- The demographic profile of the people who attended the race
- Advertising and awareness of the race
- People's perception of the race and Durban
- The evaluation of the stakeholder responses

3.6 Selection of samples and sampling methods

Hair, Bush and Ortinau (2000) defined a target population as the complete group of people or objects that should be investigated in a project. The sample for this study was randomly selected from all the athletes that participated in the 2004 and 2005 Comrades Marathon, their family members and friends who accompanied and supported them, sponsors (Appendix 4), the vendors who were located outside the Flora Comrades Experience (Appendix 5), the Public Relations Officers of three large shopping malls, representatives of the hotel industry in the city, representatives of the organizers (Appendix 6).

The subjects selected came from the following populations:

3.6.1 Foreign athletes and foreign supporters

Foreign athletes are runners who participated in the race in either 2004 or 2005 or in both years and who resided in countries outside South Africa. Foreign supporters are persons such as family members and friends who accompanied the foreign runners to South Africa and who supported the participants during the race.

Approximately three hundred foreign athletes participated in the race in both the years. Questionnaires were administered to every second foreign athlete and their supporters. If

the athlete or supporter did not wish to participate in the survey, the next athlete or supporter was selected.

The information obtained from the respondents included the country of origin, the type of accommodation, the number of nights that accommodation was required for, the cost of accommodation, the number of people in the party, the primary reason for visiting Durban, the average spending on food, drinks and other items, the positive and negative features of Durban as a tourist destination, and the age, occupation, estimated income and gender of the respondents.

The foreign athletes were chosen because they were participants in the race. The foreign supporters were chosen because they accompanied the foreign runners to the race. Thus collectively, their input was deemed vital in determining the economic viability of the event and their spending patterns.

3.6.2 Local athletes and supporters from other provinces in South Africa

Local athletes were the runners that participated in the race but who resided in provinces outside KwaZulu-Natal. Local supporters comprised of family members and friends who accompanied the participants and who supported them during the race. Every fifth local athlete and/or supporter was requested to participate in the survey. If the athlete or supporter did not wish to participate in the survey, the very next athlete or supporter was selected.

Local athletes and supporters from other provinces provided similar information as the foreign athletes and supporters. They were chosen so that their input could also determine the economic viability of the race and their spending patterns.

3.6.3 Sponsors

Sponsors are those business organizations that financially supported the Comrades

Marathon. The official sponsors in 2004 were:

- Pick n Pay
- Flora
- Imperial Car Hire
- Nedbank
- Harmony Gold Mines
- Energade

The official sponsors in 2005 were:

- Bonitas Medical Scheme
- Flora
- Imperial Car Hire
- Nedbank
- Harmony Gold Mines
- Energade

Bonitas Medical Scheme replaced Pick n Pay as an official sponsor in 2005. However, Pick n Pay maintained its relationship with the CMA by becoming an official supplier. Questionnaires were administered to representatives of all six sponsors in 2004 and 2005 (Appendix 4). The sponsors were requested to provide information pertaining to the amount of the sponsorship, the marketing objectives they hoped to achieve and whether

these objectives were met, the indicators used to achieve these marketing objectives, the way the company promoted itself within the event and whether they would sponsor the race again.

The sponsors were chosen because of their financial contribution to the event and to determine whether the race gave the sponsors the opportunity to promote their organizations or their products and whether they were able to achieve their marketing objectives.

3.6.4 Durban Africa

Durban Africa is the local tourism authority in the City of Durban. One of its functions is to promote the City of Durban as a sports destination to the rest of the country and the world. Interviews were conducted with representatives of this organization. The representatives responded to questions based on the City of Durban's financial contribution to the race that in terms of whether the race generates additional net output in the city and whether the race promotes Durban as a sports destination by putting the city on the map thereby enhancing the image of the city. Durban Africa was chosen in order to establish whether the Comrades Marathon assists in the promotion of Durban as a sports destination and whether it contributes to the generation of additional income to the city.

3.6.5 Comrades Marathon Association

The CMA is the organizer of the Comrades Marathon. Interviews were conducted with representatives of the CMA and questions pertaining to the cost of hosting the event, the involvement of the City of Durban, and the involvement of major business organizations as sponsors were put to them.

The reason for choosing to interview representatives of the CMA was to determine, *inter alia*, the economic viability of the race and whether the race contributed positively to the economy of the City of Durban.

3.6.6 SunCoast Casino and Entertainment Centre

The SunCoast Casino and Entertainment Centre is located in Durban and is a major recreation center in the city. An interview was conducted with the Marketing Manager of the organization.

This stakeholder was chosen in order to determine whether the race generated additional income and also to assist in identifying the spending patterns of the visitors to Durban.

3.6.7 Vendors

Vendors are the informal traders who sell a wide range of merchandise on the road side outside the Durban Exhibition Centre whilst the Flora Comrades Expo. Questionnaires were administered to the vendors (Appendix 5).

Vendors were chosen in order to identify the spending patterns of the visitors to Durban and whether the race generated additional income for formal and informal businesses.

3.6.8 Hotel managers

Managers representing a cross section of the hotels in Durban were interviewed on issues such as the occupancy rate of the hotels prior, during and after the race and whether the Comrades Marathon had a positive impact on the economy of the city and the province.

These stakeholders were chosen to assist in identifying the spending patterns of visitors to Durban and whether the race generated additional income to Durban.

3.6.9 Public Relations Officers

Public Relations Officers of three large shopping malls were interviewed to determine whether the Comrades Marathon had a positive impact on the economy and the spending patterns of the visitors.

3.6.10 Resident participants and resident spectators

These are residents who are inhabitants of the area that is people who lived in and around the cities of Durban and Pietermaritzburg and who were either participants or spectators at the event and therefore did not require overnight accommodation. They were requested to respond to questions to determine whether the Comrades Marathon was beneficial both socially and economically to the inhabitants of the City of Durban.

3.7 Sampling

Sampling is the selection of a small number of elements from a larger defined target group of elements and it is expected that information gathered from the small group will allow judgments to be made about the larger group (Hair, Bush and Ortinau, 2000). The sample consisted of:

- One hundred foreign athletes
- One hundred foreign supporters
- One hundred athletes from other provinces
- One hundred supporters from other provinces
- Representatives from Durban Africa
- Representatives from the Comrades Marathon Association
- Representatives from the Hotel Industry in Durban

- Seven Vendors
- Representatives from three popular shopping centers in Durban
- Representative from the Sun Coast Casino in Durban

The above sample is the number selected for each year that is 2004 and 2005.

Statistics provided by the organizers indicated that 389 foreign athletes representing 37 countries participated in the 2004 race. Questionnaires were therefore administered to approximately 26% of the total sample. 484 foreign athletes representing 43 countries participated in the 2005 race. Thus, questionnaires were administered to approximately 21% of the total sample.

The Comrades Experience took place over a 3 day period with the bulk of the athletes, approximately 80%, arriving on the last day to register for the race. It must be noted that many of the foreign runners and runners from outside the province were staying in Durban a few days prior to registering. Therefore, the majority of the questionnaires were administered on the last day of registration.

Questionnaires were administered to 100 hundred foreign athletes and 100 of their supporters that is every second athlete as stated in the selection process above.

Questionnaires were administered to every fifth athlete or supporter who lived in the other provinces. In 2004 the researcher was informed by a few vendors that they were notified that they were violating the law by selling their goods outside the Durban Exhibition Centre. Thus, questionnaires were administered to only seven vendors that is those vendors who were available.

As the focus of this research was on the economic impact of the race on the City of Durban, questionnaires were only administered to the sample in Durban.

3.8 Fieldworkers

The researcher selected final-year students and an academic from the Department of Sport Studies at the Durban University of Technology to administer the questionnaires. The students selected were registered for a sport management qualification. Their training was of a week's duration and focused on how to administer the questionnaires and how to approach potential respondents. The selection, training and supervision of fieldworkers are essential to effective research studies.

3.9 Pilot study

The reliability and validity of the questionnaires was tested and re-tested on a group of ten runners. This exercise ensured that proper flow existed and that the questions were understandable to ordinary individuals. The pre-testing also provided the opportunity to analyse the items for redundancy.

3.10 Questionnaires

The questionnaire was considered appropriate for this study as it was a formalized framework consisting of a set of questions designed to generate primary data by eliciting responses from respondents on a given topic in this instance, the economic impact of the Comrades Marathon on the City of Durban. Both structured and unstructured questions were developed and administered for each of the constituents that were interviewed. Structured questions are close-ended questions that require the respondent to choose from a predetermined set of responses. Unstructured questions are open-ended questions

formatted to allow respondents to reply in their own words. The structured questions are often more popular as it facilitates administration, computation and tabulation and ease of analysis. Numerous alternatives were offered in order to derive a meaningful and comprehensive response.

A total of four questionnaires were developed. These were:

3.10.1 Foreign athletes and supporters

A questionnaire was developed and administered to the foreign athletes that participated in the event and their supporters (Appendix 1) who accompanied them to Durban. The questionnaire highlighted the country that these individuals resided in, the mode of transport used to arrive in South Africa and Durban, the number of nights that they spent in Durban, the type of accommodation that was utilized and its cost, the number of people that accompanied the athlete and the estimated expenditure on food, drinks, entertainment and shopping for the duration of the stay in Durban. The questionnaire also included questions about the race and the sponsors of the event.

3.10.2 South African athletes and supporters from other provinces

A questionnaire was developed and administered to the athletes and their supporters who resided in the other provinces of South Africa (Appendix 2). This questionnaire highlighted the province in which the respondents resided, the mode of transport used to arrive in Durban, the number of nights that they spent in Durban, the type of accommodation that they utilized and its cost, the number of people that accompanied the athlete and the estimated expenditure on food, drinks, entertainment and shopping for the duration of the stay in Durban. The questionnaire also included questions about the race and the sponsors of the event.

3.10.3 Sponsors

The sponsors were administered a separate questionnaire (Appendix 3) that highlighted the overall budget allocated to the event over the two year period, the achievement of marketing objectives, the ways to promote the company at the event and the sponsors' future commitment to the event.

3.10.4 Vendors

A questionnaire was designed especially for the vendors (Appendix 4). This questionnaire highlighted whether there was an increase in sales because of the event, identification of the products/services they provided, whether they employed additional staff because of the event, problems that they experienced during the event and whether the event had a positive impact on the local economy.

3.11 Interviews

An interview was conducted with Cheryl Winn, the Acting Chief Executive Officer of the Comrades Marathon Association (May 2005). The interview addressed the administration and management of the race, the CMA's transformation process, the composition of the CMA committees, the implementation of a skills training programme, grants-in-aid that the CMA received and its vision for future events.

Representatives from Durban Africa, the SunCoast Casino and Entertainment Centre, the hotel industry in Durban and from three popular shopping centres in Durban were interviewed. The interview addressed the occupancy rate prior, during and after the event, the estimated revenue generated by visitors to these organizations and recommendations on how to maximize the impact of the event for the benefit of Durban.

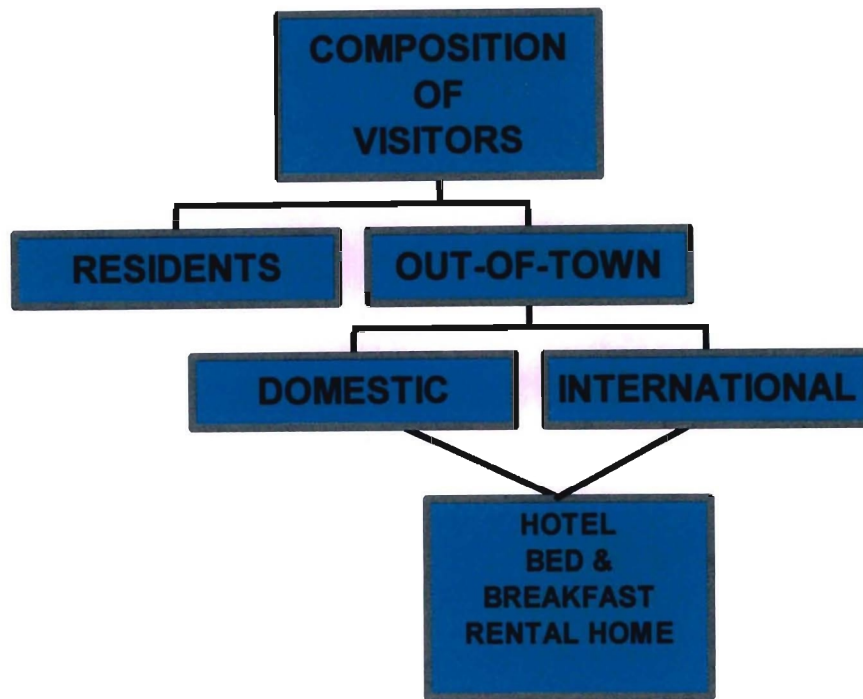


Figure 3.1 Compositions of visitors

Figure 3.1 illustrates the composition of visitors to the event. Initially the visitors were divided into two categories *viz.* out-of-town visitors and residents. As stated above, spending by local residents that is inhabitants of Durban, is “redirected” spending and, thus will not be included. Out-of-town visitors were further divided into domestic that is visitors from other provinces in South Africa and international visitors. A number of factors were considered when determining the economic impact of the race. These included the size of the travel party, the number of days they stayed over, the demographics of the party that is the age of the members of the party, their gender, their country of residence, and their levels of income, and the average spending of the party on food, accommodation, transportation, entertainment and retail items.

3.12 Data analyses

The completed survey questionnaires were analysed using a professional statistical analysis package *viz.* the SPSS (Statistical Package for the Social Sciences). The SPSS is a data management and analysis programme and is generally regarded as the market leader in this respect. It is an effective tool for profiling the spending patterns of different groups of visitors to a major event such as the Comrades Marathon. It was released in its first version in the 1960s, and is amongst the most widely used programmes for analytical analysis in the social sciences. It is also used by market researchers, health researchers, survey companies, government, education researchers and others. It is a comprehensive and flexible statistical analysis and data management system and takes data from almost any type of file and uses them to generate tabulated reports, charts, plots of distribution, trends and descriptive statistics, and conducts complex statistical analyses (Green et al, 1996). Inferential and differential statistical methods were employed in the survey in order to analyze the data gathered. The data were presented using graphs and tables.

Economic impact analysis incorporates specific tools that can be both differential and inferential. Differential techniques of economic impact analysis contribute useful measures of economic activity that provide context for decision-making. These include industry measures such as export-base multipliers. Inferential techniques of economic impact analysis attempt to use available data on past and present economic activity to estimate impacts of change and to forecast future activity. Examples of these techniques include input-output analysis. In the past, input-output models have been the primary means of translating spending effects into income and employment effects.

Input-output tables are at the core of input-output models and show a complete set of accounts for an event. The use of the input-output model can expand the usefulness of the tables used to a significant extent.

The first step of an economic assessment for this event is to define the levels of spending brought about by the event. Once these are defined, the use of the input-output model requires two further steps. Firstly, one or more columns of expenditures must be estimated that represent the additional spending generated by the event. This might include a column for visitors to the event and a separate column with several different categories might be considered for visitor spending. Secondly, an input-output model must be used to calculate the GDP and import effects of these expenditure patterns.

Chi-square tests were conducted to determine statistical differences between the 2004 and 2005 data. In this way the percentage of responses across the categories was compared between the two years. Categories with 0 percentages were omitted. When the p -value is greater than 0.05 that is the significant level, it would imply that the null hypothesis is true. Hence, the null hypothesis is not rejected that is the finding is not statistically significant at the 5% level. At the significant level the results are only 5% likely to be acceptable. When the p -value is less than or equal to the significant level, the null hypothesis is rejected and the finding is statistically significant at the 5% level.

3.13 Leverage Ratios and Return on Investment

The meaning of the leverage ratio and return on investment (ROI) differs by context but are appropriate when applied in the context of measuring economic impact. Thus, in this context the leverage ratio is defined as the public sector input against private sector

response. It will indicate whether the sport event was a success or a failure. The leverage ratio is illustrative of the amount of money that was accrued by the private sector with every rand spend by the public sector (Turco et al, 2003).

The rationale of conducting an economic impact analysis ultimately comes down to examining return on investment. Return on investment (ROI) is a return ratio that compares the net benefits of a project, versus its total cost. ROI takes the form of money costs, time and effort in organizing and operating an event. The returns are the economic benefits, increased sense of community pride, spirit and well-being that accrue to members of the community in the region.

3.14 Summary

This chapter discussed the methodology employed to conduct the study. It discussed the survey method, the research instruments, employed, the selection of subjects and the data analyses methods.

CHAPTER FOUR

RESULTS

4.1 Introduction

The methodology adopted to assess the economic impact of the 2004 and 2005 Comrades Marathon included the implementation of 200 questionnaire surveys with a spatially based random selection of people attending the Comrades Expo at the Durban Exhibition Centre to ascertain information on issues such as spending power, perceptions of the event and respondents' demographic profiles. 200 questionnaires were also administered to the participants and twenty each to exhibitors and informal traders (Table 4.1). Statistics provided by the organizers of the event addressed the number of entrants and their places of residence. Face-to-face interviews were conducted with all the respondents over the course of the event revealing a wealth of information about visitor characteristics, their motivations, accommodation used, visitor spending and an insight into what the City of Durban and the province of KwaZulu-Natal had to offer.

Table 4.1

Respondents

RESPONDENT GROUP	INTENDED SAMPLE		ACTUAL SAMPLE	
	2004	2005	2004	2005
Expo attendees in Durban	200	200	200	200
Participants	200	200	200	200
Exhibitors	20	20	20	20
TOTAL	420	420	420	420

It must be noted that the 2004 Comrades Marathon was an “up-run” that is from the City of Durban to the City of Pietermaritzburg whilst the 2005 Comrades Marathon was a “down run.” The direction of the run normally impacted on the number of participants and their families and friends that accompanied them to the event. The up-run generally attracts a smaller field as it is perceived by many runners to be physically more demanding than the “down-run” (Figure 4.1). Consequently, fewer attendees visited the Comrades Expo in Durban in 2005 (Figure 4.1).

4.2 Estimates of the number of people attending the event

Samples of respondents were taken at various times and were therefore unbiased with regards to space, time and selection. Figure 4.1 combined the attendance figures that were provided by the organizers in relation to the participants and the number of people who attended the Comrades Expo over the three day period in both years.

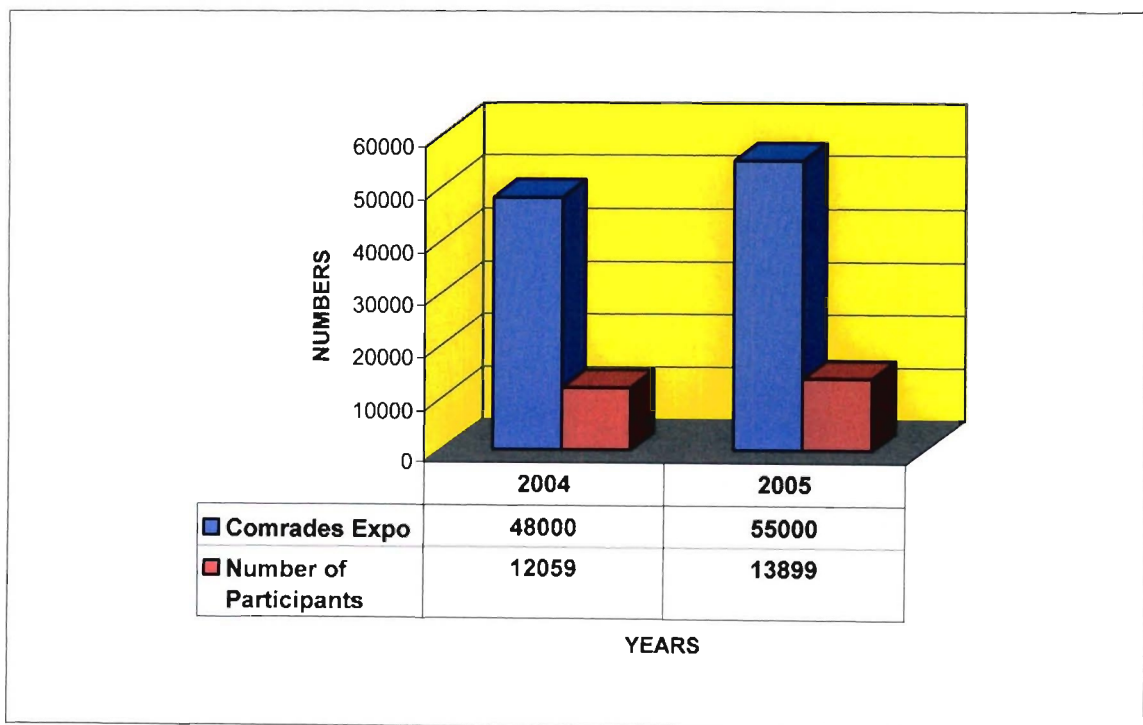


Figure 4.1 Number of people that attended the Comrades Expo (n=200)

Figure 4.1 indicates data provided by the organizers and shows that 12 059 runners participated in the race in 2004 and 13 899 runners participated in 2005. There was an increase of 1 840 runners in 2005. As stated earlier, down-runs generally attract a larger field and a greater number of visitors to the Comrades Expo. The statistics provided by the organizers indicated that 48 000 visitors attended the Expo in 2004 whilst 55 000 visited the Expo in 2005 (Figure 4.1). This was an increase of 7 000 visitors in 2005.

4.3 Participants

Figure 4.2 indicated the number of days that the participants attended the Comrades Expo. Figure 4.2 showed that 1 387 (11.5%) runners visited the Expo on Day 1, 6 632 (55%) attended on Day 2 and 4 040 (33.5%) attended on Day 3 in 2004. In 2005 it showed that 1 251 runners (9%) visited the Expo on Day 1, 7 853 (56.5%) visited on Day 2 and 4 795 (34.5) visited on Day 3. Figure 4.2 was also used to compute the average number of days that the participants attended the Comrades Expo that is in 2004 it was 2.7 days and in 2005 it was 2.8 days. It is clearly evident that in both the years, the majority of the runners attended the Expo on the second day (Figure 4.2).

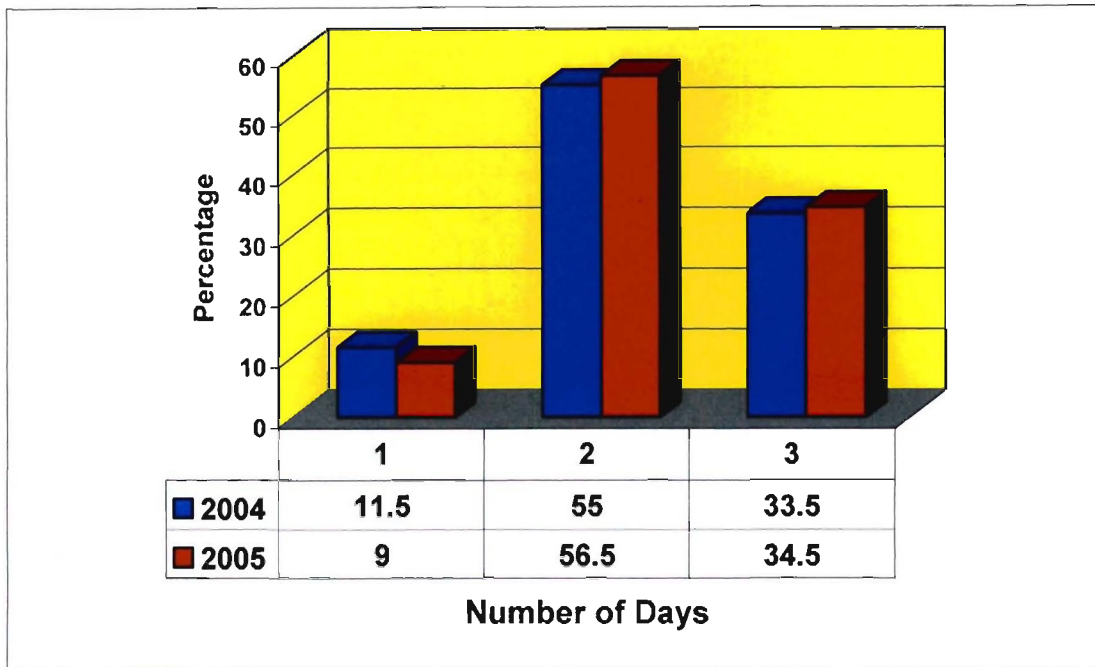


Figure 4.2 Number of days the participants visited the Comrades Expo (n=200)

4.4 Attendees

Figure 4.3 indicates the number days that the attendees visited the Comrades Expo in Durban. In 2004 10 080 (21%) attendees visited the Expo on Day 1, 30 720 (64%) visited on Day 2 and 7 200 (15%) visited on Day 3. In 2005 11 275 (20.5%) attendees visited the Expo on Day 1, 36 575 (66.5%) visited on Day 2 and 7 150 (13%) visited on Day 3. Figure 4.2 also calculated the average number of days that the attendees visited the Expo. In 2004 it was 1.9 days and in 2005 it was 2.5 days. Therefore, the actual number of attendees that visited the Expo in 2004 was 25 623 ($48\ 000 \div 1.9$). In 2005 there were 22 500 ($55\ 000 \div 2.5$) attendees.

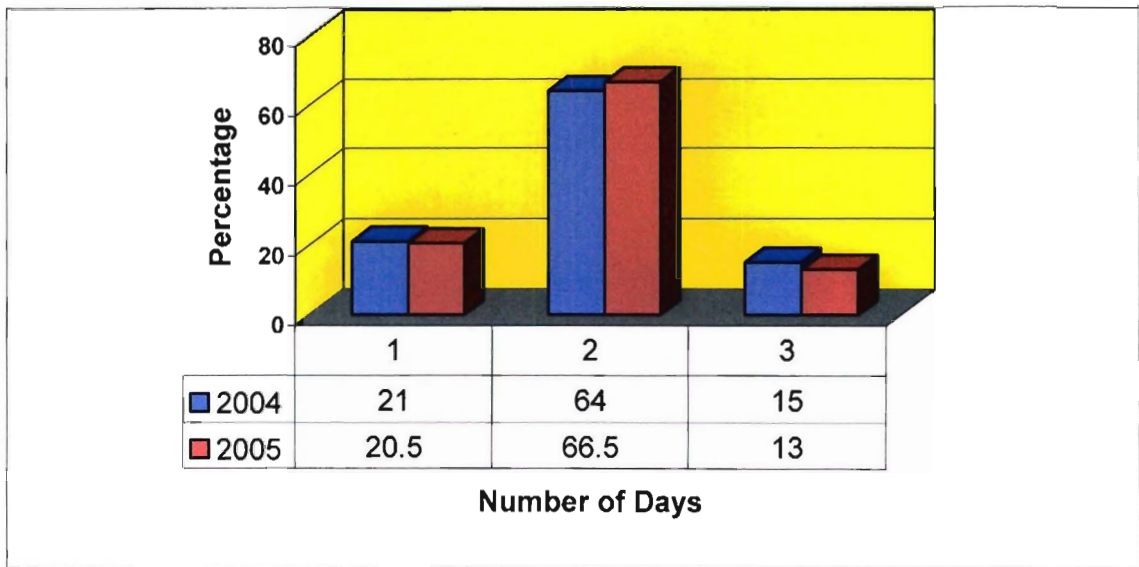


Figure 4.3 Number of days the attendees visited the Comrades Expo (n=200)

4.5 Race classification

4.5.1 Participants

Figure 4.4 identified the different racial groups that participated in the race in 2004 and 2005. In 2004 the field was made up as follows:

- White runners - 29%
- African runners - 25%
- Indian runners - 11%
- Coloured runners - 10%
- Foreign nationals 25%

In 2005 the field was made up as follows:

- White runners - 29%
- African runners - 26%

- Indian runners - 10%
- Coloured runners - 8%
- Foreign nationals 27%.

The p -value is equal to 0.9. It can therefore be concluded that there is no difference in terms of the race groups between the two years. This could be attributed to the fact that there has been a negligible increase in the overall number of participants over the past few years as the event has failed to attract a significant number of novice runners.

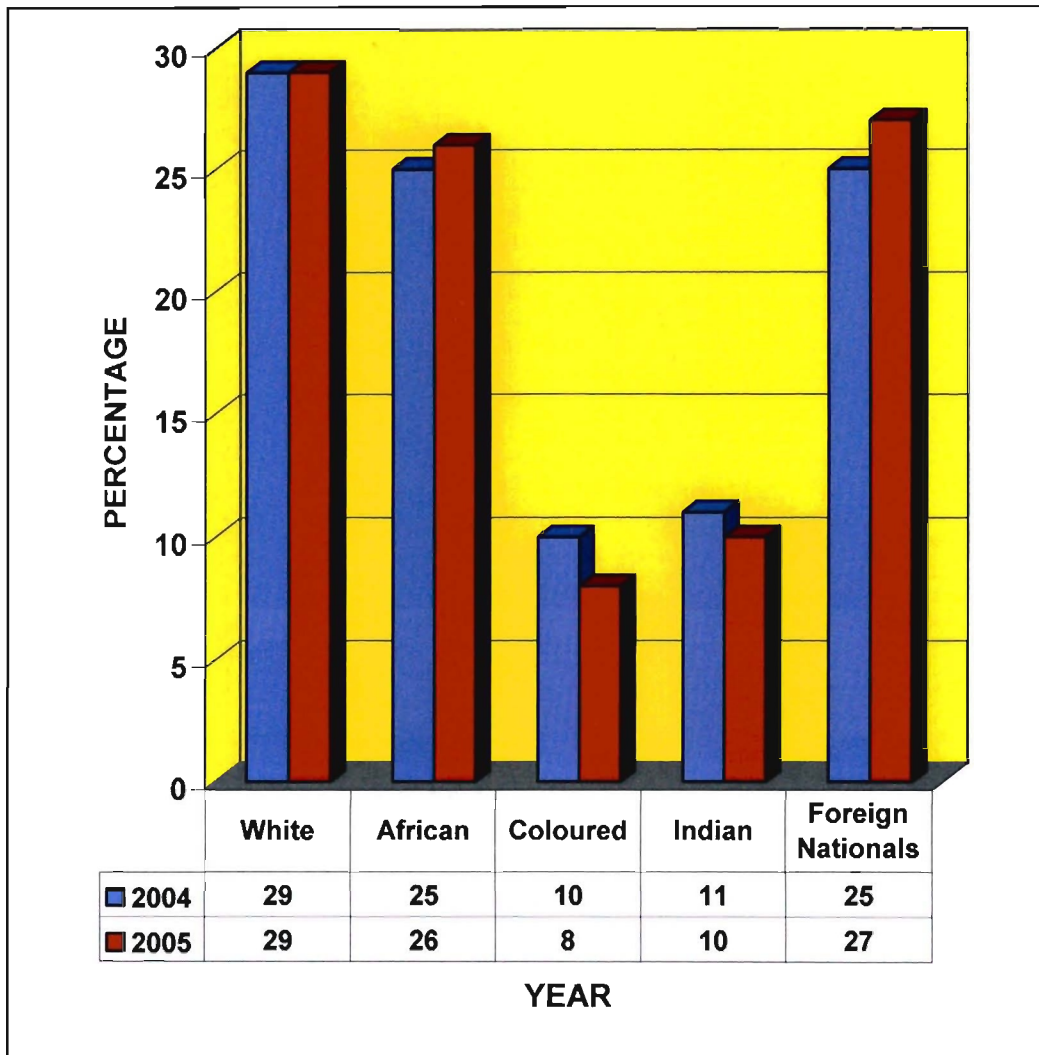


Figure 4.4 Race categories of the participants (n=200)

4.5.2 Attendees

Figure 4.5 shows the race classification of the visitors that accompanied the participants and those who visited the Comrades Expo. The *p*-value is equal to 0.9. There is no significant difference in the racial composition of the attendees between the two years.

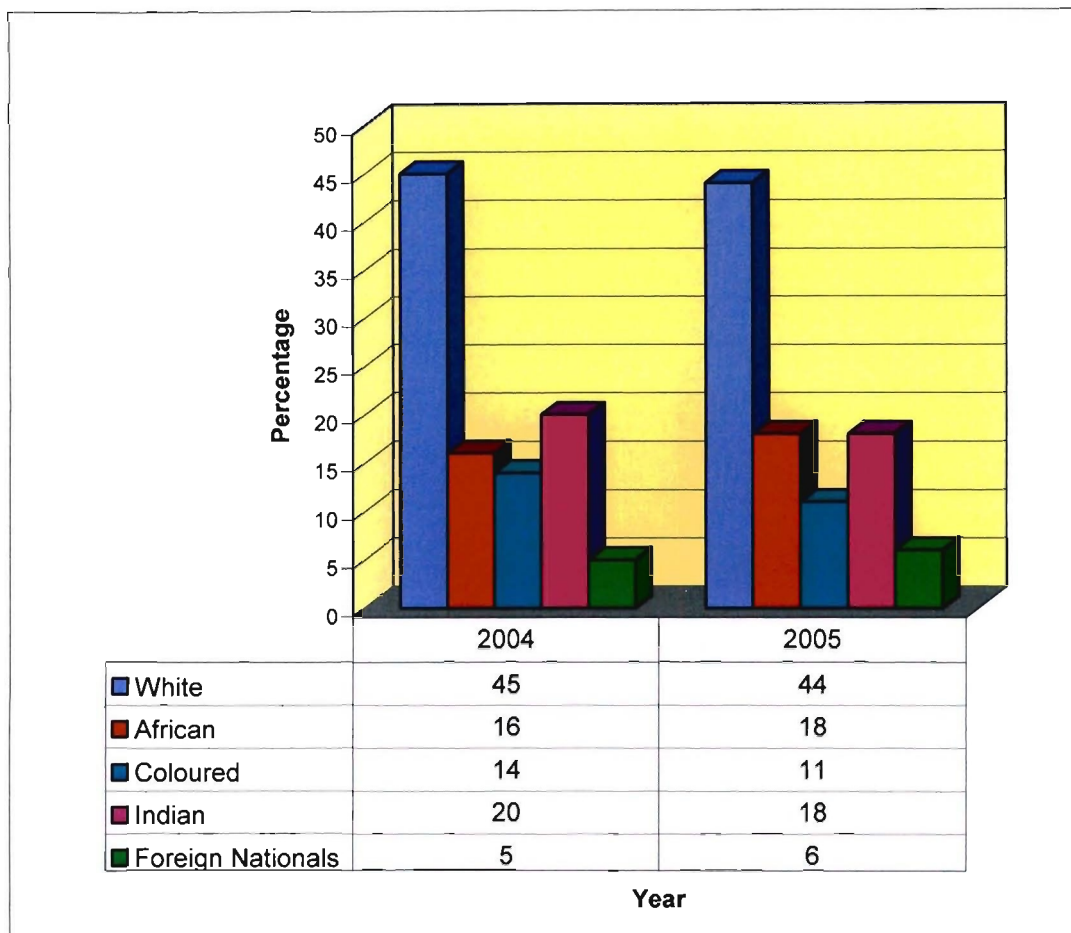


Figure 4.5 Race categories of attendees at the Comrades Expo (n=200)

4.6 Age category

4.6.1 Participants

Information provided by the participants that were interviewed indicated that their ages ranged from 21 years to 70 years. The data gathered were used to calculate their average ages which was 36.1 years in 2004 and 37.6 years in 2005. The *p*-value was calculated to be 0.8. There is no significant difference in the age categories of the participants between the two years.

4.6.2 Attendees

Information provided by the attendees at the Expo indicated that their ages ranged from 21 years to 70 years. The average age of the attendees that visited the Expo was calculated as 36.6 years in 2004 and in 2005 it was 38.1 years. The *p*-value was computed to be 0.9. Hence, there is no significant difference in the age categories of the attendees between the two years.

4.7 Income classification

4.7.1 Participants

The income groups of the individuals that participated in and attended the Expo varied as shown in Table 4.2. It was calculated that the average monthly income of the participants in 2004 was R8 199.50 and in 2005 it was R10 432.50. The *p*-value was calculated to be 0.05. There is thus a significant difference in the income of participants between the two years.

The percentage of visitors that did not disclose their income as they considered it to be confidential was 16.5% in 2004 and 13.4% in 2005. However, it is important to note that all the respondents indicated that they earned an income.

Table 4.2**Income of participants (n=200)**

INCOME	PERCENT	
	2004	2005
Less than R1 000	13.0	1.9
R 1 000 – R 1 999	5.0	3.6
R 2 000 – R 2 999	3.0	7.3
R 3 000 – R 3 999	6.0	4.7
R 4 000 – R 4 999	4.5	6.6
R 5 000 – R 5 999	6.0	8.5
R 6 000 – R 6 999	5.0	5.3
R 7 000 – R 7 999	10.0	5.4
R 8 000 – R 8 999	7.0	4.7
R 9 000 – R 9 999	2.5	4.4
R10 000 – R10 999	10.0	7.1
R11 000 +	11.5	27.1
Not disclosed	16.5	13.4

X = R8 199.50**Y = R10 432.50****4.7.2 Attendees**

Table 4.3 displays the income range of the people who visited the Expo and was used to calculate the average monthly income of the attendees that visited the Expo. In 2004 it was calculated to be R6 099.50 and in 2005 it was R7 589.75. The percentage of the respondents that did not disclose their incomes as they considered it to be confidential was 16% in 2004 and 3% in 2005.

The *p*-value was computed to be 0.01. Hence, there is a significant difference in the income of the attendees that visited the Expo between the two years.

Table 4.3**Income of attendees (n=200)**

INCOME	PERCENT	
	2004	2005
Less than R1 000	0	0
R 1 000 – R1 999	7	2
R 2 000 – R2 999	4	3
R 3 000 – R3 999	15	7
R 4 000 – R4 999	13	13
R 5 000 – R5 999	7	8
R 6 000 – R6 999	3	7
R 7 000 – R7 999	7	10
R 8 000 – R8 999	12	16
R 9 000 – R9 999	5	8
R10 000 – R10 999	8	11
R11 000 +	3	12
Not disclosed	16	3

X = R6 099.50**Y = R7 589.75****4.8 Occupational classification****4.8.1 Participants**

Data gathered from the participants indicated that the top three occupations of the participants in 2004 were represented by the professionals (22.5%), administrators (20%) and the artisans and the self-employed jointly made up 10.5%. The remainder of the occupations came from sales and marketing (9%), business owners (7%), unskilled labourers (5%), retired (6.5%) and the unemployed (6.5%). In 2005 the top three occupations of the participants were represented by the administrators/managers (25.6%), professionals (22.5%) and the self-employed (17%). The Home Executives represented the lowest percentage in both the years. The remainder of the occupations in 2005 came from category sales/marketing (10%), artisans (6.5%), business owners (5%), the unskilled labourers (4.7%), unemployed (3.5%) and the retired (2.7%).

The p -value was calculated as 0.7. Hence, there is no significant difference in the occupations of the participants between the two years.

4.8.2 Attendees

The data provided by the attendees who were interviewed at the Expo identified their occupations. Artisans/technicians (28%), self-employed (14%) and the unskilled labourers (12%) represented the top three occupations in 2004. The retired (4%) represented the lowest percentage in 2004. In 2005 artisans/technicians (29%), unskilled labourers (15%) and sales and marketing (11%) and the self-employed (11%) represented the top four occupations. The retired (3%), once again, represented the lowest percentage.

The p -value was computed as 0.9. Hence, there is no significant difference in the occupations of the attendees between the two years.

4.9 Permanent places of residence

4.9.1 Participants

The official statistics made available by the organizers identified the total number of participants in both years and gave a breakdown of their permanent places of residence. In 2004 the South African athletes represented the majority (96.8%) followed by athletes from outside Africa (2.2%) and visitors from the rest of Africa (1%). In 2005 the South African athletes represented the majority (96.5%) followed by the athletes from outside Africa (2.3%) and visitors from the rest of Africa (1.2%).

4.9.2 Attendees

The official statistics provided by the organizers identified the total number of attendees that visited the Comrades Expo and provided a breakdown of their places of residence. It is clearly evident that the majority of the Expo attendees were inhabitants of Durban both in 2004 (46%) and in 2005 (45%). The residents from other South African provinces were the second highest in 2004 (40%) and in 2005 (38%).

4.10 Economic impact

The direct economic impact of the Comrades Marathon on the City of Durban in relation to participant and attendee spend at the event was measured by the direct expenditure related to daily spending as well as accommodation costs of the visitors attending the event. The following presents the responses to questions about the spending patterns of the participants and attendees at the Expo and the event.

4.10.1 Daily expenditure

4.10.1.1 Responses from participants on expenditure

Information provided by the participants confirmed that all of them spent money in both the years. They also identified a range of items on which the monies were spent that is food and refreshments, running gear and memorabilia. The *p*-value was computed to be 0.5. This confirmed that there is no significant difference in the items on which participants expended their funds between the two years.

The participants also provided data on the range of amounts that they spent at the event. These data was used to compute the average amount spent by the participants which was R370.50 in 2004 and R442.80 in 2005. The *p*-value was computed to be 0.04. Thus,

there is a significant difference in the amounts spent by participants between the two years.

Figure 4.2 was used to compute the average number of days that the participants visited the Expo which was 2.7 days in 2004 and 2.8 days in 2005. It was established that in 2004, all 12 059 participants spent money at the Expo. Thus, it was computed that 32 559 person days (12 059 persons x 2.7 days) were generated in 2004. It can therefore be deduced that in terms of the participants, 32 559 persons spent an average of R370.50 at the event in 2004. Hence, it was estimated that an amount of R12 063 109 (32 559 x R370.50) was generated for the Durban economy in terms of the participants' average expenditure at the event in 2004.

It was calculated that 38 917 person days (13 899 x 2.8 days) were generated in 2005. Consequently, it can be deduced that in terms of the participants, 38 917 persons spent an average of R442.80 at the event (Figure 4.13). Hence, it was estimated that R17 232 447 (38 917 x R442.80) was generated for the Durban economy in terms of the participants' average expenditure at the event in 2005.

4.10.1.2 Responses from attendees on expenditure

The data provided by all the respondents that attended the Expo indicated that they spent money in both the years. They also identified the items that they spent money on. The *p*-value was calculated to be 0.03. Thus, the null hypothesis is not true and was rejected. It was concluded that there is a significant difference on the items that the attendees expended their funds on.

The attendees provided information on their daily expenditure at the Expo for both the years. These data were utilized to compute their average daily expenditure. In 2004 it was calculated as R337.50 and as R392.75 in 2005. The *p*-value is equal to 0.8. It was concluded that there was no difference in the amounts expended by the attendees between the two years.

The average number of days that the attendees visited the Expo in 2004 was 1.9 days (Figure 4.3). It was earlier confirmed that all 48 000 persons that attended the Expo purchased items. As a result, 91 200 person days ($48\ 000 \times 1.9$) were generated. It was also established that the average daily spend of the attendees in 2004 was R337.50. It was estimated that an amount of R30 780 000 ($91\ 200 \times R337.50$) was generated in terms of the attendees. Hence, it was estimated that R30 780 000 was generated for the Durban economy in terms of the attendees' average expenditure at the event in 2004.

Figure 4.3 shows that the average number of days the visitors attended the Expo in 2005 was 2.5 days. It was confirmed that all 55 000 people that visited the Expo purchased items. Thus, it was computed that 137 500 person days ($55\ 000 \times 2.5$) were generated. It was established from the data provided by the respondents that the visitors, in terms of the attendees at the Expo, spent an average of R392.75. Hence, it was estimated that an amount of R54 003 125 ($137\ 500 \times R392.75$) was generated for the Durban economy in terms of the attendees' expenditure in 2005.

4.10.2 Expenditure on accommodation

4.10.2.1 Participants' expenditure

Data provided by the participants identified the different types of accommodation utilized by them during their stay in Durban. Family hotels were the most popular type of accommodation used in both the years. The p -value is equal to 0.3. Hence, there is no significant difference in the types of accommodation utilized by the participants between the two years.

Figure 4.6 indicates the number of nights that the participants spent in paid accommodation. It was calculated that the average number of nights that the participants spent in paid accommodation in 2004 was 4.3 and in 2005 it was 5.1. The p -value is 0.9. There is therefore no significant difference in the number of nights that the participants spent in paid accommodation between the two years.

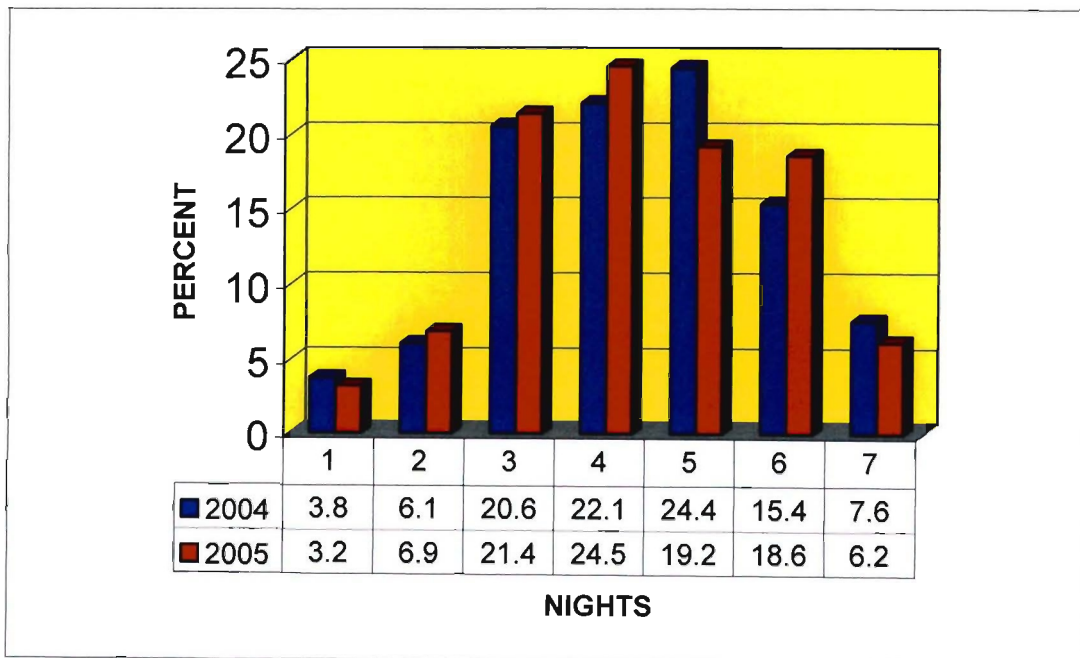


Figure 4.6 Number of nights the participants stayed in accommodation (n=200)

Figure 4.7 shows the daily cost for accommodation paid by the participants. It was calculated that the daily cost for accommodation paid by the participants in 2004 was R459 and in 2005 it was R511.50. The p -value was computed to be 0.8. Thus, there is no significant difference in the daily cost for accommodation paid by the participants between the two years.

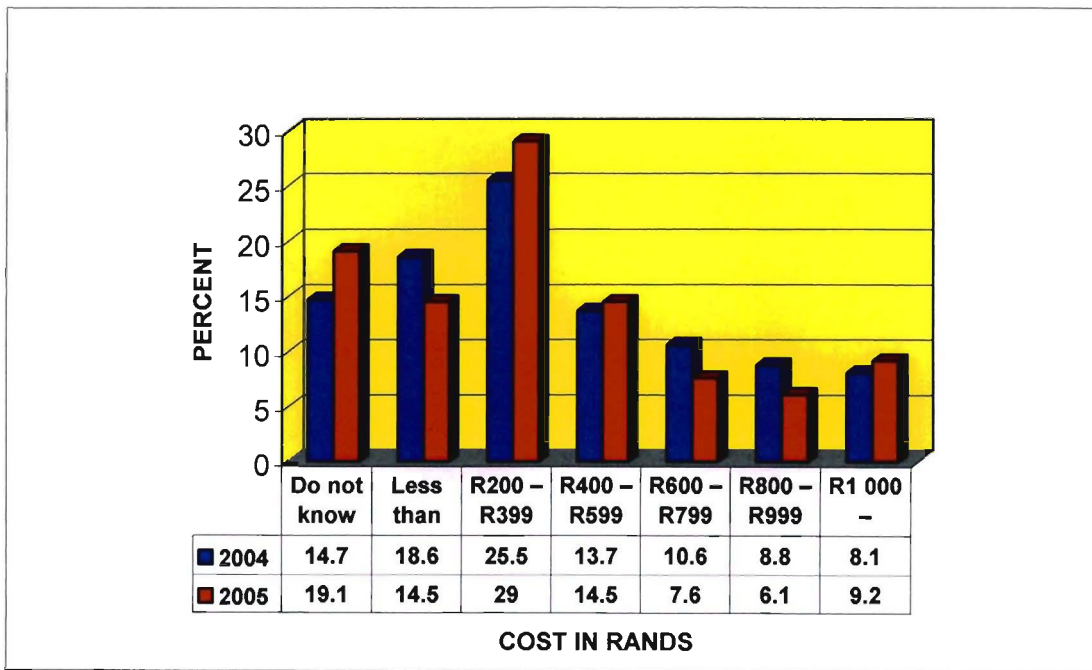


Figure 4.7 Participants' daily cost of accommodation (n=200)

Figure 4.8 shows the number of people including the respondent in the participants' immediate group. In 2004 the average number of people in the participants' immediate group including the respondent was 4.9 persons and in 2005 it was 5.2 persons. The p -value was calculated to be 0.2. There is therefore no significant difference in the number of people in the participants' immediate group between the two years.

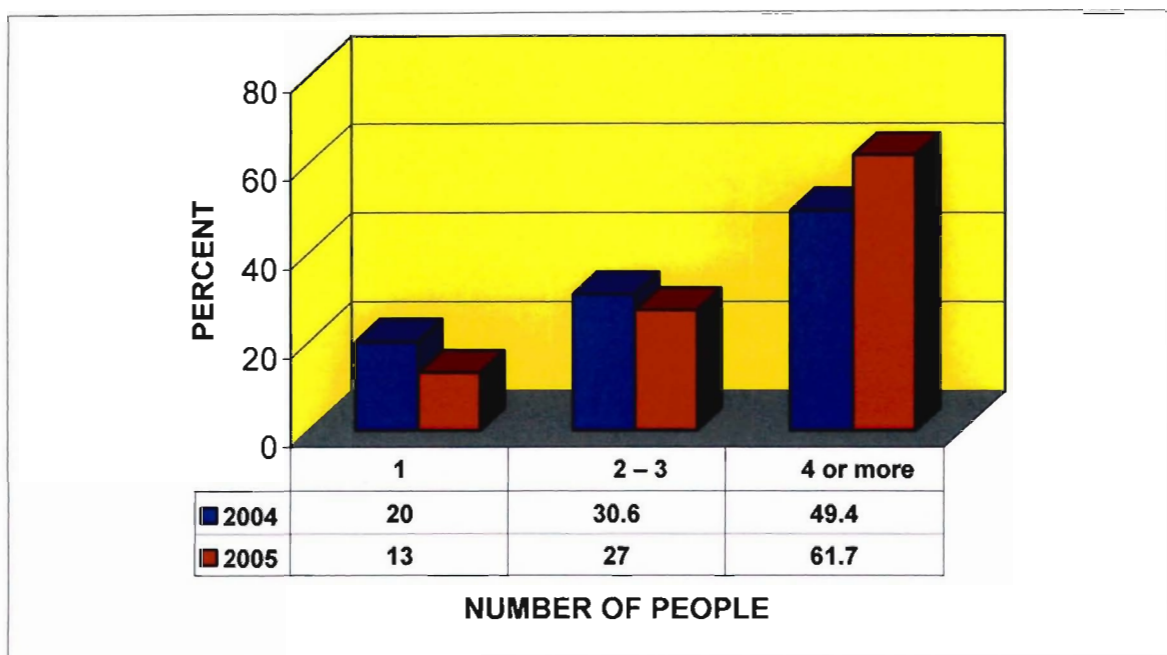


Figure 4.8 Number of people in participants' immediate group including the respondent (n=200)

Figure 4.9 shows the number of nights that the participants resided in paid accommodation in Durban. It was computed that the average number of nights that the participants resided in paid accommodation in Durban was 3.8 nights in 2004 and in 2005 it was 5.1 nights. The *p*-value was calculated to be 0.01. Hence, there is a significant difference in the number of nights that the participants resided in paid accommodation between the two years.

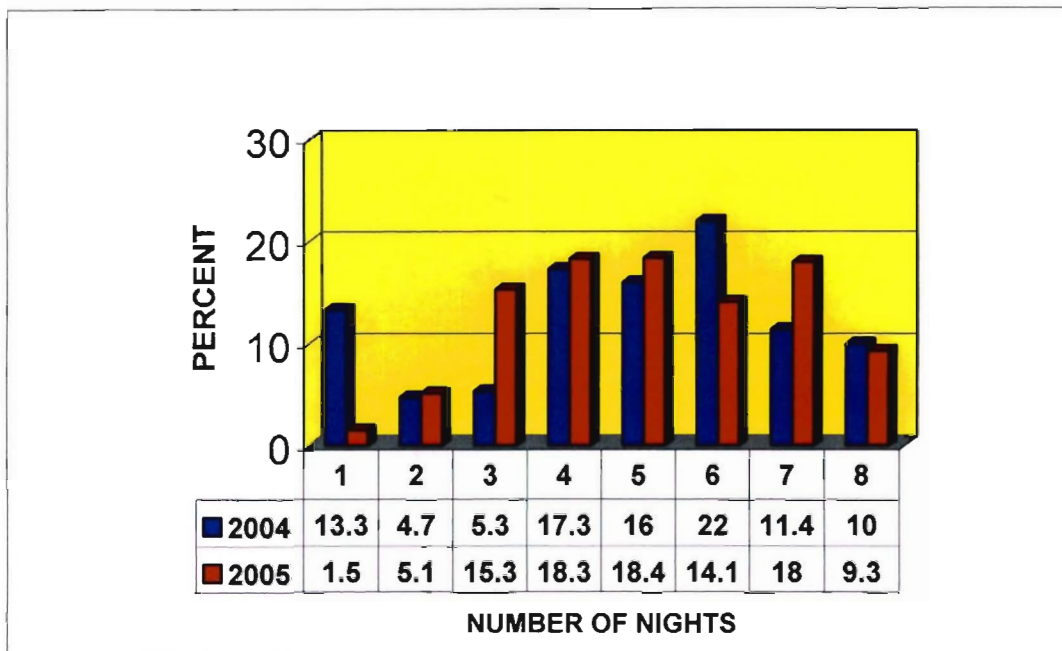


Figure 4.9 Number of nights the participants resided in Durban (n=200)

In 2004 all the participants interviewed stated that their main reason for visiting Durban was to run the Comrades Marathon. In 2005, 86.6% of the participants interviewed indicated that they had come to Durban to run the race.

As previously stated, 65.5% of the total participants that is 7 899 runners resided in paid accommodation in 2004. Figure 4.8 identifies the average size of the group as 4.9 persons. Therefore a total of 1 612 rooms per night ($7\ 899 \div 4.9$) were generated during the course of the event. As indicated in Figure 4.9, the average stay in paid accommodation was 3.8 nights. Consequently it was determined that a total of 6 126 rooms ($1\ 612 \times 3.8$) were generated during the course of the event. Figure 4.7 calculated the average rate per night as R459. Consequently, it was estimated that an amount of R2 811 834 ($6\ 126 \times R459$) was generated by the Durban accommodation industry from the 2004 Comrades Marathon participants who resided in paid accommodation. The data

provided by the respondents who were participants and who resided in paid accommodation confirmed that they came specifically for the event. Therefore, the direct economic impact of the accommodation industry on the City of Durban in terms of the 2004 participants was R2 811 834.

As previously stated, 69% of the total participants that is 9 590 runners, resided in paid accommodation in 2005. Also, as previously indicated the average size of the group was calculated as 5.2 persons (Figure 4.8). Thus, it was computed that 1 845 rooms per night ($9\,590 \div 5.2$) were generated during the course of the event. Figure 4.9 indicated that the average stay in paid accommodation was 5.1 nights. Therefore, during the course of the event a total of 9 410 ($1\,845 \times 5.1$) rooms were generated. Figure 4.7 showed that the average rate per night was calculated as R511.50. Accordingly, it was estimated that R4 813 215 ($9\,410 \times R511.50$) was generated by the Durban accommodation industry from the 2005 Comrades Marathon participants who resided in paid accommodation. The data provided by the respondents showed that 86.6% of the respondents who were participants and who resided in paid accommodation came specifically for the event. Therefore, the direct economic impact of the accommodation industry on the City of Durban in terms of the 2005 participants was R4 813 215.

4.10.2.2 Attendees' expenditure

The attendees interviewed identified the different types of accommodation that they utilised during their stay in Durban. The most popular choice was staying with family and friends (32%) in 2004 and staying in holiday flats (27.2%) in 2005. The *p*-value was calculated to be 0.2. Hence, there is no significant difference in the types of accommodation utilised by the attendees between the two years.

Figure 4.10 identifies the number of nights that the Expo attendees spent in paid accommodation. The average number of nights that the attendees spent in paid accommodation in Durban in 2004 was 4 nights and in 2005 it was 3.9 nights. The p -value is equal to 0.01. Hence, there is a significant difference in the number of nights the attendees spent in paid accommodation between the two years.

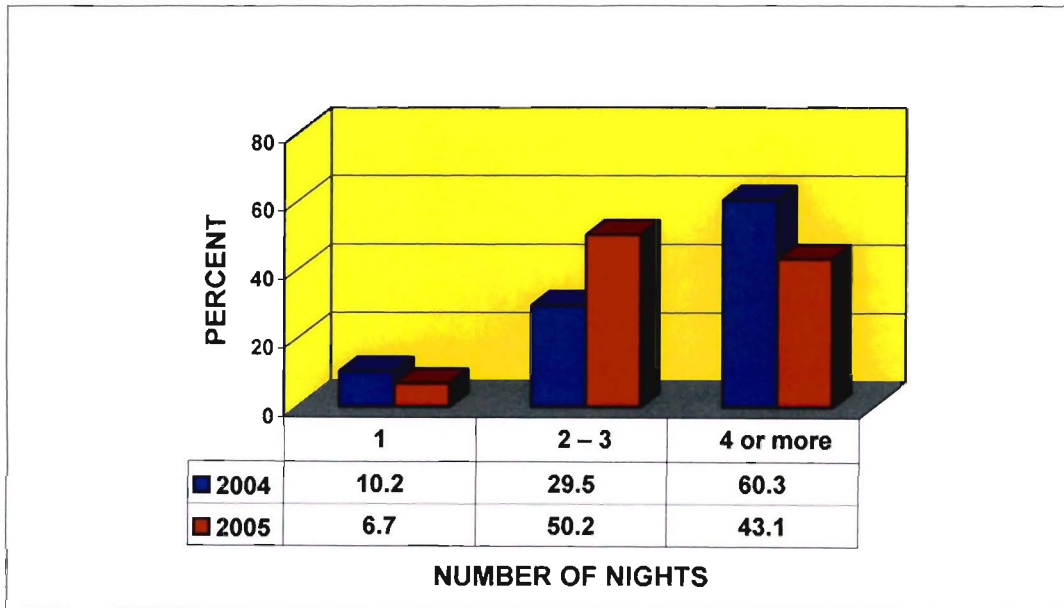


Figure 4.10 Number of nights attendees stayed in paid accommodation (n=200)

Figure 4.11 indicates the daily cost for accommodation paid by the attendees. It was computed that the daily cost of paid accommodation for the attendees in 2004 was R539.50 and in 2005 it was R520. The p -value is 0.0. Hence, there is a significant difference in the daily cost for accommodation paid by the attendees between the two years.

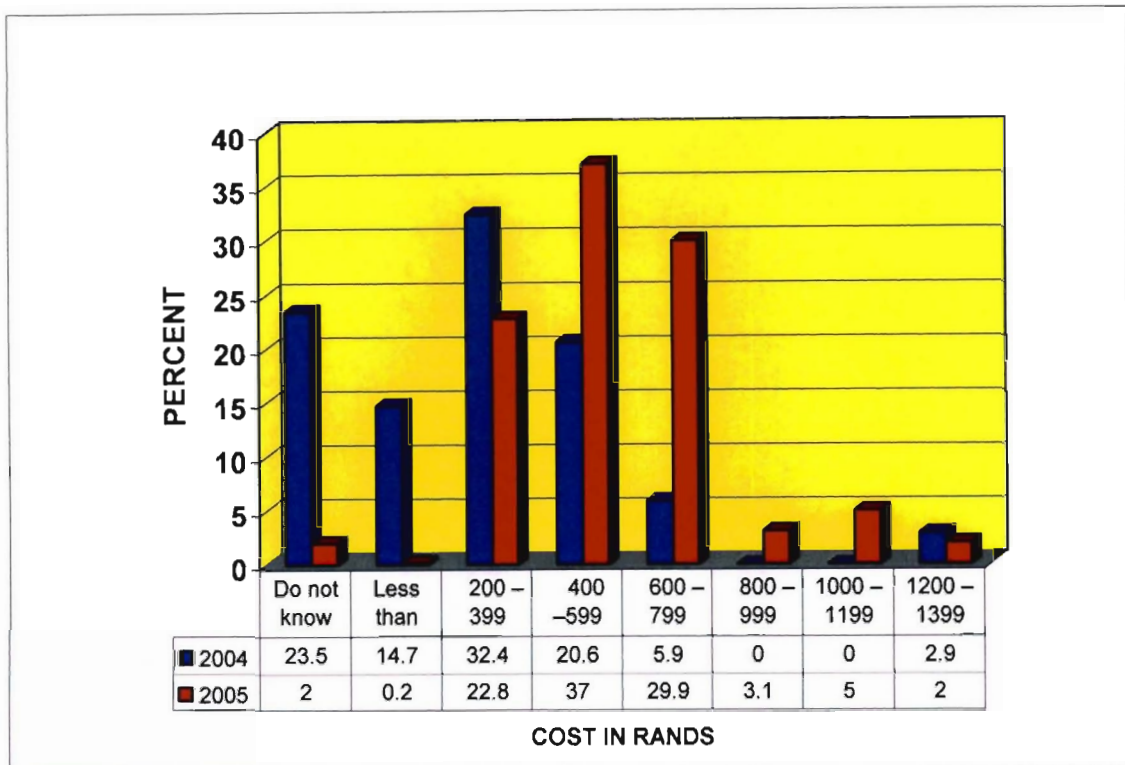


Figure 4.11 Attendees’ daily cost of accommodation (n=200)

Figure 4.12 shows the number of people in the attendees’ immediate group including the respondent. In 2004 it was calculated that average size of the attendees’ immediate group was 3.2 persons and in 2005 it was 4.2 persons. The *p*-value was calculated to be 0.8. Therefore, there is no significant difference in the number of people in the attendees’ immediate group between the two years.

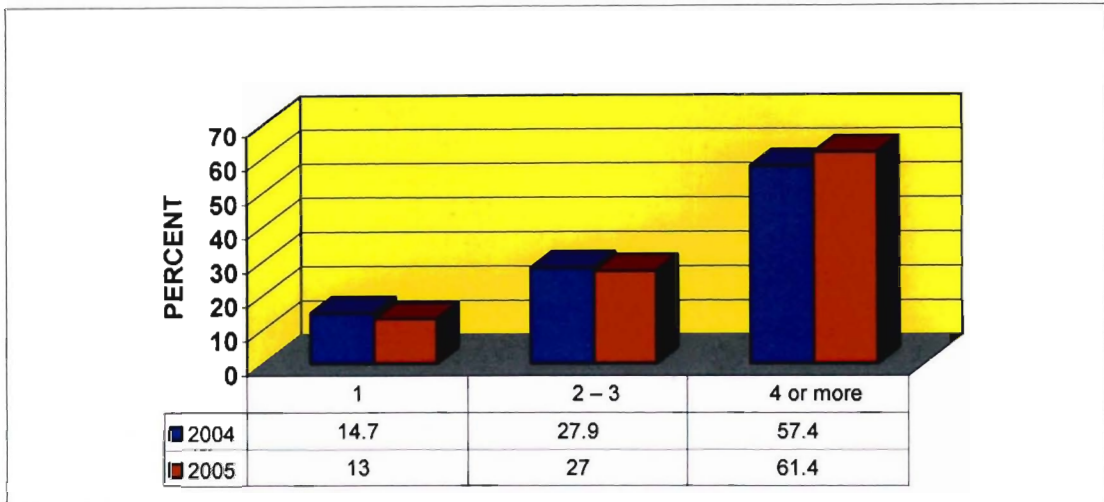


Figure 4.12 Number of people in attendees' immediate group (n=200)

Figure 4.13 presents the average number of nights that the attendees stayed in paid accommodation. It was computed that the average number of nights that the attendees stayed in Durban in 2004 was 3.5 nights and in 2005 it was 3.9 nights. The *p*-value is equal to 0.0. Hence, there is a significant difference in the number of nights that the attendees stayed in paid accommodation between the two years.

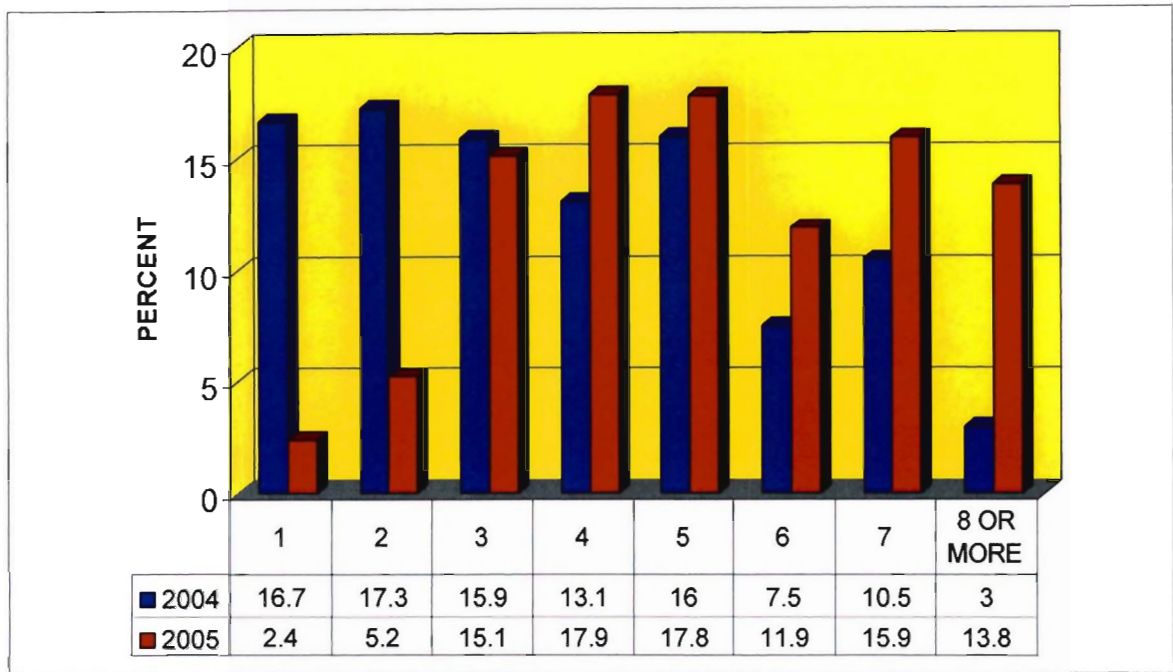


Figure 4.13 Number of nights attendees resided in Durban (n=200)

The majority of the attendees that is 99.9% in 2004 and 98.9% in 2005 stated that their main reason for visiting Durban was to attend the Comrades Marathon.

Since 68% of the total Expo attendees in 2004 indicated that they stayed in paid accommodation, it was computed that 32 640 (68% of 48 000) resided in paid accommodation. The size of the average group of attendees was calculated as 3.2 persons (Figure 4.12) in 2004. Thus, it was computed that 10 200 (32 640 ÷ 3.2) rooms were generated per night in 2004. Figure 4.12 calculated the average stay as 3.5 nights. Hence, 35 700 (10 200 x 3.5) rooms were generated. Figure 4.11 was used to compute the average rate per room per night which was R539.50 in 2004. Thus, it was estimated that R19 260 150 (35 700 x R539.50) was generated by the Durban accommodation industry by the attendees who visited the Comrades Expo in 2004 and who resided in paid accommodation.

Since 84.6% of the total Expo attendees in 2005 indicated that they stayed in paid accommodation, it was computed that 46 530 (84.6% of 55 000) resided in paid accommodation. The size of the average group of attendees in 2005 was calculated as 4.2 persons (Figure 4.12). Thus, it was computed that 11 079 ($46\,530 \div 4.2$) rooms were generated per night. Figure 4.13 calculated the average stay in 2005 as 3.9 nights. Hence, it was computed that 35 700 ($10\,200 \times 3.9$) rooms were generated. Figure 4.11 computed the average rate per room per night in 2005 as R520. Consequently, it was estimated that R22 468 160 ($43\,208 \times R520$) was generated by the Durban accommodation industry by the attendees who visited the Comrades Expo in 2005 and who resided in paid accommodation.

4.11 Factors influencing the decision to attend and to participate in the Comrades Marathon

4.11.1 Participants

The participants identified the most influential factors that had a positive impact on their decision to participate in the Comrades Marathon and to attend the Comrades Expo. The most significant factor was that 56.5% in 2004 and 49.3% in 2005 were informed by their clubs. There was a marked increase in the use of the internet from 0.5% in 2004 to 12.4% in 2005. There was a decrease in the use of advertisements from 26.5% in 2004 to 12.5% in 2005. Word of mouth increased from 14.5% in 2004 to 21.8% in 2005. The *p*-value was equal to 0.3. Thus, there is no significant difference between the factors that influenced the participants' decision to participate in the race and to attend the Expo between the two years.

4.12 Factors that influenced the decision to visit the Comrades Expo

4.12.1 Attendees

The attendees' decision to visit the Expo was mainly influenced by the fact that it was an annual event that is 39.7% in 2004 and 29% in 2005. This was closely followed by word of mouth which was 26.3% in 2004 and 23.6% in 2005. Other factors included television, radio and newspapers advertisements, posters/fliers and brochures. The *p*-value is equal to 0.3. Hence, there is no significant difference in the factors that influenced the attendees' decision between to visit the Expo between the two years.

4.13 Future attendance

4.13.1 Participants

94.5% of the runners interviewed in 2004 and 69% in 2005 indicated that they would return to participate in the race if it is held in the future.

4.13.2 Attendees

The majority of the attendees that is 93.5% in 2004 and in 95% in 2005 confirmed that they would return to visit the Expo if the event is held in the future.

4.14 Knowledge of other Durban events and tourist attractions

4.14.1 Participants

Table 4.4 affirms the participants' knowledge of other events taking place in Durban and their intention to attend these events.

The *p*-value for the "awareness" factor is equal to 0.1. Hence, there is no significant difference in the participants' awareness of other events taking place in Durban between the two years.

The *p*-value for the “attendance” factor is equal to 0.6. Hence, there is no significant difference in the attendance of the participants in other events that took place in Durban between the two years.

Table 4.4

Participants’ awareness and attendance of other events taking place in Durban (n=200)

EVENT	AWARENESS (%)				ATTENDANCE (%)			
	2005		2004		2005		2004	
	YES	NO	YES	NO	YES	NO	YES	NO
Spar/Mercury Ladies Challenge	50	50	58	42	10	90	17	83
Volleyball Beach Africa	44	56	84	16	20	80	21	79
Durban July	65	35	79	21	28	72	35	65

4.14.2 Attendees

Table 4.5 affirms the attendees’ knowledge of other events taking place in Durban and their intention to attend these events.

The *p*-value for the “awareness” factor is equal to 0.05. Hence, there is a significant difference in the attendees’ awareness of other events taking place in Durban between the two years.

The *p*-value for the “attendance” factor is equal to 0.0. Hence, there is a significant difference in the attendees’ attendance at events taking place in Durban between the two years.

Table 4.5

Attendees' awareness and attendance of other events taking place in Durban (n=200)

EVENT	AWARENESS (%)				ATTENDANCE (%)			
	2005		2004		2005		2004	
	YES	NO	YES	NO	YES	NO	YES	NO
Spar/Mercury Ladies Challenge	60	40	58	42	15	85	17	83
Volleyball Beach Africa	47	53	84	16	11	89	21	79
Durban July	62	38	79	21	7	93	39	61

4.15 Other places in Durban visited

4.15.1 Participants

The participants indicated the events and or places that they visited or planned to visit during their stay in Durban. Cognizance must be taken of the fact that the majority of the participants (45.5% in 2004 and 38.5% in 2005) were undecided as to whether they would visit any place or event during their stay in Durban citing crime as the main reason. In both years, road races were the most popular events and the uShaka Marine World and the beaches were cited as the most popular places that the participants would attend.

4.15.2 Attendees

The majority of the attendees (50% in 2004 and 38.5% in 2005) were undecided as to whether they would visit any event or place during their stay in Durban. They also cited crime as the main reason. In 2004 and 2005 the most popular events that the attendees said they attend road races and the most popular places they would visit, were the uShaka Marine World and the shopping malls.

4.16 Sponsor identification and perception

4.16.1 Participants

A significant element of the study was the identification of sponsors by the respondents.

The participants identified a range of business organizations that the participants considered to be official sponsors of the event even though many of them were not sponsors of the event.

The main sponsors identified by the participants are presented in Figure 4.14. The *p*-value was equal to 0.0. Hence, there is a significant difference in the identification of the sponsors by the participants between the two years.

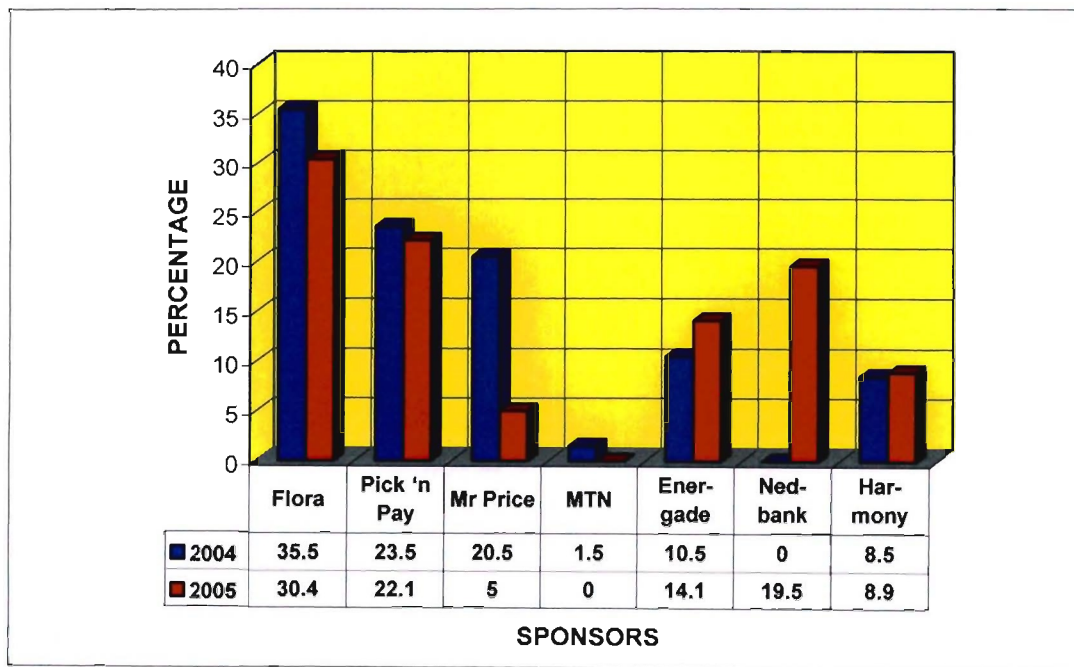


Figure 4.14 Main sponsors identified by participants (n=200)

4.16.2 Attendees

The attendees identified a range of companies that they considered to be the official sponsors of the race.

The main sponsors identified by the attendees are presented in Figure 4.15. The p -value was equal to 0.9. Hence, there is no significant difference in the identification of the main sponsors by the attendees between the two years.

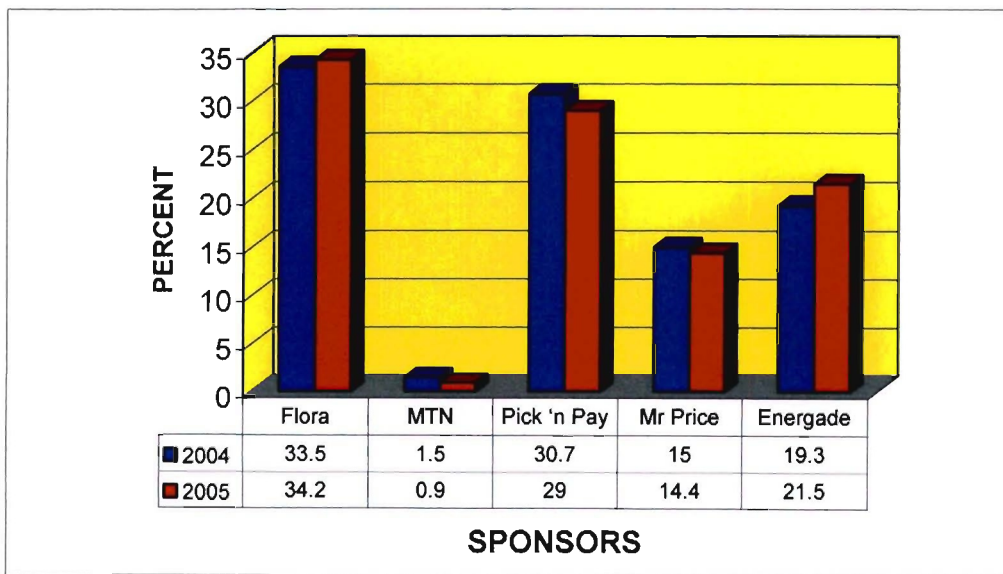


Figure 4.15 Main sponsors identified by attendees (n=200)

4.17 Knowledge of the slogan “Durban as the playground of South Africa”

4.17.1 Participants’ responses

The majority of the participants that is 57.4% in 2004 and 51.9% in 2005 revealed that they were aware of the slogan: “Durban: South Africa’s Playground.” The p -value was equal to 0.4. Hence, there is no significant difference in the participants’ awareness of the slogan between the two years.

The respondents who had knowledge of the slogan indicated that Durban Africa, the marketing and public relations arm of the municipality had provided a variety of services (Figure 4.16).

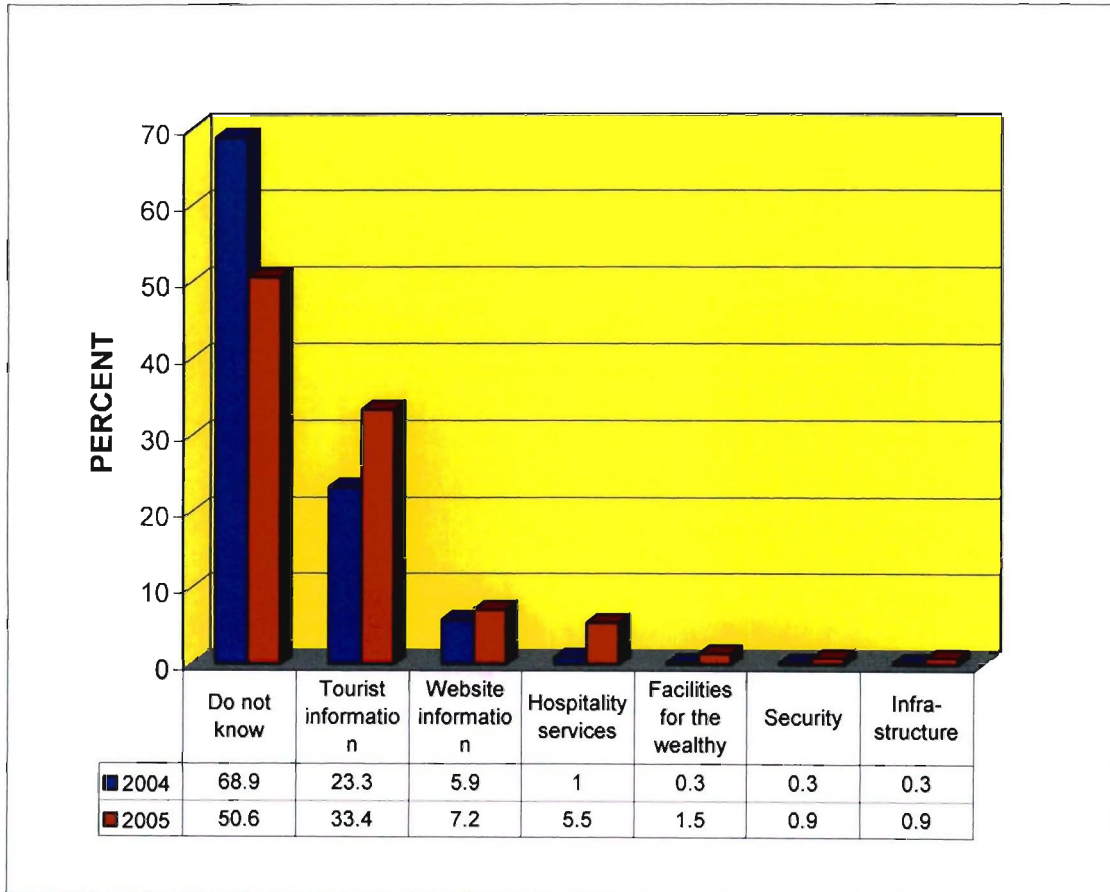


Figure 4.16 Participants’ familiarity with services provided by Durban Africa (n=200)

4.17.2 Attendees’ responses

69% of the attendees in 2004 and 66% in 2005 revealed that they were aware of and had knowledge of the slogan: “Durban: South Africa’s Playground”. The *p*-value was equal to 0.6. Therefore, there is no significant difference in the responses of the attendees as to their awareness and knowledge of the slogan.

The respondents who had knowledge of the slogan also indicated that Durban Africa provided an array of services (Figure 4.17).

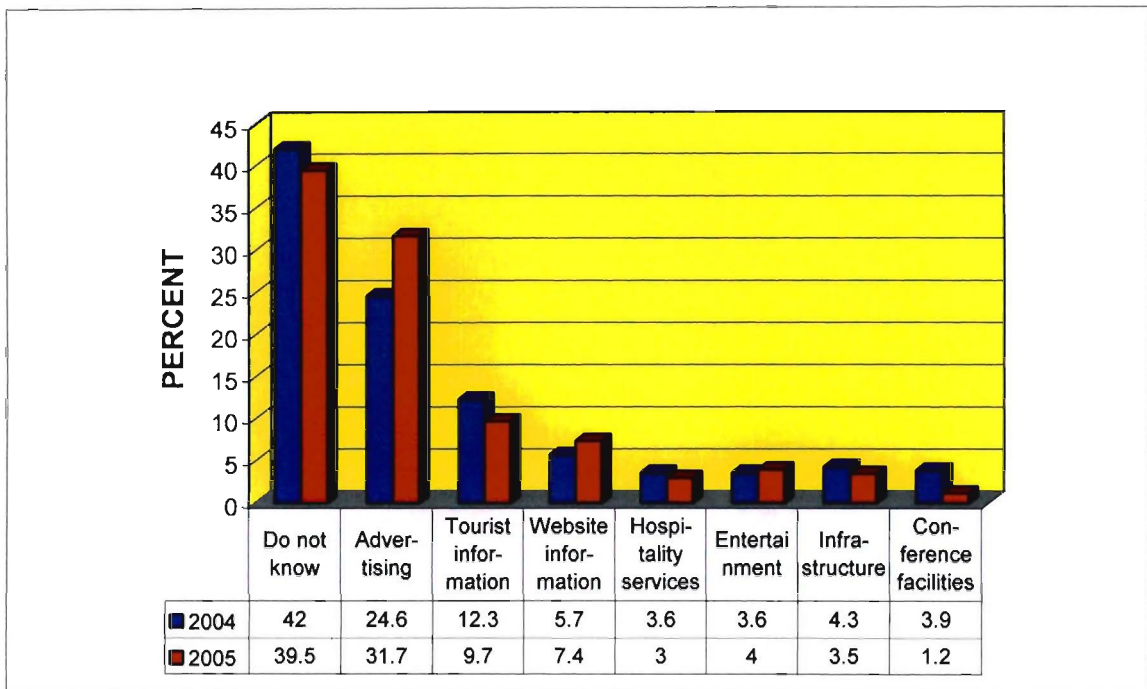


Figure 4.17 Attendees' familiarity with services provided by Durban Africa (n=200)

4.18 Knowledge of the slogan: "Zulu Kingdom"

4.18.1 Participants' responses

Figure 4.18 displays the responses of the participants in terms of their awareness of the slogan: "Zulu Kingdom." In 2004 (72.5%) and in 2005 (75%) denoted that they were aware of the slogan. The *p*-value was equal to 0.6. Hence, there is no significant difference in the responses of the participants in terms of their awareness of the slogan between the two years.

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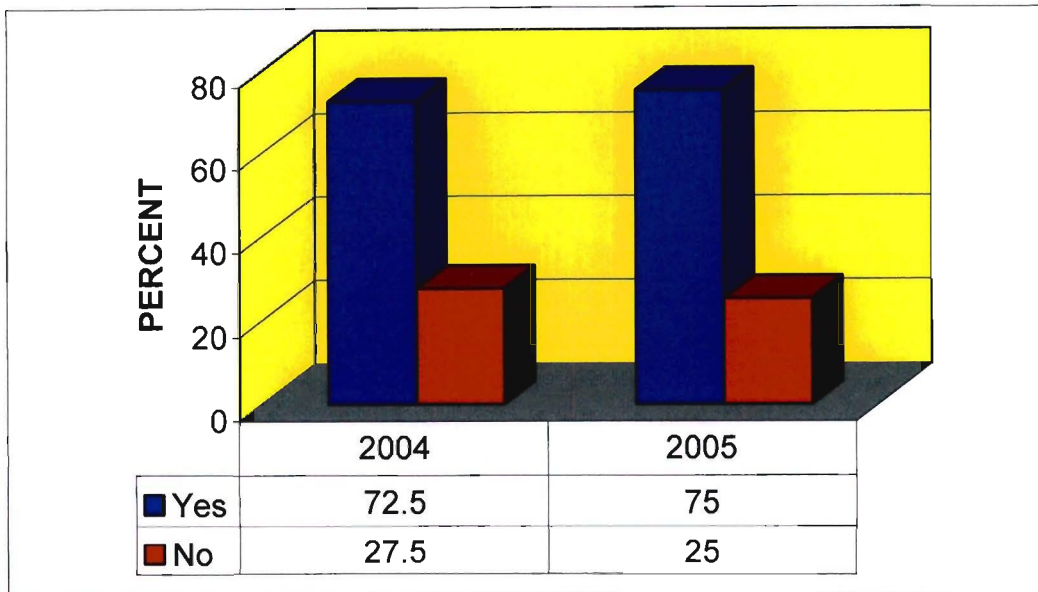


Figure 4.18 Participants' knowledge of the slogan: "Zulu Kingdom" (n=200)

Figure 4.19 shows that the respondents amongst the participants who were aware of the slogan stated that Tourism KwaZulu-Natal, the marketing and public relations arm of the province had provided a series of services.

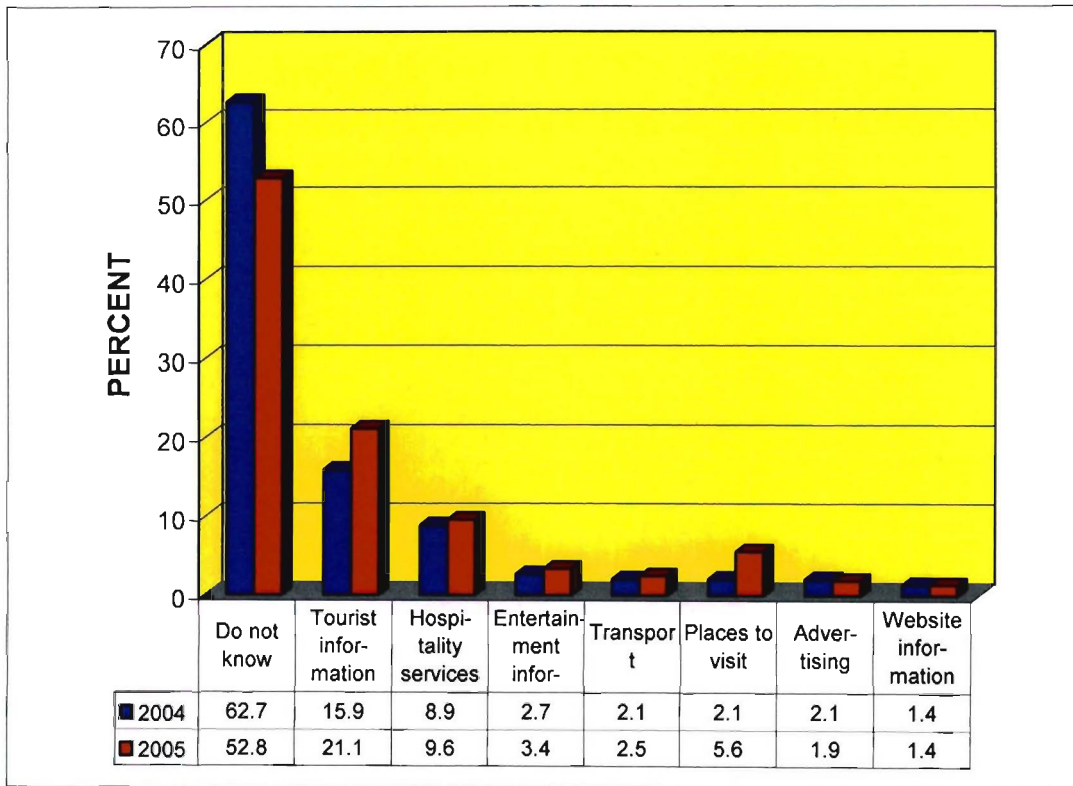


Figure 4.19 Participants' familiarity with services provided by Tourism KwaZulu-Natal (n=200)

4.18.2 Attendees' responses

Figure 4.20 shows the responses of the attendees in terms of their awareness of the slogan "Zulu Kingdom". In 2004 (72.5%) and in 2005 (75%) revealed that they were aware of the slogan. The *p*-value is equal to 0.6. Hence, there is no significant difference in the responses of the attendees in terms of their awareness of the slogan.

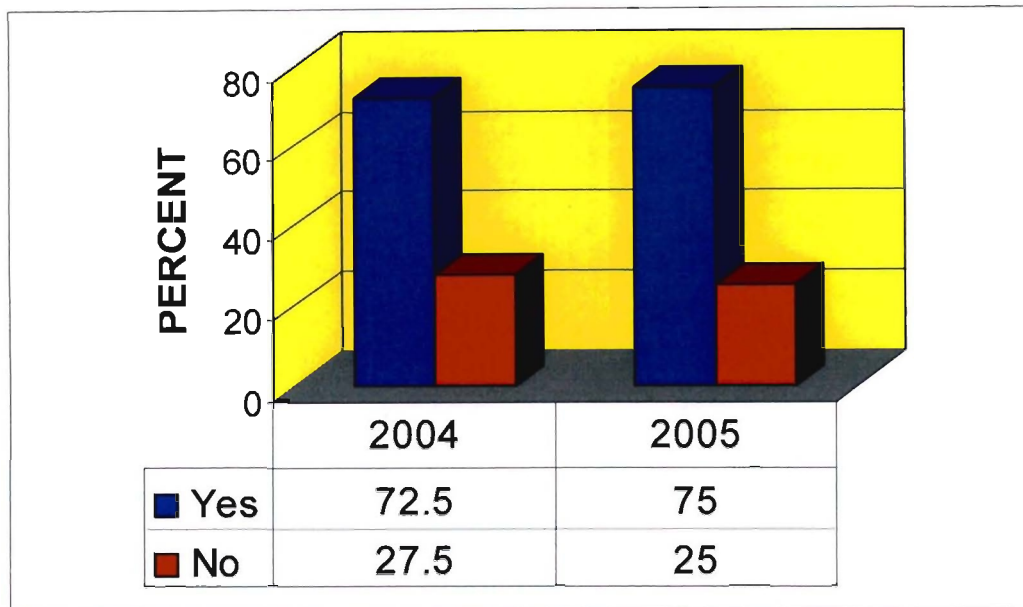


Figure 4.20 Attendees' knowledge of the slogan: "Zulu Kingdom" (n=200)

The respondents amongst the attendees who were aware of the slogan "Zulu Kingdom" indicated that they were aware of an array of services offered by Tourism KwaZulu-Natal (Figure 4.21). These services included *inter alia* providing tourist and entertainment information and hospitality services.

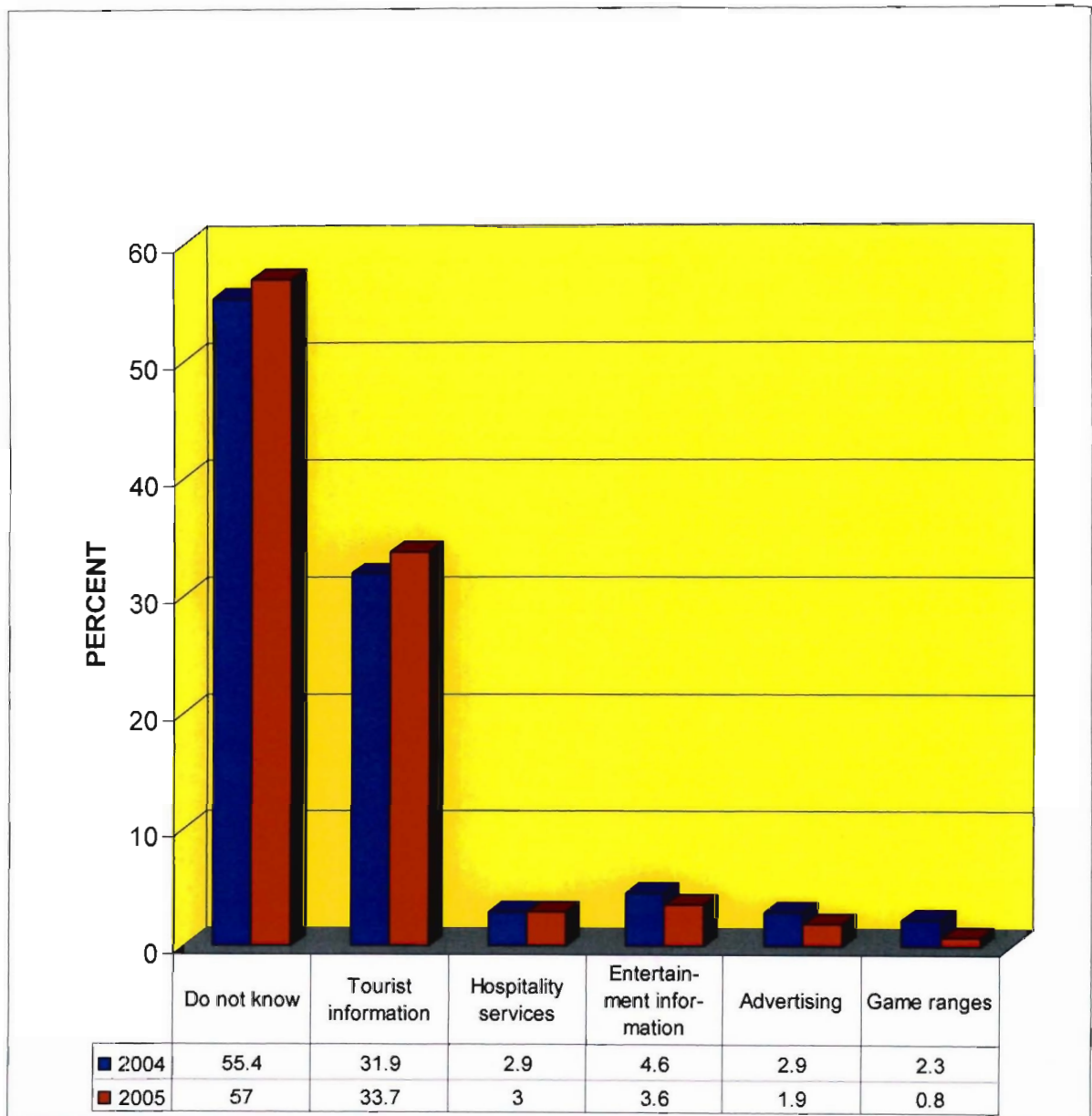


Figure 4.21 Attendees' familiarity with services provided by Tourism KwaZulu-Natal (n=200)

4.19 Perceptions of the Comrades Marathon

4.19.1 Participants' ratings

Figure 4.22 represents the participants' responses in terms of their experiences of the event. These responses ranged from excellent to bad. In both years the majority of the runners stated that the event was well organized. The *p*-value was equal to 0.7. Thus,

there is no significant difference in the participants' responses in terms of their experiences regarding the event.

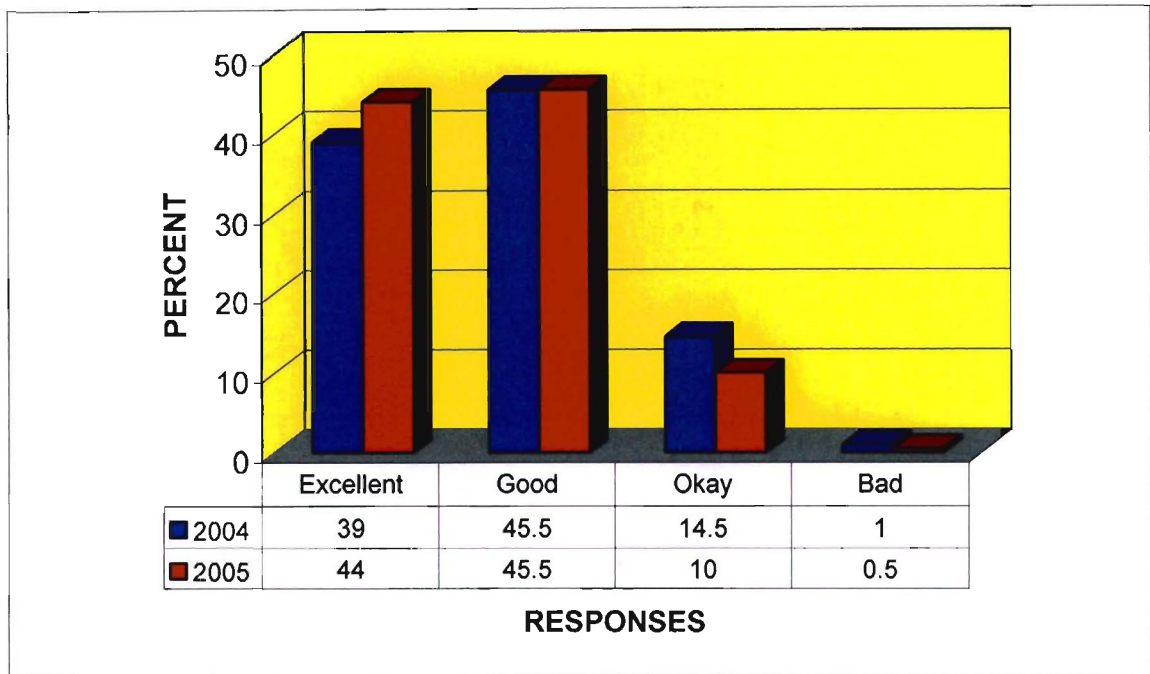


Figure 4.22 Participants' rating of the Comrades Marathon (n=200)

4.19.2 Attendees' ratings

The attendees rated the Comrades Marathon from excellent to bad (Figure 4.23). In both years the majority of the attendees indicated that the event was well organized. The p -value was equal to 0.02. Hence, there is a significant difference in the attendees' ratings of the race between the two years.

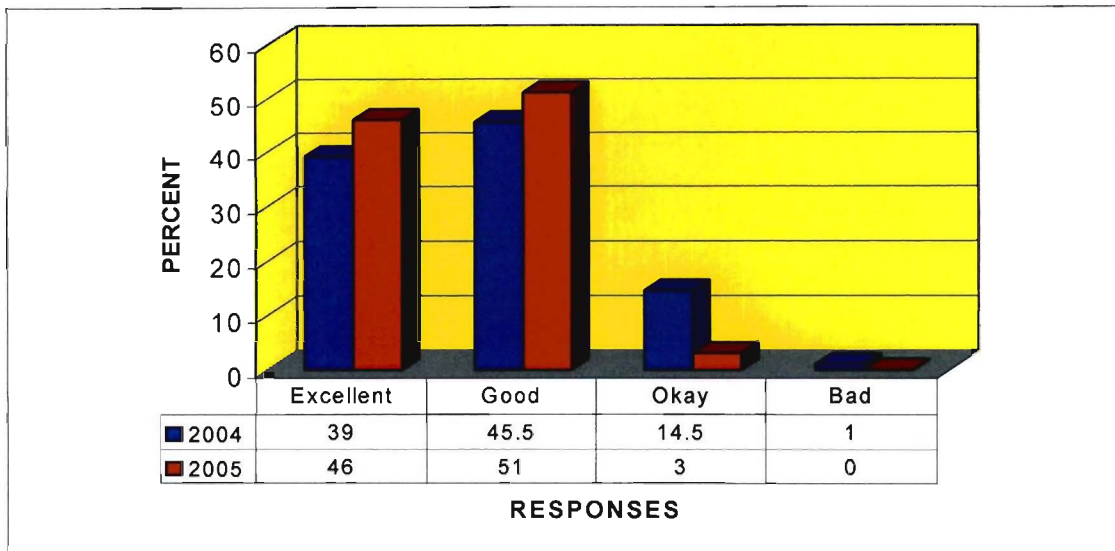


Figure 4.23 Attendees' rating of the Comrades Marathon (n=200)

4.20 Incidents on race day

The responses of the participants and the attendees revealed that they did not experience any unpleasant incidents during the race.

4.21 Incidents at the Comrades Expo

4.21.1 Participants' responses

Table 4.6 shows the responses of the participants regarding problems they might have experienced at the Comrades Expo. The problems that they experienced were mainly with long queues at registration, incorrect T-shirt sizes and getting lost on the way to the Expo due to poor signage.

Table 4.6

Participants' experiences of problems at the Comrades Expo (n=200)

RESPONSES	2004		2005	
	%	DESCRIPTION	%	DESCRIPTION
Yes	5	Registration, long queues, incorrect T-shirt size, got Lost from hotel and beach	4	Long queues at registration, incorrect T-shirt size, inadequate signage
No	95	-	96	-

4.21.2 Attendees' responses

The attendees' responses indicated that in both the years they did not experience any problems at the Comrades Expo.

4.22 Incidents in Durban

4.22.1 Participants' responses

Table 4.7 reveals the participants' responses regarding their experiences of unpleasant incidents in Durban. These incidents were crime related and occurred on the beachfront, the city centre and the Berea.

TABLE 4.7

Participants' experiences of incidents in Durban (n=200)

RESPONSES	2004			2005		
	%	LOCATION	TYPE	%	LOCATION	TYPE
Yes	2.7	Beachfront, Berea and at Durban Exhibition Centre	Mugging; car broken into and respondent got lost	4.5	Beachfront, Berea and at Durban Exhibition Centre	Car broken into and muggings
No	97.3	-	-	95.5	-	-

4.22.2 Attendees' responses

The Expo attendees indicated that they did not experience any unpleasant incidents whilst in Durban.

4.23 Quality of the event

4.23.1 Participants' suggestions

Table 4.8 displayed the suggestions made by the respondents to improve the event.

Table 4.8**Participants' suggestions to the organizers to improve the event (n=200)**

SUGGESTIONS	PERCENT	
	2004	2005
Do not know	18.0	6.0
None	10.0	4.0
Well organized	37.0	31.0
No comment	13.0	10.4
Provide more stalls	1.5	1.5
Provide more parking	1.5	2.9
Provide additional Durban logos	0.5	0.5
Have more sponsors	5.5	3.6
Do not provide Coke to non-participants	0.5	0.5
Provide additional lucky-dip prizes	0.5	0.7
Do not charge veterans entry fee	1.5	2.0
Provide transport to start venue and accommodation	1.5	1.6
Encourage youngsters to participate	1.5	5.6
Respect runners who do not make the cut-off times	0.5	0.5
Provide more ATMs	1.0	2.3
Provide more security	1.0	2.8
Provide media coverage	6.5	7.4
Reduce entry fees	2.0	2.0
Have additional T-shirts and improve quality	3.0	3.5
Quicker medical attendance	0.5	2.1
Have event on weekend	1.5	0.6
Improve directions to event	1.0	0.8
Revamp stands and make them attractive	1.0	1.4
Provide more entertainment for the children	1.5	1.2
Provide more free samples	0.5	0.7
More Black empowerment	1.0	1.0
Accommodate foreigners	3.0	2.1
Provide registration on website	0.5	0.5
Provide map of Expo Centre	1.0	0.5
Have family packages	0.5	0.3

4.23.2 Attendees' suggestions

Table 4.9 lists the suggestions by attendees to improve the event.

Table 4.9

Attendees' suggestions to the organizers to improve the event (n=200)

SUGGESTIONS	PERCENT	
	2004	2005
Do not know	5.0	12.0
None	4.0	10.0
Cannot be improved	38.0	37.0
No comment	20.0	13.0
Have more sponsors	7.0	5.5
Provide more parking and signage	4.0	3.5
Organize more stalls	4.0	3.5
Reduce registration fee	4.0	2.5
Provide more ATMs	2.0	1.0
Provide more toilets	2.0	0.0
Provide more eating outlets	2.5	2.0
Provide more marketing	1.0	6.5
Improve broadcasts	1.0	0.0
Improve directions to the event	1.0	1.0
Provide more entertainment for the children	1.5	1.5
Provide medals for top 20	1.0	0.0
Do more for supporters	1.0	0.0
Have earlier registration	1.0	0.0
Provide strict security	0	1.0

4.24 Positive features of Durban

4.24.1 Participants' responses

The responses from the participants regarding the positive features of Durban are listed in Table 4.10.

Table 4.10**Participants: Positive features of Durban (n=200)**

FEATURES	PERCENT	
	2004	2005
Beaches	46.0	44.0
Good weather	19.5	18.0
Friendly people	10.0	12.0
Beautiful city	7.5	6.0
Casino	4.0	3.0
Sporting facilities	3.0	3.0
Shopping malls	1.5	2.5
Tourist attractions	1.5	2.5
Harbour	0.5	0.5
Infrastructure	0.5	0.5
Golden Mile	0.5	2.5
Entertainment	0.5	3.5
Atmosphere	0.5	0.5
Do not know	2.5	0.5
None	1.0	0.5
No comment	1.0	0.5

4.24.2 Attendees' responses

The responses of the attendees to the Expo regarding the positive features of Durban are presented in Table 4.11.

Table 4.11**Attendees: Positive features of Durban (n=200)**

FEATURES	PERCENT	
	2004	2005
Beaches	38.0	46.0
Good weather	15.0	21.0
Friendly people	10.0	12.0
Marine Parade	1.0	1.0
Beautiful city	7.0	3.0
Shopping malls	6.5	6.0
Harbour/Waterfront	1.0	2.5
Sun Coast Entertainment Centre	3.0	2.5
Good transport	1.0	0.0
Waterworld	1.0	0.0
Entertainment	0.5	0.5
Cheap accommodation	1.0	0.0
UShaka Marine World	9.0	4.0
None	3.0	0.5
Do not know	1.0	0.5
No comment	2.0	0.5

4.25 Negative features of Durban**4.25.1 Participants' responses**

Table 4.12 shows the most significant responses of the participants regarding the negative features of Durban.

Table 4.12**Participants: Negative features of Durban (n=200)**

FEATURES	PERCENT	
	2004	2005
None	22.5	0.0
Crime	36.0	56.7
Street children and beggars	7.0	17.6
Dirty streets	6.5	9.0
No security presence	4.0	0.0
Too many people	2.0	3.9
Fast/Bad Drivers	1.5	0.4
Dirty Beaches	1.0	0.0
Hawking	1.5	0.9
Too busy	0.5	1.0
City centre	0.5	1.0
Car guards	0.5	1.0
Poor public transport	1.5	1.7
Point area	0.5	2.0
High traffic fines	0.5	1.1
One-way streets	0.5	1.0
Poverty	1.5	2.7
Do not know	9.0	0.0
No comment	3.0	0.0

4.25.2 Attendees' responses

Table 4.13 shows the most significant responses of the attendees regarding the negative features of Durban.

Table 4.13**Attendees: Negative features of Durban (n=200)**

FEATURES	PERCENT	
	2004	2005
None	36.0	0.0
Crime	42.0	25.0
Street children and beggars	14.0	18.0
Immigrants	3.0	4.0
Dirty streets	12.0	15.0
No security presence	3.0	4.0
Poor Transport	0.0	4.0
Traffic	6.0	4.0
Dirty Beaches	4.0	0.0
Hawking	5.0	4.0
Too much pollution	3.5	3.5
Dirty city centre	8.0	4.0
Poor public transport	10.0	6.0
Point area	6.0	1.0
Poverty and drugs	6.0	4.5
Parking	2.5	3.0
Do not know	1.5	0.0
No comment	2.0	0.0

4.26 Analysis of exhibitors' responses

Questionnaires were administered to 20 exhibitors the Comrades Expo in Durban. Table 4.14 shows the responses of the exhibitors regarding their satisfaction with the event.

The *p*-value was equal to 0.7. Hence, there is no significant difference in the responses of the exhibitors regarding their satisfaction with the event between the two years.

Table 4.14**Exhibitors' areas of satisfaction (n=20)**

AREAS OF SATISFACTION	PERCENT	
	2004	2005
Location of the event	95.0	94.3
Organization of the event	100.0	94.3
Attendance at the event	90.0	77.1
Security at the event	100.0	88.6
Advertising/Publicity of the event	85.0	62.9

Table 4.15 shows the exhibitors' reasons for dissatisfaction with the event. The *p*-value was equal to 0.2. The null hypothesis is true and therefore not rejected. Hence, there is no significant difference between the exhibitors' reasons for dissatisfaction with the event between the two years.

Table 4.15**Exhibitors' reasons for dissatisfaction (n=20)**

REASONS	PERCENT	
	2004	2005
Lack of advertising	15.8	12.4
Lower attendance	32.6	45.3
Music too loud	48.5	41.1
No security	0.0	0.0
Venue not big enough	3.1	1.2

4.27 Summary of costs and data**4.27.1 Participants' summary**

Table 4.16 represents a summary of the data provided by for the participants. It reveals the overall costs incurred by the participants and other data relevant to them. These costs and data were compared over the two-year period to determine whether the final results were statistically significant on not significant.

Table 4.16**Participants' summary (n=200)**

CLASSIFICATION	TOTAL COST		P-VALUE	SIGNIFICANT	
	2004	2005		YES	NO
Race classification			0.9		X
Age category	36.1 yrs	37.6 yrs	0.8		X
Average Income	R8199.50	R10432.50	0.05	X	
Occupation			0.07		X
Items purchased			0.5		X
Amounts spent	R370.50	R442.80	0.04	X	
Types of accommodation used			0.3	X	
Number of nights spent in paid accommodation	4.3	5.1	0.9		X
Accommodation: Costs	R459	R511.50	0.8		X
Accommodation: Group size	4.9	5.2	0.2		X
Number of nights spent in Durban	3.8	5.1	0.01	X	
Decision to participate in future Comrades			0.3	X	
Awareness of events in Durban			0.1	X	
Attendance at events in Durban			0.6		X
Identified sponsors			0.0	X	
Knowledge of slogan: Durban is S A's playground			0.4		X
Knowledge of slogan: Zulu Kingdom			0.6		X
Ratings of Comrades Marathon			0.7		X

4.27.2 Attendees' summary

Table 4.17 represents a summary of the data provided by the attendees. It reveals the overall costs incurred and other data relevant to the attendees. These costs and data were compared over the two-year period to determine whether the final results were statistically significant or not significant over the two-year period.

Table 4.17

Attendees' summary (n=200)

CLASSIFICATION	TOTAL COST		P-VALUE	SIGNIFICANT	
	2004	2005		YES	NO
Race classification			0.9		X
Age category	36.6 yrs	38.1 yrs.	0.9		X
Income classification	R6099.50	7589.75	0.01	X	
Occupations			0.9		X
Items purchased			0.03	X	
Amounts spent	R337.50	R392.75	0.8		X
Types of accommodation used			0.2		X
Number of nights stayed in Durban	4	3.9	0.01	X	
Accommodation: Cost	R539.50	R520	0.0	X	
Size of group	3.2	4.2	0.8		X
Awareness of events in Durban			0.05		X
Attendance at events in Durban			0.0	X	
Identified sponsors			0.9		X
Knowledge of slogan: Durban as S.A's. playground			0.6		X
Knowledge of slogan: Zulu Kingdom			0.6		X
Ratings of Comrades Marathon			0.02	X	

Table 4.18 represents a summary of the overall expenditure that is the daily expenditure and the spending on accommodation of the participants and the attendees over the two-year period.

Table 4.18

Summary of overall expenditure (n=400)

CATEGORY	YEAR	
	2004	2005
DAILY EXPENDITURE		
Participants	R12 063 109	R17 232 447
Attendees	R30 780 000	R54 003 125
ACCOMMODATION		
Participants	R 2 811 834	R 4 813 215
Attendees	R19 260 150	R22 468 160
TOTAL	R64 915 093	R98 516 947

4.28 Summary

This chapter presented a framework for assessing the economic impact of the Comrades Marathon on the City of Durban over a two-year period. Visitors to the Comrades Marathon were personally surveyed in order to develop a profile and to measure daily visitor expenditure and their expenditure on accommodation. In addition, this chapter examined how the exhibitors viewed the event from a business perspective.

The findings of this study were presented in broad areas *viz.* attendance at the event, the demographics of the respondents, the economic impact of the event, knowledge of Durban and the surrounding environment, sponsor identification and perception,

unpleasant incidents experienced, the quality of the event and the views of the exhibitors.

The next chapter will discuss the results.

CHAPTER FIVE

DISCUSSION

5.1 Introduction

The objective of this chapter is to address the findings that resulted from this study based on the empirical research data gathered. This chapter further focuses on a discussion of the research questions.

5.2 The economic impact of the Comrades Marathon on the City of Durban

The staging of the Comrades Marathon is a complex undertaking involving several organisations and thousands of individuals, the majority of whom are volunteers.

Economic impact is the total economic loss or gain after costs have been accounted for.

It is vital to understand how the money passes between participants, visitors, the organizers and the local businesses. This exercise informs the measurement of expenditure and provides an analysis of its economic impact.

The principal sources of spending were:

- participants to the event who generated spending through daily expenditure and accommodation; and
- visitors who attended the event with the participants and generated spending through daily expenditure and accommodation.

Where money passes from one group to the next, it is imperative to avoid double counting. In other words the economic impact of expenditure on food and beverages can be addressed either by estimating visitor spending or by recording caterers' revenues but

the two should not be calculated together.

It is estimated that the total revenue generated by the participants and attendees to the Durban economy in 2004 was R64 915 093. This was arrived at by combining the daily expenditure and the accommodation expenditure for the participants and the attendees that is $R12\,063\,109 + R30\,780\,000 + R2\,811\,834 + R19\,260\,150$.

The information submitted by the organizers indicated that Durban Events Corporation (DEC) contributed an amount of R300 000 towards the event. Cognizance must therefore be taken of the Leverage Ratio that is the ratio of public sector input against private sector response. In this framework, the Leverage Ratio is defined as the amounts of money accrued to the private sector for every rand spent by the public sector. Consequently, the estimated amount that is contemplated is the total revenue generated by the participants' and attendees' daily expenditure and their expenditure on accommodation that is R64 915 093 and the public sector input of R300 000. This translated into a ratio of 1:216.38 in 2004. Hence, for every rand spent by the public sector on the event, R216.38 was generated by the private sector. Nonetheless, the other variables that have multiplier effects must also be noted, for example, financial transactions, product suppliers and guided tours were not included in the analysis of the economic impact on the City of Durban.

Turco et al. (2003) estimated that the tourist spending for the 2001 Comrades Marathon was R19 638 667 and they verified that the contribution by the DEC was R400 000. This translated into a Leverage Ratio of 1:42 that is for every rand spent by the public sector on the event, R42 was generated by the private sector. It is clearly evident that

from 2001 to 2004 the race had been growing from strength to strength as the estimated total expenditure of the participants and the attendees had increased phenomenally over this period (KMT Enterprises, 2004). The organisers also confirmed that there has been a steady increase in the number of participants and visitors to the city and to the province. This was accredited to extensive media coverage and the implementation of aggressive marketing strategies by the organisers of the race.

It was estimated that the total revenue generated by the participants and attendees for the Durban economy in 2005 was R98 516 947. This was arrived at by combining the daily expenditure and the accommodation expenditure for the participants and the attendees that is $R17\,232\,447 + R54\,003\,125 + R4\,813\,215 + R22\,468\,160$.

The information provided by the organizers indicated that Durban Events Corporation contributed R222 650 toward the event in 2005. Consequently, consideration must be taken of the Leverage Ratio as defined above. Hence, the estimated amount that is contemplated is the total revenue generated by the daily expenditure and the expenditure on accommodation by the participants and attendees that is R98 517 036 and the public sector input of R222 650. This translated into a ratio of 1:442.48 in 2005. Therefore, for every rand spent by the public sector on the event, R442.48 was generated by the private sector. Nonetheless, the other variables that have multiplier effects must also be noted for example, financial transactions, guided tours and product suppliers were not included in the analysis of the economic impact on the City of Durban.

Expenditure recorded in 2005 was considerably higher than in 2004. There was an estimated upsurge of R33 601 854 to the local economy and this represented an increase

of approximately 51%. This is a clear indication of the extraordinary growth and popularity of the race both nationally and internationally. Also, the data obtained from the respondents showed that the majority of them will return if the event is held in the future. This bodes well for the event, for the organisers and for Durban. It should be noted that as well as the direct economic impact of staging the event, the Comrades Marathon brings additional intangible benefits for the local and South African fraternity. The event is also likely to have significant yet unquantifiable benefits for the local economy by presenting Durban in a positive light to the South African television audience and to its international participants and their supporters.

It was reported that the 2003 Cape Argus Pick n Pay Cycle Tour generated an estimated R260 million in revenue through accommodation, food, drinks, shopping, tourist attractions, the sale of bicycle spares and equipment as well as bicycle related services (Hendricks, 2003). In the above report, Danny Jordaan, the CEO of the 2010 FIFA World Cup confirmed that initial impact studies have shown that the World Cup will contribute about R30 billion to the South African economy and will create about 122 800 jobs. Grant Thornton (2003), a consulting firm, estimated that the 2010 FIFA World Cup will have an even greater impact on the South African economy than previously expected as the event will contribute at least R51.1 billion to the country's GDP.

However, cognisance must be taken of the fact that the Cycle Tour is a component of the Lifecycle Week and the FIFA World Cup extends over a thirty day period unlike the Comrades Marathon and the Comrades Expo which jointly takes place over four days. Therefore, the income generated from the Comrades Marathon is comparable to the aforementioned events. Reuters (2006) reported that Mike Sutcliffe the city manager of

Durban, stated that city's strategy is to use the World Cup to develop regional benefits as the city is focused on urban renewal. It is envisaged that the volume of people visiting Durban because of the Comrades Marathon will create opportunities for the development of tourism products and services on a large scale. Seymour (2005) reported that the total impact of the 2005 Comrades Marathon was approximately R96-million and that about 1 056 jobs were generated; thereby stimulating economic development within the region and confirming that the Comrades Marathon had a positive economic impact on the City of Durban.

5.3 Intangible benefits for Durban

Sport has become a major industry as well as a major cultural preoccupation in the contemporary world. Cities such as Durban are increasingly using major sporting events and activities to re-image themselves, to promote urban development and fund economic growth and regeneration. The 1995 Rugby World Cup represented an opportunity for South Africa to announce its re-emergence as a full member of not only its political community but also the world's community. Obviously, measuring such benefits is fraught with difficulty.

In addition to the quantifiable impacts related to the Comrades Marathon discussed above, the event also generated significant intangible benefits to the community of Durban in terms of lifestyle improvements. Examples of the intangible benefits are:

- significant national and international exposure for Durban as sport fans who enjoy their visit to the city may return later thereby raising future tourist revenues

- enhancing community pride, self-image, exposure, reputation and prestige associated with hosting a world famous event and in this way creating a climate of optimism
- enhancing the city's national and international image so that it becomes a world class city and travel destination
- enhancing economic growth and ancillary private sector development spurred on by the operations and activities associated with the Comrades Marathon
- providing assets such as the International Convention Centre that can augment the city's world class attractions, accommodations and international airport
- increase in tourism
- promoting the cultural diversity of the population in terms of race, ethnicity and religion
- motivate the community to develop active healthy lifestyles and in so doing reduce absenteeism and increase productivity in the work place

In addition, there is increasing evidence that the media coverage of the race has improved. Gerretsen (2006) reported that Tourism KZN confirmed that the race was viewed by millions because of the television coverage. Television viewers might decide to take a trip to the city at some time in the future based on what they see during the broadcast of the event. This is an excellent way to showcase the province's scenic beauty and the warmth and hospitality of its inhabitants.

The potential of the event to attract more visitors and for the visitors to stay longer is indicated by the number of visitors who expressed an interest in existing activities and/or attractions which are related to sport and recreation. The 1992 Barcelona Olympic

Games made a loss of \$1.4 billion but it gave the city a chance to show its urban and cultural regeneration to the world and in the years after the Games received huge foreign investments (Brunet, 1995). The Games were seen as a catalyst for development and renewal well beyond that which was required for the Games itself.

Image promotion is one of the most valued benefits of this event. The reason for this is the strong link between the CMA's and Durban's image and economic growth. A positive impact is derived from the added tourists that visit the region prior to the event being staged. The long-term impact can be substantially higher and is due to the fact that the new improved profile of the city and the extraordinary amount of "free" publicity the city acquires is likely to attract even more tourists in the future. Increasingly, sporting events are part of a broader strategy aimed at raising the profile of the city and success can therefore not be judged simply from profit and loss. Often the attraction of events is linked to a re-imaging process, and in the case of many cities, it is invariably linked to strategies of urban regeneration and tourism development (Loftman and Spirou, 1996).

5.4 A positive return on investment

Economic benefits, usually examined in cost-benefit studies, are an indication of whether there will be a positive return on investment. Tourism events such as the Comrades Marathon are often recognized for their ability to generate significant economic benefits for the host destination. Turco et al. (2003) stated that the highly competitive nature of sport event production has led more corporations to demand that event organisers demonstrate the value or return on investment (ROI) resulting from sponsorship. Durban has acknowledged the importance of ROI for its funding of sporting events such as the Comrades Marathon and the A1 Grand Prix.

The South African Yearbook (2003/2004) confirmed that according to a survey conducted in 2000, there was an increase in the contribution of sport and recreation to the GDP of South Africa from 1.9% in 1997 to 2% in 2000 with an estimated worth of approximately R15 913 million. If capital expenditure is included, the contribution rises to R16 765 million or 2.1% of the GDP. These figures were compared with the contribution of the sport industry to the GDP of the United States of America which was 2.1% in 1997. The report concluded that the sport industry makes up a significant share of South Africa's GDP which is comparable to that of developed countries around the world. According to this survey, sport and recreation provided employment for approximately 34 325 full-time and 6 140 part-time workers and also made use of 8 000 volunteers.

An injection of income into the economy of Durban has the potential to create more employment in sport and the economy as a whole. It is possible that a cycle of economic development will occur, driven by sport as the catalyst and vehicle of local economic development. By using economic impact assessment techniques, an authority or organisation monitoring the impact of their event will have more reliable and credible information with which to evaluate the return on their investment. The application of this study can justify the use of local resources to help promote the city and enhance its external image through sport.

The cost of finding out whether strategies are working is an integral part of investment in the strategies themselves and armed with the appropriate information, local authorities will be in a far more informed position from which to evaluate their policies for economic development through sport (UK Sport, 2005). The hosting of a successful

event by the organisers of the Comrades Marathon sends a message to the world that Durban is ready and open for business as it attracts participants and visitors from non-traditional areas such as South America and Asia. This gives Durban the opportunity to inform these people about what an attractive place it is to visit and what a good destination it is to conduct business.

Major sporting events can have negative as well as positive implications for a local economy. The negative implications can include traffic congestion, crime, a lack of security and overcrowding on public transport. This can hurt local businesses during the event. These factors have been highlighted in the study.

In many instances, the economic success or failure of a major sporting event is judged solely on its ability to generate an operating surplus. However, it is frequently more important, especially for local economic regeneration strategies to assess whether or not the investment in the event can be justified by the benefits returned.

5.5 Transformation in the event and its financial impact

Sport and Recreation South Africa has committed itself to redress the imbalances of the past to ensure that all South Africans regardless of their different orientations, benefit equitably from the country's resources in sport and recreation. It must be noted that the CMA began its transformation process in 1975 by allowing white female and non-white male and female runners to participate in the race.

The former Acting Chief Executive Officer of the CMA, Cheryl Winn, in an interview (2005), acknowledged that the race brings people together on every level, that it inspires

South Africa, it shows that this is how life and society should be and that all South Africans can play and work together and get on together.

Before 1975 only white males were permitted to participate. However, this study showed that when the race was open to all runners, this action did not have a major financial impact on the event. Statistics provided by the organizers clearly illustrate that prior to 1975 the average number of participants was approximately 1 000 and that this has increased annually by 10%. This pattern continued from 1975 to 1981. In 1982, the race received television coverage for the first time. Statistics provided by the organizers showed that the number of runners increased from 4 032 in 1981 to 5 080 in 1982. However, the most significant increase of participants occurred in the year 2000. This was the millennium year and also the 75th Anniversary of the CMA. To celebrate this special occasion the organizers relaxed the qualifying time from four and a half hours to five hours for a standard marathon which is 42.2 kilometers and they extended the final cut-off by one hour from eleven hours to twelve hours. In that year there were approximately 24 500 participants. Thus, it can be concluded that transformation did not have a major financial impact on the race. Statistics for 2005 confirmed that there has been a slight increase of 1% in the number of Black runners. This can be attributed to the implementation of aggressive marketing strategies both nationally and internationally. This, however, has not resulted in a positive financial impact on the race.

It was concluded from interviews with the participants and the attendees at the Expo that the transformation process within the administration of the CMA is slow as they believe that there are very few Black people and even fewer Coloured and Indian people on the

elected committees. The majority of the respondents believed that because of its enormous popularity the Comrades Marathon belonged to South Africa and that the organisers were merely custodians of the event. They felt that there was a need for a greater number of Black, Coloured and Indian sport administrators to be on these committees. However there was concern that the minority groups that is the Coloured and Indian people would be overlooked and that the committees would comprise of only White and Black administrators. A recommendation was that the CMA must accelerate transformation so that the demographics of the country are represented on these committees.

5.6 Summary

This chapter examined the data of the surveys conducted and provided a discussion of the results and the research questions. Thus, the researcher is in a position to provide conclusions and recommendations of the study in the next chapter.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter states the main conclusions extracted from the study based on the empirical research gathered. The author utilised this information to provide a research summary and recommendations for future research.

6.2 Conclusions

From the research the following conclusions based on the critical questions of the study can be drawn:

- The promotion of sporting events is recognized as having a positive impact on towns and cities, simply because large numbers of people coming from outside the locality that is from other regions of the country and abroad spend their money on food, beverages, shopping and accommodation thereby providing an economic boost to local business organisations.
- The leverage ratio indicates that the hosting of the Comrades Marathon in 2004 and 2005 was successful, well-organized and contributed significantly to the economy of Durban and clearly illustrates that the event had a profound and significant fiscal impact on Durban.
- Businesses in direct receipt of participant and visitor spending spend a portion of this turnover to purchase goods and services from other suppliers and these

purchases in turn boost turnover of supplier businesses which support additional indirect employment in those businesses.

- An injection of income into the economy of Durban has the potential to create more jobs and it is possible that a cycle of economic development will occur which will be driven by sport as the catalyst and vehicle of local economic development.
- By using economic impact assessment techniques, the organisers and the city authorities can monitor the impact of the event as they will have more reliable and credible information with which to evaluate the return on their investment.
- Transformation did not have a major financial impact on the race. On the contrary, it was a change in marketing strategies that had a positive financial impact on the race.

6.3 Recommendations

The following recommendations are proposed regarding the economic impact of the Comrades Marathon on the City of Durban:

- The city must use the event as part of their city marketing strategy in other words it needs to reinvent and present itself as a coherent and attractive product. Thus, Durban must use the event to develop a specific image and brand.
- The concerns of the exhibitors, the residents of Durban, participants and the attendees should be considered by the organisers in the marketing of the event in

order to improve future events and also to increase the number of participants in the event.

- The city authorities should look closely at establishing a much stronger relationship between major sponsors of the event and CMA. This is an excellent opportunity for Durban to attract greater foreign investment that will boost the local and national economy.
- Durban must utilise the intangible benefits that the event generates to improve its infrastructure and appearance.
- The organisers of the event should consider commissioning an independent economic impact study on a regular basis to ensure that they keep abreast of the influences of the event on the local and national economy. The information obtained may assist the event organizers in their negotiations with current and potential sponsors.
- The organisers should note the need for transformation within the organization. They should address this issue as more Black, Coloured and Indian owned businesses and sport administrators need to be involved in the organisation and management of the event.

6.4 Suggestions for future research

- Further research can investigate the economic impact of the event on the City of Pietermaritzburg.

- A comparison of the economic impact of the event on the Cities of Durban and Pietermaritzburg needs to be researched.

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RESEARCH OFFICE (FRANCIS STOCK BUILDING)
HOWARD COLLEGE
TELEPHONE NO.: 031 - 2603587

21 FEBRUARY 2005

MR. A MAHARAJH
SPORTS SCIENCE

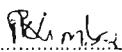
Dear Mr. Maharajh

ETHICAL CLEARANCE

I wish to confirm that ethical clearance has been granted for the following project subject to, A statistician being consulted:

"An economic impact analysis of the Comrades Marathon on the City of Durban"

Yours faithfully


.....
MS. PHUMELELE XIMBA
(FOR) MANAGER: RESEARCH OFFICE

PS: The following general condition is applicable to all projects that have been granted ethical clearance:

THE RELEVANT AUTHORITIES SHOULD BE CONTACTED IN ORDER TO OBTAIN THE NECESSARY APPROVAL SHOULD THE RESEARCH INVOLVE UTILIZATION OF SPACE AND/OR FACILITIES AT OTHER INSTITUTIONS/ORGANISATIONS. WHERE QUESTIONNAIRES ARE USED IN THE PROJECT, THE RESEARCHER SHOULD ENSURE THAT THE QUESTIONNAIRE INCLUDES A SECTION AT THE END WHICH SHOULD BE COMPLETED BY THE PARTICIPANT (PRIOR TO THE COMPLETION OF THE QUESTIONNAIRE) INDICATING THAT HE/SHE WAS INFORMED OF THE NATURE AND PURPOSE OF THE PROJECT AND THAT THE INFORMATION GIVEN WILL BE KEPT CONFIDENTIAL.

cc. Director of School
cc. Supervisor

INFORMED CONSENT

P O Box 40783
RED HILL
4071

4 August 2004

Dear Sir/Madam

I am currently undertaking research into the economic impact of the Comrades Marathon on the City of Durban as part of my Masters Degree in Sport Management.

I would appreciate your permission to administer my research questionnaires to yourselves, the athletes and their supporters and representatives from Durban Africa, the Hotel and Entertainment Industry, the business organizations that are involved with the Comrades Experience and your sponsors. I believe that the study will be of benefit to the Comrades Marathon Association, as the findings will be made available to you. Recommendations will be based on answers received from the respondents.

I thank you for your cooperation.

Yours sincerely

BOBBY MAHARAJH

P.O. Box 40783
Red Hill
4071

08 Agasti 2004

Mnumzane / Nkosazana

Njengamanje ngiphezu kophenyo mayelana nokuthi umjaho wokugijima ibanga elide, i-Comrades Marathon unagalelo lini emnothweni wedolobha lase Thekwini njengengxenywe yeziqhu zami lezinga eliphakeme kwezemfundo ekuphathweni kwezemidlalo.

Ngingajabula ukuthola imvume yakho ukuba ngenze inhloolovo kuwe, abagijimi nabalandeli babo, nabakwi Durban Africa, abase zindaweni zokuphumula, abaphathi kwezokungcebeleka, abasezinhlenganweni zamabhizinisi abakhona kwisipiliyoni salomjaho kanye nabaxhasi bawo. Ngiyethemba ukuthi loluphenyo luzohlomulisa inhlngano yawo lomjaho (Comrades Marathon Association) njengoba imiphumela uyokwazi ukuyithola. Iziphakamiso zizosuselwa ezimpendulweni zabayiphendulile lenhloolovo.

Ngiyabonga ngokubambisana nami.

Yimina Ozithobayo

Bobby Maharajh

COMRADES



MARATHON®

Physical Address: 18 Connaught Road, Pietermaritzburg, 3201

Postal Address: P O Box 100621, Scottsville, Pietermaritzburg, 3209

Tel: +27 33 897 8650 • Fax: +27 33 897 8660 • E-mail info@comrades.com

12 February 2004

Mr Bobby Maharajh
P O Box 40783
RED HILL
4071

Dear Mr Maharajh

RE : PERMISSION TO CONDUCT RESEARCH

I refer to your request to conduct research entitled: "An Economic Impact Analysis of the Comrades Marathon on the City of Durban."

It gives me pleasure, on behalf of the Comrades Marathon Association, in granting you permission to conduct research in the above area.

I wish you well with your research.

Yours sincerely



Dave Dixon

CHAIRMAN

CMA: EXECUTIVE COMMITTEE

www.comrades.com

THE ULTIMATE HUMAN RACE



INFORMED CONSENT

Dear Sir/Madam

RESEARCH QUESTIONNAIRE

I am currently undertaking research, the objective of which is to profile and measure the economic impact of the Comrades Marathon on the City of Durban as part of my Masters Degree.

As an athlete/supporter you have been selected to participate in the study by evaluating the factors influencing the above mentioned impact.

It would be greatly appreciated if you could complete the attached questionnaire. You will be assisted by the field worker.

Your response to the questionnaire is confidential and will not be disclosed. It is therefore, not necessary to indicate your name, simply reflect your honest opinions.

Thanking you for your participation.

ASHOK MAHARAJH

1 JUNE 2004

COMRADES MARATHON

Date	Interviewer	Venue:
Time	No.	Event no.

Hello, I'm a student assisting with a survey on what people think of the event-taking place here. Could I please have five minutes of your time so that we can use the information to assist in maintaining and improving the quality of this event?

1. Are you a tourist or a local resident? (cross in table below)
- 1.1 Please state your permanent place of residence: (write in space below)

Tourist Non South African		Country:				
Tourist (South African)		Gauteng	F/ State	E/Cape	W/Cape	Other (Specify)
Resident/ Local	Location in Metro:	Central	South	North	West	Other (specify)
	Location in KZN:	S/ Coast	N/ Coast	Midland	Other (specify)	

1.2

Note historical racial Classification for South Africans			
A	W	C	I

2. If a Tourist (which city are you staying, Durban/ Pmb)
- 2.1 Where are you staying?
- 2.2 What is the cost per night? (Write cost in space provided)
- 2.3 How many nights in accommodation? (Write number of nights in space provided)
- 2.4 Number of night in Durban? (Write number of nights in space provided)
- 2.5 Number of nights in KZN (Write number of nights in space provided)

Accom. Type	DBN/ PMB	Nights in Accom.	Nights in Dbn.	Nights in KZN	Accom.cost/ night
1. Luxury Hotel (4-5*)					
2. Family Hotel (1-3*)					
3. Bed & Breakfast					
4. Holiday Flat					
5. Self-catering					
6. Holiday Home					
7. Comrades Accom.					
8 Friends & Relatives					
9. Other (Specify)					

3.

- 3.1 How many people, including yourself, are in your immediate group, attending this event (tourist)?

--

- 3.2 How many people, including yourself, are in your immediate group, attending this event (All)?

--

3.3 How would you describe the composition of your group?

1. Friends	2. Family	3. Friends & Family	4. Club Members
5. Business Associates	6. Other (Specify)		

4. What is your primary reason for visiting Durban/ Pmb?(Tourist)

1. This Event	2. Family	3. Visit friends/ relatives	4. Vacation
5. Business	6. Other (Specify)		

4.1 If your primary reason was not the present event, did you schedule your visit to coincide with the event (tourist)?

1. Yes	2. No
--------	-------

5. How did you arrive in Durban/ Pmb? (Non-Durban/ Non-Pmb Residents)

1. Own vehicle	2. Rental vehicle	3. Airplane	4. train
5. Bus	6. Mini-bus taxi	7. Lift with friend/ family vehicle	8. Other (Specify)

6.1 How did you arrive at the event (all)?

1. Own vehicle	2. Rental vehicle	3. Train	4. Bus
5. Mini-bus taxi	6. Lift with friend/ family vehicle	Other (Specify)	

7. Which of the following was most influential in your decision to attend this event?

1. TV Ads (specify)	2. Radio Ads (specify)	3. Newspaper Ads (specify)
5. Word of mouth	6. Posters/ Banners/ fliers	7. Other (Specify)

8. Are you aware of any of the following events taking place in Durban?

	AWARE		ATTENDING		
	Yes	No	Yes	No	Don't know
Vodacom Beach Africa (VBA)					
Durban July Handicap					
Spar 10k Ladies					

9. Will you attend the comrades if it is held next year?

1. Yes	2. No	3. Don't Know
--------	-------	---------------

10. Can you name the sponsors affiliated with this event?

1. Sponsor 1	3. Sponsor 3
2. Sponsor 2	4. Sponsor 4

11. Which other places, except this event did/ will you attend in Durban?

12. Which other places, except this event did/ will you attend in KwaZulu-Natal

13. How would you rate your experience here today? (Mark one)

1. Excellent	2. Good	3. Okay	4. Bad
--------------	---------	---------	--------

14. Were you involved in any unsavoury incidents at the event?

1. Yes (Specify type of incident)	2. No
-----------------------------------	-------

14.1 If "yes", where did this take place? (Name place/ location of incident)

15. Were you involved in any unsavoury incidents in Durban? (Tourist Only)

1. Yes (Specify type of incident)	2. No
-----------------------------------	-------

15.1 If "yes", where did this take place? (Name place/ location of incident)

16. Did you experience any other problems at this event?

1. Yes (If "Yes", specify)	2. No
----------------------------	-------

17. How can this event be improved?

18. Did you buy anything at the event today, or do you plan to (including food/ refreshments)?

1. Yes	2. No
--------	-------

18.1 How much did/do you intend spending at this event today? _____

18.2 What was/ will be the average daily spend on the different expenditure items? For example:

1. Food and refreshments	
2. Running Gear	
3. Race memorabilia	
4. Arts and crafts	
Other (specify)	

19. How much do you intend spending in Durban whilst you are here? (tourists)

19.1 What will be the average daily spend on the different expenditure items? For example:

1. Restaurants	
2. Retail Shopping	
3. Entertainment	
4. Transport	
5. Other (specify)	

COMRADES MARATHON

SPONSOR QUESTIONNAIRE:

NAME OF SPONSOR: _____

1. What was the overall budget you allocated in sponsoring this event?

1.1. Indicate any specific expenditure items and how much you allocated?

EXPENDITURE ITEM	AMOUNT

2. What marketing objectives did you hope to achieve by sponsoring this event?

2.1. In your opinion, were these objectives met?

Yes	No
-----	----

2.2. What indicators did you use to measure these marketing objectives (for example, increase in sales and advertising exposure)?

3. How did you promote yourself/ your company at the event?

3.1. Would you change your strategies for promotion of this event in the future?

Yes	No
-----	----

3.2. If "Yes", could you please specify the strategies that you would use in the future.

4. Were you satisfied with sponsoring this event?

Yes	No
-----	----

5. Do you have any suggestions to improve this event in the future? (Please Specify)

6. Would you sponsor this event next year?

Yes	No
-----	----

COMRADES MARATHON

QUESTIONNAIRE FOR INFORMAL TRADERS AT THE COMRADES EXPERIENCE

1. Were you aware of the "Comrades Experience" taking place here? (Tick one block)

YES	NO
-----	----

2. What products/services do you provide? (Write in space below)

.....

3. Did you incur additional costs in preparation for this event? (Tick one block)

YES	NO
-----	----

3.1 If "Yes", approximately how much and for what specific purpose? (Write in space below)

.....

4. Did you employ additional people to assist you for this event? (Tick one block)

YES	NO
-----	----

4.1 If "Yes":

4.1.1 How many people did you employ? (Write in space below)

.....

4.1.2 For what type of jobs? (Write in space below)

.....

5. Compared to normal patronage has your sales increased because of the event? (Tick one below)

YES	NO	REMAINED THE SAME
-----	----	-------------------

6. In your opinion, do you think that the more tourists were attracted to Durban because of the Comrades Marathon? (Tick one block)

YES	NO
-----	----

7. Are you satisfied with the: (Tick one block)

	YES	NO
Location of the event		
Organisation of the event		
Attendance at the event		
Security at the event		
Advertising/publicity of the event		

8. If "No", for any of the above responses, state reasons: (Write in space below)

.....

UMJAHO WECOMRADE

ABADANISI BASEMNGWAQENI

1. Bewazi ngesipil noni slomjaho ukuthi senzeka lapha? (Faka uma esikhaleni esisomowa)

Yebo	Cha
------	-----

2. Iziphi izinto noma umbenziwento lana? (Bhala esikhaleni)

.....
.....

3. Kukhona imali byengeziweukulungisela lomjaho? (Bhala esikhaleni esisomowa).

Yebo	Cha
------	-----

- 3.1 Uma uthi "Yebo" ungamlawumbisela ukuthi imali futhi isebenze kuphi.. (Bhala esikhaleni).

.....

4. Ngabe unqashe abantu abengeziwe ukusiza kulomjaho? (Bhala esikhaleni).

Yebo	Cha
------	-----

- 4.1 Uma uthi "Yebo":

- 4.1.1 Bangaki labo Bantu obhinqashile? (Bhala esikhaleni ngezansi).

.....

- 4.1.2 Benza msenzi muni? (Bhala esikhaleni ngezansi).

.....

5. Qhathanisa ukukhuphuka kodanisa izinto ngenxa yalomjaho? (Bhala ngezansi).

Yebo	Cha	Kuyefana
------	-----	----------

6. Ngowakho umbonoucabanga ukuthi lomjaho uzihehile izivakashi ukuza eThekwini? (Bhala ngezansi).

Yebo	Cha
------	-----

7. Wanelisekile ngalaku: (Bhala esikhaleni)

	YEBO	CHA
Indawo yomjaho		
Ukuhlelwa komjaho		
Ukuwuhambela lomjaho		
Ezokuphepha kulomjaho		
Izikhangiso ngalomjaho		

8. Uma uthi “Cha” kulokhu okungenhla, shono izizathu. **(Bhala esikhaleni ngezansi)**

.....
.....
.....

9. Iziphi izinkinga uma zikhona ohlanga bezane nazo kwisiphuyoni somjaho? **(Bhala esikhaleni ngezansi).**

.....
.....
.....

10. Ukhona umbono mayela nokukhuphula izinga lomjaho? **(Bhala esikhaleni).**

.....
.....
.....

11. Uthole malini ukulinganiswa namhlanje? **(Bhala esikhaleni).**

.....

12. Ucabanga ukuthi lemijaho iletha izithelo ezinhle ezinhle emmothweni nabekuthuthukiseni eThekwini? **(Bhala esikhaleni).**

Yebo	Cha
------	-----

12.1 Ukusho okunqodene ngabe lomjaho unezithelo ezwhle ebhizinisini lakho? **(Bhala esikhaleni bese uphinde ubhale izizathu esikhaleni)>**

Yebo	Cha
------	-----

.....
.....

13. Ucabanga ukuthi lemijaho kumbe yenzime minyaka yanke eThekwini?

.....

13.1 Uma uthi “Yebo” Shono imijaho noma eminye imicimbi okufanene yenzeke minyaka yonke? **(Bhala esikhaleni ngezansi).**

.....
.....

SIYABONGA. UBE NOSUKU OLUHLE.

COMRADES MARATHON

QUESTIONNAIRE FOR ORGANISERS

NAME OF ORGANISATION: Comrades Marathon Association

1. What role/s did you play in the organisation of this event:

2. What was the overall budget allocated for this event?

2.1 What are the specific items and how much did you allocate? (Please attach page if insufficient).

EXPENDITURE ITEM	AMOUNT

3. Which services did you outsource to KZN service providers?

3.1 What percentage of the overall sourcing did this make up?

4. Which services did you specifically outsource to Affirmable Business Enterprises (ABEs) or previously disadvantaged service providers?

4.1 What percentage of the overall outsourcing did this make up?

5. Could you outline below the media exposure leveraged for the event and estimated value in Rand? (Please be specific and attach a separate page if insufficient).

TYPE OF MEDIA	REGIONAL		NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost	Name	Cost
Television						
Radio						
Print						
Posters/banners/flyers						
Internet						
Other (Specify)						

COMRADES MARATHON

Hello, I am a student assisting with a survey on what people think of the event taking place here. Could I please have five minutes of your time so that we can use the information to assist in maintaining and improve the quality of this event.

QUESTIONNAIRE FOR STALLHOLDERS AT THE COMRADES EXPERIENCE

1. Were you aware of the "Comrades Experience" taking place here? **(Tick one block)**

YES	NO
-----	----

2. What products/services do you provide? **(Write in space below)**

.....

3. Did you incur additional costs in preparation for this event? **(Tick one block)**

YES	NO
-----	----

3.1 If "Yes", approximately how much and for what specific purpose? **(Write in space below)**

.....

4. Did you employ additional people to assist you for this event? **(Tick one block)**

YES	NO
-----	----

4.1 If "Yes":

4.1.1 How many people did you employ? **(Write in space below)**

.....

4.1.2 What type of jobs did you employ them to perform? **(Write in space below)**

.....

5. Compared to normal patronage has your sales increased because of the event? **(Tick one below)**

YES	NO	REMAINED THE SAME
-----	----	-------------------

6. In your opinion, do you think that the more tourists were attracted to Durban because of the Comrades Marathon? **(Tick one block)**

YES	NO
-----	----

7. Are you satisfied with the: **(Tick one block)**

	YES	NO
Location of the event		
Organisation of the event		
Attendance at the event		
Security at the event		
Advertising/publicity of the event		

8. If, "No", for any of the above responses, state reasons: **(Write in space below)**

.....
.....
.....

9. What problems, if any, did you experience during the Comrades Experience? **(Write in space below)**

.....
.....
.....

10. Do you have suggestions for improving this type of event? **(Write in space below)**

.....
.....
.....

11. What was your average turnover today? **(Write in space below)**

.....

12. Do you think that these types of events have a positive impact on local economic development in Durban? **(Tick one block)**

YES	NO
-----	----

12.1 More significantly, do these events have a positive impact on your type of business? **(Tick one block AND write reason(s) in space below)**

YES	NO
-----	----

.....

I hereby declare that I was notified of the nature and purpose of the project and that the information that I provided will be regarded as strictly confidential.

.....
SIGNATURE OF RESPONDENT

..... June 2005