

**AN ASSESSMENT OF RESIDENT AND BUSINESS PERCEPTIONS OF THE 2010 FIFA
WORLD CUP (WC) STADIUM DEVELOPMENT IN THE ETHEKWINI
MUNICIPALITY, KWAZULU-NATAL, SOUTH AFRICA.**

RESEARCH PROJECT

**Submitted in fulfilment of the requirements for the Degree of Master of Social Science in
the Discipline of Geography, School of Environmental Sciences in the Faculty of Humanities
at the University of KwaZulu-Natal.**

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MARCH 2010

DECLARATION

Submitted in fulfilment / ~~partial fulfilment~~ of the requirements for the degree of Master of Social Science, in the Graduate Programme in School of Environmental Science, University of KwaZulu-Natal, South Africa.

I declare that this dissertation is my own unaided work. All citations, references and borrowed ideas have been duly acknowledged. I confirm that an external editor ~~was~~ was not used (delete whichever is applicable) and that my Supervisor was informed of the identity and details of my editor. It is being submitted for the degree of Master of Social Science in the Faculty of Humanities, Development and Social Science, University of KwaZulu-Natal, South Africa. None of the present work has been submitted previously for any degree or examination in any other University.

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ACKNOWLEDGEMENTS

I would like to thank God Almighty for the guidance and strength in all my endeavours. Thank you to my supervisors Professor U. Bob and Mr. R. Sookrajh for your encouragement and motivation. To my father Prakash and mother Agella I really appreciate all that you have done for me. To my family and my friends, your support and understanding is always appreciated. Thank you to the residents and the businesses for your willingness and patience in answering the questionnaires. Thank you to the NRF (National Research Foundation) for funding the research project.

ABSTRACT

The study looks at resident and business perceptions of the 2010 FIFA World Cup stadia development in the eThekweni Municipality, South Africa. Intrinsic for a triumphant 2010 FIFA World Cup is an understanding of people's opinions and concerns related to this mega-event. Perceptions are important since it may serve as the impetus for change and to reaffirm the residents' and businesses' support for the hosting of the 2010 FIFA World Cup. By examining the attitudes and perceptions of residents and businesses, the researcher is able to evaluate the concerns of key stakeholders. The literature review focuses on infrastructural development linked to the World Cup, the anticipated positive and negative impacts of hosting the event and the factors which could inhibit the successful hosting of the 2010 FIFA World Cup. Underpinning the research endeavour has been three theories: stakeholder theory, collaboration theory and social exchange theory. Face-to-face interviews were conducted with 100 households and 20 businesses. The main themes include demographic profiles, understandings, awareness, involvement in the 2010 FIFA World Cup and their interest. Also the perceptions and attitudes are gathered on the various social, economic and environmental issues using a likert scale. The results are diverse and cover various aspects. The main perceptions that have negative connotations are the proliferation of criminal activities and the increase in the cost of living associated with hosting the 2010 FIFA World Cup. The business respondents are well aware of the 2010 FIFA World Cup being hosted by South Africa. Economic benefits are anticipated by the businesses and they are keen to reap the benefits. Security and criminal activities are issues that have emerged as key areas of concern as well as the costs associated.

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION	1
1.1 Preamble	1
1.2 Significance of study	2
1.3 Aim	4
1.4 Objectives	4
1.5 Chapter outline	5
1.6 Conclusion	6
CHAPTER TWO: LITERATURE REVIEW	7
2.1 Introduction	7
2.2 The significance of mega-events	8
2.3 The significance and relevance of perceptions	10
2.4 Mega-events and the progression of the sport tourism industry in South Africa	11
2.5 The significance of the stadium and the infrastructural development and the architectural design of the Moses Mabhida stadium	12
2.6 Positive impacts	12
2.6.1 The creation of legacies	12
2.6.2 South Africa's investments	14
2.6.3 Investing in infrastructure	15
2.6.4 Investing in accommodation for the 2010 FIFA World Cup	15
2.6.5 Investing in the community	16
2.6.6 Marketing and advertising	16
2.6.7 Skills development and employment opportunities	17
2.6.7.1 Local economic development	18
2.6.8 Volunteering	19
2.6.9 Social Cohesion	20
2.6.10 Culture	21
2.7 Foreseeable negative impacts	21
2.7.1 Crime and security	22
2.7.1.1 Perceptions of crime and the media's influence on perceptions	22
2.7.1.2 Security strategies	24
2.7.1.3 Child sex tourism and prostitution	25
2.7.2 Utilisation of public funding and related increase in poverty	26
2.7.3 Overcrowding, traffic congestion and resultant noise	27
2.7.4 Social impacts and imbalance in social life	28
2.7.5 Environmental impacts	28
2.8. Factors that could inhibit successful hosting of the 2010 FIFA World Cup	29
2.8.1 Political issues	29
2.8.2 Load-shedding	30
2.9 Information technology	30
2.10 Management of the 2010 FIFA World Cup	31
2.11 South Africa as a host of mega-events beyond the 2010 FIFA World Cup	31
2.12 Conclusion	32
CHAPTER THREE: THEORETICAL FRAMEWORK	33
3.1 Introduction	33
3.2 Stakeholder Theory	33
3.3 Collaboration Theory	34

3.4 Social Exchange theory	36
3.5 Conclusion	42
CHAPTER FOUR: RESEARCH METHODOLOGY	43
4.1 Introduction	43
4.2 Background of study area	43
4.3 Qualitative and Quantitative data techniques	48
4.4 Face-to-face interviews	48
4.5 Survey questionnaires	50
4.5.1 Resident survey questionnaire	50
4.5.2 Business survey questionnaire	51
4.6 Systematic sampling technique: resident survey	51
4.7 Purposive sampling technique: business survey	52
4.8 Conclusion	52
CHAPTER FIVE DATA ANALYSIS: RESIDENT PERCEPTIONS	53
5.1 Introduction	53
5.2 Resident profile	53
5.3 Residents' general understanding of sport tourism and mega-events	57
5.4 Residents' awareness of 2010 FIFA World Cup	62
5.5 Residents interest in soccer	64
5.6 Involvement in 2010 FIFA World Cup	71
5.7 Perceptions and attitudes towards the construction of the stadium and impacts (pre, during, post-event)	79
5.8 Perceptions and attitudes	86
5.9 Conclusion	102
CHAPTER SIX DATA ANALYSIS: BUSINESS PERCEPTIONS	104
6.1 Introduction	104
6.2 Business profile	104
6.3 Businesses general understanding of sport tourism and mega-events	107
6.4 Business awareness of 2010 FIFA World Cup 2010 stadia development and the Moses Mabhida Stadium	109
6.5 Business involvement in 2010 and related activities	111
6.6 Business concerns in relation to new stadium development	118
6.7 Perceptions and attitudes towards the construction of the stadia/ stadium and impacts (during, post-event)	121
6.8 Business expectations (including benefits) of 2010 World Cup (pre, during and post), especially in terms of the stadium	123
6.9 Conclusion	127
CHAPTER SEVEN EVALUATION, RECOMMENDATIONS AND CONCLUSION	129
7.1 Introduction	129
7.2 Summary of key findings of the resident perceptions	130
7.3 Summary of key findings of business perceptions	132
7.4 Resident recommendations	134
7.5 Business recommendations	137
7.6 Conclusion	137

References	138
Appendix one: Resident Survey Questionnaire	147
Appendix two: Business Survey Questionnaire	154

LIST OF FIGURES

Figure 3.1 Social Exchange Process	37
Figure 3.2 Conceptual framework for understanding resident attitudes toward tourism	39
Figure 3.2 Interrelationships of variables that determine resident attitudes toward tourism	41
Figure 4.1 Base Map of study area	47
Figure 5.1 Age of respondents	53
Figure 5.2 Marital status of respondents	54
Figure 5.3 Level of education	55
Figure 5.4 Monthly incomes in rands	56
Figure 5.5 The major sporting event that South Africa will be hosting	62
Figure 5.6 The stadium in Durban which will host the sport event	64
Figure 5.7 Reasons for attending soccer matches	66
Figure 5.8 Place where respondent would like to attend a 2010 FIFA World Cup match	67
Figure 5.9 Mode of transport to be used by the respondent to travel to the 2010 FIFA World Cup	68
Figure 5.10 Reason for not attending the 2010 FIFA World Cup	70
Figure 6.1 Duration of business being established in the location	105
Figure 6.2 Type of enterprise	105
Figure 6.3 Profit generated per month in rands	106
Figure 6.4 Basis on which the staff is employed	107
Figure 6.5 Major sporting event that will be held	109
Figure 6.6 Awareness of a dedicated soccer venue that is being planned as a 2010 soccer legacy	110
Figure 6.7 Business as a sponsor	111
Figure 6.8 Location of the new branches for 2010	113
Figure 6.9 Purpose for their employment	115
Figure 6.10 Suggestions for improving the communication relating to the 2010 FIFA World Cup event	117
Figure 6.11 Type of impact experienced by the respondents in relation to the construction of the stadium	119
Figure 6.12 Method of improving security system	120

LIST OF TABLES

Table 5.1 Race of respondents	54
Table 5.2 Employment status	56
Table 5.3 Distance from Moses Mabhida Stadium	57
Table 5.4 Residents' understanding of sport tourism	58
Table 5.5 Residents' understanding of mega-events	60
Table 5.6 Major sport which South Africa held in the past	61
Table 5.7 Manner through which respondents were informed of major sport events in the past	61
Table 5.8 Location of the legacy stadium in Durban	63
Table 5.9 Statement which best summarises residents' interest as a spectator	65

Table 5.10 Statement which best summarises residents' interest in soccer as a recreational activity	65
Table 5.11 Amount that respondent is willing to pay for a ticket	69
Table 5.12 Amount respondents will pay to watch game in dedicated location at spectator big-screens	71
Table 5.13 Involvement in 2010 FIFA World Cup	72
Table 5.14 Manner in which the respondents would like to be updated on 2010 FIFA World Cup events and opportunities	73
Table 5.15 Manner in which respondents would like to be updated on stadium developments	74
Table 5.16 Respondents' suggestions for improving the communication in 2010	75
Table 5.17 Respondents' concerns pertaining to South Africa hosting the 2010 FIFA World Cup	78
Table 5.18 Types of impacts of construction	79
Table 5.19 Respondents experienced problems thus far	80
Table 5.20 Suggestions to address those problems	81
Table 5.21 Respondents foresee any possible problems	83
Table 5.22 Suggestions by the respondents' on how to address the foreseeable problems identified	85
Table 5.23 Purposes to use the stadium	86
Table 5.24 Perceived environmental impacts of hosting the 2010 FIFA World Cup	87
Table 5.25 Perceived economic impacts of hosting the 2010 FIFA World Cup	89
Table 5.26 Public money	90
Table 5.27 Price	90
Table 5.28 Perceived social impacts of hosting 2010 FIFA World Cup	93
Table 5.29 Community benefits	94
Table 5.30 Benefits will be one of the following	95
Table 5.31 The group that will benefit the most from the 2010 FIFA World Cup	95
Table 5.32 Community Pride	96
Table 5.33 Regional Showcase	96
Table 5.34 Infrastructural development impacts	97
Table 5.35 Public facilities	97
Table 5.36 Attitudes toward the management and hosting of the 2010 FIFA World Cup	99
Table 5.37 Parks and Conservation	100
Table 5.38 Perceptions and attitudes	102
Table 6.1 Type of business	104
Table 6.2 Number of employees	106
Table 6.3 Distance of business from the stadium	107
Table 6.4 Business understanding of sport tourism	108
Table 6.5 Business understanding of mega-events	108
Table 6.6 Type of sport event South Africa held in the past	109
Table 6.7 Uses of the venue	110
Table 6.8 Type of advertising to promote business in 2010	112
Table 6.9 Type of changes for 2010	113
Table 6.10 Number of people to be employed	114
Table 6.11 Manner in which respondents would want to be informed on 2010 events and opportunities	116
Table 6.12 Manner in which respondents would like to be informed on 2010 developments	117

Table 6.13 Concerns about South Africa hosting the 2010 FIFA World Cup	118
Table 6.14 Type of criminal activities	120
Table 6.15 Type of crime	121
Table 6.16 Type of impact	121
Table 6.17 Business foresee any possible problems	122
Table 6.18 Suggestions	122
Table 6.19 General suggestions	123
Table 6.20 Social impacts of hosting the 2010 FIFA World Cup	124
Table 6.21 Economic impacts of hosting the 2010 FIFA World Cup	125
Table 6.22 Economic impacts of hosting the 2010 FIFA World Cup	126
Table 6.23 Environmental impacts of hosting the 2010 FIFA World Cup	126
Table 6.24 Parks and conservation	127

LIST OF ABBREVIATIONS

ABSA Amalgamated Banks of South Africa
ATM Automatic Teller Machine
B&B Bed and Breakfast
BEE Black Economic Empowerment
E-mail Electronic Mail
FIFA Federation Internationale de Football Association
FTTSA Fair Trade in Tourism South Africa
IOC International Organising Committee
LOC Local Organising Committee
SAPS South African Police Service
SETA Sector Education and Training Authority
SIWSAG Sex Industry Worker Safety Action Group
SMME Small, Medium and Micro Enterprises
SMS Short message service
SPSS Statistical Package for Social Sciences

CHAPTER ONE: INTRODUCTION

1.1 Preamble

This research endeavour is primarily focused on the resident and local business stakeholder perceptions of stadium development. The stadium development for a developing country is seen as a contentious issue as significant financial investments are made by the host communities and cities.

According to Gursoy and Kendall (2006), resident perceptions' are generally generated by their experiences with an event in relation to whether it was their day to day experiences or their lifetime experiences. Swart et al (nd) contend that the exposure to different forms of media is the main entity that fabricates these perceptions. Furthermore, the social circles within which the people belong in may have an influence on their perceptions.

Gursoy and Kendall (2006) assert that the stakeholders, especially those that will be directly affected such as the residents, can make well-informed decisions and provide insight on the mitigation of impacts such the escalation in the cost in goods and inconveniences that may occur. Those affected people can also contribute to how to increase remuneration and associated benefits. According to Cornelissen (2005), South Africa is a democratic country and the people have been a part of the history they would need to have a say and contribute their opinions on issues that affect them.

According to Kotze (2006), through the passage of time the tourism industry has moved through a continuum. There are many factors that contribute to this, such as the development of the economies that has made society alert and interested in travelling and the associated leisure activities (Kotze, 2006). Kotze (2006) adds that tourism began to proliferate towards the latter part of the 20th century which was a contributing factor that has led to the tourism market in general to become more developed and widespread across the globe. Tourism is renowned to be a focal point for investors, the hosts, tourists and the sports industry (Burbank et al, 2002).

Swart and Bob (2009) note that a series of legacies are imminent as a result of South Africa hosting the mega-event, namely the 2010 FIFA World Cup. The competition venues

are part of infrastructural development that would present opportunities for both the social sphere and the economic sector. Furthermore, socio-economic changes are likely to occur with the hosting of the 2010 FIFA World Cup (Cornelissen, 2004b).

Swart and Bob (2009) note that countries are opting for hosting events as a mechanism to promote economic growth. There are possible advantages which may stem from the hosting of mega-events. Nauright (2004) describes these advantages as a binary for the economy and the society. According to Malfas et al (2004), in terms of the effects that are likely to occur within the economy, a few have been highlighted, these vary accordingly. Firstly, the society in which a mega-event is being hosted can be uplifted through the economy; the economy is thus seen to have an effect. Secondly, employment opportunities become prevalent as the demand is created with the mega-events. The hosts benefit over a short time and a long period (Malfas et al, 2004).

Kotze (2006) notes that the accrument of economic benefits should not be the only indicator of a successful hosting of an event as a region will also gain a good image and a legacy from the mega-event. According to Kotze (2006), tourism activities related to mega-events in South Africa had proliferated since the mid-1990s, it had catapulted when the democratic government came into power in 1994. According to Cornelissen (2004b), with the onset of the democratic era South Africa has become internationally competitive as a prospective host for hallmark and mega-events. Cornelissen (2004b) further asserts that South Africa played host to three mega-events over a period of time. They were the Rugby World Cup in 1995, the Africa Cup of Nations in 1996 and the Cricket World Cup in 2003. Swart and Bob (2009) contend that mega-events are important for a country not only for marketing the location such as South Africa as a great host for sport; but also it may result in economic benefits in relation to employment generation and profit gain for local businesses.

1.2 Significance of study

Kim and Petrick (2005) assert that sport mega-events' social impacts have significance and should not be sidelined by the economic impacts. Ohmann et al (2006) suggest that a plethora of research has been conducted on host communities to investigate the economic

impacts of sport events. However, research on the impacts of sport events on the host communities pertaining to the social arena is comparatively minimal (Ohmann et al, 2006).

According to Burbank et al (2002), the host city of a mega-event will experience economic gains and the society will have a multiplicity of people from different countries as these mega sporting events are prestigious in nature. Furthermore, it has a range of economic benefits, as mentioned, including attracting tourists and visitors. These tourists and spectators will help grow the tourism sector for the duration of the event. They may also be enticed to return during periods when there are no mega-events as a result of the magnetism of the host city (Burbank et al, 2002).

Cornelissen (2005) asserts that with South Africa hosting the 2010 Federation Internationale de Football Association (FIFA) World Cup it will be an ideal moment for international tourists to be customers and spend in the local businesses. Cornelissen (2004a; 2004b) contends that growth in the economy is imminent as a result of the anticipated investors and spenders that comprise the majority of the tourist and visitor population. Cornelissen (2004b) emphasises that the 2010 FIFA World Cup will not leave a single row of effects; there will be a sequence of changes which will occur in the economic, environmental, socio-cultural and political arenas. According to the research undertaken by Fredline and Faulkner (2002), the Indy Gold Coast and the Australian Formula One Grand Prix were the motor sport events where research was undertaken to ascertain how the residents view its impacts. In terms of their findings, there is a higher incidence of impacts for the residents. With regard to mega-events, Ritchie and Adair (2004) highlight that more focus is placed on researching impacts on the economy while impacts on society are limited, especially resident perceptions towards mega-events. Hence, there is a need for research into residents' perceptions of mega-events. Furthermore, the local businesses are also viewed to be impacted upon by the 2010 FIFA World Cup.

Cornelissen (2004b: 43) states: "ostensibly, increased importance is being attached to sport mega-events by African governments, yet very little research has been done on this". Cornelissen (2004b) notes the research that is currently lacking on sport mega-events and there needs to be more scholarly studies. Swart and Bob (2009) state that numerous authors draw on the economic gain as closely related to the legacies.

1.3 Aim

This study examines resident and business perceptions of the 2010 FIFA World Cup and related stadium development (Moses Mabhida stadium) in the eThekweni Municipality.

1.4 Objectives

The specific objectives of the study are to:

- Ascertain the level of awareness regarding the 2010 FIFA World Cup and the Moses Mabhida stadium among residents and businesses located in close proximity to the stadium.
- Critically examine the concerns of residents and businesses in relation to the new stadium development.
- Assess resident and business expectations (including benefits) of the 2010 World Cup (pre, during and post-event), especially in terms of the stadium development.
- Examine the roles residents and businesses would like to play and how they would like to be involved in 2010 events and activities.

The key research questions are:

1. What are the residents' and businesses' levels of awareness, perceptions, expectations and concerns regarding the 2010 FIFA World Cup generally and the development of the Moses Mabhida stadium?
2. How do residents perceive the hosting of the 2010 FIFA World Cup will impact on them and on the eThekweni Municipality?
3. How are the businesses and residents in close proximity to the Moses Mabhida stadium being affected by the construction of the stadium?
4. What are the perceptions of the respondents, especially in terms of criminal activities that may occur during the 2010 FIFA World Cup?
5. What activities are the businesses in eThekweni engaging in to prepare for the 2010 FIFA World Cup?

1.5 Chapter outline

Chapter One: Introduction

This chapter provides insight into the research endeavour and the general sport tourism industry in South Africa. It specifically focuses on South Africa as a host of past sporting events. The chapter presents the significance of the study. The aim, objectives and research questions of the study are stipulated.

Chapter Two: Literature review

This chapter begins with the significance of mega-events, resident perceptions and the sports tourism industry in South Africa. Infrastructural development is discussed and the related issues that result such as the anticipated positive impacts and the negative impacts as well as the factors that may inhibit the successful hosting of the 2010 FIFA World Cup are examined.

Chapter Three: Theoretical Framework

The three sociological theories that have been employed in the study are discussed. The Stakeholder Theory, the Collaboration Theory and the Social Exchange Theory have been used. The underlying principles of the theories are elaborated as well as it within the context of tourism and mega-events. The theories are also used to explain the nature of the respondents' attitudes and how they perceive tourism events.

Chapter Four: Research Methodology

The chapter begins with the background of the study area, the eThekweni Municipality, Durban and the location of the Moses Mabhida stadium. Qualitative and quantitative techniques are discussed. The use of face-to-face interviews and survey questionnaires are examined. The systematic and purposive sampling techniques employed in this study are discussed.

Chapter Five: Data Analysis- Resident Perceptions

The chapter thematically discusses the findings derived from the resident surveys undertaken.

Chapter Six: Data Analysis- Business Perceptions

In this chapter the results derived from the business survey questionnaire are presented.

Chapter Seven: Evaluation, Summary and Conclusions

The summary of the key findings is provided in this chapter. The researcher also discusses the objectives and how they have been met in the study. The researcher provides recommendations on the issues raised in this research endeavour in conjunction with the recommendations that have been provided by the resident and business respondents.

1.6 Conclusion

Resident and business perceptions form the basis of this study. The Moses Mabhida stadium development is a major infrastructural developmental in the eThekweni Municipality, one of the 2010 FIFA World Cup host cities. The impacts are sighted as being long lasting. Furthermore, with the possibility of South Africa hosting the Olympic Games and other major sport events, the study is needed. The eThekweni Municipality has many existing attributes that make it a good tourist destination. The hosting of some of the 2010 FIFA World Cup matches can further market the destination even more.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter aims to provide an overview of pertinent issues pertaining to the 2010 FIFA World Cup. It begins with outlining the terms events and mega-events as analysed by various authors. A discussion around perceptions and the issues that create those perceptions among the residents is presented. According to Andereck et al (2005), the perceptions of residents are influenced by the benefits and costs. Therefore, there is a binary of benefits, both positive and negative. Bob and Swart (2009) denote that event-driven economies are a phenomenon that is being implemented to facilitate economic growth. Mega sport events thus are enabling countries to become economically competitive and attempt to promote local economic development strategies with the hosting of these mega-events such as the 2010 FIFA World Cup. Van Wyk (2008) asserts that a consortium of advantages both directly and indirectly is destined for South Africa. The 2010 FIFA World Cup is believed to bring about positive changes in the different networks that are involved in the 2010 FIFA World Cup.

The sport tourism industry is discussed in relation to the sport tourism events that have been hosted in South Africa. Infrastructure development is examined and the architectural design of the Moses Mabhida stadium is assessed. The creation of legacies emanating from the hosting of the 2010 FIFA World Cup is also discussed. There is an anticipated array of benefits associated with the hosting of mega sport events generally and the 2010 FIFA World Cup specifically. The investments that have been made in terms of infrastructural and accommodation development are also crucial aspects of tourism and mega-events. There is a consortium of investments, including: infrastructure, accommodation, community, marketing and advertising, skills development, employment opportunities and volunteering. Social cohesion and positive impacts on culture are also discussed.

The chapter progresses by explaining the anticipated negative impacts that are associated with mega sport events and the 2010 FIFA World Cup. Theft, gangsterism and associated violence are discussed. The nature of criminal activities as well as the occurrences and perceptions that are created in relation to crime are examined. Child sex tourism as serious

criminal offences is outlined. Security strategies are assessed. Economic impacts are elaborated, especially with regard to the utilisation of public funding and related poverty.

2.2 Significance of mega-events

According to Getz (2008), the term event lends itself to many facets. It is found in different areas, namely: sporting, conference proceedings and cultural events (Getz, 2008). Furthermore, Getz (2002) contends that each event has a consortium of characteristics which are derived from its nature. The sporting events, conferences and even the cultural festivals have similarities that would run parallel to one another. That would include its ability to forge social ties, grow or develop economies and strive for cultural momentum (Getz, 2008). Each event is distinctive from the duration of the event to the type of people that would be interested in the event. Hence, Getz (2008) stipulates that an event on its own is seen as simple, when it is associated with a theme such as sport or conference does its meaning become more specific. Mega-events and the relation to sports are explored in the next section.

Numerous authors provide definitions of mega-events, Matheson (2006: 5) asserts that “sport boosters often cite civic pride or national exposure as a primary benefit of mega-events and of sports in general. In many cases, it is undoubtedly true that mega-events bring intangible psychological value to the communities that host them”. Matheson (2006) contends that in terms of mega-events, the financial benefits are possible for the host, however it cannot be guaranteed. Ritchie and Smith (1991) deduce that mega-events are beneficial and may also have outcomes that encounter a certain degree of problems for the area that hosts the event. Ritchie and Smith (1991) further contend that one of the positive outcomes emerge in that the image of the region that hosts the mega-event becomes more favourable.

Bob et al (2008: 3) further note the significance of hosting mega-events by stating that “mega-events also provide a platform to signal key developments or changes in the host country or destination, as was the case in the Beijing Olympics. Infrastructural development in relation to sport facilities and transport development is often underscored by the hosting of sport mega-events”. Thus, the key development for the Beijing Olympics was infrastructural expansion and improvement as well as destination marketing. They further

state: “The two main aspects of contemporary mega-events are that they are deemed to have significant economic and social consequences for the host city, region or nation in which they occur and that they are associated with significant and widespread international media coverage” (Bob et al, 2008: 3). According to Horne and Manzenreiter (2006), one of the positive aspects of mega-events are those associated with the broadcasting of the mega-events.

Cornelissen (2004b: 41) states: “mega-events, first are high profile: they typically involve extensive media coverage and impart a significant degree of international exposure to hosts. This is usually seen to bring a number of benefits and opportunities”. A key point that scholars present is the influence that the media has in relation to the mega-events. More attention is given to the countries that host the mega sporting events. The host country is able to link itself with other host countries and showcase its potential (Cornelissen, 2004b).

According to Cornelissen (2004a: 1293), “over the years mega-events have come to be typified by the presence of large global and highly mobile players who are involved in publicity, marketing, event organising, and the financial underwriting of sport events”. Cornelissen (2004a) contends that the host country is promoted through the hosting of mega sporting events. Additionally, Cornelissen (2004a) states that the participation of many individuals that are related to the industry and the occurrence of participation processes become prevalent as a mega-event is hosted. The management of the finances and the advertising of the host country and the event are carried out prior to the event (Nauright, 2004). Nauright (2004) states that the economic aspect of the mega sporting events are given the attention that it is required as the events can serve to support and grow the economies of the respective countries that host the events. Furthermore, Nauright (2004) notes that within the country that hosts the mega-event, there may be several financial as well as societal benefits which may accrue over a period of time.

Swart and Bob (2004) note the advantage that a country has as a prospective host. They argue that hosting the event provides that host country with opportunities to leverage itself and gain more attention. Furthermore, other countries would identify the country with its resources and capabilities to host future mega-events. Malfas et al (2004) note that the main aspects of mega-events relate to the media, the length of the event as well as being sport-

oriented. An important point is the relation to the media and the amount of exposure an event is able to get.

2.3 The significance and relevance of perceptions

According to Andereck et al (2005), perceptions serve as an indicator of the residents' interpretation and expectations of related tourism activities. Billions of rands are spent and the time that developers and planners invest need to be in equilibrium with the interests and needs of the community. Stakeholders' perceptions serve as indicators of issues which need direct attention and issues which will have long-term benefits or disadvantages (Andereck et al, 2005). According to Ohmann et al (2006), perceptions need to be considered as they are significant. Twynam and Johnston (2004: 243) contend that "extrinsic variables such as the stage of development and seasonality help explain residents' perceptions at the community level, while intrinsic variables such as involvement in tourism or demographic characteristics help explain resident's perceptions at the individual level". Furthermore, as Kotze (2006: 284) states, "Travel decisions for sport tourism are made not only for intrinsic reasons such as emotions, a need for temporary escapism, or a desire for involvement, but also for extrinsic reasons - rewards, recognition, prestige".

A person's perception therefore, is not rigid; it can be influenced by the activities and events that exist in their surroundings. Twynam and Johnston (2004: 258) assert that "following the event, individuals can base their perceptions on actual experience rather than their expectations". According to Hardy and Beeton (2001 cited in Ohmann et al, 2006: 130), "support for such events is reliant upon such perceptions, especially if the host community is to feel a sense of ownership or connection to the event".

Research undertaken on the 2002 Winter Olympics reveal insignificant preference was given to stakeholders such as the residents, as they were ignored during planning and execution of the plans, contribution was only in the latter part of the planning of the mega-event (Gursoy and Kendall, 2006). Bob and Swart (2009) assert that investigations into the impacts on society, especially resident perceptions are deficient.

Deccio and Baloglu (2002) emphasise that the mega sport event would receive a higher degree of support from the community in the host city and the relevant stakeholders when

there is an expectation that there would be a multiplicity of rewards and reimbursement for participating. Bob and Swart (2009) contend that governments and the related management of mega-events often highlight the jobs and the economic gains associated with mega-event in order to defend the millions spent on investments.

Perceptions also reflect the background from which people come. People's different backgrounds would inform their perceptions and they would have ideas on the issues that are important and which are insignificant (Gursoy and Kendall, 2006). According to Gursoy and Kendall (2006), it is imperative that the stakeholders are not in conflict with the developments and the arrangements for the mega sport events. There has to be a certain level of understanding and cooperation so as to counteract any foreseeable discrepancies. By doing so, it would ensure that there is equilibrium in their understanding. Gursoy and Kendall (2006) deduce that there is more transparency with regards to the management and implementation of mega-events and sporting events of a global magnitude. All stakeholders have the right to participate because they are affected parties and can contribute (Gursoy and Kendall, 2006).

2.4 Mega-events and the progression of the sport tourism industry in South Africa

According to Bolhmann and van Heerden (2005), the FIFA World Cup event started in 1930 and continues to the present day. Initially generally the developed countries were allowed to host the FIFA World Cup. South Africa is a pioneer in the African continent to host the 2010 FIFA World Cup. According to Kotze (2006: 286), "the hosting of sport events is increasingly being viewed as part of a broader tourism strategy aimed at enhancing the profile of the city". The prestigious nature of mega-events is the key factor for countries to bid and host them (Kotze, 2006).

Boniface and Cooper (2005) deduce that South Africa is a recognisable tourist destination. "Sport tourism has also played a significant role, including the hosting of the Rugby World Cup in 1995 and this is expected to increase with the hosting of the FIFA World Cup in 2010" (Boniface and Cooper, 2005: 328). Thus, it is anticipated that South Africa will gain international recognition for future major sport events and tourism in general.

2.5 The significance of stadium and infrastructural development and the architectural design of the Moses Mabhida stadium

Kotze (2006) asserts that the constructing of stadia for mega-events is not in isolation. It is a usual occurrence for the development of other amenities. Thus, Kotze (2006) argues that stadium development will be the origin or in some cases expansion of the sports tourism industry and it will necessitate the establishment of services; thereby creating a gap for local economic growth. According to Bob and Swart (2009: 48), “one of the tangible, long-term legacies associated with hosting the FIFA World Cup is the potential infrastructural benefits”. Therefore, there is a sequence of benefits that the host city will acquire.

An architectural analysis by Maennig and Schwarthoff (2006) denotes the various concepts of the 2010 FIFA World Cup as well as the distinctive Moses Mabhida stadium and its prominent features. The 2010 FIFA World Cup is hoped to progressively have anticipated positive impacts. Furthermore, it is imperative that the construction of the Moses Mabhida Stadium adheres to sound environmental procedures. Maennig and Schwarthoff (2006) state that the iconic nature of the Moses Mabhida stadium is fulfilled by the architecture. Maennig and Schwarthoff (2006) also state that the Moses Mabhida stadium will have the capacity to seat 70 000 spectators. Maennig and Schwarthoff (2006: 127) further indicate that “the versatility of the building is significant for the multi-purpose functionality and ease in modification in order to adapt to future development”.

2.6 Positive impacts

The following section discusses the anticipated positive impacts that are associated with sport and mega-events in general. It also looks at the positive outcomes that are likely to occur with the hosting of the 2010 FIFA World Cup.

2.6.1 The creation of legacies

According to the eThekweni 2010 Business Case (August, 2006: 1), the construction of the stadium for the 2010 FIFA World Cup, presents the opportunity to “act as a catalyst for a range of infrastructural projects which in turn will provide a lasting legacy for the citizens of South Africa long after 2010.” These include the construction of the stadium, but are not

limited to the stadium. It presents the opportunity for legacies to be created in the spheres of community development and social upliftment (eThekwini 2010 Business case, August 2006). However, Alegi (2008) indicates that stadium construction related to the World Cup in South Africa has been embedded in a range of political dynamics.

In view of the major gap that exists amongst the impoverished and high income earners, soccer is still a loved sport and an important part of the society of South Africa. According to Gosai (2008), the construction of the artificial pitches in less developed regions of the country forms a crucial part of the legacy programme that is aimed to enhance the 2010 FIFA World Cup. The construction of the artificial pitches provides an opportunity for the underprivileged individuals to participate in soccer; enjoy the comradeship and connects them to the broader aim that is to be a part of a legacy for South Africa. According to Gosai (2008: 10), “such an initiative helps to develop the sport by getting more youth involved”.

Gosai (2008) contends that South Africa will be able to attain a legacy by hosting the 2010 FIFA World Cup. The 2010 FIFA World Cup would require construction and development of stadium and the expansion of the tourism and hospitality industry. That would make South Africa a legendary competitor amongst other host countries. The prime reason is that, as Gosai (2008: 10) asserts, “renovations of established stadiums, launching school leagues, improving administrative skills of football officials with certified qualifications and the recent opening of a FIFA Medical Centre of Excellence in the country are some of the other legacy projects”. Therefore, the approach is holistic as it attempts to consider poor individuals; the people of younger generation as well as the medical and education aspects. The combination of those aspects will result in a legacy to be achieved (Gosai, 2008).

According to Smith and Fox (2007), the United Kingdom had received a binary of benefits in the social as well as in the economic area linked to the hosting of the 2002 Commonwealth Games. As Smith and Fox (2007) contend that the 2002 Commonwealth Games was not a stand alone affair, a Legacy Programme enabled Manchester to move closer to attain regeneration in the city. Urban regeneration as well as attaining a legacy with the hosting of an event is part of the conglomeration of benefits (Smith and Fox, 2007).

Smith and Fox (2007) assert that in terms of regeneration in the city it is not streamlined to have an effect on one aspect; rather it is holistic: “The definition of urban regeneration in

Britain has always been singularly broad, encompassing physical regeneration and the development of urban projects, the restructuring of economic activity and the reconstruction of social frameworks” (Booth, 2005: 258 cited in Smith and Fox, 2007: 1127).

Bob and Swart (2009) contend that 2010 infrastructural development is significant and may have positive outcomes for the host region, which would be part of the legacy associated with mega-events. “A major legacy of 2010 is building South Africa’s (and Africa generally) image as a premier tourist and investment destination” (Bob et al, 2006: 201). The economic benefits aid the process of improving the conditions in society, which is mainly through job creation (Bob and Swart, 2009). The mega-event is also seen to stabilise economies as they become event-driven and focus on hosting major sport events (Bob and Swart, 2009).

According to Bob and Swart (2009), positive outcomes are in terms of economic development and the aforementioned legacies. A concern highlighted is how the economic benefits are distributed, especially given that the beneficiaries may not include the entire populace or all individuals. There is a considerable amount of contestation amongst the confluence of authors within the realm of mega-events (Cornelissen and Swart, 2006).

Hall (2006: 59) states: “mega-events are therefore an extremely significant component of place promotion because they may leave behind social, economic and physical legacies which will have an impact on the host community for a far greater period than that in which the event took place”. Thus, it becomes everlasting.

2.6.2 South Africa’s investments

According to Bob and Swart (2009: 50), “the creation of jobs and wider positive economic impacts are generally used to justify to the wider public the massive state commitments and investments”. According to Bolhmann and van Heerden (2005), the host community’s derive significant economic benefits from sport events and those benefits will be more prominent with the hosting of mega-events. Investments will have to be made by South Africa for the 2010 FIFA World Cup (Maennig and Schwarthoff, 2006). According to Nauright (2004: 1325), sport tourism has become increasingly valuable to aid economic growth and enhances social cohesion: “During the 1980s and the 1990s this process

intensified as governments increasingly diverted large sums of money into national sporting programmes aimed at succeeding on the international stage”.

Many developed countries have been a part of sport tourism and have hosted mega-events. However, increasingly some developing countries are seeing mega-events as a worthwhile venture that benefits not only the sport heritage of the country but also general sectors of the country. Bohlmann and van Heerden (2005) and Greef (2008) contend that the economic gains from South Africa’s hosting the 2010 FIFA World Cup will be high. These are fiscal as well as a series of investments. Greef (2008) examines these so-called benefits and whether it will materialise.

2.6.3 Investing in infrastructure

Countries with fiscal abundance will have an added advantage as they can channel human and financial resources into mega-events with no constraints (Nauright, 2004). According to the eThekweni 2010 Business Case (August, 2006), the construction of the stadium (referred to as King Senzangakhona Stadium not Moses Mabhida Stadium in the Business Plan), has resulted in major financial investments. These are all for ensuring that the facilities that the stadium has can cater for the spectators, sportsmen/women and the network of staff. Furthermore, there have been investments made for the transport infrastructure (eThekweni 2010 Business Case, August 2006).

2.6.4 Investing in accommodation for the 2010 FIFA World Cup

According to Kotze (2006), the quality and sophistication of accommodation is imperative as it constitutes a large portion of the tourists’ experience. Kotze (2006) further states that money which is generated by the tourists spending is significant and contributes to sustaining a growing tourism industry. According to Bhengu (2008), there is limited hotel accommodation for the cohorts of tourists during their stay in South Africa for the 2010 FIFA World Cup.

Bhengu (2008) asserts that it is imperative for the bed and breakfast (B&B) establishments to be registered and graded so that they may gain tourists and capitalise on the economic opportunity created by hosting the mega-event. Those B&B establishments would ease the

current pressure of the demand for hotel accommodation (Bhengu, 2008). Adams (2008a) asserts that bed and breakfast establishments are becoming highly sought after for the 2010 FIFA World Cup. These non-hotel rooms are needed as there are a limited number of hotels available. Adams (2008a) deduces that the small businesses which are affiliated with the B&Bs will be positively impacted from an economic perspective. In terms of the study that was undertaken by Darkey and Horn (2009), the B&B enterprises that are operating in the Gauteng area were interviewed. The results indicate that they believe that their accommodation is not seen to benefit from South Africa hosting the 2010 FIFA World Cup. Nieman et al (2008) examine the range of constraints that small businesses in South Africa face. If these are not addressed it is unlikely that small businesses will benefit significantly from South Africa's hosting of the World Cup.

2.6.5 Investing in the community

Mokoena (2008) contends that the organisers of the 2010 Soccer World Cup have a plan of action that will enable the impoverished people of the Durban community (and South Africa) to become spectators at the matches in the stadium. Mokoena (2008) and Khangale (2008b) further state that the organisers have speculated that approximately 120 000 tickets will not be sold but will be handed out to the populace of South Africa that belong to low-income households. Their strategy is based on the premise that everyone should be able to enjoy the matches of the 2010 FIFA World Cup and attend this spectacular event (Mokoena, 2008; Khangale, 2008b). By the LOC (Local Organising Committee) providing complimentary tickets it enables the poor citizens to participate and prevents them from being isolated. The community benefits that are associated with the hosting of a mega-event are mostly short-term. This may be due to the limited duration of these mega-events (Kim and Petrick, 2005). Furthermore, the benefits are mostly socially oriented such as pride and community recognition (Kim and Petrick, 2005).

2.6.6 Marketing and advertising

“The opportunity to advertise products to a global audience, to leverage business opportunities in export and new investment... enhances the tourist industry of the host country (Barney et al., 2002 cited in Saayman and Rossouw, 2008: 2). Cherry (2008) asserts that the 2006 World Cup in Germany had marketing strategies that were laudable. They

utilised techniques that showcased the essence of the football world cup. In order for South Africa to captivate the tourists and visitors attention we need to leverage our marketing to that of the Germans, within a short space of approximately two years (Cherry, 2008). Bohlmann and Van Heerden (2005: 1) contend that “tourism and advertising revenues generated by these mega-events have become a major boost to the economies of hosting nations”.

According to Swart (2008), media attention is highlighted apart from the sporting aspect. The information needs to be communicated in a manner that’s reliable (inclusive of all the opportunities related to the hosting of the 2010 FIFA World Cup). According to Swart (2008), the inception and application of the approach has been utilised since the announcement that South Africa would host the 2010 FIFA World Cup. Furthermore, the form of media linked to the hosting of the World Cup has the ability to capture information and distribute and broadcast it across local, national and international spheres (Swart, 2008). The 2010 FIFA World Cup has presented the opportunity for international viewers to gain insight into South Africa (potential, possibilities and good qualities). According to Swart (2008), a plan of action to ensure that the media fulfills its responsibility towards the 2010 FIFA World Cup and attains its goal of broadcasting the information has been outlined.

2.6.7 Skills development and employment opportunities

According to Fletcher (2005: 273), “as economies grow and diversify, so too do the skills of the workforce”. The development of local businesses and enterprises presents many employment opportunities for the semi-skilled and skilled people of society (Fletcher, 2005). They also note that each location and country is unique, therefore, the economic benefits derived from a related tourism activity is likely to vary between developed and developing countries (Fletcher, 2005). According to Ferreira (2008), the 2010 FIFA World Cup has catapulted the interest levels and the skills among individuals within the fields of civil engineering and construction. It has created opportunities for engineering graduates to become involved and develop their skills (Ferreira, 2008).

According to James (2008), Services SETA (Sector Education and Training Authority) has embarked on skills development for the 2010 FIFA World Cup. Their main focus is through awarding bursaries and internships. The successful construction of a stadium is not

contingent upon the plant equipment operators but also in the areas of project management and economics such as marketing. Thus, the holistic development of skills is a key factor that can be viewed as a positive impact of the hosting of the 2010 FIFA World Cup (James, 2008). Employment opportunities become rife and are mainly within the areas of construction. According to Thornton (2003, cited in Bolhmann and van Heerden, 2005: 11), “studies indicate that the overall impact of the World Cup might contribute in excess of R20 billion to GDP, generate 159 000 jobs annually and increase government revenue from taxes by an additional R7 billion”. Nadvi (2008) provides an insight into prospective job creation and states that as the nature of job creation is of short duration it will soon become curtailed.

2.6.7.1 Local economic development

Maharaj and Ramballi (1998) assert that since 1990 there has been an increased emphasis on local economic development strategies in South African as cities focused on urban reconstruction and development to try to reduce the inequalities associated with apartheid. Several authors (Bernstein, 1996; Cochrane et al, 1996; Hiller, 2000) indicate that cities have become engines for economic growth at the local level. Bernstein (1996) and Cochrane et al (1996) specifically indicates that this is undertaken in the context of increased globalisation and competition which has enormous implications for governance and management. This is also relevant in relation to cities hosting mega-events such as the World Cup to promote, in part, local economic development. Furthermore, Owen (2002) asserts that hallmark events such as the 2000 Sydney Olympics are important redevelopment tools utilised by entrepreneurial governments.

Hiller (2000) states that mega-events which are short-term high-profile events have a significant urban impact that can include the re-prioritisation of urban agendas, creation of post-event usage debates, stimulation urban redevelopment, and are instruments of boosterist ideologies promoting economic growth. Hiller (2000) uses the 2004 Olympics bid by Cape Town, South Africa (first bid from Africa) to indicate how human/urban development was underscored. However, Hiller (2000) argues that this was contradictory given the elitist and commercial nature of mega-events, and concludes that the bid represented a form of urban/national boosterism that repositioned Cape Town and South African interests in the global economy.

Andranovich et al (2001) note that the hosting of a mega-event necessitates local economic growth, thus local economic development becomes prevalent as numerous opportunities presents itself for employment opportunities and related economic activities such as tourism. Andranovich et al (2001) highlight that this trend was noticeable in the United States with their hosting of the Olympic Games. The context of mega-event Olympics are examined by Andranovich et al (2001) who conclude: “Among the strategies that city leaders have pursued under the guise of getting jobs and enhancing their competitive advantage is the pursuit of mega-events, such as the Olympic games” (Andranovich et al , 2001: 114). Furthermore, economic growth is possible with major events for the host city (Chalkey and Essex, 1999). Chalkey and Essex (1999) draw an analysis of the Olympic Games and indicate that investment opportunities arise.

Alegi (2001) undertakes an assessment of South Africa's unsuccessful bid to host the 2006 FIFA World Cup and critiques the World Cup's projected costs and benefits. This indicates that often local economic development anticipated impacts are not met. Furthermore, Alegi (2001) indicates that the impact on the distribution of wealth in post-apartheid South Africa will likely remain unchanged from hosting a mega-event.

2.6.8 Volunteering

According to Smith and Fox (2007: 1128), “some events have involved deliberate attempts to encourage economic and social regeneration by providing skills and support for local people”. It is absolutely vital that all the stakeholders as far as possible are considered so that they may participate in a small way. Their involvement enables any form of misunderstanding to be cleared or even compromises can be reached. Smith and Fox (2007) contend that it is through the process of encouraging volunteerism that the people within the host city will have more understanding and a stronger society will form. Smith and Fox (2007) further elaborate that one of the prime reasons for hosting events is for economic gain and stabilisation and the recognition of the host region for future events. Large-scale and macro-economies cannot work in a void; they would need local economies and semi-skilled workers to work jointly before, during and after the events (Smith and Fox, 2007).

There is a manner in which locals can contribute by making a concerted effort through volunteerism. Khangale (2008a) stipulates that specialist volunteers and general volunteers are required for the 2010 FIFA World Cup. Therefore, through volunteering, working individuals with no qualifications and no work experience are provided with the opportunity to gain skills and form part of a system that is striving to attain the same goals in the host region (Khangale, 2008a).

2.6.9 Social Cohesion

According to Fisher-French (2007), a study was conducted in 2002 in Germany to ascertain Germans' views about the 2006 Soccer World Cup. The outcome showed a lot of negativity and doubt that the 2006 Soccer World Cup would be victorious for the citizens. The common view was that "everyone was entirely passive, deeply pessimistic, had a sense of powerlessness and blamed society for all that was wrong" (Fisher-French, 2007: 22). In contrast to German pessimism prior to event, the 2006 Soccer World Cup was a phenomenal success. Fisher-French (2007) notes that South Africans have a pivotal role to play in creating a positive and cheerful atmosphere. Not only for them as part of the South African society but also to welcome and befriend the thousands of international tourists that will visit our shores during and preceding the 2010 FIFA World Cup.

According to Fisher-French (2007), it is ultimately the responsibility of South African citizens to give nationalistic support and to be participative. Fisher-French (2007) further contends that the 2010 FIFA World Cup host community can channel their energy into being supportive and concentrate on leaving a truly remarkable 2010 FIFA World Cup. The people will engage in a socially uplifting sporting activity. It will create a sense of hope and harmony amongst the citizens. Job creation and employment opportunities will reassure the citizens that South Africa is heading towards development and greater opportunities for the citizens (Fisher-French, 2007).

According to Kersting (2007), nationalism in South Africa and for the 2010 FIFA World Cup is reviewed from the insight drawn from the 2006 World Cup which was hosted by Germany. Nationalism is presented and is the focus, especially as an effect of the 2010 FIFA World Cup to be hosted by South Africa. Therefore, cohesion is possible and attainable in the South African forefront. Kersting (2007) further asserts that sport

patriotism is the main value to be inculcated. Nationalism associated with the hosting of sport events in South Africa is often linked to the 1995 Rugby World Cup as well.

2.6.10 Culture

According to Bohlmann and van Heerden (2005), South Africans have participated and engaged in sporting activities for their social well-being and it has remained entrenched as a cultural practice. Through the passage of time the sport is becoming an entity that is assisting to strengthen local economies of countries that participate in sport (Bohlmann and van Heerden, 2005).

According to Hall (1992), there is unification with people of diverse cultures and they would embrace and respect the different cultural groups. People will also begin to appreciate people from different cultural backgrounds. According to Hoglund and Sundberg (2008), sport is recognised as the mechanism or element with which to achieve a longstanding relationship amongst the people within a particular society. This is particularly relevant given South Africa's divided history. Hoglund and Sundberg (2008) further deduce that historical challenges can be eliminated to promote harmony and greater understanding. In terms of sport, the advantages are presented and relate to interaction within the social sphere of a particular community. Sport thus serves the purpose to boost, promote or even enhance networking amongst the people. In democratic South Africa, sport plays a pivotal role to bond the damages incurred by the wrath of apartheid (Hoglund and Sundberg, 2008).

2.7 Foreseeable negative impacts

With regard to the negative impacts associated with the hosting of sport and mega-events such as the 2010 FIFA World Cup, the following section describes the foreseeable negative impacts. Furthermore, strategies are advanced to curtail some of those issues such as crime and child sex tourism. Greef (2008) deduces that the hosting of the 2010 FIFA World Cup would not present an overall solution to remedy the consortium of issues facing South Africa, it is only temporary.

2.7.1 Crime and security

Hall (1992), Getz (2005) and Ritchie (1984) proclaim that the prevalence of theft is rife and violence is profound during the time of events. These types of activities are associated with gangsterism and widespread hooliganism. According to Donaldson and Ferreira (2008), hooliganism, is amongst the rife of serious of criminal offences that can occur during a world cup event. Of paramount importance is the need to understand the links between the gangsterism and the associated violent activities. As Ohmann et al (2006) assert, the cohorts of spectators from different sporting teams and locations will use their different supporting structures to initiate hooliganism and conflict. In order to avoid the tendency of bad behaviour by locals towards tourists, their perceptions will be a mechanism to understand their ideals and what has promoted those types of opinions.

Another important aspect to consider in relation to safety is xenophobia. According to Shapiro (2008), the xenophobic attacks that occurred in 2008 in South Africa are a deterrent for the thousands of avid sport fans of the 2010 FIFA World Cup. Shapiro (2008) contends that xenophobia is not an issue that is kept silent; he asserts that there is a preponderance of articles covering this issue and the stories are making global headlines. South Africa is in a catch-22 situation in which we are the first African country to host the prestigious mega-event the 2010 FIFA World Cup. The influx of international tourists may be curtailed in their pursuit to enjoy the games within a safe and secure environment; they may opt not to travel to the violence-ridden South Africa, therefore it will impact negatively on tourism for 2010 FIFA World Cup (Nyatumba, 2008). According to Ohmann et al (2006: 134), “nationalism and subsequent intergroup tensions may also occur as a consequence of the presence of fans from the different countries. This is reflected in offensive, xenophobic and anti-semitic abuse against players and fans of opposing teams that may be features of many international and regional football tournaments”.

2.7.1.1 Perceptions of crime and the media’s influence on perceptions

According to Burger (2007), the media’s portrayal of crime has left many South Africans petrified as well as the victims of crime feeling hopeless. “A vital issue here, among many, for the future development of the South African tourism industry, is the relationship between the perception of crime, the perception of risk, the personal need for

safety and the influence of these three interrelated elements on the tourism industry” (Allen and Brennan, 2004: 156). According to Allen and Brennan (2004) and Donaldson and Ferreira (2008), the South African tourism and hospitality industry is being threatened by the incessant criminal activities that affect not only the populace but also the tourists and visitors. Tourists’ perceptions of South Africa are also factors that deter them from engaging in tourism (Allen and Brennan, 2004).

Therefore, in the long-term the sustainability of the tourism becomes fragmented and that will have a ripple effect on the economy and society. Tourism thus begins to endanger the lives of those who engage in it (Allen and Brennan, 2004). According to Allen and Brennan (2004), the perceptions of South Africa and crime that the tourists and South Africans have been reinforced in several media publications. The issues will then seem more serious. Donaldson and Ferreira (2008) further contend that crime has an influence on the number of tourists that come to South Africa. Many of the potential international tourists may have perceptions of South Africa as being rife with crime. Thus, they perceive it would be a risk for them to travel here, especially for the 2010 FIFA World Cup.

According to Bob et al (2006), the media plays a significant role in the perceptions’ of people and creates an awareness of what is good and what are the negative elements in society. However, the problem becomes serious when journalists abuse the power of the media and speak about issues that are irrelevant or tarnish the image of the developing nation. In some instances the truth is kept secret (manipulation of crime statistics) purely for marketing the country.

According to Swart et al (nd), the proliferation of criminal activities is a prime debilitating factor which will affect visitors and tourists during the 2010 FIFA World Cup. Swart et al (nd) contend that a main influence on perceptions of crime is through the medium of communication. The media is the main instructor that facilitates the passage of information, especially incidents of criminal activities. Swart et al (nd) assert that peoples’ perceptions (ideals) are constructed around the type of information that they have, and the media has created increased hysteria amongst South Africans and potential visitors and tourists.

The potential of a destination such as South Africa to generate income in the tourism industry becomes curtailed with the perpetual increase and onset of criminal activities on locals as well as visitors (Swart et al, nd). The long-term viability and sustainability of the tourism industry is affected. Since the advent of the democratic era, South Africa has engaged in sport tourism to develop the country's economy (Swart et al, nd). The paucity of stringent security is a major concern (Swart and Bob, 2009). Therefore, stakeholders' perceptions may be positively influenced by the security measures that South Africa is implementing for the duration of 2010 FIFA World Cup.

According to Swart et al (nd), the dissemination of information on incidents of crime is primarily in the newspapers. Technology such as the internet is speedily making retrieval of information especially on criminal activities much more convenient. If people have been victims of crime or they perceive a certain area to be high risk, it will impede their ability to engage freely and socialise with their tour groups or hosts, thus it limits the tourists stay in an area and reduces the network of tourists and reduces tourist spending (Swart et al, nd).

According to Swart et al (nd), in their study they identified the various forms of print media that carried issues relating to the 2010 FIFA Soccer World Cup. Crime is predominantly anticipated to be a key factor that may stagnate the mega-event. Priority is deemed to be given to safeguard the international spectators or tourists as opposed to the South African populace who have had to bear the brunt of callous criminals in a society burgeoning with perpetrators and rampant violence on innocent individuals (Swart et al, nd).

2.7.1.2 Security strategies

According to Swart (2007), the security system will be sophisticated and state of the art technology will be utilised so as to safeguard the cohorts of enthusiastic fans and to keep the event free from terrorism and criminal activities. FIFA has played a catalytic role in boosting the security system. There are strict security guidelines and norms that FIFA imposes on the host nations. These including ensuring the safety of participants and FIFA staff at accommodation sites as well as within the match and training venues. Burger (2007) and Bob et al (2006) deduce that the utilisation of the vanguard of technology in conjunction with the increase in the human resource base will significantly assist in policing during 2010 FIFA World Cup. The binary of the South African Police Service (SAPS)

strategy and the resource base of FIFA will help to attain a successful and safe 2010 FIFA World Cup.

According to Swart (2007: 29), “approximately 31 000 additional police officials will be employed for 2010”. Burger (2007) contends that reliable security for 2010 is imperative and the scourge of violent criminal activities that are the daily experience of many South African citizens and visitors needs to be annihilated. De Boer (2008b) contends that as part of the stringent security plan for the 2010 FIFA World Cup the Metro police in Durban will effectively deal with such threats as hooliganism and related criminal activities by utilising technology such as video cameras and having a constant network of communication between the Metro police.

Measures are being implemented to improve security for the citizens of South Africa as well as the tourists. The prevalence of criminal activities has created a sense of disbelief in the government’s ability to protect the innocent (Burger, 2007). “It is fairly certain that robbery (and non-violent crimes such as theft) will be the biggest crime threat to visitors and spectators during the 2010 Soccer World Cup” (Burger, 2007: 3). There is much excitement and festivity that is associated with a mega-event such as the 2010 FIFA World Cup. However there is also a need for an advanced and technologically equipped police force who can respond effectively and immediately should criminal activities occur during the planned festivities (Bob et al, 2006).

2.7.1.3 Child sex tourism and prostitution

Canavan (2007), Powell (2007) and Van Schalkwyk (2007) assert that child sex tourism is rampant. Many authors proclaim and economists in the tourism industry contend that the influx of tourists will be phenomenally high as South Africa plays host to such a momentous event during the 2010 FIFA World Cup. However, tourists are not only the trustworthy spectators; with them are devious people (Canavan, 2007; Powell, 2007; Van Schalkwyk, 2007).

Canavan (2007) notes that some of those are powered by greed and are willing to erase a child’s innocence by making them objects of sex. With poverty on the increase, deceitful individuals are seeking to make money in unscrupulous ways. Children become vulnerable

targets. Canavan (2007) contends that the Fair Trade in Tourism South Africa (FTTSA) is taking a proactive approach to combat the scourge of child sex tourism that is deemed to proliferate when the tourists will influx into South Africa during the 2010 FIFA World Cup. A binary of workshops were held, the first in Johannesburg and in Cape Town. Canavan (2007: 26) highlights that the main item on the programme of the workshops was “The Code, as it is known, is an international code of conduct intended to prevent child sex tourism by making the tourism and hospitality industry vigilant and aware”.

Canavan (2007) states that the initiative has proven to be successful in the first world countries such as America, Europe and Asia. In the past decade approximately 60 countries across the globe have implemented ‘The Code’ as it is proving to be worthwhile in defeating child sex tourism. Van Schalkwyk (2007) asserts that Kenya is the pioneer country on the African continent that is a signatory of ‘The Code’ in an attempt to eradicate the proliferation of child sex tourism. According to Ohmann et al (2006), prostitution is seen as a problem when events are hosted. Thus, prostitution is seen to impact negatively on the host region as well as on the society.

The Sex Industry Worker Safety Action Group (SIWSAG, 2009) highlights issues related to human trafficking and mega events. They assert that prostitution and trafficking activities as related to mega sporting events first came to public attention in Athens (2004) and Germany (2006). The SIWSAG (2009) study was part of a multi-phased 2010 impact project that hopes to increase health and safety for all while decreasing human trafficking and violence against sex workers

2.7.2 Utilisation of public funding and related increase in poverty

According to Maennig and Schwarthoff (2006: 122), “in South Africa the stadium measures are financed completely from public funds”. The expenditure for their day-to-day expenses will increase. This will inconvenience South Africans in various ways. Therefore, the people from low economic backgrounds may feel alienated by the hosting of the 2010 FIFA World. Sporting events should benefit everyone within the host community; however, this is not usually the case (Nadvi, 2008). Swart and Bob (2004: 1315) deduce that “public funding is often required because of the sheer scale of the financial commitment to mega-events”. Getz (2005) further contends that the impoverished people in the community will be the

most affected, as the rising costs of daily commodities and the provision of services will affect them drastically.

Nadvi (2008) examines the scenario of the poverty-stricken individuals that may be impacted upon by the hosting of the 2010 FIFA World Cup. Nadvi (2008) illustrates a few points that direct disadvantages may inflict unwanted suffering. The anticipated advantages are not reaped by those that are low in the economic hierarchy or whose status quo is seen as below average (Nadvi, 2008). This presents an area of concern as it may create more problems for individuals that are already in the precarious situation of dealing with the 2010 FIFA World Cup and their issues are seemingly overlooked (Nadvi, 2008).

Whitson and Horne (2006) further elaborate that the utilisation of the public finances for massive infrastructural development is a contentious issue. Support for 2010 FIFA World Cup becomes fragmented as residents come to grips with the possibility of the increase in the daily commodities and general goods and services (Nadvi, 2008).

2.7.3 Overcrowding, traffic congestion and resultant noise

Hall (1992) asserts that traffic congestion is associated with events. Makhaye (2008) deduces that traffic congestion is a problem in Durban. The main reason is that currently many South African citizens feel that the traffic is very bad and may increase with the 2010 FIFA World Cup visitors. Traffic congestion can be reduced by improving infrastructure and transport systems (eThekweni 2010 Business Case, August, 2006).

As a proactive measure to reduce traffic congestion during the 2010 FIFA World Cup the eThekweni Municipality has a plan of action that will ensure the roads are not busy. Firstly, the eThekweni Municipality will restrict the number of citizens to ensure that the roads are not too chaotic. Secondly, the eThekweni Municipality is embarking on encouraging people to use taxis or buses as a mode of transport during the 2010 FIFA World Cup. The utilisation of a shuttle system will be implemented. The success of the above mentioned are contingent upon the implementation of the plans (eThekweni 2010 Business Case, August, 2006) and locals being willing to use public transport. The latter is of concern given safety issues and the fact the public transport is in many instances dysfunctional. Manjoo (2008) asserts that the standards of the transport infrastructure in Germany for the 2006 World Cup

was high. South Africa has to leverage its transport infrastructure for the 2010 FIFA World Cup to cope with the cohorts of the international and foreign tourists.

According to Hall (1992), the local residents will be affected by the influx of tourists and visitors to the area, excessive movement and transportation of the tour buses, tourists at the local shopping centre and local amenities and facilities. During the hosting of sporting events noise will increase at the venues. There will also be after parties within the residential areas, in close-proximity to the event will occur (Getz, 2005). According to Ohmann et al (2006), locals will feel uncomfortable and inconvenienced as the tourists will be invading their environment.

2.7.4 Social impacts and imbalance in social life

“The social structure of the destination is vital in determining the scale and nature of any impacts” (Fletcher, 2005: 271). The countries that are more advanced and modernised and that have dense numbers of people, will not have tourists that arrive impinge on their lifestyles and disrupt the equilibrium (Fletcher, 2005).

In essence, the developing countries will have to trade-off the citizens and local peoples’ basic amenities/ services for the sporadic events; it is therefore a risk and not a guarantee especially with the fluctuating economies (Nauright, 2004). Nauright (2004) asserts that the hosting of sporting events is ascending in the hierarchy of the economy and society. It is a trend that the developing countries are being accustomed to this type of investment. Sports events are seen to aid development and require governments and businesses and sectors of society to work synergistically towards hosting Olympics and mega-events. This is also possible for the 2010 FIFA World Cup if social legacies for communities are planned for and people get opportunities to meaningfully participate in and benefit from the event (Nauright, 2004).

2.7.5 Environmental impacts

Collins et al (2009) reveal that the need exists to focus attention on mega-events and the environmental as well as potential impacts that may affect the natural environment (Collins et al, 2009). As a result of the associated activities stemming from hosting the mega-events,

environmental sustainability is an important aspect that has to be considered. It requires attention and there has to be a sort of balance between the social, economic and environmental aspects in order to achieve a successful event (Collins et al, 2009).

According to Orams (2005), numerous types of consequences are likely to occur within a particular natural setting as a result from the sporting events and the associated tourism. These are inclusive of the tourism impacts. As the land is being denuded it results in degradation in the composition of the soil. Furthermore, as construction takes place and areas become concreted, it compromises the functioning of the bionetwork. According to Sookrajh (2008: 71), “pressures originating from inappropriately managed infrastructure and tourist activities can impact on the receiving natural environment”. Sookrajh (2008) further states that the environment is been given attention and states the significance of greening of events is steadily being recognised. By complying with Agenda 21 the construction of the Moses Mabhida stadium hopes to mitigate against environmental degradation. According to Maennig and Schwarthoff (2006: 128), in complying with Agenda 21 the Moses Mabhida stadium has fulfilled the following:

- be integrated into the ecosystem by accessing solar and wind potentials;
- seal the smallest possible land area, and change the topography in a limited and sensible way;
- provide and compact building structure;
- use passive solar energy, thermal retention and heat recovery;
- provide a connecting green recreation space;
- consume the least possible energy with the greatest possible efficiency; and
- influence micro-climate via building surfaces and optimise sun shade.

2.8 Factors that could inhibit successful hosting of the 2010 FIFA World Cup

2.8.1 Political issues

“...political instability will deter tourists and therefore hinder tourism development” (Fletcher, 2005: 273). The political status in a particular county will reflect the manner in

which the country is run and how the people (different individuals with their viewpoints) are treated (Fletcher, 2005).

According to Van der Merwe (2007), South Africa is seen as the pioneer for hosting mega-events, as well as a country whose planning and management can be emulated by other African countries, who would want to host a sporting event of this propensity. The political construct of the country is profound and distinct; a prime concern is for those political parties to realise that 2010 FIFA World Cup is a common goal for all, and not a single driven opportunity for attaining votes and popularity. Therefore, the authorities would need to clearly define the role players and their responsibilities for the 2010 FIFA World Cup, thereby ensuring that clarity and democracy is practiced during this prestigious event (Van der Merwe, 2007).

2.8.2 Load-shedding

Cole (2008a) deduces that the supply of electricity for the 2010 FIFA World Cup will have to be constant. As a proactive measure against load-shedding during the 2010 FIFA World Cup generators will be used to ensure that there will be no power outages. Maennig and Schwarthoff (2006) deduce that in view of limited electricity supply in the country, for the duration of the 2010 FIFA World Cup there would have to be a supply of electricity stored.

2.9. Information technology

Nauright (2004) notes that as the countries compete for global coverage and hosting of mega-events, the pressure increases for those host nations to become more involved in activities that would enhance their image, make them more recognisable as a host city and thus more advantageous/popular to host an event. According to Nauright (2004), the vanguard of technology such as cyberspace is an advantage that enables communication links to become stronger and broadened amongst spectators and sports people that share common interest in sport. According to Nauright (2004), cyberspace is also a contentious issue not only for sport but for each aspect of a community. The main issue is that people who are not financially secure will not be able to afford sophisticated information communication technologies such as internet and cyberspace (Nauright, 2004).

Thus, these inequalities create a gap amongst those countries at the forefront of the economic hub and who are tuned to technology and those who can afford technology and those who come from impoverished backgrounds (Nauright, 2004). Therefore, the wealthy and the advanced nations could benefit and become more involved in the technology. Adams (2008b) further asserts that a portal will be created on the internet, so that the various businesses and people who are interested in finding out more information about the 2010 FIFA World Cup can do so. There have been significant changes in the manner in which the communication has occurred. Technology is proving to aid the process and to simplify as well as to make it more convenient to broadcast the mega-events (Adams, 2008b).

2.10 Management of the 2010 FIFA World Cup

Cornelissen (2004a) asserts that the organisers should have all of their ideas streamlined into an efficient and effective planning and implementation, so as to obtain a triumphant sports event that does not exceed the budget and gets maximum economic benefits. It would be beneficial for the hosting of the mega-event that the public funds are not used entirely for the mega-event but also for the citizens of South Africa (Cornelissen, 2004b). The concerns regarding who benefits from the 2010 FIFA World Cup is directly linked to the use of substantial public funds.

Van der Merwe (2007) contends that the 2010 FIFA World Cup will bring a wave of change to the people's lives in South Africa. The change is largely anticipated in relation to nation-building and anticipated economic as well as infrastructural benefits. The 2010 event is the standpoint for strengthening of the South African economy; the political parties should also be focusing on a common goal for the country, such as triumphant development. This may lead to a society that boasts multicultural diversity and democracy that is not limited to the transcribed legislation of parliament but democracy that can be experienced and felt by each and every South African citizen during and after 2010.

2.11 South Africa as a host of mega-events beyond the 2010 FIFA World Cup

According to Maennig and Schwarthoff (2006: 124), "the city (Durban) regards the 2010 FIFA World Cup as a stepping stone on its way for future bids for the Commonwealth

Games or Olympic Games”. South Africa has pledged large amounts of its financial resources towards the 2010 FIFA World Cup, the infrastructure has been great, it is seen not only as a temporary investment, but also as an endowment for the many years preceding the event (Bohlmann and van Heerden, 2005). Thus, the resources utilised will serve as a platform for future mega-events, sporting activities and associated events. A case in point is a possible Olympics bid. “With South Africa contemplating a bid for the 2016 Games, it will be interesting to see whether its next Olympic bid will build on the pillar of human development championed by the 2004 bid” (Swart and Bob, 2004: 1322).

It becomes almost an advantage to highlight the destinations most precious assets and prove to the world that the host nation is indeed worthy of hosting a successful event as well as market itself for future sport events (Maennig and Schwarhoff, 2006). Bohlmann and van Heerden (2005) note that it would be a worthwhile venture for South Africa to be a possible host of mega-events in the years to come as the infrastructure for the 2010 FIFA World Cup will be sufficient. According to De Boer (2008a) and McCallum (2008), Durban anticipates to bid for the Olympic games in 2020. The Moses Mabhida stadium will be able to be upgraded to meet the requirements of an Olympic stadium (De Boer, 2008a). The Moses Mabhida Stadium will be a catalyst to bid for the Olympics. Sutcliffe (2008) contends that the International Olympic Committee (IOC) will be hosting their session in 2011. Sutcliffe (2008) contemplates that South Africa can be a possible host. Cole (2008b) further asserts that the IOC 123rd session will be taking place in Durban in 2011.

2.12 Conclusion

This chapter highlighted the main issues associated with mega-events, both positive and negative, and the impacts that are likely to occur. In the context of South Africa there are various impacts can be anticipated. The positive economic impacts are business opportunities and job creation. The negative are increases in the cost of living and the effects on the poor. An array of social problems include crime, violence and inconveniences. The creation of legacies and social cohesion has positive impacts on society. Environmental impacts are also a cause for concern as pollution may become a problem with more tourists in the region. The next chapter provides the conceptual framework that guides the study.

CHAPTER THREE: THEORETICAL FRAMEWORK

3.1 Introduction

The researcher uses three theories to develop an appropriate conceptual framework. These are the Stakeholder Theory, Collaboration Theory and the Social Exchange Theory. The residents and the businesses have been identified as the key stakeholders for the study and the above mentioned theories have assisted the researcher to identify the main characteristics of stakeholders and the role that the stakeholders have in the 2010 FIFA World Cup stadium development. The perceptions of the stakeholders are a determinant of the residents' and businesses' understanding of infrastructural development.

3.2 Stakeholder Theory

Hardy and Beeton (2001) contend that with proper planning and efficient management tourism in a particular area can be sustainable. However, sustainable tourism cannot be achieved on its own. It requires input so that the different aspects of sustainability are all in harmony with one another, namely the social, economic and environmental spheres (Hardy and Beeton, 2001). Thus, with the increasing emphasis on the social aspect, the stakeholders come into play.

Yuksel et al (1999 cited in Hardy and Beeton, 2001: 174) assert that “stakeholder analysis seems a logical method for identifying the multiple subjective opinions of those with a stake in tourism; and for planning it in a way to avoid any costs associated with poor planning and management and resultant conflicts”. This serves as a proactive measure to ensure that any uncertainties and issues of difference amongst the stakeholders can be identified and resolved. Hardy and Beeton (2001: 175) posit that “in order to involve stakeholders in the planning and management of tourism, an understanding of their perceptions is necessary”. Thus, in this research endeavour the perceptions of the key stakeholders are important to ensure that the 2010 FIFA World Cup incorporates their issues and concerns.

The research focuses on the residents and the businesses and their perceptions of 2010 FIFA World Cup stadium development. People will have divergent viewpoints and concerns. According to Burger (2004), South Africa has a great tourism and hospitality industry and this sector of the economy has brought in many dividends for the country and is assisting to

develop it further. The eThekweni Municipality does not function in isolation and it cannot achieve its goals if residents and businesses are not consulted and participate in the planning process (eThekweni Municipality, June, 2004).

The development and management of the stadium is a major change for the eThekweni Municipality's residents and businesses. The sustainability of the tourism industry is dependent upon the private and public sector support for the eThekweni Municipality's decisions. The stakeholder theory therefore is relevant to the study as it defines what can be achieved and how, and identifies who should participate and/ or be consulted (Hardy and Beeton, 2001). Therefore the stakeholder theory is the principle theory for this research endeavour.

According to the stakeholder approach, the decisions that are made and the plans that are implemented should be done with the stakeholder's best interest at heart and their understanding is crucial so as to minimise unwanted conflict. According to Hardy and Beeton (2001), sustainability is dependent upon the stakeholders' understanding and acceptance of the events that are occurring. Finally, the perceptions of the residents and businesses serve as an indicator of the positive and negative decisions that the South African government is making. Gursoy and Kendall (2006) proclaim that in the past the residents played a minor role in influencing decision-making that pertained to the hosting of sporting events on a large-scale. The pivotal role players were those high up in the hierarchy of government and the private sector (Gursoy and Kendall, 2006). There needs to be a greater understanding of residents' concerns and interest otherwise animosity may occur. Disagreements among key stakeholders need to be resolved and compromises have to be reached. The association among stakeholders has to be mutual and symbiotic relationships can be formed between the residents and the stakeholders for mega-events and local infrastructure development (Gursoy and Kendall, 2006).

3.3 Collaboration Theory

This study focuses on stadium development and the two key issues that need to be considered with any form of development are sustainability and management of the development. Sustainability and management refers not only to the physical aspects of stadium construction but also to the social aspects. Therefore sustainability and management cannot be achieved in a vacuum but they would need to be part of a complete system which includes the social and

physical aspects which will be addressed. The economic aspect is an important consideration. The Collaboration Theory is of prime significance as “collaboration offers a dynamic and flexible process for incorporating the often diverse views of multiple and interdependent stakeholders, such that changes can be made to the planning process as situations evolve” (Jamal and Getz, 1995: 195).

The perceptions of the residents and stakeholders are necessary as it shows the understanding that they have and that the problems that they have can be addressed (Gursoy and Kendall, 2006). Sports tourism is not a stand alone affair. The decisions that are made by the host city needs to consider the host community’s welfare before, during and after the mega-event (Gursoy and Kendall, 2006). A triumphant 2010 FIFA World Cup is contingent upon the resident and business stakeholders working in partnership with one another. This association will enable support and a harmonious relationship to occur. Thus, any form of misinterpretation and rivalry can be eradicated. Their collaboration will lead to the stakeholders working as a team to achieve a legacy mega-event in 2010.

According to Gursoy and Kendall (2006: 605), “public discussions on the expected benefits and costs and widespread community involvement are likely to result in broad public consensus over how to reduce negative impacts and increase benefits”. Fredline (2004) further elaborates that a unanimous support from the key stakeholders, especially residents, is a key attribute for a successful mega-event.

Jamal and Getz (1995: 187) assert that “collaboration offers a dynamic, process-based mechanism for resolving planning issues and coordinating tourism development at the local level”. Jamal and Getz (1995) highlight that within community tourism planning it is important to understand the various roles that stakeholders have to attain a system of collaboration. Furthermore, when the initial phases in tourism development and planning are in equilibrium it allows for the process to follow through which results in sustainability being attained within the community or location. Thus, when the tourism development is completed it would have been a transparent process that incrementally would include those stakeholders and their broader concerns can be realised and materialised (Jamal and Getz, 1995).

3.4 Social Exchange Theory

According to Gursoy and Kendall (2006: 608), “social exchange theory posits that residents are likely to support mega events as long as they believe the expected benefits of development will exceed expected costs”. The Social Exchange Theory defines the expectations that the residents in a host community of a mega-event would have as they would want to incur minimal costs and risks with the advantage of benefiting whilst forming a part of the exchange in the society. Thus, the involvement of the individuals in the social exchange process is dependent upon the rewards they would receive. Therefore, the basis of the relationships in Social Exchange Theory relies on the residents getting the optimal reward whilst enduring no major loss or change (Gursoy and Kendall, 2006; Andereck et al, 2005). Andereck et al (2005) deduce that in the Social Exchange Theory, when applied in tourism will be interpreted differently by the residents. The principle of this Social Exchange Theory is that there will be individuals anticipating to reap different types of benefits therefore they will participate in the exchange.

Andereck et al (2005) assert that when people perceive benefits or positive results then they would pledge a higher degree of support and welcome the tourism related developments in their area. Thus, the positive results or benefits are motivating factors that attract the individuals to participate. According to Gursoy and Kendall (2006), the Social Exchange Theory can be interpreted differently by different individuals. The exchange can thus be seen as negative and unworthy of them being involved or it may be seen to be worthwhile as it will positively impact on them. Thus in the latter case they will want to participate.

In terms of the Social Exchange Theory, a key point that is highlighted by Ap (1992) pertains to the residents within the community that hosts a tourist activity. Ap (1992) notes that the Social Exchange Theory has numerous attributes that include the divergence in resident attitudes as well as how it differs from within a particular group or person. Thus, residents are seen to play a dual role, driven by the principles of the Social Exchange Theory. They can assist with the exchange process by making the tourists feel welcome or they (the residents) may want a whole lot more out of the social exchange. Furthermore, social exchanges are not rigid, it may vary from each community and the results of the exchange are contingent upon the perceptions of the residents (Ap, 1992).

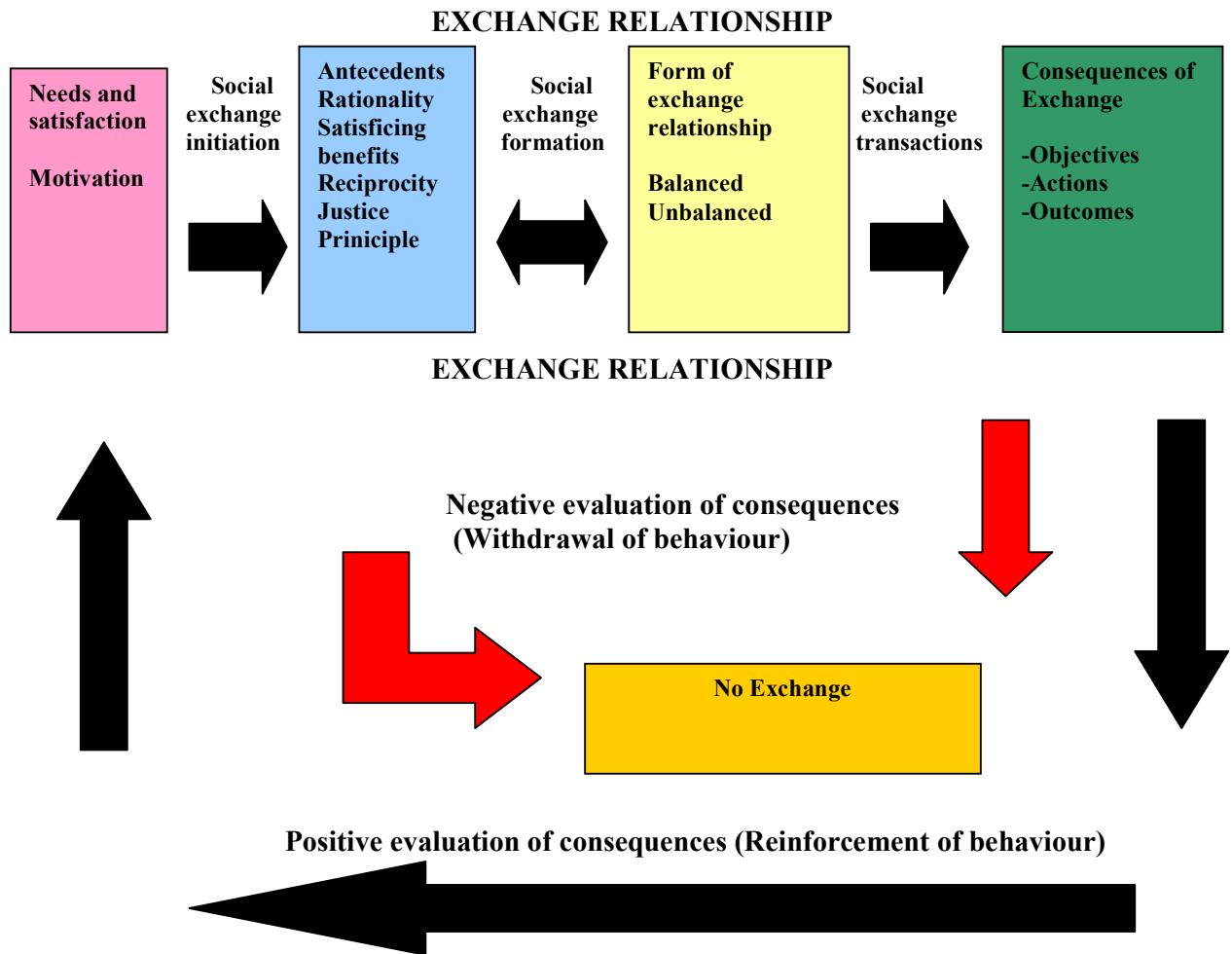


Figure 3.1 The Social Exchange Process (Source: Ap, 1992: 670)

According to figure 3.1, the social exchange process is expressed as a combination of steps and relationships. There are various types of exchanges which occur at different stages. Thus, the social exchange process is not a straight-forward one (Ap, 1992).

The social exchange process begins with the residents having to be motivated to participate in the exchange. Therefore, if the key stakeholders or residents are interested in the social exchange they would be entering into a relationship. Their decision to enter would make them a crucial part of the social exchange relationship (Ap, 1992). This is the beginning of a cycle as their involvement and participation would create perceptions of the social exchange process. Once the relationship has begun the social exchange would occur and the various

give and takes would occur (Ap, 1992). According to Ap (1992), the outcomes of the social exchange process is twofold, namely, positive and negative.

Ap (1992) asserts that in terms of the Social Exchange Theory, power (in terms of who takes decisions and who benefits) is a key component within the process of exchange. The individuals who possess greater or equal power will perceive the social exchange process to be of significant benefit to them. According to Ap (1992), the reverse also applies, as within the social exchange process the individuals who have comparative social powers which are less or insignificant will view the social exchange process as being negative or not worthwhile.

Waitt (2003: 196) suggests that “The justice principle suggests that each exchange be underpinned by norms of fairness to ensure that residents receive reasonably equitable returns for their support or participation” According Kim et al (2006: 87), “several factors affect the way residents evaluate the rewarding of hosting a mega-event in relation to the costs before hosting the event. In general, because of the hype generated by the national media, government agencies, and the mega-event committee, local residents are likely to believe that expected benefits of hosting the mega-event would exceed expected costs”. Thus, if their expectations of current mega-events are not fulfilled it may be a contributory factor for residents to refrain from pledging their support towards staging mega-events in the future (Kim et al, 2006). Thus, the residents may have an over-estimated idea of the rewards (Kim et al, 2006).

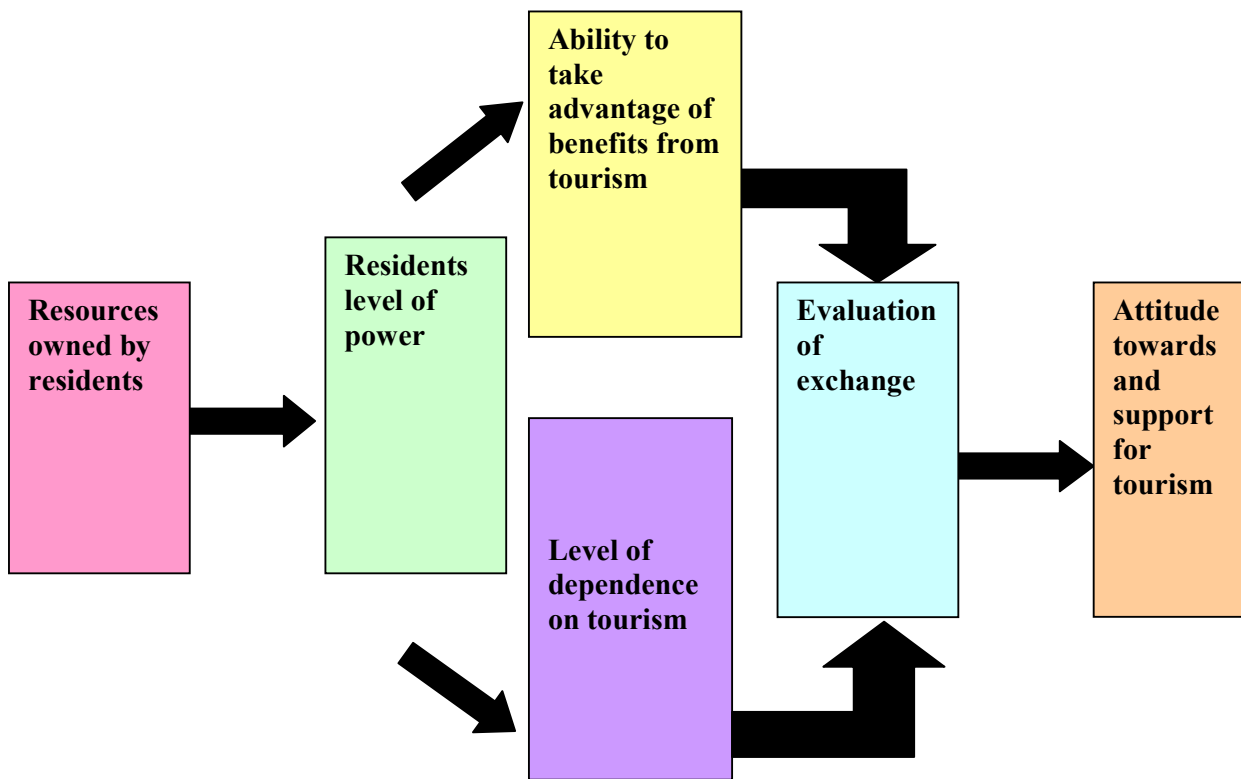


Figure 3.2 Conceptual framework for understanding residents' attitudes towards tourism

Source: Adapted from Kayat (2002: 176)

Figure 3.2 illustrates the social exchange process. Kayat (2002) highlights that residents within a particular community may have a myriad of resources. Their ownership of resources is thus crucial as the residents will be the key controllers of what has to happen to those resources. According to Kayat (2002), the next step is the amount of power that the residents exude within the social exchange relationship. It depicts that with having power it leads to two other steps. The first is that with residents having power, they may become beneficiaries and seek opportunities which will be presented with the tourism related activities. Thus, the residents have control over their resources as well as the one's which

tourism will bring. This then leads to how the residents would evaluate the social exchange relationship. In this step they would see it as being positive for them as they have gained a myriad of rewards. For these residents, they would become optimistic about the hosting of future mega-events or tourism related activities. Thus, their positive perception would create a positive outlook and it would generate a higher degree of support and interest.

The second step illustrates the residents' dependence on tourism (Kayat, 2002: 176). Their power has dictated their level of control or dependence. With a comparatively lesser level of power or fewer channels to show their power, it will make them less in control and thus they would depend more upon the tourism related activities. From this step, the residents would have a comparatively negative perception of the social exchange relationship. Their evaluation of being involved in the social exchange relationship will influence their perceptions of mega-events and related activities. By them not seeking a full range of benefits, it may create a pessimistic outlook about pledging support for future events.

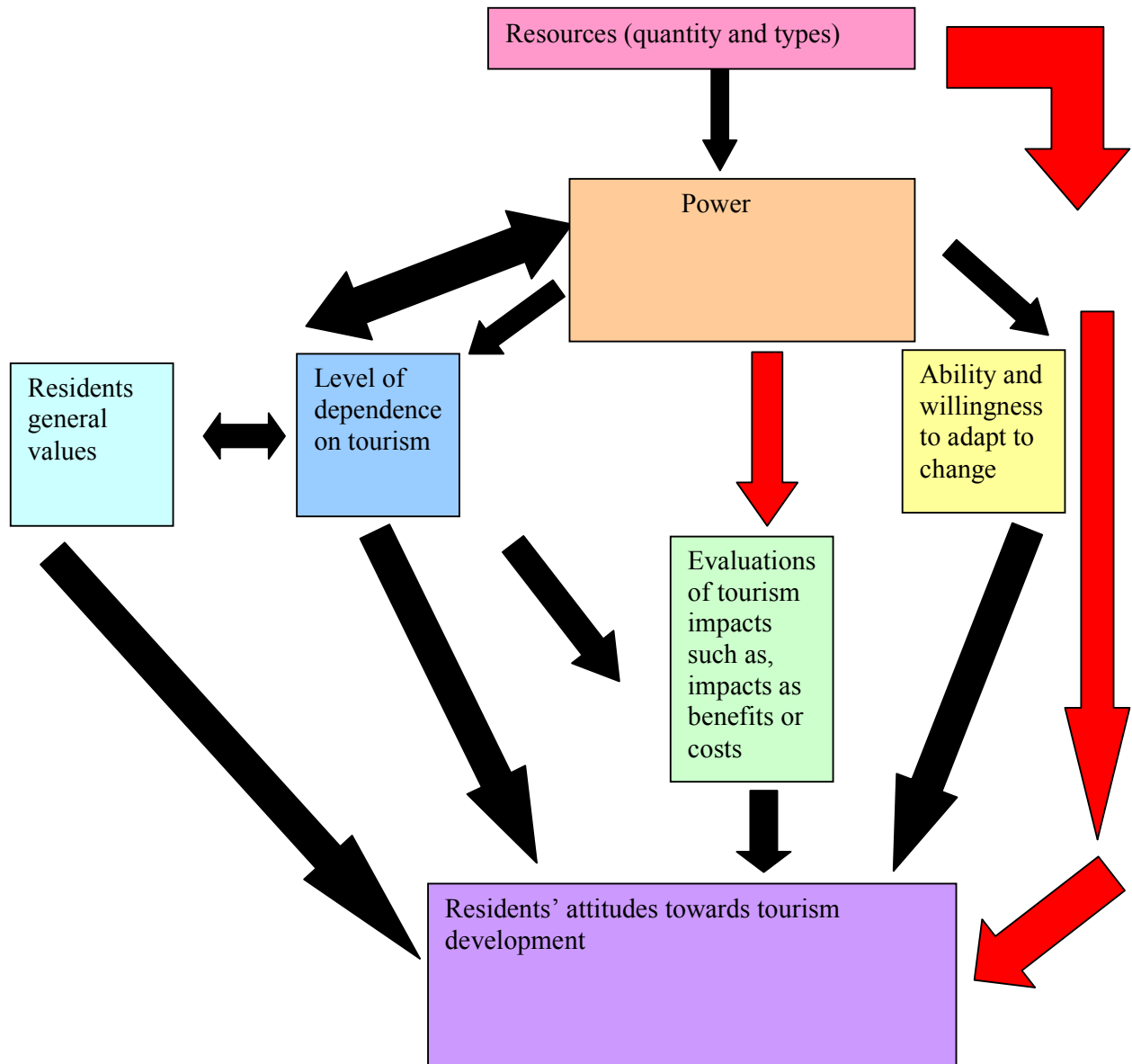


Figure 3.3 Interrelationships of variables that determine residents attitudes toward tourism.

Source: Adapted from Kayat (2002: 189)

According to Kayat (2002), the study on the residents on the Island of Lankawi in Malaysia investigated the perceptions and attitudes of those residents within the context of the Social Exchange Theory. In that study, the main issue was that the residents consisted of a binary

of that population. The two important groups were noted as being 'power' and 'no power' (Kayat, 2002: 176).

Figure 3.3 highlights the relationships that have been formed by the residents within the social exchange relationship. According to the study conducted in the Island of Langkawi, Malaysia, 'power' which the residents possess will to a certain degree determine how they perceive the tourism event has impacted on them. Thus, the key finding of that study shows that the residents who have more finances and resources are deemed to be in a more powerful position, thus they wanted to expand on their resources. They felt that they would benefit from the social exchange process (Kayat, 2002).

3.5 Conclusion

The three theories, namely, Stakeholder Theory, Collaboration Theory and Social Exchange Theory have been used to highlight the relevance of examining stakeholders. The Stakeholder Theory has illustrated the importance of the stakeholders and more particularly the resident and business stakeholders. The Collaboration Theory is closely linked to the Stakeholder Theory. According to Jamal and Getz (1995), the Collaboration Theory identifies the manner in which the role of the key stakeholders can be mobilised in the processes of decision-making. The Social Exchange Theory notes the resources and the control the stakeholders have (Ap, 1992). Furthermore, the Social Exchange Theory highlights that the social exchange process is dependent upon the resources that the stakeholders have and the stakeholders' interest to participate in the exchange process (Ap, 1992; Kim et al, 2006).

CHAPTER FOUR: RESEARCH METHODOLOGY

4.1 Introduction

This chapter provides background information on the eThekweni Municipality and then focuses on the study area, that is, the location and surrounds of the Moses Mabhida stadium. The qualitative and quantitative techniques are explained and their relevance to this study is discussed. Face-to-face interviews form the basis of the study as they have been conducted with the utilisation of survey questionnaires. Sampling techniques implemented as part of the research design and methodologies are also presented. The systematic sampling technique was used to ascertain data from the residents and the purposive sampling technique was used for the local businesses.

4.2 Background of study area

In terms of the State of the Environment Report (2004), the eThekweni Municipality has a society of people that embodies an array of different cultures. With regards to the age profile of the inhabitants, the majority of the people are youth. The eThekweni Municipality population is a composition of Africans, Indians, Whites and Coloureds (State of the Environment Report, 2004). According to the State of the Environment Report (2004), the economic spectrum of the eThekweni Municipality or more specifically, Durban is quite active, especially in the manufacturing and tourism related enterprises. In terms of housing there is a backlog. According to State of the Environment Report (2004), since the mid-1990s there has been a proliferation in the number of informal settlements within the eThekweni Municipality. There is a need to provide more housing to eradicate possible challenges such as overcrowding and homelessness as these problems would contribute to poverty and promote more environmental disasters such as flooding and deforestation (State of the Environment Report, 2004).

It is important to note that despite the proliferation of informal settlements in Durban, this study focuses on resident and business perceptions of those who reside in close proximity to the stadium location because, as indicated in the literature review, they are most likely to be affected by stadium development linked to hosting of the World Cup. It is beyond the scope of this study to examine the perceptions of all strata of residents residing in

Durban. Durban is characterised by a relatively high unemployment rate. The main issue is that many unemployed individuals do not have the necessary skills required for them to seek employment and earn a decent wage (State of the Environment Report, 2004). Black Economic Empowerment (BEE) and Small, Medium and Micro Enterprises (SMME) development are the strategies being implemented to ensure that equity, skills and employment is attained so that poverty may be addressed by the people within the Municipality (State of the Environment Report, 2004).

According to State of the Environment Report (2004: 22), savannah, grasslands and forests are the three types of biomes which characterises the eThekweni Municipality: “The aquatic biomes represent both freshwater and marine habitats and include 18 river catchments and 97 km of coastline”. Burger (2004) provides insight into the Province of KwaZulu-Natal and indicates that the environment of the province is renowned for the subtropical coastline and the Indian Ocean. KwaZulu-Natal has a burgeoning economy and one of the key attributes is through sugarcane and agriculture (State of the Environment Report, 2004). A subtropical climate is the main feature of this province (Burger, 2004). “Durban is one of the fastest growing urban areas in the world” (Burger, 2004: 13). Durban is also renowned for its ecological make-up. The fauna and the flora create an area that is biodiverse and keeps the area popular internationally (State of the Environment Report, 2004).

The State of the Environment Report (2004) contends that the proliferation in the number of people is a key concern as this is likely to result in biodiverse land being denuded and developed to accommodate for the increased number of people. According to State of the Environment Report (2004), the province experienced havoc and torrential rains. The potential of disasters is caused by climate change. The change in weather will alter the ecosystems and its biological functioning so the eThekweni Municipality has legislation to protect the natural environment from human impacts (State of the Environment Report, 2004).

The study area is indicated in figures 4.1 and 4.2. The Moses Mabhida stadium is located on the maps and the 2 km area around the precincts of the stadium is indicated through the buffer. The majority of the residential areas are located on the South-west and the North-west regions of the Moses Mabhida stadium, namely Morningside, Windermere

and Essenwood. There are many recreational and tourist facilities located in the area. There is a dominant transport infrastructure through the roads and the train station. There are many building complexes and those are where many of the shops are located.

According to Seekings (2000), the area was created to conform to the Group Areas Act governed by the apartheid regime. The residential areas around the stadium were, during apartheid, designated as White areas with predominantly middle and upper income households. With the demise of apartheid in the early 1990s, middle and upper income Indians and some Africans have moved into the area (Seekings, 2000). There are clusters of households in the area which are in close proximity to the available resources, facilities and amenities. The coastline is also a featured attraction in the area and so are the many sport facilities in the area. In fact, the location of the Moses Mabhida stadium in the area makes it part of a larger sport precinct area that is aimed at positioning Durban as an attractive sport events destination.

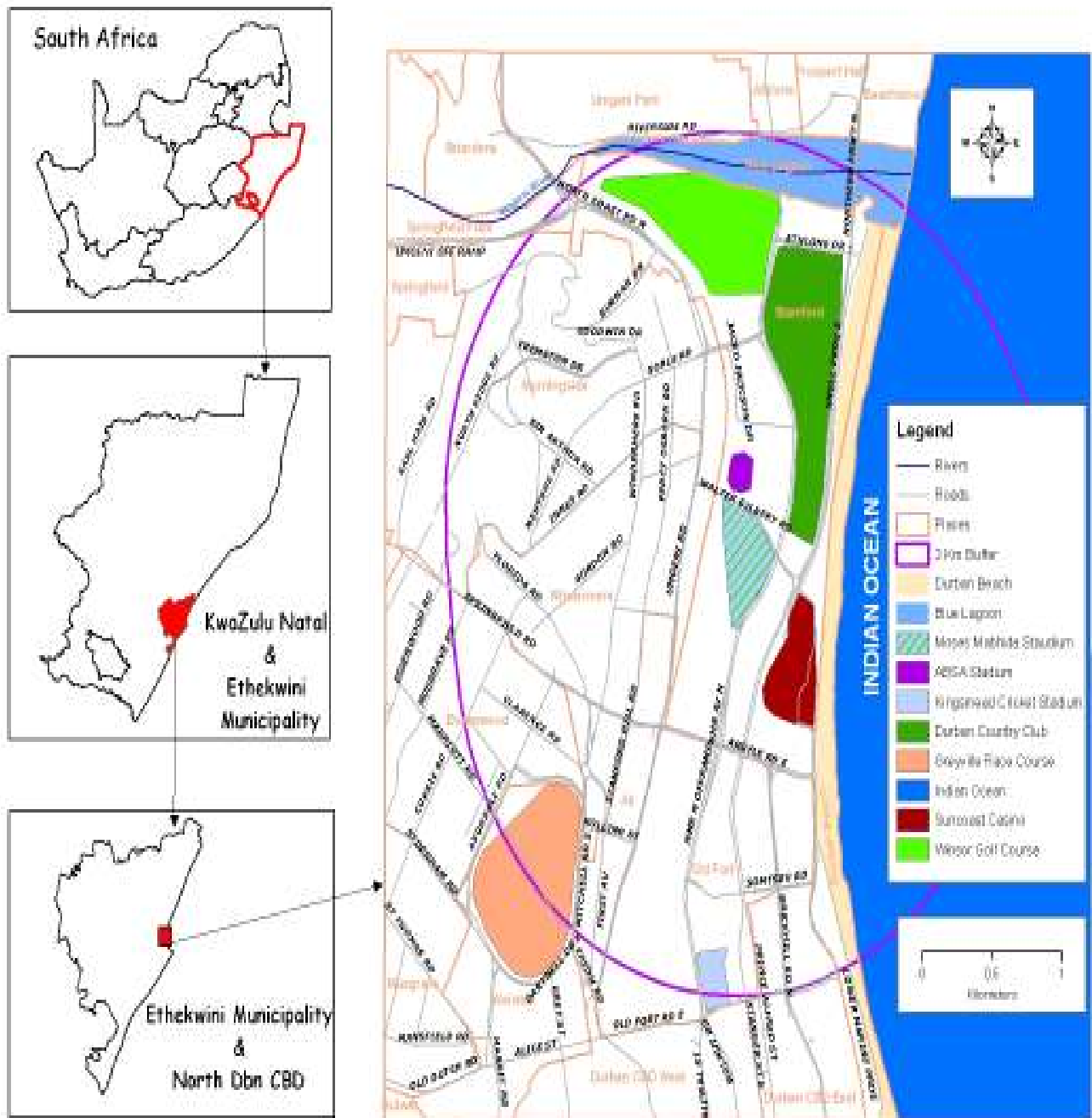


Figure 4.1 Base map of study area.

Source: Cartography (2008a), School of Environmental Science



Figure 4.2 Ariel photograph of study area

Source: Cartography (2008b), School of Environmental Science

4.3 Qualitative and Quantitative data techniques

According to Clarke and Dawson (1999: 65), “quantitative methods generate data that can be presented numerically and subjected to various types of statistical analysis, whereas qualitative techniques produce data that are not so readily open to statistical interpretation”. In terms of the quantitative data collected, SPSS (Statistical Package for Social Science) has been used to analyse and represent the data. The data was inputted into SPSS and imported into Microsoft Excel. The data is represented in the form of graphs and tables. The focus of this research endeavour was to formulate an assessment of the resident and local business perceptions. The perceptions of the two stakeholders are important as they will be directly impacted (either in a positive or a negative manner). Their viewpoints on the construction of the Moses Mabhida Stadium and the impacts will formulate a range of issues and arguments. Information is extracted from the resident and local business stakeholders. Therefore, the qualitative data technique was able to incorporate their perceptions and formulate meaning.

Schurink (1998: 243) asserts that “the qualitative research paradigm in its broadest sense refers to research that elicits participants accounts of meaning, experience or perceptions”. The questionnaire survey included open-ended questions and focused on the perceptions of the respondents. Thus the research endeavour includes qualitative aspects in ascertaining and understanding the resident and business perceptions and their attitudes. Furthermore, in relation to the attitudes that have been derived they enabled the researcher to quantify them and draw on possible conclusions and the reasons that underpin the attitudes that respondents have.

4.4 Face-to-face interviews

For both the resident and the business surveys, face-to-face interviews were conducted. Finn et al (2000: 91) indicate the nature of conducting face-to-face interviews as:

Face-to-face interviews are essentially structured conversations, or question and answer sessions. The conversation is structured by a schedule of questions which is administered by an interviewer to every respondent in the same way. The face-to-face contact between participant and researchers is one of the reasons for such surveys generating high response rates.

Clarke and Dawson (1999: 69) contend that “while there is an opportunity for the researcher to clarify any ambiguities stemming from the wording of questions in situations where a questionnaire is administered by means of face-to-face interviews or telephone interviews, there is no such opportunity in self-administered questionnaires”. This is the key advantage highlighted by Clarke and Dawson (1999) which is that face-to-face interviewers increase the amount of participation and feedback from the respondents.

De Vaus (2002: 122) asserts that “since the interviewer is on the spot they can answer respondent’s questions, clarify misunderstandings and probe answers to open-ended questions”. Clarke and Dawson (1999) and De Vaus (2002) contend that face-to-face interviews ensures that the respondents have fully understood the questions and the reason for the research being conducted, thereby getting the respondents to participate in the study. The researcher may facilitate if there is a problem which increases the response rates. Also, the researcher may formulate a discussion with the respondents.

According to Singleton and Straits (1999: 255), “the oldest and most highly regarded method of survey research, face-to-face interviewing has a number of advantages”. The respondents will also feel that they can express more of their thoughts and views as someone is listening to them. Thus, the researcher can clearly understand and determine the respondents’ views (whether good or bad). Their perceptions, views, opinions and attitudes are reflective of their background, experiences or even government initiatives, such as finance and government loans. People are more confident and clarity in their answers is possible (Finn et al, 2000; Singleton and Straits, 1999).

According to Burger (2004), South Africa is a developing country. The past history of the country was fraught with racial discrimination and inequality. The economic status of many people is very different. The government proclaims that 2010 FIFA World Cup will speed

up economic growth and assist with job creation. By conducting face-to-face interviews with the formal businesses and residents it enabled the researcher to get first hand information into the respondents' viewpoints and their attitudes towards 2010.

The researcher also had greater insight into the respondents' perceptions and what has informed their perceptions. The interview schedule consisted of structured questions which allowed for the comparison of views on some issues such as their expectations of 2010 and concerns. The open-ended questions allowed for more depth and the conversation led to respondents speaking providing more details about their perceptions (Finn et al, 2000).

4.5 Survey questionnaires

In terms of collecting data for this research endeavour the researcher utilised survey questionnaires. For the residents 100 questionnaires were used in the medium of English. According to Rubin and Babbie (2005: 283), "surveys are also excellent vehicles for measuring attitudes and orientations in a large population". In this research endeavour, the researcher probes the perceptions of the key stakeholders, namely the residents and the formal businesses.

4.5.1 Resident survey questionnaire

The resident survey questionnaire consisted of ascertaining data on seven key aspects. Firstly, the resident profile was included so as to determine their biographical details and to understand the socio-economic amalgamation of the eThekweni Municipality residents in relation to their perceptions. Secondly, the key aspect was to gather information about the residents' general understanding of sport tourism and mega-events. The third key aspect that the resident survey questionnaire derived data on was the residents' awareness of the 2010 FIFA World Cup. Fourthly, the residents' interest in soccer was established using the survey questionnaire. The fifth salient component in the resident survey questionnaire was the residents' involvement in the 2010 FIFA World Cup. The perceptions and attitudes towards the construction of the stadium and impacts (pre, during and post-event), is the sixth crucial aspect of the data collection in the resident survey questionnaire. Lastly, resident perceptions and attitudes on the environmental, economic and social impacts were gathered by the researcher. Thus, the resident survey questionnaire attempted to derive information that

would thematically provide information about the issues and/or experiences which informed the residents' perceptions of the 2010 FIFA World Cup. It included likert scale questions with the following: strongly agree, agree, neutral, disagree and strongly disagree (Appendix 1).

4.5.2 Business survey questionnaire

The business survey questionnaire was utilised by the researcher to purposively select and interview 20 formal businesses operating in the proximity of the Moses Mabhida Stadium. The business survey questionnaire was designed so as to ascertain information on five key areas (Appendix 2). Firstly, the business profile, secondly their general understanding of sport-tourism and mega-events, thirdly, the business awareness of the 2010 FIFA World Cup stadium development and the Moses Mabhida Stadium. Their involvement, business concerns, perceptions and attitudes towards the 2010 FIFA World Cup stadium development were also included. Likert scales were also included in the business survey questionnaire, as was the case with the resident questionnaire. The primary data was collected during 2008 during July to September.

4.6 Systematic sampling technique: resident survey

For this research endeavour, 100 households were systematically selected. The researcher also used random selection to select the first household in the sample. The researcher randomly selected the first household among those that were directly adjacent to the precincts of the Moses Mabhida Stadium. Fink (2003) asserts that in systematic sampling the first number is randomly chosen. The sampling interval is the standard distance between the elements selected in the sample (Uys and Puttergill, 2003). In this research, every 5th household was selected as the number 5 was selected to be the sampling interval. The radius of approximately 2 km is the area within which the researcher worked in order to systematically select 100 households as indicated in figures 4.1 and 4.2. The researcher selected every 5th household as part of the systematic sampling technique. The first household was chosen purposely as that which was deemed by the researcher to be the nearest to the stadium. The researcher began around the precincts of the Moses Mabhida stadium. The researcher continued to systematically select the households until the total sample number of 100 households was completed.

Uys and Puttergill (2003: 111) state: “the systematic sample is used when the cases of the population are ordered or grouped on a list or where they can be found in a limited geographical area, such as a residential area or locale”. Figures 4.1 and 4.2 illustrate that in this study, the study area is the eThekweni Municipality and more specifically 2 km around the stadium. For the number of residents that were unavailable whilst the research was being conducted or did not want to participate in the study, the researcher proceeded to the next household until the sample of 100 households was reached.

4.7 Purposive sampling technique: business survey

Twenty formal businesses were purposively selected by the researcher. They were chosen primarily on the basis of being directly involved in the 2010 FIFA World Cup and also those that would be affected by the stadium development. With the 20 formal businesses having been chosen as the sample number, the researcher earnestly embarked on a process of selection to ensure that the sample is balanced and encompasses the businesses that represent/ fit the range of businesses within the 2 km radius of the Moses Mabhida Stadium. The businesses such as restaurants, take-away food-outlets, retail, clothing and jewelry stores were purposively selected. They are most applicable to tourists and the broader community of consumers that would proliferate during the 2010 FIFA World Cup. This approach ensures that the businesses have been purposively selected and thus would provide a series of perceptions and diverse spectrum of concerns and attitudes. Informal traders were not included in the survey because to limit the scope of the study.

4.8 Conclusion

This chapter presented the background into the study areas. Face-to-face interviews were explained. The resident and business survey questionnaires adopted were discussed. The sampling techniques were the systematic and purposive approaches. Systematic sampling was used to select the 100 households and purposive sampling was used to select the businesses.

CHAPTER FIVE DATA ANALYSIS: RESIDENT PERCEPTIONS

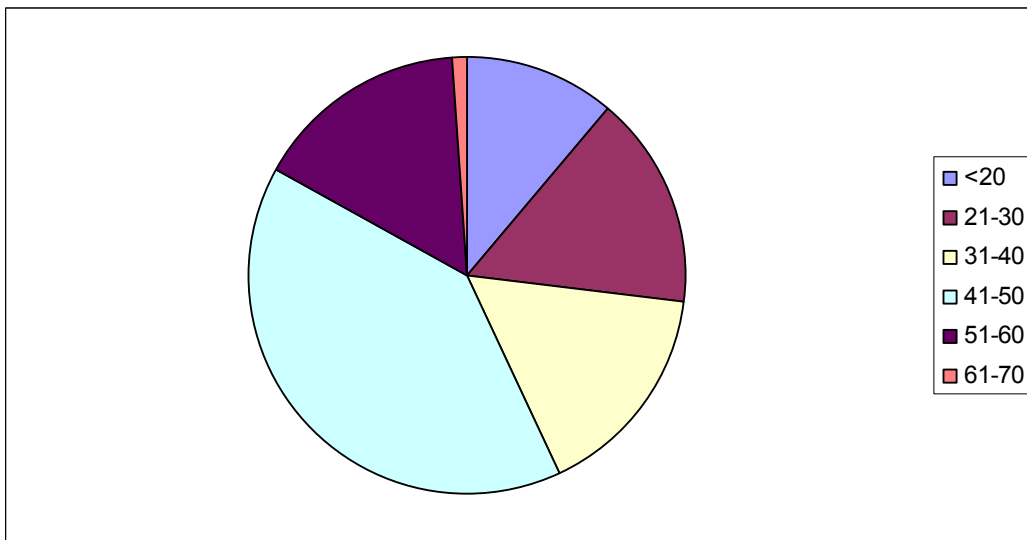
5.1 Introduction

This chapter provides a thematic analysis of the data from the resident questionnaire surveys. The first section contains the data on the resident perceptions and attitudes. The profile of the residents is presented as well as the residents' general understanding of sport tourism and mega-events. The terms soccer and football are used interchangeably. Although FIFA uses the term football, South Africans tend to use the term soccer. The next chapter looks at the business data and the relevant perceptions and attitudes.

5.2 Resident profile

Figure 5.1 shows that the majority of the respondents (40%) were between the ages of 41-50 years. For the age categories of 21-30 years, 31-40 years and 51-60 years these respondents were 16% each. Eleven percent of the respondents were < 20 years old. One respondent was between 61-70 years of age. The average age of the respondents was 41 years and ranges from 20-70 years.

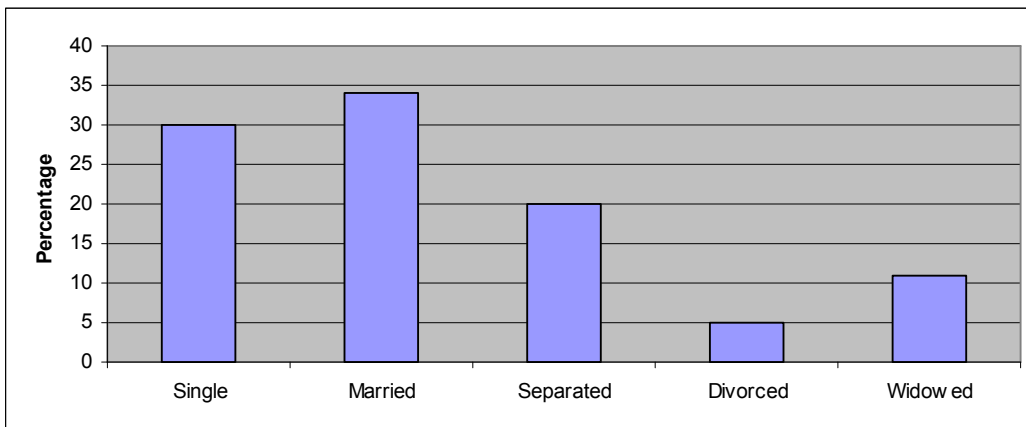
Figure 5.1 Age of respondents (in %: n = 100)



Fifty two percent of the respondents were female and 48% of respondents are male. This may be attributed to the study area having been a residential area and it consisted of males and females. They both share interests in soccer and were willing to participate in the study as it related to the 2010 FIFA World Cup.

Figure 5.2 highlights the marital status of the respondents. The marital status indicated that there are strong family communities in the area with 34% of the respondents stating that they are married. Thirty percent are single and 20% were separated. Eleven percent were widowed and 5% of the respondents are divorced.

Figure 5.2 Marital status of respondents (n = 100)



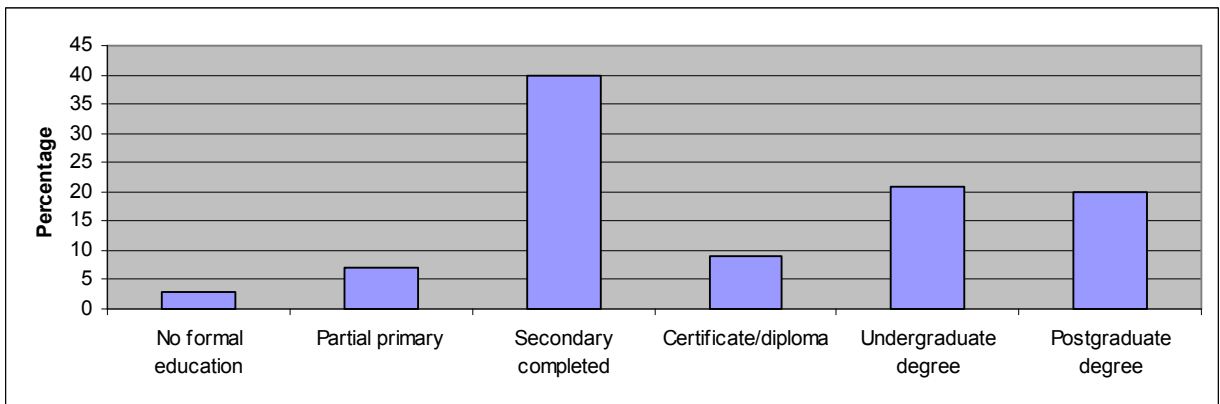
In terms of race, table 5.1 demonstrates that the majority of the respondents (47%) were Indian and 32% were White. Fifteen percent were African and 6% were Coloured. The residential areas were predominantly reserved for Whites only under the Group Areas Act. However, with the onset of the democratic era there has been an increase in other racial groups who now reside in the area.

Table 5.1 Race of respondents (n = 100)

Race	Percentage
African	15
Indian	47
Coloured	6
White	32

Figure 5.3 shows the respondents' level of education, with the majority (40%) of respondents having completed schooling. The reason for the lower levels of study at tertiary level may be attributed to the cost of tertiary education. Twenty one percent of the respondents had an undergraduate degree and 20% had a postgraduate degree. Nine percent of the respondents had a certificate/diploma. Seven percent had a partial primary education and 3% of the respondents had no formal education.

Figure 5.3 Level of education (n = 100)



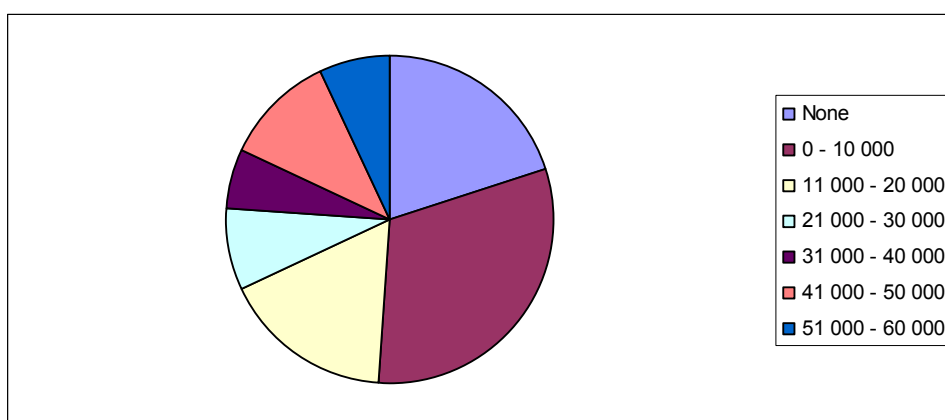
According to table 5.2, 17% of the respondents were students/scholars and another 18% are professionals. Sixteen percent were administrators, 16% were business persons, 14% were involved in sales/marketing and 7% are self-employed. Five percent were home executives. The respondents who were labourers/ unskilled and retired comprised 3% each, and one respondent was a clerk. According to the State of the Environment Report (2004), within the eThekweni Municipality there is a lower number of people with skills and that is not visible in the above results. This is because the residents in this area are mainly from middle and upper income groups.

Table 5.2 Employment status (n = 100)

Employment status	Percentage
Student/ scholar	17
Home executive	5
Labourer/ unskilled	3
Retired	3
Sales/ marketing	14
Administrator/manager	16
Business person	16
Professional	18
Self-employed	7
Clerk	1

In terms of income, figure 5.4 shows that the majority (31%) of the respondents earned R0 – R10 000 per month. Seventeen percent of the respondents earned R 11 000 - R20 000, 11% earned R 41 000 - R50 000, 8% earned R 21 000 - R30 000 and 7% of the respondents earned R 51 000 - R60 000. Six percent of the respondents earned R 31 000 - R40 000 and 20% of the respondents did not earn an income. The average monthly income earned was R30 416, 67 and ranged from R0 - R60 000. It is important to note that the income is that of the respondent and not the household.

Figure 5.4 Monthly incomes in rands (n = 100)



According to table 5.3, approximately 56% of the respondents resided 2 km from the Moses Mabhida stadium. This may be attributed to the residential areas of Morningside, Windermere and Essenwood being located further away from the Moses Mabhida

stadium. Twenty nine percent of the respondents lived 1.5 km from the Moses Mabhida stadium and 15% of the respondents resided 1 km from the Moses Mabhida stadium.

Table 5.3 Distance from Moses Mabhida Stadium (n = 100)

Distance in km	Percentage
2	56
1.5	29
1	15

5.3 Residents' general understanding of sport tourism and mega-events

In terms of the residents' understanding of sport tourism, table 5.4 reveals that 32% of the respondents defined sport tourism as an activity that 'generates revenue/ economic activity in a country', 26% stated that it 'attracts people or tourists to watch/ support the sport', 24% of the respondents described it as 'creating/ increasing jobs' and 23% defined it as 'people are interested and people will travel to watch their teams'. The respondents' perception of the positive economic benefits is prevalent. Even though the respondents may not benefit directly, the tourism event is advertised and promoted so as to get the support of the residents for the hosting of sporting and mega-events. However, 12% of the respondents stated that that they had 'no idea, did not know or were not sure'.

Eight percent of respondents defined their general understanding of sport tourism as the 'hosting and promoting of sport events', another 8% stated it 'attracts/ encourages people to participate in sport'. Six percent stated that it is 'like any other tourism activity'. Five percent stated that it 'occurs in different areas/ parts of a country', 5% stated that the 'sports get popular' and another 5% stated that it is 'tourism generated as a by-product of sport events'. Four percent stated that the 'sports/ sports industry gets developed' and another 4% defined it as 'tourism surrounding the hosting of major sport events/ touring sports events'. Three percent stated that it 'involves businesses, tourism operators' and 2% stated that it is 'like the 2010 FIFA World Cup'. The following were one percent each by the respondents: 'tourism relating to major sport events', 'developing the sport industry to promote tourism', 'marketing of sport events', 'involves the hosting of big sporting events', 'associated with different types of sport events' and 'makes a country marketable'.

The key findings show that the definition of sport tourism is mainly focused on the economic advantages associated with sport tourism and the resultant creation of jobs. Furthermore, the respondents stated that travel is associated with sport tourism and it draws the tourists to the sport event. The implications of this is that the respondents may see only the economic value of sport tourism and not the social value such as pride and the opportunity it gives the country such as boosting the image of the host city. The respondents thus seem to be mainly interested in the economic aspect of sport tourism.

Table 5.4 Residents’ understanding of sport tourism (n = 100): Multiple responses

Definitions	Percentage
Tourism relating to major sport events	1
Generates revenue/ economic activity in a country	32
Sports gets popular	5
Sports/ sports industry gets developed	4
People are interested and will travel to watch their teams	23
Attracts people or tourists to watch/ support the sport	26
Developing the sport industry to promote tourism	1
Attracts/ encourages people to participate in sport	8
Creates/ increases jobs	24
Like any other tourism activity	6
Occurs in different areas/ parts of a country	5
Marketing of sport events	1
Involves businesses, tourism operators	3
Attracts international attention	5
Hosting and promoting of sport events	8
Involves the hosting of big sporting events	1
Like the 2010 FIFA World Cup	2
Tourism surrounding the hosting of major sport events/ touring sports events	4
No idea, do not know, not sure	12
Tourism generated as a by-product of sport events	5
Associated with different types of sport events	1
Makes a country marketable	1

Table 5.5 illustrates the definitions of mega-events. The majority (47%) of the respondents defined it as ‘huge, gigantic, big, large sport event’, 27% ‘did not know/ were not sure’ and 18% defined it ‘like the Olympics/ FIFA World Cup’. Nine percent stated that ‘a variety/ more sports played’, 8% defined it as ‘businesses and people make money from it’, and 8% stated that ‘many people participate’ and another 8% defined it as it ‘brings profits/ revenue to a destination/ country’.

Seven percent stated it is an event that ‘attracts many tourists/ people from different countries’ and another 7% stated that it is ‘events which attract international attention/ interest/ press’. Six percent defined it as ‘internationally recognised events’ and 5% stated that ‘the sports get developed’. Four percent stated that ‘people from different countries will participate’. Three percent defined it as ‘sport tourism on a large scale’, 3% defined it as ‘prestigious/ glamorous/ brings hope to the country’ and another 3% defined it as it ‘creates jobs’. Two percent stated that ‘teams will win trophies’ and another 2% defined it as ‘sports gets attention/ promoted’.

The following represent one percent for each of the definitions: ‘event which attracts many people’, ‘place becomes marketable’, ‘government spends money to have the sports’ and ‘sporting and tourism enterprise’. In terms of the key findings the respondents are aware of the magnitude of the mega-event and compared mega-events to the Olympics and to the FIFA World Cup.

It is important to consider what influences residents’ perceptions of sport tourism and meg-events. Although the respondents were not asked about this, the main influencing factors are likely to be the media (given the prominence of the 2010 World Cup and other mega-events in the popular media, especially television and print media), personal experiences and friends or relatives.

Table 5.5 Residents’ understanding of mega-events (n = 100): Multiple responses

Definitions	Percentage
Sport tourism on a large scale	3
Huge, gigantic, big, large sport event	47
Like the Olympics/ FIFA World Cup	18
Businesses and people make money from it	8
Attracts many tourists/people from different countries	7
Teams will win trophies	2
Many people participate	8
The sports gets developed	5
People from different countries will participate	4
Sports gets attention/ promoted	2
Variety/ more of sports played	9
Brings profits/ revenue to a destination/ country	8
Event which attracts many people	1
Place becomes marketable	1
Do not know/ not sure	27
Prestigious/ glamorous/ brings hope to the country	3
Government spends money to have the sports	1
Events which attract international attention/interest/press	7
Jobs are created	3
Internationally recognised events	6
Sporting and tourism enterprise	1

Eighty four percent of the respondents stated that they are aware of major sport tourism events held in South Africa in the past. Eight percent stated ‘no’ and another 8% indicated that they are ‘not sure’. Thus, most of the respondents were aware of sport events and this could be attributed to the numerous sport events that South Africa has successfully hosted.

Table 5.6 highlights the major sport events which South Africa hosted in the past that were identified by the respondents: 61% identified the 2003 Cricket World Cup, 45% stated 1995 Rugby World Cup and 34% stated soccer. Thirty one percent stated swimming and 29% stated golf tournament. Sixteen percent is not applicable whilst 3% stated the A1 Grand Prix.

Table 5.6 Major sport which South Africa held in the past (n = 100): Multiple responses

Sport	Percentage
1995 Rugby World Cup	45
2003 Cricket World Cup	61
Golf tournament	29
Soccer	34
Swimming	31
A1 Grand Prix	3
Not applicable	16

Table 5.7 illustrates the manner in which the respondents were informed of the events in the past. The majority (48%) were informed via the television, 40% via the newspaper, 34% by their friends and 27% from posters. Twenty six percent of respondents were informed via the radio, 22% via the internet, 20% via e-mail (electronic mail) and 16% is not applicable, whilst 14% of the respondents indicated that they were informed via the SMS (Short-Message-Service). The accessibility and affordability of the television has made it easier for respondents to be informed about major sport events. Many local newspapers are given free to the public, thus it makes the transfer of information easier and more cost-effective. By the respondents having a network of friends, it provided the opportunity for the respondents to be kept informed as well.

Table 5.7 Manner through which respondents were informed of major sport events in the past (n = 100): Multiple responses

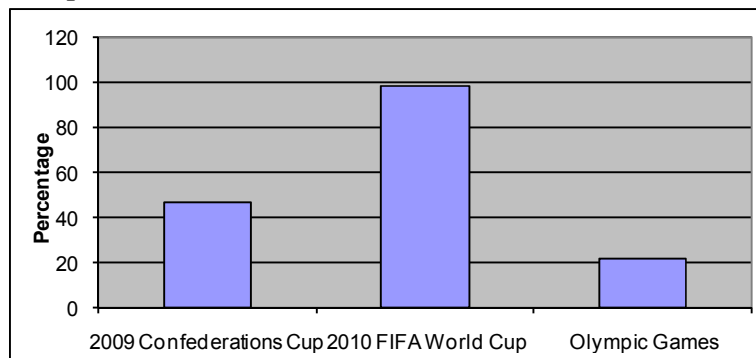
Type	Percentage
Television	48
Newspaper	40
Internet	22
Posters	27
Radio	26
Short message service (SMS)	14
e-mail (Electronic mail)	20
Friends	34
Not applicable	16

5.4 Residents' awareness of 2010 FIFA World Cup

All of the respondents stated that they are aware of a major sporting event that South Africa will be hosting. The media (print and televised) can be held responsible for this as the 2010 FIFA World Cup has been at the forefront of media reporting and journalism since South Africa won the bid to host the mega-event in 2004.

Figure 5.5 reveals that almost all of the respondents (98%) stated that South Africa will host the 2010 FIFA World Cup and 47% of respondents stated the 2009 Confederations Cup will be hosted by South Africa (the survey was undertaken prior to the Confederations Cup being hosted). Twenty two percent of respondents stated that the Olympic Games will be hosted by South Africa. The respondents are well aware of the 2010 FIFA World Cup that South Africa will be hosting and it has gained popularity amongst the respondents. The reason for the respondents stating Olympic Games may be attributed to the media coverage of the Olympic Games. Furthermore, with the many investments being made for the 2010 FIFA World Cup, the Olympic Games has been mentioned in various media (print and televised) to reassure the people in the country that those investments will benefit the country in the long-term.

Figure 5.5 the major sporting event that South Africa will be hosting (n = 100): Multiple responses



Sixty percent of the respondents indicated that they are aware of a dedicated soccer venue being planned as a 2010 soccer legacy in Durban. Thirty four percent of respondents were not sure and six percent stated 'no'. This may be attributed to the 2010 FIFA World Cup and the Moses Mabhida stadium becoming popular in the eThekweni Municipality.

Sixty percent of the respondents were aware of a competition venue being planned as a 2010 soccer legacy. This may be attributed to respondents being exposed to various sources of information from the media that is making them aware of the competition venue. Thirty three percent were not sure and 7% indicated 'no'. Fifty five percent of the respondents stated that they know where the training venues were located and 45% do not know where the training venues were located.

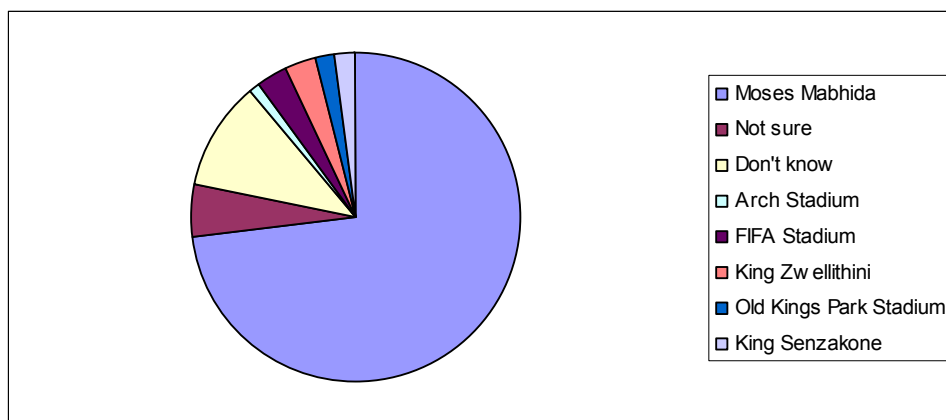
Table 5.8 reveals that 15% of the respondents stated that the legacy stadium will be located in 'Walter Gilbert Road', 12% stated 'in town' another 12% stated that the legacy stadium will be located 'near/ next to ABSA' (Amalgamated Banks of South Africa) stadium. Seven percent of respondents stated that the legacy stadium will be located 'near Umgeni road' and 5% stated that it will be located in 'central Durban/ Town'. Four percent of respondents indicated that the location of the legacy stadium in Durban would be in 'Stamford'. One respondent each stated that the location of the legacy stadium would be in 'Umbilo', 'near Kingsmead', 'near Umgeni River', 'near old Kings Park Stadium' and 'Gilbert Road', respectively. The respondents' overall knowledge of the location of the legacy stadium in Durban is not very accurate. This may be attributed to the numerous constructions occurring in the area. Furthermore, the respondents seem to be more focused on the Durban area in general or there is confusion about what 'legacy' means.

Table 5.8 Location of the legacy stadium in Durban (n = 100)

Location of stadium	Percentage
Umbilo	1
Near Kingsmead	1
Near Suncoast Casino	1
Near Umgeni Road	5
Central Durban/Town	7
Walter Gilbert Road	14
Near/Next to ABSA Stadium	15
In town	10
Near Old Kings Park Stadium	1
Gilbert Road	1
Stamford	4
Not applicable	40

In terms of figure 5.6, seventy three percent of the respondents stated that the Moses Mabhida stadium will host the sport event. The results highlight that the Moses Mabhida stadium is fast becoming familiar amongst the respondents as they are becoming accustomed to South Africa hosting the 2010 FIFA World Cup. Eleven percent did not know and 5% were not sure. Three percent stated FIFA stadium and a further 3% stated the King Zwelligithini stadium will host the sport event. Two percent of the respondents stated old Kings Park stadium and another 2% stated King Senzakone. One respondent stated Arch stadium.

Figure 5.6 The stadium in Durban which will host the sport event (in %: n = 100)



5.5 Residents' interest in soccer

Table 5.9 reveals that a third (33%) of the respondents indicated that 'I am an avid fan of the sport and always try to attend or watch it on TV'. Twenty four percent stated 'I am interested in the sport and see it when I can' and 20% of the respondents stated 'I am not interested in the sport but sometimes attend or watch it because family or friends are interested'. There is a dominant interest in soccer amongst the respondents. This may be attributed to soccer being a popular sport in South Africa. Fifteen percent of the respondents indicated 'I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area'. Eight percent of the respondents stated 'I have no interest in this sport or the associated festivities even when it is held in our area'. There is an overall interest amongst the respondents in the sport of soccer as a spectator.

Table 5.9 Statement which best summarises residents’ interest in soccer as a spectator (n = 100)

Statement	Percentage
I am an avid fan of the sport and always try to attend or watch it on TV	33
I am interested in the sport and see when I can	24
I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area	15
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	20
I have no interest in this sport or the associated festivities even when it is held in our area	8

According to table 5.10, the majority (43%) of the respondents indicated that ‘I am a keen participant of this sport who is regularly involved but not in any formal competition’ and 19% stated ‘I have absolutely no interest in participating recreationally in this sport’. Seventeen percent of respondents stated ‘I am a keen participant of this sport who is regularly involved in club competition’. The respondents’ interest in soccer as a recreational activity is above average. Eleven percent of the respondents indicated ‘I used to participate but I have not done so in recent years’. Ten percent of the respondents stated that ‘I occasionally participate in this sport socially’. The key findings state that the majority of the respondents participate in the sport at some level recreationally.

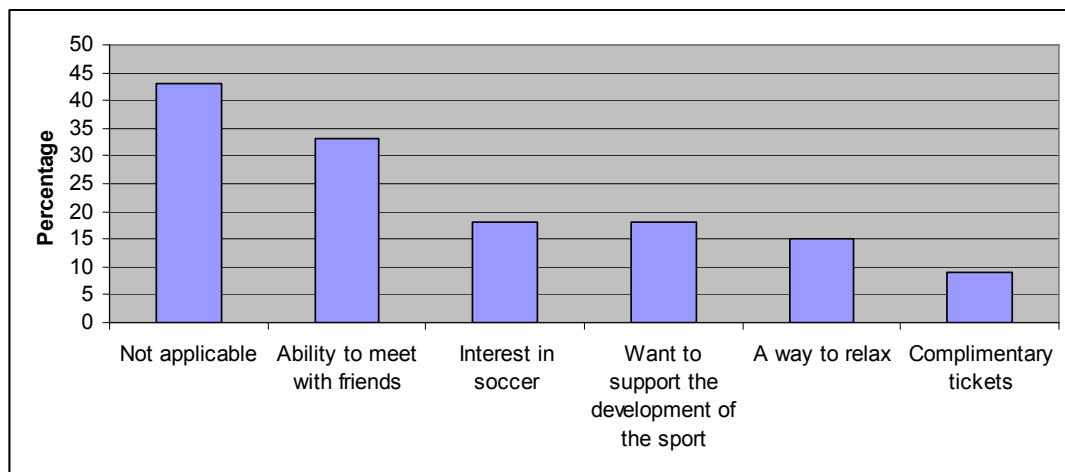
Table 5.10 Statement which best summarises residents’ interest in soccer as a recreational activity (n = 100)

Statement	Percentage
I am a keen participant of this sport who is regularly involved in club competition	17
I am a keen participant of this sport who is regularly involved but not in any formal competition	43
I occasionally participate in this sport socially	10
I used to participate but I have not done so in recent years	11
I have absolutely no interest in participating recreationally in this sport	19

Fifty seven percent of the respondents indicated that they currently attend soccer matches in Durban whilst 43% of respondents stated that they did not. Soccer is a relatively popular sport amongst the respondents and there are many local soccer matches which are held in Durban that attracts the respondents.

In terms of figure 5.7, 43% was not applicable, 33% of respondents stipulated that their reason for attending soccer matches was the opportunity it provided them to meet friends. Thus, soccer is seen to be a crucial part of the social life of many of the respondents. Eighteen percent of respondents each stated that they wanted to support the development of the sport and that they have an interest in soccer. Fifteen percent of the respondents stated that it was a way for them to relax and 9% indicated that they had complimentary tickets.

Figure 5.7 Reasons for attending soccer matches (n = 100): Multiple responses



The majority (56%) of the respondents stipulated that they would be attending 2010 FIFA World Cup matches. However, 44% stated that they would not be attending any of the 2010 FIFA World Cup matches. There is interest amongst the respondents and most of them would like to attend 2010 FIFA World Cup matches.

It is evident from figure 5.8 that 44% was not applicable, 27% of the respondents would like to attend a FIFA World Cup match in Durban and 6% of the respondents indicated Johannesburg. There is an interest amongst the respondents and they are excited about supporting and attending 2010 FIFA World Cup matches. If this is an indicator of local

attendance, then Durban is likely to have a relatively good attendance of South Africans at the soccer matches. Five percent of the respondents stated that they would attend a match in Cape Town and another 5% of the respondents indicated Port Elizabeth. Four percent of the respondents stated that they would attend FIFA World Cup matches in Bloemfontein and 3% of the respondents stated Nelspruit. Two percent each of the respondents each indicated that they would attend the soccer matches in Polokwane, Pretoria and Rustenburg. There is some interest amongst the respondents to travel in South Africa during the 2010 FIFA World Cup event. The event will thus contribute to domestic tourism.

Figure 5.8 Place where respondent would like to attend a 2010 FIFA World Cup match (in %: n = 100)

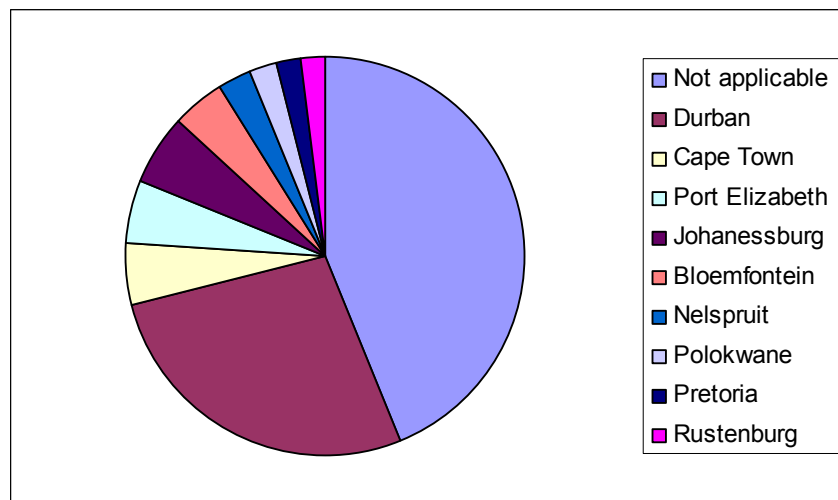


Figure 5.9 demonstrates that 44% was not applicable, 30% of the respondents would be traveling to the match with their own car. The convenience and safety of using one's own vehicle may be contributing to the respondents wanting to travel in their own cars. Eleven percent of the respondents stated that they would travel with a bus. Eight percent of the respondents indicated that their mode of transport for the 2010 FIFA World Cup would be aeroplanes and 6% of respondents stated they would travel with a conducted tour. One respondent (1%) stated that he/she would travel in a taxi.

Figure 5.9 Mode of transport to be used by the respondents to travel to the 2010 FIFA World Cup (in %: n = 100)

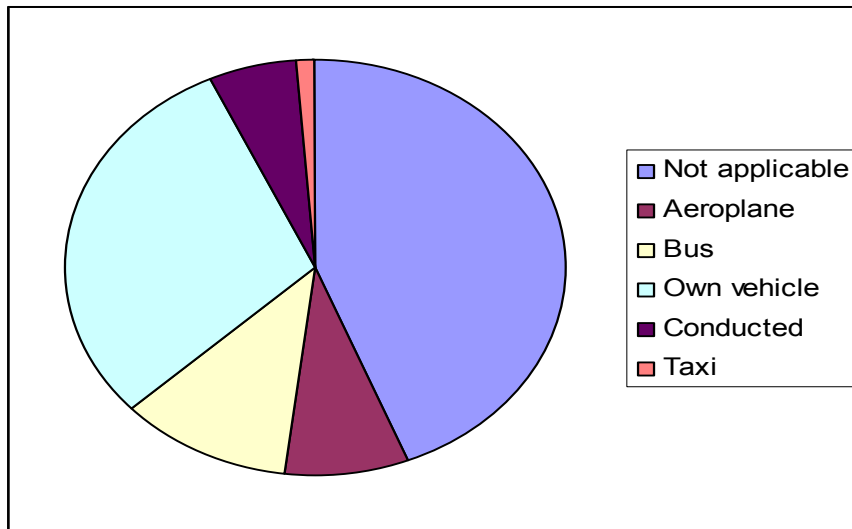


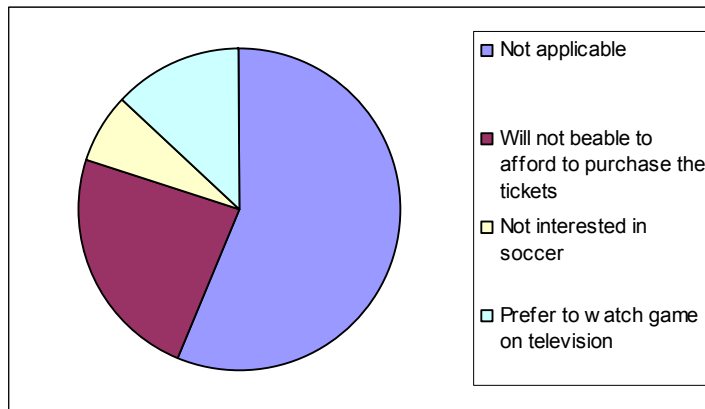
Table 5.11 indicates the price that the respondents are willing to pay to attend the FIFA 2010 World Cup matches. Forty four percent was not applicable, ten percent of respondents stated that they would pay R200 for a ticket. Four percent of respondents each stated that they were willing to pay R100, R250 and R300, respectively. Three percent of respondents would pay R150. Two percent of the respondents each stated that they would pay the following prices: R60, R65, R75, R160, R175, R180, R220 and R275. One respondent each stated that they were willing to pay the following prices: R70, R80, R85, R120, R130, R140, R170, R185, R195 and R280 R500, R600, R800, R1 000 and R2 000. The average price that the respondents were willing to pay for the FIFA 2010 World Cup matches was calculated to be R246.88 and ranged from R60 to R2 000.

Table 5.11 Amount that respondent is willing to pay for a ticket (n = 100)

Price of tickets in Rand	Percentage
60	2
65	2
70	1
75	2
80	1
85	1
100	4
120	1
130	1
140	1
150	3
160	2
170	1
175	2
180	2
185	1
195	1
200	10
220	1
250	4
275	2
280	1
300	4
500	1
600	1
800	1
1000	1
2000	1
Not applicable	44

According to figure 5.10 (56% is not applicable), 24% of the respondents stated that their reason for not attending the 2010 FIFA World Cup is that they 'will not be able to afford to purchase tickets'. The cost of the tickets to attend the match is a factor to be considered as respondents would be deterred by the costs. Thirteen percent nine percent of the respondents indicated that they 'prefer to watch the game on television' and 7% of the respondents stated that they were 'not interested in soccer'.

Figure 5.10 Reason for not attending the 2010 FIFA World Cup (in %: n = 100)



Eighty seven percent of the respondents stated that they would consider watching the match on television, whilst 13% of the respondents indicated that they would not consider watching the match on television. Sixty eight percent of the respondents stated that they would consider watching the game at a dedicated spectator location if they could not afford to purchase tickets. This may be attributed to the respondents' having a keen interest in the 2010 FIFA World Cup and even if they could not afford to purchase tickets they would want to take advantage of any opportunities to be a part of the historic 2010 FIFA World Cup. However, 32% of the respondents stated that they would not consider watching the game at a dedicated spectator location if they could not afford to purchase tickets. Forty five percent of the respondents indicated that they would not pay for watching on big spectator screens while 23% of respondents stated that they would pay to watch the match on big spectator screens at dedicated spectator venues, and for 32% it was not applicable.

Table 5.12 reveals that 77% would not pay to watch matches in dedicated spectator venues. Four percent would pay R50. Three percent were willing to pay R20 and another 3% pointed out that they would pay R100. Two percent of the respondents indicated that they would pay R10 to watch the match on spectator big screens at dedicated venues and another 2% of the respondents stated that they would pay R200. One respondent indicated that they would pay R55 to watch the match on spectator big-screens. Furthermore, one respondent each was willing to pay the following prices: R25, R35, R40, R65, R75 and R500.

Table 5.12 Amount respondents will pay to watch game in dedicated location at spectator big-screens (n= 100)

Amount in Rand	Percentage
10	2
20	3
25	1
35	1
40	1
50	4
55	1
60	2
65	1
75	1
100	3
200	2
500	1
Not applicable/ none	77

5.6 Involvement in 2010 FIFA World Cup

According to table 5.13, 58% of the respondents stated that they mainly see their involvement in the 2010 FIFA World Cup as ‘a spectator at soccer matches’. Thirty seven percent of respondents indicated ‘no’ and 5% of respondents are ‘uncertain/ do not know’. With regards to the respondent being a volunteer, 66% stated ‘no’, 23% are ‘uncertain/ do not know’ and 11% of respondents indicated ‘yes’. This finding is in contrast to Donaldson and Ferreira (2008: 8) who assert that “the current number of volunteers in the field of safety and security is estimated at 4 500. It is envisaged that more will be recruited in preparation for the World Cup and beyond”. According to Smith and Fox (2007), the aspect of volunteering is seen as crucial because by people becoming volunteers it enables them to work synergistically thereby eradicating any type of misunderstandings. The key reason for the low number of respondents becoming volunteers may be attributed to the respondents either being unaware or not interested. Khangale (2008a) notes that for the 2010 FIFA World Cup approximately 15 000 volunteers are required to assist in making the event an astounding success. It would be more cost-effective to get volunteers who reside close to the stadium. However, the results reveal that more needs to be done to market the concept of volunteering and recruiting volunteers.

Sixty eight percent of respondents stated that they do not expect to be directly employed, 21% of respondents stated that they are uncertain and do not know and 11% of respondents indicated that they would like to be directly employed. Sixty six percent of respondents indicated ‘no’, 20% were uncertain/ do not know and 14% stated ‘yes’ that at this stage they mainly see their involvement in ‘income generating opportunities linked to event’.

Table 5.13 Involvement in 2010 FIFA World Cup (n = 100): Multiple responses

Response	Yes	No	Uncertain/ do not know
A spectator at soccer matches	58	37	5
A volunteer	11	66	23
Directly employed	11	68	21
Income generating opportunities linked to event	14	66	20

Seventy five percent of the respondents stated that they would like to be updated on 2010 FIFA World Cup events and opportunities. Twenty five percent of the respondents stated ‘no’. There is a keen interest amongst most of the respondents and they want to be kept informed.

As indicated in table 5.14, 27% of the respondents would like to be updated on events via the television and 27% via the SMS (short-message-service). The medium of television has been around for a significant period of time and is thus accessible to many of the respondents. The low cost of maintaining a television makes it the popular manner in which the respondents would like to be updated on 2010 FIFA World Cup events. Twenty six percent of the respondents would like to be updated via the internet. Twenty five percent of the respondents would like to be updated by the e-mail whilst 23% via the newspaper. Eighteen percent of the respondents indicated that they would like to be updated on events by community meetings, 16% from posters, 12% via the radio and 9% from their friends. The results suggest that media technology is the most popular. The event organisers need to focus on the television, SMS (short-message-service) and e-mail (electronic mail).

Table 5.14 Manner in which the respondents would like to be updated on 2010 FIFA World Cup events and opportunities (n = 100): Multiple responses

Manner	Percentage
Television	27
Newspaper	23
Internet	26
Posters	16
Community meetings	18
Radio	12
SMS	27
e-mail	25
Friends	9
Not applicable	25

Sixty nine percent of the respondents stated that they would like to be updated on stadium developments. This may be due to the respondents being interested in the Moses Mabhida stadium as it is a great development in the eThekweni Municipality and located close to their place of residence. Thirty one percent of respondents indicated ‘no’, indicating that a significant proportion was not interested in being updating about World Cup events and opportunities.

Table 5.15 reveals the manner in which respondents would like to be updated on stadium developments. Thirty three percent of respondents stated that they would like to be updated through the newspaper, 24% through the television and another 24% through the short-message-service (SMS). Nineteen percent indicated that they would like to be updated through the internet, 18% electronic-mail (e-mail), fourteen percent radio, 13% indicated they would like to be updated through posters and 1% through friends. The newspaper as well as the television and the SMS emerged to be popular amongst the respondents.

Table 5.15 Manner in which respondents would like to be updated on stadium developments (n = 100): Multiple responses

Manner	Percentage
Television	24
Newspaper	33
Internet	19
Posters	13
Radio	14
SMS	24
e-mail	18
Friends	1
Not applicable	31

Table 5.16 indicates suggestions forwarded by the respondents for improving communication in 2010. Forty eight percent of respondents stated ‘no/none’. Seven percent stated ‘billboards’ and another 7% of the respondents stated ‘flyers’, 6% stated ‘pamphlets at intersections/ traffic lights’. Five percent of the respondents stated ‘flyers/ pamphlets at shops/ posters/ flyers at malls’ and another 5% of the respondents stated ‘announcement at school assembly/ meetings/ school sport training/ school events, sports day concert’. Four percent of the respondents suggested ‘car guards give out flyers’, and another 4% stated ‘more advertisements on radio and television’. Three percent each suggested ‘pamphlets/ posters at banks/ ATM (Automatic Teller Machine)’, ‘pamphlets distributed by petrol attendants/ posters at petrol stations’, ‘distribute pamphlets and flyers’ and ‘posters/flyers on campuses’.

Two percent each of the respondents suggested: ‘preview at the cinema before the movie starts’, ‘adverts on campus big screens’, ‘posters/ pamphlets at gym’ and ‘pamphlets in post boxes’. The following suggestions were made by one respondent each: ‘system to register on-line’, ‘pamphlets/ posters in doctors’ rooms’, ‘posters at restaurants’ and ‘posters around the area’, ‘flyers at shops that sell computicket’, ‘all mobile communication to market/ promote the event’, ‘send an SMS (to the people that live near the stadium and that are affected’. The overall findings indicate that posters and pamphlets are the dominant means of improving the communication for the 2010 FIFA World Cup suggested by the respondents.

Table 5.16 Respondents' suggestions for improving the communication in 2010 (n = 100)

Suggestion	Percentage
System to register on-line	1
Billboards	7
Pamphlets/ posters in doctors rooms	1
Pamphlets/ posters at banks/ ATM (Automatic Teller Machine)	3
Car guards give out flyers	4
Flyers /pamphlets at shops/ posters/ flyers at malls	5
Pamphlets at intersections/ traffic lights	6
Announcement at school assembly/ meetings/ school sport training/ school events, sports day concert	5
Preview at the cinema before the movie starts	2
Pamphlets distributed by petrol attendants/ posters at petrol stations	4
Posters/ pamphlets at gym	2
Distribute pamphlets and flyers	3
Posters at restaurants	1
Adverts on campus big screens	1
Posters/ flyers on campuses	3
Pamphlets in post boxes	2
More advertisements on radio and television	3
Posters around the area	1
Flyers at shops that sell computicket	1
Flyers	7
All mobile communication to market/ promote the event	1
Send an SMS (short message service) to the people that live near the stadium and that are affected.	1
No/none	48

Table 5.17 illustrates that the key concerns identified by the respondents' (71%) pertaining to South Africa hosting the 2010 FIFA World Cup are 'crime/organised crime and robberies' (42%), 'gangsterism/ hooliganism'(17%) and 'xenophobia' (12%). According to Allen and Brennan (2004) and Donaldson and Ferreira (2008), the scourge of crime is seen to have a negative impact on the South African tourism industry. Donaldson and Ferreira (2008) further deduce that criminal activities would be more problematic during the 2010 FIFA World Cup. Shapiro (2008) contends that xenophobia may become a problem to the country during the 2010 FIFA World Cup.

With regard to expenses, 58% of the respondents indicated that they are concerned about the 'cost of living will increase' (20%), 'increases in rates/rent/prices of houses' (18%), 'increases in cost of food/taxes' (15%) and 'increase in cost of petrol/bus/taxi fare' (5%).

In terms of inconveniences and disturbances, 45% of the respondents stated the following as their concern in relation to South Africa hosting the 2010 FIFA World Cup: 'traffic congestion/ overcrowding' (14%), 'closure of schools' (11%), 'load-shedding/ the power will go for the stadiums/ hotels' (9%), 'drag racing' (8 %), 'too much noise around the stadium' (2%) and 'there will be disruptions to daily lives/ routines' (1%). Twenty nine percent of the respondents are concerned about substance abuse and related activities with the following highlighted by the respondents: 'drug abuse', 'drug dealing/ peddling will become a problem' (13%), 'alcoholism' (12%) and 'illegal shebeens will open up' (4%). In terms of money being used inappropriately (16%), 14% of the respondents stated that 'too much public money used for stadium' and 'rather use money for schools, hospitals, etc.' (2%). Fourteen percent of the respondents are concerned about the occurrence of prostitution during the 2010 FIFA World Cup. Twelve percent of the respondents indicated that poverty will increase and have relayed the following concerns: '2010 will benefit the rich and not assist the poor' (3%) and 'poor people will need more government assistance/ after 2010 poor people will suffer the most/ become poorer after 2010' (9%).

Ten percent of the respondents are concerned that South Africa is incapable of successfully hosting the FIFA World Cup and lacks the needed resources. The respondents were concerned about the following issues: 'whether South Africa can actually host a successful 2010' (1%), 'South Africa does not have enough money to host 2010' (4%), 'public transport will not be good enough' (2%), 'South Africa will not be ready in time' (2%) and 'not enough facilities for tourists' (1%). Four percent of the respondents stated 'no/none/nothing'. With regard to sustainability, 2% of the respondents highlighted that 'the stadium will become a white elephant'.

In terms of the key findings, the occurrence of criminal activities is viewed to increase during the 2010 FIFA World Cup. The increase in the cost of living has emerged as a main concern amongst the respondents. The implications are that poverty is likely to increase as the respondents feel that they will be negatively impacted and the money could have been invested more wisely. Alcoholism and drugs is also a key issue amongst the respondents. The respondents are also apprehensive about the inconveniences that they may encounter. There is an overall multitude of concerns that have risen amongst the respondents. These concerns have been highlighted in the literature reviewed as well.

The residents' who live in close proximity to the Moses Mabhida stadium as well as the citizens of South Africa need to become informed about the general impacts that mega-events will have on their lives. The event organisers can aid the process of informing the respondents about the 2010 FIFA World Cup so as to make them more aware of what is likely to occur so as to avoid unnecessary alarm amongst the residents.

Table 5.17 Respondents' concerns pertaining to South Africa hosting the 2010 FIFA World Cup (n = 100): Multiple responses

Concerns	%	Cumulative Percentage
Expenses:		58
Cost of living will increase	20	
Increases in rates, rent, price of houses	18	
Increases in cost of petrol/bus/taxi fare	5	
Increases in cost of food/taxes	15	
Money used inappropriately:		16
Too much public money used for stadium	14	
Rather use money for schools, hospital, etc.	2	
Poverty will increase:		12
2010 will benefit the rich and not assist the poor	3	
Poor people will need more government assistance/ after 2010 Poor people will suffer the most/ become poorer after 2010	9	
Inconveniences/ disturbances:		45
Load-shedding, the power will go for the stadiums/hotels	9	
There will be disruptions to daily lives/ routines	1	
Closure of schools	11	
Too much noise around the stadium	2	
Traffic congestion/ overcrowding	14	
Drag racing	8	
Prostitution	14	14
Substance abuse and related activities:		29
Drug abuse/ dealing/ peddling will become a problem	13	
Alcoholism,	12	
Illegal shebeens will open up	4	
Criminal activities:		71
Crime/ organised crime/ robberies	42	
Gangsterism /hooliganism	17	
Xenophobia	12	
Sustainability:		2
The stadium will become a white elephant	2	2
South Africa is incapable and lacks the resources:		10
Whether South Africa can actually host a successful 2010	1	
South Africa does not have enough money to host 2010	4	
Public transport will not be good enough	2	
South Africa will not be ready in time	2	
Not enough facilities for tourists	1	
No/none/nothing	4	4

5.7 Perceptions and attitudes towards the construction of the stadium and impacts (pre, during and post-event)

Fifty five percent of the respondents stated that they were not being impacted upon by the construction of the stadium and 45% of the respondents stated that they were impacted. Table 5.18 indicates the impacts of construction on the respondents. Fourteen percent of the respondents highlighted the ‘noise of the construction’ and 10% stated the ‘traffic congestion in the area’. Six percent stated that ‘construction site is hazardous, too close to Walter Gilbert Road’ and another 6% stipulated ‘poor road signage’. Three percent stated the ‘area around stadium is too congested/ too crowded’ and 2% stated the ‘accessibility to the gym is reduced’ and ‘cranes seem dangerous/ if cranes fall they will damage the road’. The following were one respondent each: ‘road works make it difficult to get around Durban’, ‘road closures’ and ‘pollution caused by construction’.

Table 5.18 Types of impacts of construction (n = 100): Multiple responses

Impacts of construction on the respondents	Percentage
Construction site is hazardous, too close to Walter Gilbert Road	6
Area around stadium is too congested/ too crowded	3
Cranes seem dangerous/ if cranes fall they will damage the road	2
Noise of the construction	14
Traffic congestion in the area	10
Poor road signage	6
Accessibility to the gym	2
Roads have been narrowed	1
Road works makes it difficult to get around Durban	1
Road closures	1
Pollution caused by construction	1
Not applicable	55

According to table 5.19, 55% stated that they have not experienced any problems thus far. Fifteen percent of the respondents stipulated that ‘roads/area is too busy/ crowded/ traffic congestion’ and another 15% ‘there is too much of activity there/ noise’. Eight percent stated that ‘possibility of accidents’ and 2% highlighted that ‘too many cranes eyesore/ dangerous’. The following statements were one respondent each: ‘no, but looks dangerous’, ‘too many taxis’, ‘road works and detours’ and ‘almost involved in an accident/ collision’ and one respondent indicated ‘yes’. The key findings indicate that the construction activities around the area are high and road traffic is chaotic. Those may be contributory factors for accidents to occur. Thus, if the road traffic is not controlled and properly managed, especially around the construction site, it makes the construction site

and the areas around of the Moses Mabhida stadium more unsafe and susceptible to accidents.

Table 5.19 Problems respondents experienced thus far (n = 100): Multiple responses

Problems	Percentage
Roads/ area is too busy/ crowded/ traffic congestion	15
There is too much of activity there/ noise	15
Too many cranes eyesore/ dangerous	2
No, but looks dangerous	1
No, not as yet	55
Almost involved in an accident/ collision	1
Too many taxis	1
Road works and detours	1
Possibility of accidents	8
Yes	1

Table 5.20 presents suggestions forwarded by the respondents to address the problems experienced. Eleven percent of the respondents stated that they ‘need more traffic officers on duty in the area’ and 10% stated that ‘there needs to be less construction’. Five percent of the respondents suggested ‘better/ proper road signs’. Four percent of the respondents each highlighted ‘no/ none’. Three percent of the respondents each highlighted ‘restrict the number of people to the area’. Two percent of respondents stated that ‘construction machines should not be all used at the same time’ and ‘taxis and minibuses should be limited/ allow less taxi to go through/ allow only the cars not taxis’. The following suggestions were made by one respondent each: ‘cranes should not be so close to the road’, ‘there should some space between the road and the construction site so that an ambulance can come’, ‘there should be at least a 10-15 m gap around the stadium in case of a major accident at the construction site’, ‘preplanning and notification of road closures’, ‘construction workers need to be more vigilant’, ‘construction should only take place at certain times of the day’, ‘more ambulance and police should be on guard’ and ‘avoid closing roads’.

In terms of the key findings, the suggestions forwarded by the respondents indicate that traffic control officers in conjunction with improved road signage will aid the process of reducing the traffic congestion problems that the respondents have experienced from the construction of the Moses Mabhida stadium. In addition, the respondents are apprehensive about the activities at the construction site. The residents in that locality need to be provided with information by the construction authorities so as to clear the

misconceptions that they have in relation to the construction site being dangerous. Furthermore, the information could show that the construction authorities have backup plans in the event that major problems were to occur. Additionally, it would reassure the residents that precautions have been taken by the construction workers to avoid any accidents on site.

Table 5.20 Suggestions to address those problems (n = 100): Multiple responses

Suggestions	Percentage
Cranes shouldn't be so close to the road	1
There should some space between the road and the construction site so that an ambulance can come	1
There should be at least a 10-15m gap around the stadium in case of a major accident at the construction site	1
Taxis and minibuses should be limited/ allow less taxis to go through/ allow only the cars not taxis	2
There needs to be less construction	11
Better/ proper road signs	5
Need more traffic officers on duty in the area	10
Preplanning and notification of road closures	1
Restrict the number of people to the area	3
Construction workers need to be more vigilant	1
Construction machines should not be all used at the same time	2
Construction should only take place at certain times of the day	1
More ambulance and police should be on guard	1
Avoid closing roads	1
No/ none	4
Not applicable	55

Fifty nine percent of the respondents stipulated that they would be positively impacted upon during the 2010 FIFA World Cup and 41% highlighted that they would be negatively affected. Table 5.21 demonstrates the problems that the respondents expect to experience. In terms of crime and security issues, 73% of the respondents stated the following: 'crime/ violence', 'not enough security at the train station', 'violence at the train station' and 'xenophobia'.

Numerous inconveniences and disturbances were highlighted by the respondents with 46% of the respondents stating the following: 'accessibility to the area will be difficult for the residents', 'inaccessibility to the shops, etc.', 'accessibility to the stadium', 'access to the gym/ Suncoast Casino will be a problem', 'overcrowding/ chaos/ busy', 'traffic congestion', 'roads will be closed/ inconvenience', 'confusion due to road name

changes’, ‘drag racing’, ‘noise’ and ‘load-shedding/ power will go to the stadiums/ hotels’. With regard to the expenses, 11% of the respondents stated that they foresee the following occurring with the hosting of the 2010 FIFA World Cup: ‘increase in the cost of living/ taxes’, ‘increase in taxi fare’, ‘will have to pay more taxes’ and ‘increase in the cost of food/ goods’.

Eight percent of the respondents stated that substance abuse and related activities as foreseeable problems and are quoted as stating the following: ‘shebeens selling alcohol’, ‘fights between the supporters’ and ‘drug dealing’. Eight percent of the respondents also indicated that prostitution may become a problem. However, 6% of the respondents stated ‘no/ none’. Two percent of the respondents stated that ‘the infrastructure will not be ready in time’ and ‘the stadium will not be used’. One respondent stated that ‘South Africa will gain a bad reputation if it does not meet international standards’. These problems are similar to those in table 5.17 that shows respondents concerns pertaining to South Africa hosting the 2010 FIFA World Cup generally.

Table 5.21 Respondents foresee any possible problems (n = 100): Multiple responses

Problems	%	Cumulative Percentage
Crime and security issues:		73
Crime/ violence	52	
Not enough security at the train station and violence at the train station	6	
Xenophobia	15	
Expenses:		11
Increase in the cost of living/taxes	5	
Increase in taxi fare	2	
Will have to pay more taxes	1	
Increase in the cost of foods/ goods	3	
Inconveniences/ disturbances:		46
Accessibility to the area will be difficult for the residents	5	
Inaccessibility to the shops, etc.	1	
Accessibility to the stadium	2	
Access to the gym/ Suncoast Casino will be a problem	2	
Overcrowding/ chaos/ busy	4	
Traffic congestion	14	
Roads will be closed/inconvenience	3	
Confusion due to road name changes	1	
Drag racing	4	
Noise	2	
Load-shedding/ power will go to the stadiums/hotels	8	
Prostitution	8	8
Substance abuse and related activities:		8
Shebeens selling alcohol	1	
Fights between the supporters	1	
Drug dealing	6	
No/none	6	6
Infrastructure will not be ready	1	2
Stadium will not be used	1	
South Africa will gain a bad reputation if it does not meet international standards	1	1

The respondents provided suggestions to address the problems presented in Table 5.22. Sixty four percent of the respondents forwarded suggestions for improving the security measures. The following were stated: ‘government should have tighter security all year round’, ‘more/ tighter security is needed in all areas’, ‘more police at the train station’, ‘employ more police’, ‘the army should patrol’, ‘get rid of crime by giving more rights to people then to prisoners’, ‘bring back the death penalty’, ‘increase the wages of policemen/ provide them with incentives to do a better job’ and ‘stringent laws to be enforced on criminals’.

A myriad of suggestions were provided by 28% of the respondents to address traffic congestion and transport problems. The respondents stated the following: 'municipality should have a better traffic plan', 'more traffic officers patrolling', 'separate road/ lane for the residents', 'restrict the number of buses/ taxis to the area', 'better/ proper road signs', 'widen the roads', 'improve develop a good transport system', 'restrict the number of people to the area/ only allow residents and construction workers', 'encourage people to form lift clubs' and 'spectators should only use public transport'.

Eight percent of the respondents stated that 'Eskom must have a back-up plans' and 'stadiums and hotels should use generators'. Seven percent of the respondents indicated that the government has a responsibility toward the following: to address the plight of the poor: 'must provide for the poor', 'should get people to pay less for taxi fare if they earn less', 'should get more sponsors', 'businesses and government should pay for stadium', 'should treat people better', 'needs to plan effectively and have back ups' and 'try to keep to the budget for the stadium'. Six percent of the respondents stated 'none'. The following were responses from one respondent each: 'South Africa should not host the World Cup' and 'do not legalise prostitution'.

Table 5.22 Suggestions by the respondents' on how to address the foreseeable problems identified (n = 100): Multiple responses

Suggestions	%	Cumulative Percentage
Traffic congestion:		28
Municipality should have a better traffic plan	1	
More traffic officers patrolling	9	
Separate road/lane for the residents	3	
Restrict the number of buses/ taxis to the area	6	
Better/proper road signs	1	
Widen the roads	1	
Improve develop a good transport system	2	
Restrict the number of people to the area/ only allow residents and construction workers	3	
Encourage people to form lift clubs	1	
Spectators should only use public transport	1	
Security measures:		69
Government should have tighter security all year round	1	
More/ tighter security is needed in all areas	20	
More police at the train station	6	
Employ more police	34	
The army should patrol	1	
Get rid of crime by giving more rights to people then to prisoners	1	
Bring back the death penalty	3	
Increase the wages of policemen/ provide them with incentives to do a better job	2	
Stringent laws to be enforced on criminals	1	
Governments responsibility/ poverty:		7
Government must provide for the poor	1	
Government should get people to pay less for taxi fare if they earn less	1	
Government should get more sponsors	1	
Government and businesses should pay for stadium	1	
Government should treat people better	1	
Government needs to plan effectively and have back ups	1	
Try to keep to the budget for the stadium	1	
South Africa should not host the World Cup	1	1
Do not legalise prostitution	1	1
Eskom must have a back-up plan, Stadiums and hotels should use generators	7	8
None	6	6
Not applicable	6	6

Fifty two percent of respondents stated that they would be interested to use the Moses Mabhida stadium facilities. However, 48% highlighted that they were not interested. According to table 5.23, among the respondents who indicated that they would be interested to use the stadium facilities 27% stated that they would use it for soccer, 17% sprinting/ running and 10% jogging. Seven percent of the respondents indicated rugby, 4% volleyball, 3% music concerts and 3% stated to play sports. One respondent each indicated for exercise and for fundraising events.

Table 5.23 Purposes to use the stadium (n = 100): Multiple responses

Purposes	Percentage
Music concerts	3
Soccer	27
Sprinting/running	17
Jogging	10
Volley ball	4
Rugby	7
Exercise	1
Play sports	3
Fundraising events	1
Not applicable	48

5.8 Perceptions and attitudes towards impacts

In terms of the likert scale the following codes were used to ascertain the different levels of agreement and disagreement that the respondents have with the statements:

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

In terms of table 5.24, 39% of the respondents strongly agreed and another 39% agreed with the statement that ‘pollution will occur close to the stadium’. Twelve percent of the respondents strongly disagreed, 11% disagreed and 9% are neutral. Thus, the respondents are concerned about the pollution and how it will impact on them. Pollution is both unsightly and unhygienic and more pollution may be caused with more people coming into the area.

Forty one percent of the respondents agreed and 32% strongly agreed with the statement that ‘excessive degradation of land as a result of the tarred areas (such as in the parking lot)’ will occur. Their perception may be attributed to the increasing number of developments and construction in the area which has led to many parts of the land being

denuded to accommodate the buildings and concreted areas. Fifteen percent of the respondents were neutral, 10% of respondents disagreed and 2% of respondents strongly disagreed. With the increase in the number of buildings, the attractiveness of the area may be lost. Forty percent of the respondents agreed and 29% of the respondents strongly agreed with the statement ‘the tourists will become more aware of environmental issues as a result of the biodiversity of South Africa’s flora and fauna’. Fourteen percent of the respondents are neutral, twelve percent disagreed and 5% strongly disagreed. Collins et al (2009) note the consequences that are likely to occur on the receiving natural environment, it becomes more pronounced when the mega sporting events are hosted in an area.

Thirty seven percent of the respondents agreed and 32% strongly agreed with the statement ‘conservation issues will attract greater attention during this period’. In view of the many environmental problems facing the world and the country such as climate change, the travelers will become more conscious about the environment. Fourteen percent are neutral, 12% of the respondents disagreed and 5% strongly disagreed with the statement. The findings indicate that tourism has an advantage as the tourists may be inclined to become more aware of environmental issues.

Table 5.24 Perceived environmental impacts of hosting the 2010 FIFA World Cup (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
Pollution will occur close to the stadium	39	39	9	11	12
Excessive degradation of land as a result of the tarred areas (such as in the parking lot).	32	41	15	10	2
The tourists will become more aware of environmental issues as a result of the biodiversity of South Africa’s flora and fauna	29	40	14	12	5
Conservation issues will attract greater attention during this period	32	37	14	12	5

According to table 5.25, 36% of the respondents strongly agreed and 39% agreed with the statement ‘the 2010 FIFA World Cup will only benefit the rich the poor won’t benefit’. The perception that the respondents have may be related to the fact that the immediate organisers and people associated with hosting the event will reap the economic benefits. Twelve percent of the respondents disagreed and 13% of respondents were neutral. Also,

respondents perceive tangible benefits for those businesses directly linked to activities such as the construction and accommodation industry.

Four percent of the respondents strongly agreed and 7% agreed with the statement 'all residents will reap the rewards of 2010'. Thus it seems that many respondents feel that there will not be benefits for them as a result of the 2010 FIFA World Cup. Thirty seven percent of the respondents disagreed and 8% strongly disagreed with this statement and 44% were neutral. As indicated earlier, clearly the respondents believe that benefits will be concentrated and the majority of the populace will not benefit directly from the hosting of the 2010 FIFA World Cup.

With regards to the statement 'jobs will increase', 38% agreed and 29% of the respondents strongly agreed. There is a generally a positive outlook from the respondents in terms of job creation as many people are looking forward to being involved and benefiting from the 2010 FIFA World Cup. Sixteen percent of the respondents disagreed, 12% were neutral and 5% strongly disagreed. Fletcher (2005) further contends that job opportunities will increase with tourism. The findings indicate that the respondents are optimistic about job creation.

Thirty nine percent of the respondents agreed and 29% strongly agreed with the statement 'the businesses will increase their sales and their profits'. There is the general perception amongst the respondents that there will be immediate economic benefits for the businesses as they will be positively impacted. Fourteen percent of the respondents were neutral and another 14% disagreed. Four percent of respondents strongly disagreed. There are thus anticipated positive impacts on local businesses. Local businesses also expect increase sales/ profit margins as is indicated in the next section.

With regards to the statement 'in the region where the stadium is located, the businesses will strengthen', 41% of the respondents agreed and 30% strongly agreed. The businesses which are located in close proximity to the precincts of the stadium will receive greater attention and the number of people to the area will increase. Therefore, those businesses are likely to reap more benefits. Fifteen percent of the respondents were neutral, 11% disagreed and 3% strongly disagreed.

Thirty four percent of the respondents agreed and 30% agreed with the statement ‘foreign investment will proliferate’. South Africa’s potential as the host for the 2010 FIFA World Cup has made it more attractive destination internationally community. This creates a good image of the country which will entice more investment opportunities. Twenty three percent of the respondents were neutral, 10% disagreed and 3% strongly disagreed.

Table 5.25 Perceived economic impacts of hosting the 2010 FIFA World Cup (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The 2010 FIFA World Cup will only benefit the rich the poor won’t benefit	36	39	13	12	0
All residents will reap the rewards of 2010	4	7	44	37	8
Jobs will increase	29	38	12	16	5
The businesses will increases their sales and their profits	29	39	14	14	4
In the region where the stadium is located, the businesses will strengthen	30	41	15	11	3
Foreign investment will proliferate	30	34	23	10	3

Thirty nine percent of the respondents strongly agreed and 30% agreed with the statement ‘the 2010 event will be a waste of public money’. The usage of public money is seen to be a contentious issue with the lack of service delivery in many areas as well as the high rate of corruption. Seventeen percent of the respondents disagreed, 12% were neutral and 2% strongly disagreed. Swart and Bob (2004) assert that the hosting of mega-events is not cheap and public funding has to be used to cover expenses incurred. Thirty six percent of the respondents strongly agreed and 37% agreed with the statement that ‘too much money will be spent on the 2010 event that could be spent on other activities’. This perception may be attributed to the large amounts of money being spent to construct the stadium and develop the related facilities, whilst many others sectors of society is lacking fundamental resources such as healthcare, education and housing. Fifteen percent of the respondents were neutral, 11% disagreed and one respondent strongly disagreed (Table 5.26).

Table 5.26 Public money (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The 2010 event will be a waste of public money	39	30	12	17	2
Too much money will be spent on the 2010 event that could be spent on other activities	36	37	15	11	1

In terms of the statement ‘the 2010 event will lead to increases in the price of some things such as food, transport and property values around the stadia locations and host cities’, 52% of the respondents agreed, 33% strongly agreed, and 11% were neutral. Thus, the respondents perceive that they will be at a disadvantage economically with the increase in the cost of basic commodities. Three percent of the respondents disagreed and one respondent strongly disagreed.

Fifty two percent of the respondents agreed and 32% strongly agreed with the statement ‘during the 2010 event period, the overall cost of living will increase around the stadia locations and host cities’. Eleven percent of the respondents were neutral, 5% disagreed and 2% strongly disagreed. Getz (2005) states that the cost of living will increase with the hosting of an event. Therefore, the problem may create more tension amongst the respondents.

Table 5.27 Price (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The 2010 event will lead to increases in the price of some things such as food, transport and property values around the stadia locations and host cities.	33	52	11	3	1
During the 2010 event period, the overall cost of living will increase around the stadia locations and host cities.	32	52	11	5	2

Fifty five percent of the respondents agreed and 31% strongly agreed with the statement ‘there will be many inconveniences such as traffic congestion and parking difficulties’. There is the perception that the area will be too chaotic and there will be problems. Five percent of the respondents disagreed, 8% were neutral and one respondent strongly disagreed.

In terms of the statement 'there will be many disruptions such as power failure', 47% of the respondents agreed, 31% strongly agreed and 15% were neutral. Four percent disagreed and 3% strongly disagreed. The incidence of load shedding has been occurring quite often in the eThekweni Municipality and it has impacted negatively on homes and businesses and both have incurred considerable losses. Cole (2008a) asserts that to eradicate load shedding generators will have to be used during the 2010 FIFA World Cup.

Fifty percent of the respondents strongly agreed and 43% agreed with the statement 'criminal activities will occur'. The occurrence of crime in South Africa is high and deemed to be out of control. Swart et al (nd) contend that crime will proliferate during the 2010 FIFA World Cup. Five percent of the respondents disagreed, 3% strongly disagreed and two respondents were neutral.

Forty six percent of the respondents strongly agreed and 42% agreed with the statement 'hooliganism will occur'. There is a concern amongst the residents about the occurrence of hooliganism. The events may present opportunities for supporters of different teams to become violent and engage in hooliganism. Six percent of the respondents disagreed, 4% were neutral and 2% strongly disagreed.

With regard to the statement 'gangsterism will occur', 44% of the respondents strongly agreed and 38% agreed. The issue of gangsterism is also closely related as an issue which may arise during the sporting events of this nature (Ohmann et al, 2006). Ten percent of the respondents disagreed and 8% were neutral.

Forty seven percent of the respondents strongly agreed and 24% agreed with the statement 'terrorism will occur'. Thirteen percent were neutral and another 13% disagreed whilst 3% strongly disagreed. Swart (2007) asserts that an effective security system will have to be implemented to avoid terrorism.

With regards to the statement 'the 2010 event will disrupt the lives of local residents and create inconvenience', 45% of the respondents strongly agreed, 32% agreed and 15% were neutral. The respondents perceive that there will be some sort of alteration to the

quality of their lives for the duration of the event. Seven percent of the respondents disagreed and one respondent strongly disagreed.

Approximately 37% of the respondents agreed and 33% strongly agreed with the statement 'the 2010 event will create excessive noise in the community'. The residential areas may not be peaceful and quiet for the duration of the event. Twenty percent of the respondents were neutral, 9% disagreed and one respondent strongly disagreed.

In terms of the statement 'the people will be exposed to the training of great sportsmen and can be inspired from them', 47% of the respondents agreed, 26% strongly agreed and 20% were neutral. The international footballers will serve as a source of motivation for the youth and it will also inspire them to attain great achievements like to play for South Africa. Six percent of the respondents disagreed and one respondent strongly disagreed.

Forty eight percent of the respondents agreed and 24% strongly agreed with the statement 'people can learn how to develop their skills in sport'. Fourteen percent of the respondents were neutral, 13% disagreed and one respondent strongly disagreed. With regards to the statement 'for the disadvantaged people they can experience the glory and glamour of an international event', 43% of the respondents agreed, 26% strongly agreed and 18% were neutral. Twelve percent of the respondents disagreed and one respondent strongly disagreed. Forty one percent of the respondents agreed and 25% strongly agreed with the statement 'locals will have more entertainment prospects'. Twenty percent were neutral, 10% disagreed and 4% strongly disagreed. The results show that some of the respondents felt that there will be opportunities for locals to participate, be entertained and develop skills relating to sport.

Table 5.28 Perceived social impacts of hosting 2010 FIFA World Cup (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
There will be many inconveniences such as traffic congestion and parking difficulties.	31	55	8	5	1
There will be many disruptions such as power failure	31	47	15	4	3
Criminal activities will occur	50	43	2	5	3
Hooliganism will occur	46	42	4	6	2
Gangsterism will occur	44	38	8	10	0
Terrorism will occur	47	24	13	13	3
Disruption to local residents- the 2010 event will disrupt the lives of local residents and create inconvenience.	45	32	15	7	1
The 2010 event will create excessive noise in the community	33	37	20	9	1
The people will be exposed to the training of great sportsman and can be inspired from them.	26	47	20	6	1
People can learn how to develop their skills in sport	24	48	14	13	1
For the disadvantaged people they can experience the glory and glamour of an international event.	26	43	18	12	1
Locals will have more entertainment prospects	25	41	20	10	4

According to table 5.29, 34% of the respondents agreed, 25% strongly agreed and 26% were neutral towards the statement ‘the community will benefit directly from the 2010 event’. Thirteen percent of the respondents disagreed and 2% strongly agreed.

With regard to the statement ‘only some members of the community will benefit from the 2010 event/ the 2010 event will increase social inequity’, 43% of the respondents agreed, 23% were neutral and 19% strongly agreed. Twelve percent of the respondents disagreed and 3% strongly disagreed.

Forty three percent of the respondents agreed, 30% were neutral and 19% strongly agreed with the statement ‘the event will stimulate training and skills development for members of the community where events are held’. However, 7% of respondents disagreed and one respondent strongly disagreed.

With regard to the statement ‘the standard of living for communities located close to the stadiums will increase as a result of the stadium being built in the area for the 2010 event’, 44% of the respondents agreed, 23% were neutral and 20% strongly agreed. However, 10% of the respondents disagreed and 3% strongly disagreed.

Forty one percent of the respondents agreed, 23% were neutral and 25% strongly agreed with the statement ‘there will be a significant opportunity for boosting the image of Moses Mabhida stadium as a tourist destination during the 2010 World Cup’. Nine percent of the respondents disagreed and 2% strongly disagreed.

Twenty eight percent of the respondents agreed, 21% strongly agreed and 20% were neutral with regard to the statement ‘ordinary residents will get a say in the planning and management of the 2010 event’. Seventeen percent of the respondents disagreed and 14% strongly agreed. There is an agreement amongst the respondents in terms of the community benefits. They anticipate benefiting from South Africa hosting the 2010 FIFA World Cup.

Table 5.29 Community benefits (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The community will benefit directly from the 2010 event.	25	34	26	13	2
Only some members of the community will benefit from the 2010 event/ the 2010 event will increase social inequity	19	43	23	12	3
The event will stimulate training and skills development for members of the community where events are held.	19	43	30	7	1
The standard of living for communities located close to the stadiums will increase as a result of the stadium being built in the area for the 2010 event	20	44	23	10	3
There will be a significant opportunity for boosting the image of Moses Mabhida stadium as a tourist destination during the 2010 World Cup.	25	41	23	9	2
Ordinary residents will get a say in the planning and management of the 2010 event	21	28	20	17	14

According to table 5.30, 45% of the respondents stated that the benefits of the 2010 FIFA World Cup will be short-term and 28% of respondents indicated medium-term. Seventeen percent of the respondents were not sure and 10% of the respondents stipulated that the benefits of South Africa hosting the 2010 FIFA World Cup will be long-term.

Table 5.30 The benefits will be one of the following (n = 100)

Response	Percentage
Short-term	45
Medium-term	28
Long-term	10
Not sure	17

Table 5.31 reveals that the majority (46%) of the respondents stated that the wealthy and rich will benefit, 16% indicated businesses and 14% of the respondents highlighted people living in towns and cities. Thirteen percent of the respondents stated that the poor and disadvantaged will benefit, 7% that people living in the rural areas, 3% stipulated everyone and one respondent indicated that people directly involved in the construction/ management of the stadium will benefit the most from the 2010 FIFA Soccer World Cup.

Table 5.31 The group who will benefit the most from the 2010 FIFA Soccer World Cup (n = 100)

Response	Percentage
Poor and disadvantaged	13
Wealthy and rich	46
People living in the rural areas	7
People living in towns and cities	14
Businesses	16
Everyone	3
People directly involved in the construction/ management of the stadium	1

Table 5.32 shows that half of the respondents agreed, 26% strongly agreed and 14% were neutral with regard to the statement ‘the 2010 event will be a major boost for national pride and nation building’. Seven percent of the respondents disagreed and 3% strongly disagreed.

Forty five percent of the respondents agreed, 28% strongly agreed and 18% were neutral with regard to the statement ‘the 2010 event will make locals feel good about themselves and their community’. Eight percent of the respondents disagreed and 1% strongly disagreed. The findings are indicative of respondents having a sense of community pride.

Table 5.32 Community Pride (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The 2010 event will be a major boost for national pride and nation building	26	50	14	7	3
The 2010 event will make locals feel good about themselves and their community	28	45	18	8	1

Table 5.33 reveals that 48% of the respondents agreed, 22% were neutral and 19% strongly agreed with the statement that ‘the event will showcase the area in a positive light’. Eleven percent of the respondents disagreed. Forty four percent of the respondents agreed, 22% were neutral and 20% strongly agreed with the statement ‘the event will attract tourists to the area’. Twelve percent of the respondents disagreed and 2% strongly disagreed.

Forty six percent of the respondents agreed, 26% were neutral and 15% strongly agreed with the statement ‘the event will attract future businesses to the area’. Twelve percent of the respondents disagreed and one respondent strongly disagreed. With regard to the statement ‘the event will increase positive media coverage of the area’, 42% of the respondents agreed, 24% were neutral and 18% strongly agreed. Thirteen percent of the respondents disagreed and 3% strongly disagreed.

Table 5.33 Regional Showcase (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The event will showcase the area in a positive light	19	48	22	11	0
The event will attract tourists to the area	20	44	22	12	2
The event will attract future businesses to the area	15	46	26	12	1
The event will increase positive media coverage of the area	18	42	24	13	3

In terms of table 5.34, 45% of the respondents agreed, 26% were neutral and 21% strongly agreed with the statement ‘the access to amenities and the improvement in road facilities will result’. Six percent of the respondents disagreed and 2% strongly disagreed.

Forty one percent of the respondents agreed, 24% agreed and 23% were neutral with the statement ‘roads, parking facilities and amenities will be refurbished’. Eleven percent of

the respondents disagreed and one respondent strongly disagreed. The majority of the respondents were positive and anticipated benefiting from the event.

Table 5.34 Infrastructural development impacts (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The access to amenities and the improvement in road facilities will result	21	45	26	6	2
Roads, parking facilities and amenities will be refurbished.	24	41	23	11	1

Table 5.35 highlights the respondents' perceptions and attitudes towards public facilities. Thirty seven percent of the respondents agreed, 27% strongly agreed and 25% were neutral with regard to the statement 'the event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community'. However, 11% of the respondents disagreed.

Thirty nine percent of the respondents agreed and 29% indicated neutral with the statement 'the 2010 event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding'. Twenty three percent of the respondents strongly agreed and 9% of respondents disagreed. A significant proportion of the respondents were concerned about access to public facilities.

Table 5.35 Public facilities (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The event will promote the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community.	27	37	25	11	0
The 2010 event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding	23	39	29	9	0

Table 5.36 illustrates the respondents' attitudes toward the management and hosting of the 2010 FIFA World Cup. Fifty three percent of the respondents agreed and 22% strongly agreed with the statement that 'South Africa has the resources and potential to host a triumphant 2010 FIFA World Cup'. The respondents were confident that the 2010

FIFA World Cup will be an astounding success. Sixteen percent of the respondents were neutral, 5% strongly disagreed and 4% disagreed.

Half of the respondents agreed and 20% strongly agreed with the statement that 'South Africa will attain a legendary sports event and achieve a legacy'. Gosai (2008) asserts that South Africa has the potential to attain a legacy. Sixteen percent of the respondents were neutral, 11% disagreed and 3% strongly disagreed.

With regard to the statement 'residents can make a significant contribution in active engagement in management/ hosting of 2010', 43% of the respondents agreed, 23% were neutral and 21% strongly agreed. This may be attributed to the residents wanting to feel a sense of connection to the 2010 FIFA World Cup event. Eleven percent of the respondents disagreed and 2% strongly disagreed.

Forty four percent of the respondents agreed with the statement 'environmental degradation will be given attention during the planning and management phase'. This may be attributed to the respondents acknowledging that the environment is still important and that environmental issues are not neglected. Twenty four percent of the respondents were neutral and 23% strongly agreed. However, 9% of the respondents disagreed.

Half of the respondents agreed with the statement 'in the residential suburbs located near the stadium, the cost of buying basic commodities will increase', 24% strongly agreed and 19% were neutral. This may be attributed to businesses increasing the prices of their goods to gain more profits from the tourists. This would have implications on the residents as they may have to bear the brunt of the prices increasing. Seven percent of the respondents disagreed. The results show significant concern among the respondents in relation to increases in the cost of living.

In terms of the statement 'the 2010 FIFA World Cup event will influence residents to engage in sporting activities', 37% of the respondents agreed, 29% were neutral and 19% strongly agreed. This may be attributed to respondents being motivated by the 2010 FIFA World Cup. Also, it may serve as a source of inspiration for the populace to participate in

sporting activities. Fourteen percent of the respondents disagreed and one respondent strongly disagreed.

Table 5.36 Attitudes toward the management and hosting of the 2010 FIFA World Cup (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
South Africa has the resources and potential to host a triumphant 2010 FIFA World Cup	22	53	16	4	5
South Africa will attain a legendary sports event and achieve a legacy	20	50	16	11	3
Residents can make a significant contribution in active engagement in management/ hosting of 2010	21	43	23	11	2
Environmental degradation will be given attention during the planning and management phase.	23	44	24	9	0
In the residential suburbs located near the stadium, the cost of buying basic commodities will increase	24	50	19	7	0
The 2010 FIFA World Cup event will influence residents to engage in sporting activities.	19	37	29	14	1

According to table 5.37, 45% of the respondents agreed, 28% were neutral and 16% strongly agreed with the statement ‘the 2010 FIFA World Cup will encourage tourists to visit game parks and engage in ecotourism’. This may be attributed to KwaZulu-Natal being a popular tourist destination. However, 11% of the respondents disagreed. Thirty nine percent of the respondents agreed, 31% were neutral and 16% of respondents strongly agreed with the statement ‘the number of people staying at ecolodges and game parks will increase’. Twelve percent of the respondents disagreed and 2% strongly disagreed with the statement.

Forty five percent of the respondents were neutral and 41% agreed with the statement ‘awareness and interest in the Big Five will increase during 2010’. Eighteen percent of the respondents disagreed, 14% strongly agreed and 2% strongly disagreed. With regard to the statement ‘conservation issues will become a concern for the 2010 FIFA World Cup spectators’, 35% of the respondents agreed and 32% were neutral. However, 19% of the respondents disagreed and 12% strongly agreed, whilst 2% of the respondents strongly disagreed. Thirty six percent of the respondents were neutral and 32% agreed with the statement ‘environmental issues will become of interest to the South Africans’. However, 18% of the respondents disagreed, 13% strongly agreed and 1% strongly

disagreed. With regards to the statement “the game parks will gain more popularity during the 2010 FIFA World Cup”, 35% of the respondents agreed, 33% were neutral, 18% strongly agreed and 14% disagreed. The 2010 FIFA World Cup is deemed to stimulate interest amongst the South Africans on issues on nature conservation and ecotourism; furthermore, it can be regarded as having positive impacts upon the people. Additionally, the results indicate that interest in the natural environment is deemed to proliferate.

Table 5.37 Parks and Conservation (n = 100)

Statement	Percentage				
	SA	A	N	D	SD
The 2010 FIFA World Cup will encourage tourists to visit game parks and engage in ecotourism	16	45	28	11	0
The number of people staying at ecolodges and game parks will increase	16	39	31	12	2
Awareness and interest in the Big Five will increase during 2010	14	41	45	18	2
Conservation issues will become a concern for the 2010 FIFA World Cup spectators	12	35	32	19	2
Environmental issues will become of interest to the South Africans	13	32	36	18	1
The game parks will gain more popularity during the 2010 FIFA World Cup.	18	35	33	14	0

According to table 5.38, 54% of the respondents strongly agreed and 16% agreed that ‘South Africa will be ready to host the FIFA World Cup in 2010’. Eight percent of the respondents strongly disagreed and 5% disagreed, whilst 17% were neutral. The findings indicate that the majority of respondents are confident in South Africa’s ability to host of the 2010 FIFA World Cup. In the previous discussions in this chapter, they have provided various concerns around the mega-event. However, their overall viewpoint illustrates that they are positive and that there is general support that any misgivings or inconveniences experiences during the World Cup will be surmountable by South Africa.

Thirty seven percent of the respondents strongly agreed, 34% agreed that the ‘Local government will be able to meet the needs of the FIFA World Cup in 2010’. Eight percent of the respondents disagreed, 5% strongly disagreed and 16% were neutral.

Forty five percent of the respondents agreed and 41% strongly agreed that 'there will be a delay of basic services in the poor areas'. Two respondents disagreed and 12% of the respondents were neutral. With regards to the 'small businesses benefiting', 41% of the respondents agreed and 33% strongly agreed. Nine percent of the respondents disagreed and one percent strongly disagreed. Sixteen percent of the respondents were neutral. The respondents view the fiscal benefits to impact upon the businesses to be positive. This is an optimistic view as the businesses will have a much larger or more variety of customers and clientele for the duration of the 2010 FIFA World Cup. It is important to note that the businesses that have benefits for the limited time period will also directly impact upon the job market.

In terms of the statement 'Black Economic Empowerment will improve', 34% of the respondents strongly agreed and another 34% agreed. Eight percent of the respondents disagreed and 24% were neutral. BEE (Black Economic Empowerment) and the processes that enables the populace to be equally placed within the work environment are deemed to improve. This is a positive viewpoint held by the majority of the respondents. The democratic era has brought about enormous changes. Furthermore, the 2010 FIFA World Cup is anticipated to reinforce these changes.

Forty three percent of the respondents agreed and 26% strongly agreed that 'run-down parts of this area will be upgraded'. Twelve percent of the respondents disagreed and 1% strongly disagreed. Eighteen percent of the respondents were neutral. The majority of the respondents' anticipate there to be widespread refurbishment of the dilapidated areas. This may be attributed to the eThekweni municipality and the related authorities aiming to showcase the region in the most appealing and well developed manner.

With reference to the 'city becoming internationally competitive', 39% of the respondents agreed, 20% strongly agreed, 11% disagreed and 2% strongly disagreed. Twenty eight percent of the respondents were neutral. The respondents strongly perceive that there will be positive impacts for the city as a result of the construction of the Moses Mabhida stadium and the related infrastructures. The hosting of the 2010 FIFA World Cup may present more opportunities for South Africa and eThekweni Municipality in particular to host events of this magnitude in the decades to come.

Table 5.38 Perceptions and attitudes (n = 100)

Statement	SA	A	N	D	SD
South Africa will be ready to host the FIFA World Cup in 2010	54	16	17	5	8
Local government will be able to meet the needs of the FIFA World Cup in 2010	37	34	16	8	5
There will be a delay of basic services in the poor areas	41	45	12	2	0
Small businesses will benefit	33	41	16	9	1
Black Economic Empowerment will improve	34	34	24	8	0
Run-down parts of this area will be upgraded	26	43	18	12	1
This city will be internationally competitive	20	39	28	11	2

5.9 Conclusion

Crime and security issues have emerged as the overriding problems raised by the respondents. The prevalence of acts of violence upon citizens is rife in South Africa. The respondents' perception may be attributed to that. Furthermore, the criminals may take advantage of the tourists during the 2010 FIFA World Cup which may result in the increase of criminal activities. Those issues need to be addressed adequately and the authorities need to inform the public about the security measures that will be implemented for the 2010 FIFA World Cup. Substance abuse and related activities such as drug dealing may exacerbate the occurrence of criminal activities. Thus, alcoholism and drug dealing needs to be addressed in conjunction with crime and security issues.

Several types of disturbances and inconveniences have been indicated. Accessibility to the area and nearby amenities is sighted as foreseeable problems. The region around the Moses Mabhida stadium will be the focal point during the 2010 FIFA World Cup, thus respondents need to be enlightened by the road and traffic department about alternative routes for traveling and the times during which the traffic will be at its peak. Load-shedding has resulted in many homes and businesses to incur losses and inconveniences. Therefore, power outages need to be addressed.

Respondents' perceive increases in the cost of living to occur during the 2010 FIFA World Cup as many businesses would want to increase their sales and profits. This may deter the respondents from supporting the 2010 FIFA World Cup, future mega-events and

large scales activities. Forty six percent of the respondents believed that the wealthy would benefit from the 2010 FIFA World Cup.

The suggestions provided by the respondent highlight the three areas that need to be addressed: security measures, traffic congestion and the responsibilities of the government. Firstly, security needs to be implemented systematically so as to deal with the minor crimes and then address the serious criminal offences. Secondly, more traffic control officers need to be present at the busy intersections as well as to implement an effective traffic plan. A general improvement is needed in road signs and roads. Thirdly, the government needs to play a more active role in serving the community and assisting those that are living along the lines of poverty, to ensure that they do not become vulnerable during the 2010 FIFA World Cup.

The findings of the resident perceptions component of the study indicate that the perceptions of the respondents are varied. They perceive there to be positive and negative outcomes from the hosting of the 2010 FIFA World Cup. Their perceptions of the negative impacts relate to the inconveniences as well as crime. The respondents have highlighted many concerns and foreseeable problems. They have also forwarded many suggestions. The next chapter presents the analysis of the data on the business perceptions of the 2010 FIFA World Cup and stadium development.

CHAPTER SIX DATA ANALYSIS: BUSINESS PERCEPTIONS

6.1 Introduction

The chapter presents the business profile and proceeds with the general understanding of the terms sport tourism and mega-events among the business respondents. Business perceptions', expectations and concerns in relation to various issues about the 2010 FIFA World Cup and the construction of the Moses Mabhida stadium are then examined.

6.2 Business profile

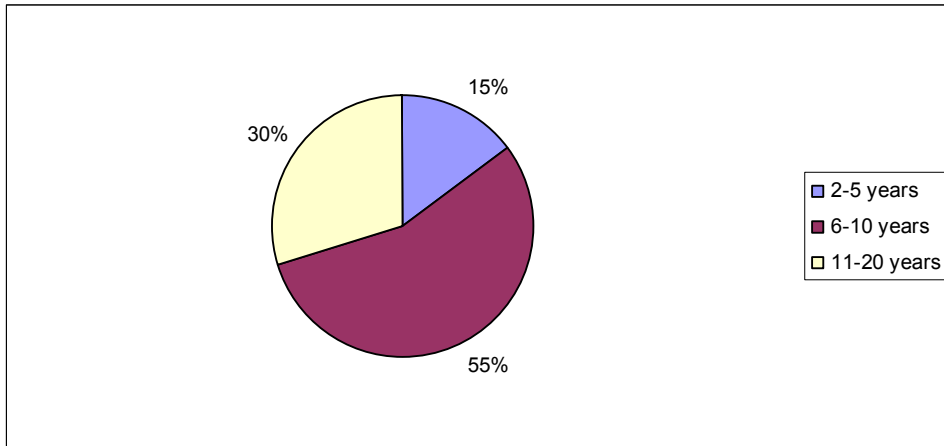
Table 6.1 shows the types of businesses interviewed. Twenty percent of the businesses are restaurants, 20% are clothing stores and another 20% are takeaways. Fifteen percent of the businesses are general stores and another 15% are food outlets. One business each is a jewelry store, and kitchen and home accessory store. The findings indicate that several types of businesses will be impacted upon during the 2010 FIFA World Cup.

Table 6.1 Type of business (n = 20)

Type of business	<i>f</i>	Percentage
Restaurant	4	20
General store	3	15
Jewelry store	1	5
Kitchen and home accessories	1	5
Clothing store	4	20
Take-away	4	20
Food outlet	3	15

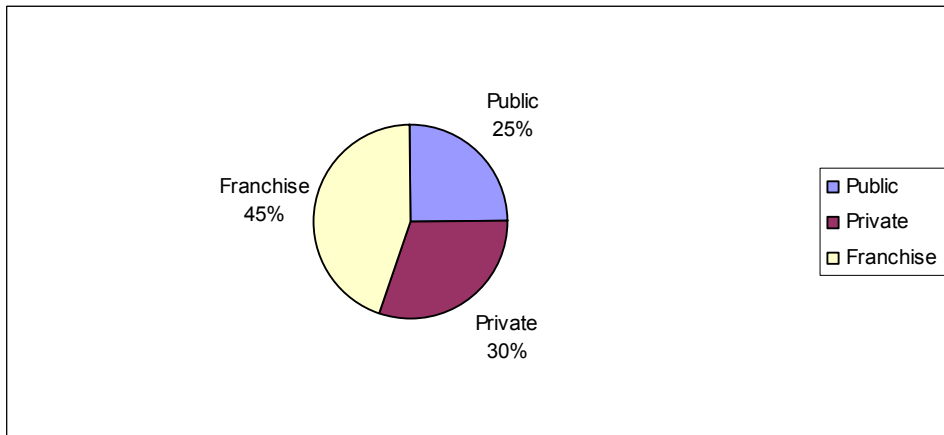
In terms of figure 6.1, 55% of the businesses have been established for 6-10 years whilst 30% of the businesses have been established for 11-20 years. Fifteen percent of the businesses have been established for 2-5 years. The businesses have been established for an average of 9 years and range from 2 to 20 years. The findings show that businesses are established in the area.

Figure 6.1 Duration of business being established in the location (n = 20)



Among the enterprises, 45% of the businesses are franchises (figure 6.2). This may be attributed to Durban being an accessible place for businesses to make money. Thus, many franchises are located in the area. Thirty percent are private enterprises. Twenty five percent of the businesses are public enterprises.

Figure 6.2 Type of enterprise (n = 20)



Fifty five percent of the businesses are medium and 45% of the businesses are small in terms of size. Figure 6.3 reveals that half of the businesses earn less than R10 000 per month, 20% earn between R21 000 - R30 000 per month and another 20% earn between R31 000 - R40 000 per month. Ten percent of the businesses earn between R11 000 - R20 000 per month. The average profit that the businesses generate per month is R20 625 and ranges from less than R10 000 to R40 000.

Figure 6.3 Profit generated per month in rands (n = 20)

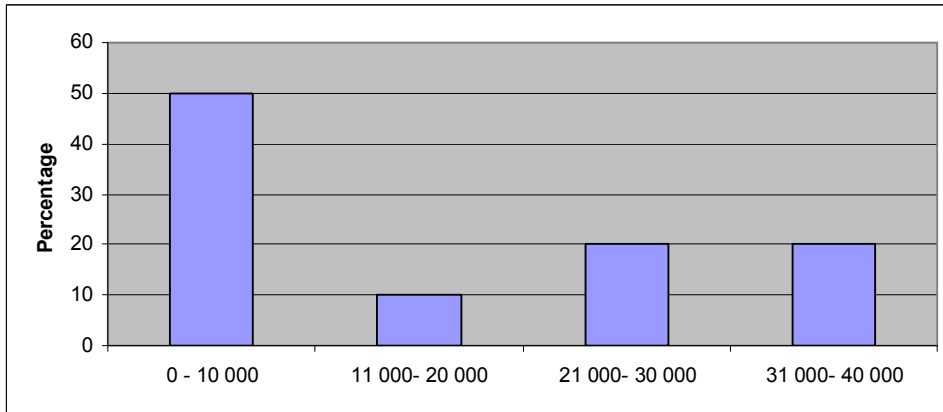


Table 6.2 indicates that 35% of the businesses have 5 employees and another 35% of the businesses have 4 employees. Fifteen percent of the businesses have 3 employees and another 15% of the businesses have 2 employees. The average number of employees is 4 and ranges from 2 to 5. The findings indicate that businesses have a small number of employees. This may be attributed to the businesses being relatively small.

Table 6.2 Number of employees (n= 20)

Number	<i>f</i>	Percentage
2	3	15
3	3	15
4	7	35
5	7	35

In terms of figure 6.4, half of the employees are employed on a full-time basis, 25% of the employees are employed on a part-time basis and another 25% are employed on a contract basis. Half of the staff are employed on a full-time basis. This may be attributed to the businesses having a significant amount of work to be completed thus staff are required to work on a full-time basis. However, food related enterprises tend to employ more staff on a part-time basis.

Figure 6.4 Basis on which the staff is employed (n = 20)

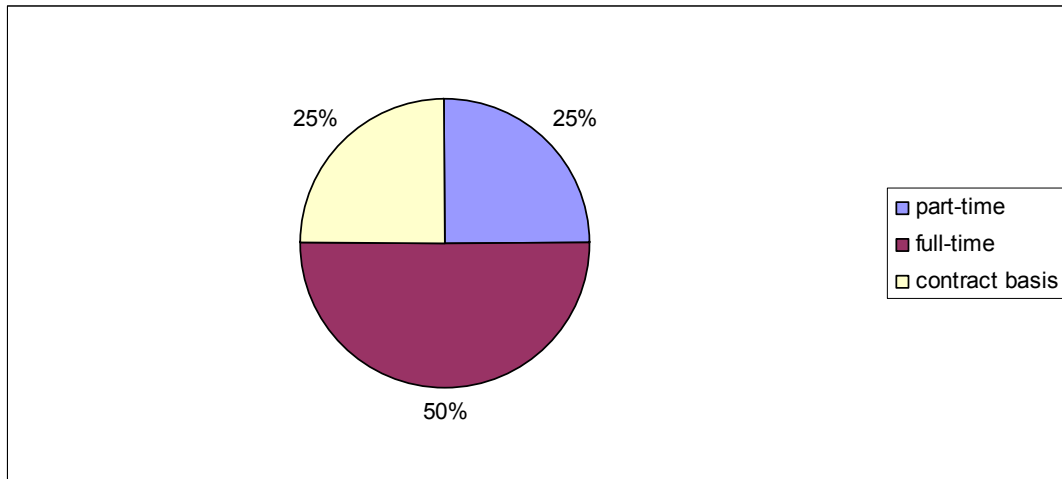


Table 6.3 illustrates that 40% of the businesses are located 2 km from the Moses Mabhida Stadium, 35% of the businesses are situated approximately 1.5 km from the Moses Mabhida Stadium and 25% of the businesses are located 1 km from the Moses Mabhida Stadium. The results indicate that businesses are dispersed in the region around the Moses Mabhida stadium.

Table 6.3 Distance of business from the stadium (in kilometers) (n = 20)

Distance	<i>f</i>	Percentage
1 km	5	25
1.5 km	7	35
2 km	8	40

6.3 Businesses' general understanding of sport tourism and mega-events

According to table 6.4, 75% of the respondents stated that sport tourism creates jobs and 50% indicated that it 'generates profit'. This may be attributed to the businesses anticipating benefiting from the hosting of sport events. Swart and Bob (2009) indicate that there is a close relationship between mega sport events and economic gain for the host region. Fifty percent of respondents defined sport tourism as it 'occurs everywhere' and another 50% of respondents highlighted that in sport tourism 'lots of people participate'. Forty five percent of respondents stated that sport tourism 'generates money' and another 45% of the respondents stipulated that in sport tourism the 'sport fans will

travel'. The findings indicate that the businesses are more familiar with the economic benefits associated with sport tourism.

Table 6.4 Business understanding of sport tourism (n = 20): Multiple responses

Definition	<i>f</i>	Percentage
Generates profit	10	50
Generates money	9	45
Sport fans will travel	9	45
Creates jobs	15	75
Occurs everywhere	10	50
Lots of people participate	10	50

Table 6.5 reveals that 70% of the respondents stated that 'huge/ big/ gigantic/ large sport event' is their understanding of mega-events. Fifty five percent of the respondents stated 'businesses make money' during mega-events. As Bolhmann and van Heerden (2005) contend, economic benefits are a possibility with the hosting of mega-events. Half of the respondents stated that 'more investments/ revenues are generated for a country', this may be attributed to the confidence that the international investors have of a country that hosts a mega sport event. Thus, the host country may receive more investors. Forty five percent of the respondents stated their understanding of mega-events as 'like the Olympics/ FIFA World Cup'. One respondent indicated that 'people make money' during a mega-event.

Table 6.5 Business understanding of mega-events (n = 20): Multiple responses

Definition	<i>f</i>	Percentage
It is huge/ big/gigantic/ large sport event	14	70
Like the Olympics/ FIFA World Cup	9	45
People make money	1	5
Businesses make money	11	55
More investments/ revenue generated for a country	10	50

All of the respondents are aware of major sport events held in the past. This may be attributed to the popularity of sport events in South Africa. Table 6.6 highlights that 85% of respondents stated that the 2003 Cricket World Cup was the sport event South Africa held in the past, whilst 65% of the respondents stated 1995 Rugby World Cup and 60% indicated Golf Tournament. Forty percent stated soccer and 20% of respondents indicated swimming.

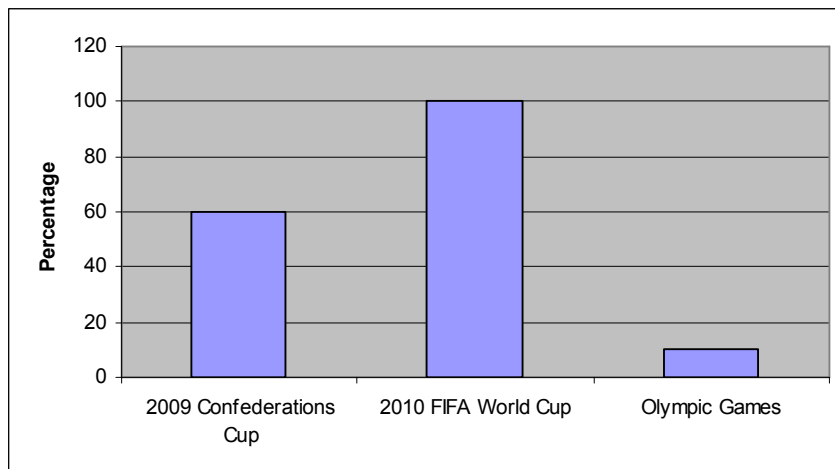
Table 6.6 Type of sport event South Africa held in the past (n =20): Multiple responses

Type of sports	<i>f</i>	Percentage
1995 Rugby World Cup	13	65
2003 Cricket World Cup	17	85
Golf tournament	12	60
Soccer	8	40
Swimming	4	20

6.4 Business awareness of 2010 FIFA World Cup 2010 stadia development and the Moses Mabhida Stadium.

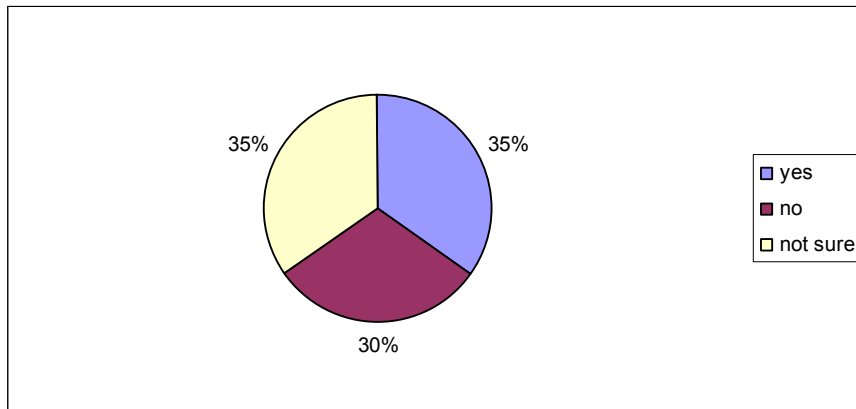
All of the businesses are aware of South Africa hosting a major sporting event. The media is responsible as there has been a large amount of coverage that South Africa will be hosting the 2010 FIFA World Cup. Furthermore, all of respondents identified the 2010 FIFA World Cup as the event being held. Furthermore, 60% of the businesses are aware of the 2009 Confederations Cup and 10% of the businesses are aware of the Olympic Games (figure 6.5).

Figure 6.5 Major sporting event that will be held (n= 20): Multiple responses



According to figure 6.6, 35% of the businesses are aware of a dedicated soccer venue that is being planned as a soccer legacy and another 35% of the businesses are not sure, whilst 30% stated that they are not aware.

Figure 6.6 Awareness of a dedicated soccer venue that is being planned as a 2010 soccer legacy (n = 20)



Forty five percent of the businesses stated that they were not aware of a competition venue that is being planned as a 2010 soccer legacy, forty percent of the businesses were aware and 15% of the businesses were not sure. Seventy percent of the businesses stated that the 2010 FIFA World Cup event will be hosted in the Moses Mabhida stadium, 20% were not sure and 10% did not know.

Table 6.7 shows that 35% of the businesses stated that the venue will also be used as a conference venue and half suggested that it will be used as a training venue. Twenty five percent of the businesses stated that the other uses of the Moses Mabhida Stadium will be for stores and 15% of the businesses stated that the Moses Mabhida Stadium will have other uses associated with a multiple-purpose facility.

Table 6.7 Uses of the venue (n= 20): Multiple responses

Response	<i>f</i>	Percentage
Conference venue	7	35
Training venue	10	50
Stores	5	25
Multi-purpose facility	3	15

Eighty percent of the respondents are not aware of opportunities related to the 2010 FIFA World Cup while 20% are aware.

6.5 Business involvement in 2010 and related activities

In terms of figure 6.7, 45% of the respondents are sponsors of local soccer clubs and another 45% of the respondents are sponsors of youth soccer clubs. Twenty five percent of the respondents are sponsors of school teams. The businesses appear to be playing a key role in uplifting the community by sponsoring the various soccer clubs. Also, the results indicate an interest in sport and in soccer in particular. The businesses are developing a relationship between themselves and the soccer clubs. The youth and the scholars especially need this type of sponsorship and leadership so as to keep them focused on the sport in order develop themselves as individuals. Additionally, sponsorship is required to ensure that the sport industry, more particularly interest in soccer, grows.

Figure 6.7 Business as a sponsor (n = 20): Multiple responses

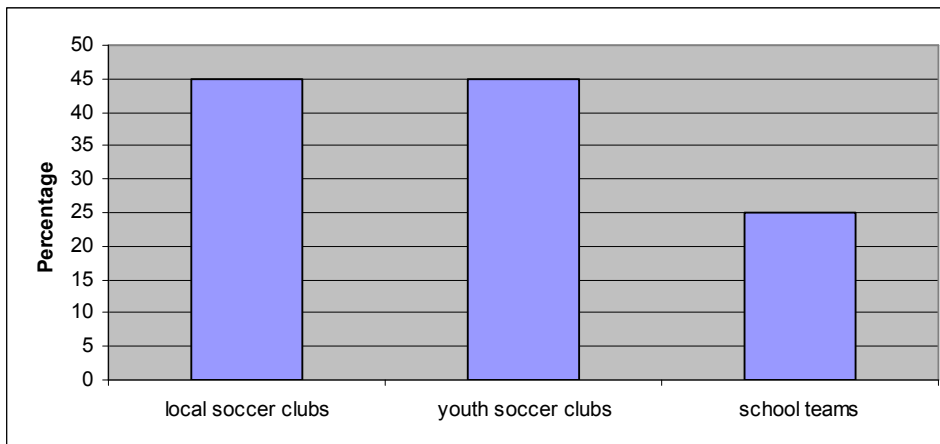


Table 6.8 indicates that 60% of the businesses intend using flyers for advertising their business. Half of the respondents stated they would use the internet to advertise, whilst 20% indicated that they would not advertise. Ten percent stated television and another 10% of the respondents stated that they would advertise via the radio. One respondent indicated that they would advertise with street pole ads. The popularity of the businesses wanting to use flyers to advertise their business for the 2010 FIFA World Cup may be attributed to the flyers being convenient to distribute. Flyers may be distributed and easily accessible to tourists and prospective customers at airports and travel agencies. Furthermore, flyers are inexpensive as compared to other means of advertising. The

results show an interest in being proactive and marketing their businesses during the 2010 FIFA World Cup.

This is also reflective of expectations regarding an increase in business opportunities during the 2010 FIFA World Cup. Therefore, the businesses are keen on reaping the benefits of the 2010 FIFA World Cup. According to Cherry (2008), Germany who hosted the 2006 World Cup had used quite innovative and dynamic types of marketing strategies. That was a key factor that contributed to their success as hosts. Thus, South Africa as the host of the 2010 FIFA World Cup needs to also learn a few key lessons from Germany's advertising as it would assist South Africa in hosting the 2010 FIFA World Cup and ensuring the local businesses can benefit as well.

Table 6.8 Type of advertising to promote business in 2010 (n = 20): Multiple responses

Type of advertising	<i>f</i>	Percentage
None	4	20
Television	2	10
Radio	2	10
Street pole ads	1	5
Internet	10	50
Flyers	12	60

Seventy percent of the businesses stated that they would be changing the delivery of goods and provision of services for 2010. Many of the businesses are anticipating benefiting from the 2010 FIFA World Cup. However, 30% of respondents stated 'no', that they would not benefit.

Table 6.9 illustrates that 25% of the respondents will 'offer a variety on their menu', 15% of the respondents stated that they would 'open business for longer hours during the matches' and another 15% stated that they would 'have more goods that represent our country'. Ten percent indicated that they would 'sell a variety of goods' and one respondent (5%) indicated that they would 'employ more people'. The businesses are interested in preparing themselves for the 2010 FIFA World Cup and are making concerted efforts to ensure that they meet the demands of the tourists and visitors in 2010. The findings indicate that the provision of more goods is part of a business strategy to

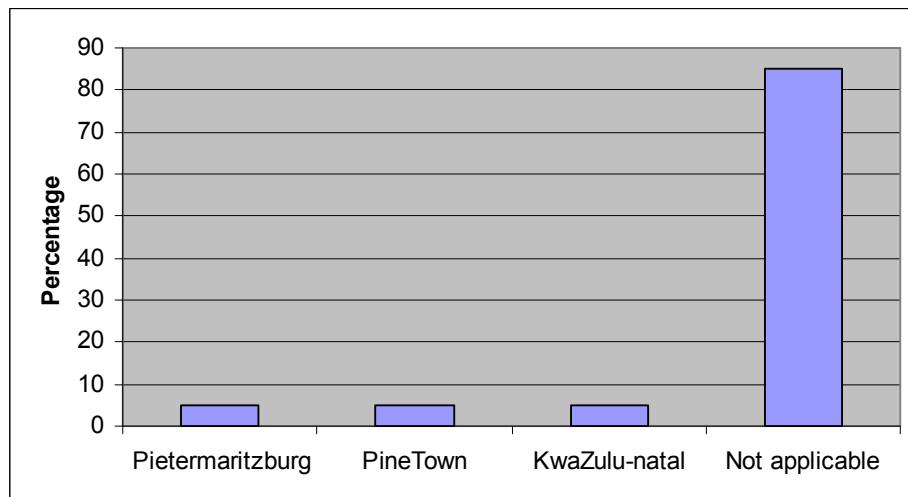
ensure that the businesses can accommodate the numerous demands and gain the maximum economic advantage in their sales.

Table 6.9 Type of changes for 2010 (n = 20)

Type	<i>f</i>	Percentage
Employ more people	1	5
Open business for longer hours during the matches	3	15
Offer a variety on the menu	5	25
Have more goods that represent our country	3	15
Sell a variety of goods	2	10
Not applicable/ No response	6	30

Eighty five percent of the respondents stated that other branches will not be opened for 2010. Fifteen percent of respondents indicated that they would be opening other branches for 2010. The businesses are located in close proximity to the Moses Mabhida stadium and they felt that they would be impacted more in that area. Figure 6.8 shows the location of the new branches for 2010. Among the three respondents who stated that they would be opening branches, one each stated that branches will be opened in Pietermaritzburg, Pinetown and around KwaZulu-Natal.

Figure 6.8 Location of the new branches for 2010 (n = 20)



Eighty percent of the respondents stated that they would not be involved in the establishment of bed and breakfast enterprises and 20% of respondents stated that they would be involved. According to Bhengu (2008), the amount of hotel accommodation available for the 2010 FIFA World Cup is rapidly being booked. Bhengu (2008) states that in order for such establishments to take in tourists, the bed and breakfast enterprises have to be registered and graded. Adams (2008a) and Bhengu (2008) further deduce that these bed and breakfast establishments are becoming popular and are in demand. The results show that there is willingness among some of the businesses interviewed to respond to this demand.

Fifteen percent of bed and breakfast enterprises would be located in KwaZulu-Natal and one respondent stated Soweto. Bed and breakfast enterprises are becoming popular as alternative accommodation to hotels.

Eighty percent of the respondents stated that they would be employing more people for the 2010 FIFA World Cup. Twenty percent indicated that they would not be employing more people for the 2010 FIFA World Cup. The results indicate that the 2010 event will be creating additional jobs during the event with most local businesses interviewed stating that they will be employing more people. The respondents who stated that they would not be employing more people indicated that they do not need to employ additional staff.

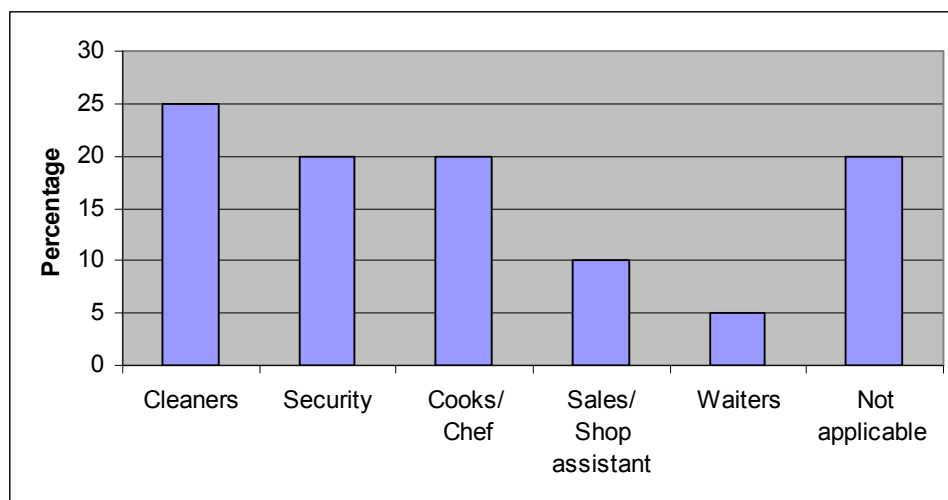
Table 6.10 shows that 40% of the respondents would be employing 2 people, 25% stated 3 people and 10% indicated that they would employ 5 people. Five percent of respondents stated that they would employ 4 people. The average number of people that would be employed is 2.8 and ranged from 2 to 5 persons.

Table 6.10 Number of people to be employed (n = 20)

Response	<i>f</i>	Percentage
2	8	40
3	5	25
4	1	5
5	2	10
Not applicable	4	20

According to figure 6.9, 25% of the respondents stated that they would employ cleaners. Twenty percent is not applicable, 20% indicated that they would employ security guards and another 20% stated that they would employ more people for the purposes of cooking. Ten percent of the businesses stated that they would employ people as sales assistant and one respondent (5%) stated that he/she would employ more waiters. Fletcher (2005) deduces that closely associated with the tourism industry is the creation of opportunities for employment. However, these use mostly semi-skilled and unskilled jobs.

Figure 6.9 Purpose for their employment (n = 20): Multiple responses



Eighty five percent of the respondents stated that they would not be offering other types of services, whilst 15% of the respondents stated that they would. In terms of businesses offering other types of services, the respondents stated ‘more/ different food on the menu’. Ten percent of the respondents stated that the reason they would be offering other types of services for the 2010 FIFA World Cup is to attract the tourists. One respondent (5%) stated he/she would offer different types of services ‘for the tourists’.

Ninety percent of the respondents stated that they were not sponsors of any local or national sporting events in the past. Ten percent of the respondents stated that they sponsored local or national sporting events. Among those who were sponsors, one respondent stated that he/she was the main sponsor and one stated that he/ she was the promoter. Furthermore, 10% of the respondents indicated that they sponsored fun runs and walks. Ninety percent of the respondents stated that they would like to be updated on

the events and opportunities related to the 2010 FIFA World Cup. However, 10% of the respondents stated they would not want to be updated. The businesses are keen to be a part of the historic event and would also like to benefit from it.

In terms of table 6.11, 65% of the respondents stated that they would like to be informed about the 2010 FIFA World Cup events and opportunities from the television, 60% indicated newspaper and 35% stated internet. The medium of the television is the most popular as it is cheaper as compared to the other means of communication. Thirty percent indicated that they would like to be informed via the radio and 25% stated short-message-service (SMS). Twenty percent indicated they would like to be informed by posters and one respondent stated that he/she would like to be informed through the electronic mail (e-mail). The findings reveal that the majority of the businesses would want to be informed via the television and the newspaper. Through the passage of time the newspaper and the television have been renowned for being a means of conveying messages and news updates. Even with the improvement in technology, such as the internet and the SMS, the newspaper and the television are still valued amongst the businesses.

Table 6.11 Manner in which respondents would want to be informed on 2010 events and opportunities (n = 20): Multiple responses

Type	<i>f</i>	Percentage
Television	13	65
Newspaper	12	60
Internet	7	35
Posters	4	20
Radio	6	30
SMS (short message service)	5	25
e-mail	1	5
Not applicable	2	10

Ninety percent of the respondents stated that they would like to be updated on the developments relating to the 2010 FIFA World Cup, whilst 10% of respondents stated that they would not want to be informed. Table 6.12 shows that 70% of the respondents would like to be informed through the television and another 70% stated that they would like to be informed through the newspaper. Fifty five percent stated they would like to be informed through the internet. Fifteen percent stated posters and another 15% stated that they would like to be updated through the SMS. Ten percent stated they would like to be

informed on developments relating to the 2010 FIFA World Cup via the radio and another 10% stated e-mail.

Table 6.12 Manner in which respondents would like to be informed on 2010 developments (n = 20): Multiple responses

Manner	<i>f</i>	Percentage
Television	14	70
Newspaper	14	70
Internet	11	55
Posters	3	15
Radio	2	10
Short-message-service (SMS)	3	15
e-mail (electronic mail)	2	10
Not applicable	2	10

Ninety percent of the respondents stated that they would like to be updated on 2010 initiatives and 10% indicated that they would not like to be informed. The respondents are showing an interest in the 2010 FIFA World Cup and therefore would want to be at the forefront of being informed about the initiatives.

Figure 6.10 reveals that half of the respondents suggested that billboards should be used to improve the communication relating to the 2010 FIFA World Cup. Thirty five percent stated radio and another 35% of the respondents stated that pamphlets should be used. Twenty five percent of respondents suggested television and another 25% suggested posters should be used for improving the communication relating to the 2010 FIFA World Cup. The results indicate that billboard advertisement is proposed by the majority of the respondents. The businesses indicated that the radios as well as pamphlets are possible means for improving the communication relating to the 2010 FIFA World Cup.

Figure 6.10 Suggestions for improving the communication relating to the 2010 FIFA World Cup event (n = 20): Multiple responses

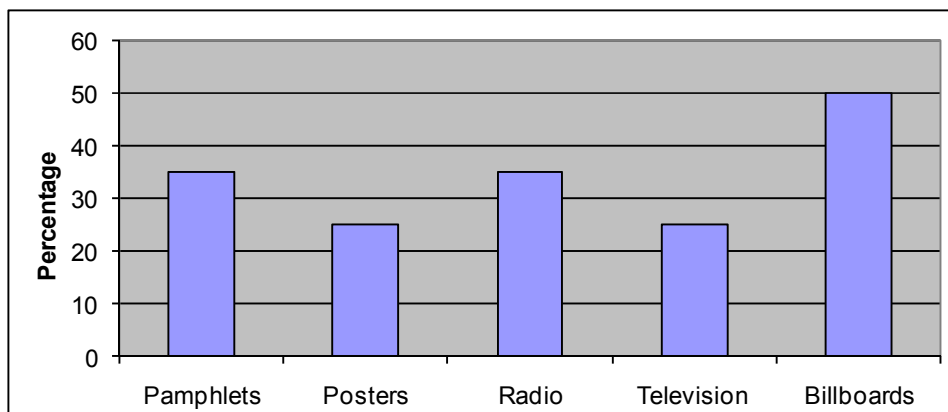


Table 6.13 reveals that 55% of the respondents indicated ‘more crime’ as a concern about South Africa hosting the 2010 FIFA World Cup. According to Swart (nd), crime is an issue that will occur during the 2010 FIFA World Cup. Thirty five percent of the respondents are concerned that ‘South Africa will become bankrupt after 2010’ and 20% of the respondents are concerned that there will be ‘more expenses’. Ten percent of the respondents stated ‘increase in the cost of goods’ as a concern. According to Maennig and Schwarthoff (2006) and Swart and Bob (2004), public capital is used to support the fiscal aspect of hosting mega-events such as the 2010 FIFA World Cup. This is a cause for concern as the respondents seem to be concerned about the financial burden and the impact it will have on them and the country as a whole.

Ten percent of respondents indicated load-shedding. Ten percent of respondents stated xenophobia as a concern about South Africa hosting the 2010 FIFA World Cup.

Table 6.13 Concerns about South Africa hosting the 2010 FIFA World Cup (n = 20): Multiple responses

Response	<i>f</i>	Percentage
Increase in the cost of goods	2	10
South Africa will become bankrupt after 2010	7	35
More crime	11	55
Load-shedding	2	10
More expenses	4	20
Xenophobia	2	10
No	2	10

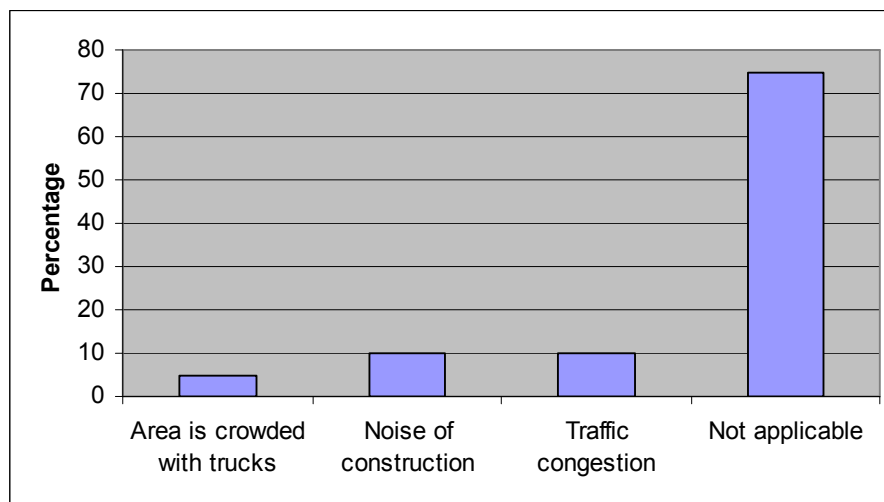
6.6 Business concerns in relation to new stadium development

Eighty five percent of the businesses stipulated that they have not been approached by international corporations or local companies to form partnerships for the 2010 FIFA World Cup. Fifteen percent of the businesses stated that they have been approached. These businesses have been approached by either the international corporations or local businesses to form partnerships. They have been approached telephonically. One respondent stated that they have been approached through meetings.

In terms of impacts of construction on businesses, 75% of respondents stated that they are not being impacted by the construction of the Moses Mabhida stadium. However, 25% of

respondents stated that they are being impacted. According to figure 6.11, 10% of the respondents stated that they are being affected by the noise related to the construction. Ten percent of the respondents indicated that they are being affected by the traffic congestion. According Makhaye (2008), traffic congestion is becoming a major issue in Durban and effective road infrastructure is needed to remedy the problem. Five percent of the respondents indicated that the area is crowded with trucks.

Figure 6.11 Type of impact experienced by the respondents in relation to the construction of the stadium (n = 20)



Sixty percent of the respondents stated that they have been affected by crime. The occurrence of criminal activities in South Africa is rife. Burger (2007) contends that security will have to be reliable to ensure that the crime is reduced for the 2010 FIFA World Cup. Forty percent of businesses indicated that they have not been affected by crime.

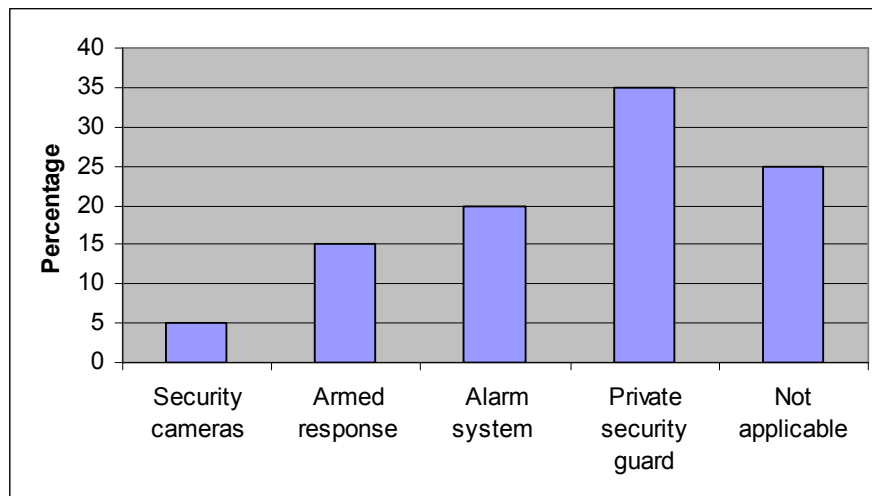
According to table 6.14, 25% of the respondents stated that the type of criminal activities they have experienced was robbery, 20% indicated break-ins and 10% of the respondents stated petty theft. One business (5%) stated that they have been affected by shop lifting. The main criminal activity is therefore linked to theft.

Table 6.14 Type of criminal activities (n = 20)

Type of crime	<i>f</i>	Percentage
Petty theft	2	10
Break-in	4	20
Shop lifting	1	5
Robbery	5	25
Not applicable	8	40

Seventy five percent of businesses stated they would be improving their security system for the 2010 FIFA World Cup. Twenty five percent of respondents stated that they would not improve their security system. According to figure 6.12, 35% of the respondents stipulated that they would get a private security guard as their method of improving the security system. Twenty percent of the respondents stated they would get an alarm system and 15% of the respondents stated that he/ she would get armed response. One respondent (5%) highlighted that they would get security cameras. The prevalence of crime has led to many businesses taking measures to ensure that their safety is guaranteed. According to Burger (2007), security and policing will have to be a top priority for the 2010 FIFA World Cup. De Boer (2008b) further contends that in order for the Metro police to be more vigilant and to keep abreast with the crime in the area, video cameras will be used by the Metro police.

Figure 6.12 Method of improving security system (n = 20)



Sixty percent of the respondents stated that there was not a higher incidence of crime in the area when matches were held at the ABSA stadium. Forty percent of respondents indicated that there is crime. Table 6.15 shows the type of crime that occurred in the area when matches were held at the ABSA stadium. Sixty percent is not applicable. Forty percent of the respondents stated gangsterism and hooliganism. This may be attributed to the presence of a larger number of people in the area that provided the opportunity for the criminals to take advantage of the situation.

Table 6.15 Type of crime (n = 20)

Response	<i>f</i>	Percentage
Gangsterism/ Hooliganism	8	40
Not applicable	12	60

6.7 Perceptions and attitudes towards the construction of the stadium and impacts (during, post-event)

Seventy five percent of the businesses stated that they are not being impacted upon by the construction of the Moses Mabhida stadium. Twenty five percent of respondents indicated that they are being impacted upon by the construction. Table 6.16 reveals that 15% of the respondents stated that the ‘noise of construction’ is impacting on them. Ten percent of the respondents stated ‘area is too busy/ crowded’.

Table 6.16 Type of impact (n = 20)

Impact	<i>f</i>	Percentage
Area is too busy/ crowded	2	10
Noise of construction	3	15
Not applicable	15	75

Twenty five percent of the respondents stated that to address the problem of traffic congestion there should be ‘more traffic officers on duty’. According to table 6.17, 60% of the businesses foresee crime as a possible problem during the 2010 FIFA World Cup and 50% stated xenophobia. Approximately 35% of the respondents stated load-shedding as a possible problem. Fifteen percent of the respondents stated that there will be an increase in the cost of goods. Five percent of the businesses stated that alcoholism will be a problem.

Table 6.17 Business foresee any possible problems (n = 20)

Problems	<i>f</i>	Percentage
Crime	12	60
Alcoholism	1	5
Xenophobia	10	50
Load-shedding	7	35
Increase in the cost of goods	3	15

Table 6.18 reveals the suggestions forwarded by the respondents to address the problems and 90% stated that there needs to be more security. Thirty five percent of the respondents stated that generators should be used. Five percent of the respondents stated that the government must pay for the stadium.

Table 6.18 Suggestions (n= 20): Multiple responses

Suggestions	<i>f</i>	Percentage
Security	18	90
Generators	7	35
Government must pay for the stadium	1	5

Eighty five percent of the respondents stated that they are not interested to use the stadium facilities. Fifteen percent of respondents indicated that they are interested to use the stadium facilities. The respondents who are interested stated that they would like to use the Moses Mabhida stadium for the purpose of stores. Ninety percent of the respondents stated that it would be positive to have a stadium. Ten percent of respondents indicated that it would be negative.

According to table 6.19, several general suggestions were provided by the respondents. Thirty percent indicated that they should be 'given discounts for advertising'. Twenty percent stated 'more security/ police for the businesses'. Fifteen percent of respondents stated that they want to be 'informed about participating'. Ten percent of respondents stated that they needed 'funding for hiring more staff'.

Table 6.19 General suggestions (n= 20)

Suggestions	<i>f</i>	Percentage
More security/ police for the businesses	4	20
Funding for hiring more staff	2	10
Discount for advertising	6	30
Inform about participating	3	15
None	5	25

6.8 Business expectations (including benefits) of 2010 World Cup (pre, during and post), especially in terms of the stadium.

In terms of the likert scale the following codes were used to ascertain the different levels of agreement and disagreement that the respondents have with the statements:

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

In table 6.20, the social impacts of South Africa hosting the 2010 FIFA World Cup are highlighted. With regard to the statement ‘increases in traffic will make it difficult for the customers to gain access to the shop’, 60% of the businesses strongly agree and 40% agree.

Fifty five percent of the respondents agree and 25% strongly agree with the statement ‘the increases in the number of tourists and visitors will make the area too chaotic and the chaos may deter customers from coming to the shops’, whilst 20% of the respondents are neutral. The findings indicate that the businesses are concerned about the tourists and visitors that may crowd the area and the vicinity around the shops. The event organisers need to have a schedule to ensure that the tourists are allowed to the area during specific times, or the tourists and visitors should be allowed only at certain places. Thus, that measure would ensure that chaos is at a minimal and the tourists and visitors can engage in safe and enjoyable touring.

Table 6.20 Social impacts of hosting the 2010 FIFA World Cup (n=20)

Statement	Percentage				
	SA	A	N	D	SD
The increases in traffic will make it difficult for the customers to gain access to the shop.	60	40	0	0	0
The increases in the number of tourists and visitors will make the area too chaotic and the chaos may deter customers from coming to the shops.	25	55	20	0	0

Table 6.21 shows that half of the respondents agree and 45% strongly agree with the statement ‘2010 FIFA World Cup being of assistance for growing their company’, however, one respondent strongly disagreed. With reference to the statement ‘their company will gain more international and foreign investors during 2010’, 55% strongly agree, 40% agree and one respondent disagrees with that statement.

Fifty five percent of the businesses strongly agree that ‘there will be more economic gain for their business during and after the 2010 FIFA World Cup’, whilst 30% agree, 10% are neutral and one respondent disagrees. This may be attributed to businesses being optimistic about benefiting from the 2010 FIFA World Cup. The respondents are keen on taking advantage of the opportunities that the 2010 FIFA World Cup may present.

With reference to ‘more goods being produced for 2010 FIFA World Cup’, 45% of the businesses agree, 35% strongly agree, 15% are neutral and one business strongly disagrees. In terms of the statement ‘more imports occurring’, 45% agree, 30% strongly agree, 20% are neutral and one business disagrees. With regards to the ‘occurrence of exports’, 40% of the respondents agree, 35% strongly agree, 20% are neutral and one respondents disagrees. In terms of the economic impacts, there is an overall agreement amongst the respondents and they perceive the 2010 FIFA World Cup to create positive outcomes both in the short-term and long-term.

Table 6.21 Economic impacts of hosting the 2010 FIFA World Cup (n= 20)

Statement	Percentage				
	SA	A	N	D	SD
The 2010 FIFA World Cup will be of assistance for growing your company	45	50	0	0	5
Your company will gain more international and foreign investors during 2010	55	40	0	5	0
There will more economic gain for the businesses during and after 2010 FIFA World Cup	55	30	10	5	0
More goods be produced for 2010 FIFA World Cup	35	45	15	0	5
More imports occur	30	45	20	5	0
More exports will occur	35	40	20	5	0

With reference to table 6.22, half of the businesses agree, 30% strongly agree and 20% are neutral that ‘South African businesses will become more recognised by the tourists’. In terms of there being ‘more provision of technology services such as communication’ half of the businesses agree, 35% strongly agree, and 15% of the respondents are neutral. According to Adams (2008b), a portal system will be set up on the internet for the people who are interested to find out more about the 2010 FIFA World Cup and for those who want to communicate. Forty three percent of the respondents disagree and 34% strongly disagree with the statement ‘the local businesses will incur more expenses’. Twenty three percent of the respondents are neutral.

Half of the respondents strongly agree and another half agree that the ‘businesses will have to have more human and financial resources to cater for the demands of the 2010 FIFA World Cup’. With regard to the statement ‘price inflation of basic goods and services will occur’, 55% of the respondents agree and 45% strongly agree. In terms of the statement ‘occurrence of foreign trade and investment’, 45% of the respondents strongly agree, 40% agree and 15% are neutral.

Forty five percent of the businesses strongly agree and 35% agree that ‘there will be many opportunities for businesses as a result of the 2010 FIFA World Cup’. Fifteen percent of the respondents are neutral and one respondent disagrees. With regard to the statement ‘proliferation of the enterprise and industry development’, 45% of the respondents strongly agree and 30% agree. Fifteen percent are neutral and 10% of respondents disagree. Half of the respondents agree and 35% strongly agreed that ‘the stadium and infrastructural development will impact on businesses’, whilst 15% of

respondents are neutral. Forty five percent of the businesses strongly agree and 40% agree that ‘there will be more competition amongst businesses as a result of 2010 FIFA World Cup’, however, 15% of respondents are neutral.

Table 6.22 Economic impacts of hosting the 2010 FIFA World Cup (n= 20)

Statement	Percentage				
	SA	A	N	D	SD
South Africa businesses will become more recognised by the tourists	30	50	20	0	0
There be more provision of technology services such as communication	35	50	15	0	0
The local businesses will incur more expenses	0	0	23	43	34
The businesses will have to have more human and financial resources to cater for the demands of the 2010 FIFA World Cup	50	50	0	0	0
Price Inflation of basic goods and services will occur	45	55	0	0	0
Foreign trade and investment will occur	45	40	15	0	0
There are many opportunities for businesses as a result of 2010 FIFA World Cup	45	35	15	5	0
Enterprise and industry development will proliferate	45	30	15	10	0
The stadium and infrastructural development will impact on businesses	35	50	15	0	0
There will be more competition amongst businesses as a result 2010 FIFA World Cup.	45	40	15	0	0

Table 6.23 illustrates that 45% of the respondents agree and 40% strongly agree that ‘pollution and littering will occur in the area, thus making it unsightly for tourists which may deter them from purchasing in the shops’, whilst 15% are neutral. The businesses are concerned that as a result of the 2010 FIFA World cup there will be many tourists and visitors (local and international) in the vicinity of their shops. It may become difficult to control the people. Pollution and littering may also increase. The enthusiasm of the tourists and visitors will become curtailed as they may view the area as polluted.

Table 6.23 Environmental impacts of hosting the 2010 FIFA World Cup (n= 20)

Statement	Percentage				
	SA	A	N	D	SD
Pollution and littering will occur in the area, thus making it unsightly for tourists which may deter them from purchasing in the shops.	40	45	15	0	0

According to table 6.24, half of the respondents strongly agree with the statement ‘more tourists will visit game parks and engage in ecotourism thereby increasing business

profits in the region'. Forty percent of the respondents agree and 10% are neutral. This may be attributed to the businesses being interested to make more profits from the tourists. With reference to the statement 'the number of people staying at ecolodges and game parks will increase thereby increasing profits in those regions', 55% of the respondents agree, 30% strongly agree and 15% are neutral. Half of the respondents strongly agree, 45% agree and 5% are neutral with regard to the statement 'with more game parks attracting tourists, it will create business opportunities for surrounding enterprises'.

Half of the respondents strongly agree, 40% agree and 10% are neutral with regard to the statement 'the conservation sites and game parks will require more staff personal; with South Africans being employed it will help to strengthen the South African economy'. This may be attributed to the demands that will be created when the cohorts of tourists come to South Africa for the 2010 FIFA World Cup and South Africa's (and Africa more generally) reputation as an ecotourism destination.

Table 6.24 Parks and conservation (n = 20)

Statement	Percentage				
	SA	A	N	D	SD
More tourists will visit game parks and engage in ecotourism thereby increasing business profits in the region.	50	40	10	0	0
The number of people staying at ecolodges and game parks will increase thereby increasing profits in those regions.	30	55	15	0	0
With more game parks attracting tourists, it will create business opportunities for surrounding enterprises.	50	45	5	0	0
The conservation sites and game parks will require more staff personal; with South Africans being employed it will help strengthen the South African economy.	50	40	10	0	0

6.9 Conclusion

The findings of this chapter and the previous chapter have thematically demonstrated the perceptions of the residents and businesses and their key concerns. Their attitudes towards various social, economic and environmental problems have been analysed. The opinions of the respondents are diverse and a multitude of suggestions have been raised in relation to the issues they have raised. Furthermore, the residents and businesses perceive many economic impacts to be associated with the hosting of the 2010 FIFA

World Cup. The respondents both perceive there to be foreseeable problems as well, such as crime and perceive South Africa to incur a certain degree of debt if the money is overspent for the 2010 FIFA World Cup stadium development.

CHAPTER SEVEN

EVALUATION, RECOMMENDATIONS AND CONCLUSION

7.1 Introduction

The study investigated the residents and business perceptions of the 2010 FIFA World Cup stadium development, with the construction of the Moses Mabhida stadium as the case study. The success of the sports-tourism industry is dependent upon the tourists as well as the host city and the host community to work synergistically. It will be the first FIFA World Cup in Africa, and as a developing nation there are issues that are of key concern such as the budget and spending as well as the incidence of crime (Pillay and Bass, 2008). These two are the most pertinent issues that need to be addressed.

The Stakeholder Theory adopted in this study and discussed in chapter three indicates that the people in the host community will need to have their concerns and problems addressed so as to prevent any unnecessary public outcry and animosity towards the tourists and visitors. Furthermore, the Collaborative and Social Exchange Theories that underpinned this research endeavour have highlighted the important roles that the stakeholders have in the various relationships and exchanges. The results and perceptions are contingent upon their understanding of the events and their interpretation of the many anticipated benefits that they would want to receive.

Some of the findings in this study are commensurate with a few other research endeavours that were conducted over a period of time on the international level. Fredline and Faulkner (2000) note that in terms of assessing the nature of perceptions that are generated by a targeted group of people, a series of results are to be expected. The diverse mixture of people and their backgrounds lead them to perceive each event on their own understanding and interpretations. Therefore, these perceptions need to be distinguished differently (Fredline and Faulkner, 2000; Fredline, 2004). According to Kim and Petrick (2005), the residents of Seoul (Korea) have perceived different outcomes from the hosting of the 2002 World Cup that may be attributed to the 2002 World Cup attracting a large number of people, investments and attention. Thus, the Korean residents perceived there to be widespread socio-economic outcomes.

According to Fredline and Faulkner (2000: 69), “some sort of resident consultative process may be useful to ensure that locals have a voice in the planning and management of the events, and therefore feel that their concerns are being heard and addressed. This could be an appropriate forum for developing strategies for ameliorating costs and compensating residents in the immediate vicinity”. A consultative process was not adopted in South Africa in relation to the hosting of the 2010 FIFA World Cup. Furthermore, Pillay and Bass (2008) assert that in the South African context, the hosting of the 2010 FIFA World Cup may not assist in improving the scourge of poverty that exists.

7.2 Summary of key findings of the resident perceptions

The findings reveal that both the resident and business respondents perceive sport tourism to have economic benefits for themselves and for the country. However, it is important to note that unsurprisingly businesses expect more direct economic benefits to accrue to them in relation to the World Cup. This is expected given their focus on profit margins. Additionally, their location close to the stadium is deemed to provide an opportunity to attract more and new clients. On the other hand, more residents see entertainment and sport opportunities linked to the 2010 FIFA World Cup. Both stakeholders expect inconveniences such as overcrowding and parking difficulties during the hosting of the event. This is because of their location close to the stadium.

Travel is perceived to be linked with sport tourism and the respondents are of the opinion that sport tourism attracts the tourists to the sporting event. The perceptions are dominated by the monetary advantage sport tourism has. The downside of this is that the respondents may support the sport event if they can benefit directly, thus, if they do not, it may have an impact on their support.

Few respondents highlighted the positive impact it will have on society such as the country gaining international attention. Sport events have become commercialised and has lost its social importance. It may become a problem for the youth as they may become influenced only to participate for financial gain. In defining mega-events, respondents perceive it to be ‘huge, gigantic, big, large sport event’. There are many more definitions of mega-events. According to Cornelissen (2004a), mega sporting events derive a significant amount of attention as a result of its magnitude. The residents’ perceptions are parallel to that of those

in the literature on mega sporting events. However, a noticeable finding is that the residents perceive the economic benefits to be more prominent with the hosting of the mega-events. Nauright (2004) deduces that the economic benefits are inherent as well as social enhancement or possibly development.

The results reveal that the respondents are not familiar with the general term mega-event. Many of the respondents are aware of major sport events held in South Africa in the past and the 2003 Cricket World Cup has emerged as being popularly known amongst the respondents. Television, friends and the newspaper have emerged as the three main means through which the respondents have been informed of events in the past. Two key reasons are related to these choices. Firstly, the cost of being informed and secondly the simplicity of those means of communication.

With regard to South Africa hosting the 2010 FIFA World Cup, the majority of the respondents are aware of this mega-event. Some respondents also stated the Olympic Games. As mentioned in the data analysis, the media is partially responsible for the Olympic Games being identified by the respondents. The media is a pivotal role player; however, it may also result in misconceptions. Therefore, residents need to be kept informed by the event organisers, FIFA and well as the Local Organising Committee (LOC). This will result in the residents and businesses not being misled as FIFA and the LOC will be more reliable.

Participation and interest in soccer is high amongst the respondents and involvement as a spectator is high. Among the businesses, most of the respondents also supported local soccer in the form of sponsoring clubs and schools. Several of the respondents highlighted that they attend soccer matches 'to meet with friends'. Soccer is advantageous as they can socialise. The respondents indicated that they would like to attend 2010 FIFA World Cup matches. Durban as well as other places is mentioned. However, R246.88 is the average price that they are willing to pay for match tickets.

The majority of the respondents indicated that they are interested in being updated on events, opportunities and stadium developments related to the 2010 FIFA World Cup. The channels of communication need to be kept open. The findings indicate that the means of communication through which the respondents would like to be informed are newspapers,

television, e-mail, internet and SMS (Short message service). Each of those means of communication has its advantages in terms of saving time and being economical.

The respondents' concerns in relation to South Africa hosting the 2010 FIFA World Cup included the increase in the cost of living (such as taxes, rates, goods and food). Alcoholism and drug abuse have also been highlighted by the respondents. Crime is deemed to be likely to proliferate during the 2010 event. The respondents feel that they will be inconvenienced by the following ways: closure of schools, load-shedding, overcrowding and traffic congestion. Furthermore, a number of the respondents indicated that they are being impacted upon by the construction of the Moses Mabhida stadium. The problems are mostly associated with traffic congestion and accidents that can occur.

7.3 Summary of key findings of business perceptions

In terms of the findings, clothing stores, takeaways and restaurants emerged as the main business respondents. The businesses have been established for a significant amount of time in the proximity of the Moses Mabhida stadium. They comprise of franchises as well as public and private enterprises. The average amount of profit that is generated by the local businesses in the study area is R20 625. The businesses employ an average 4 people. It emerged that a significant number of businesses employ people on a full-time basis.

Businesses provided definitions of mega-events and the financial aspects were revealed such as: "generates profits" and "generates money". Also, participation of people and the aspect of travel emerged. The definition of mega-events is mostly focused on the magnitude. Furthermore, the businesses stipulated the advantages such as monetary gain. The majority of the businesses stated that a major sporting event will be held by South Africa and reference was made to the 2010 FIFA World Cup. With regard to the uses of the venue (Moses Mabhida stadium), the following were indicated: training venue, conference venue, stores and multi-purpose facility.

The findings reveal that local soccer clubs, youth soccer clubs and school teams are being sponsored by the local businesses in the area surrounding the Moses Mabhida Stadium. Fewer branches would be opened up for the 2010 FIFA World Cup. These businesses indicated the following areas: Pietermaritzburg, KwaZulu-Natal and Pinetown. Also, a

relatively low number of businesses would be establishing bed and breakfast enterprises. Those that indicated that they will be opening bed and breakfast establishments stated that they will do so in the following regions: KwaZulu-Natal and Soweto. A substantial number of businesses stated that for the 2010 FIFA World Cup they would recruit more staff. The purposes of employment identified were: waiters, cleaners, sales/ shop assistant, security and cooks/ chef. According to Pillay and Bass (2008: 330), “while there may be low-and-immediate skilled job creation opportunities in the construction and built environment sectors ahead of 2010, these are likely to be mostly short-term and/or temporary employment opportunities involving finite numbers”. The increasing rate of unemployment seems insurmountable with the hosting of the 2010 FIFA World Cup. The jobless individuals will not see their situation as unabated due to the few vacancies that are made available. It may not benefit everyone and those numbers are rising (Pillay and Bass, 2008). Those individuals may stagnate once the 2010 FIFA World Cup has been hosted (Pillay and Bass, 2008).

The medium of television and newspapers emerged as a popular manner that the businesses would like to be communicated on 2010 FIFA World Cup events and opportunities. The findings indicate that businesses themselves would be using different types of advertising for the 2010 FIFA World Cup. These include flyers, internet, television, radio and street pole advertisements. This is a result of each business having to target their own clientele and therefore the advertising that is well-suited to their business objectives are chosen.

With regard to the type of changes that the businesses will be making for the 2010 FIFA World Cup, the following emerged from the findings: ‘employ more people’, ‘open business for longer hours during the matches’, ‘sell a variety of goods’, and ‘sell more goods that represent our country’. This indicates that the changes being made can cater for the tourists and visitors attracted to the 2010 FIFA World Cup. Thus, the businesses perceive to benefit from the 2010 event. The perceptions are more focused on serving their business needs and increasing the profits. The businesses are making investments in preparation for the 2010 FIFA World Cup.

Businesses forwarded suggestions to improve the communication relating to the 2010 FIFA World Cup: The three most popular responses were:

- billboards;

- radios; and
- pamphlets.

In terms of the businesses concerns about the hosting of the 2010 FIFA World Cup the main aspects raised were: increase in the cost of goods, South Africa will become bankrupt after 2010, more crime, load-shedding, more expenses and xenophobia.

In terms of types of impacts associated with the stadium construction, the main aspects raised were: construction noise, area is crowded with trucks and traffic congestion. Businesses indicated a variety of criminal activities that they have been affected with such as petty theft, break-ins, shop lifting and robberies. Businesses will be engaging in improving their security system for the 2010 FIFA World Cup in the following ways:

- security cameras;
- private security guard;
- alarm system; and
- armed response.

A number of issues were identified that the business respondents predict will occur with the hosting of the 2010 FIFA World Cup which are crime, alcoholism, xenophobia, load-shedding and the increase in the cost of goods. To address these issues, the business respondents forwarded a number of suggestions. These suggestions are as follows: ‘security’, ‘generators’ and ‘government must pay for the stadium’. The issue of security has emerged as a key concern. With regard to the general suggestions, the business respondents suggested an array of suggestions:

- ‘more security/ police for the businesses’;
- ‘funding for hiring more staff’;
- ‘discount for advertising’; and
- ‘inform about participating’

7.4 Resident recommendations

In terms of the manner in which the respondents would like to be updated on 2010 FIFA World Cup events and opportunities as well as on stadium developments the following were popular:

- Television
- Newspaper
- Internet
- SMS
- E-mail

The respondents forwarded suggestions for improving the communication relating to the 2010 FIFA World Cup. Many of the respondents suggested distributing pamphlets as well as more posters should be used to improve communication for the 2010 event. Numerous places were mentioned where pamphlets could be distributed and these include restaurants, campuses, malls and banks. This may be attributed to the occurrence of respondents receiving pamphlets at those as well as being informed in that manner. Announcements at school events have been suggested as well. Schools and the youth can be informed which will spread the information faster and it will capture the attention of the youth.

The following suggestions emerged from the study:

- More traffic officers are needed in the area to curb the traffic
- Tighter security to curtail crime
- Governments responsibility to effectively deal with poverty

The researcher recommends that communication in relation to the 2010 FIFA World Cup needs to be addressed. It is imperative that the respondents are updated on the events and the opportunities. Furthermore, posters and pamphlets serve the purpose of reaching the respondents directly and it can contain relevant contact details that the businesses can keep for their own use and referrals.

Several responses were forwarded by the respondents with regard to the location of the legacy stadium in Durban. As mentioned in the data analysis, it may be a result of the respondents being confused with the term 'legacy'. By the respondents not fully understanding the term 'legacy stadium', they are not aware of the positive impacts the Moses Mabhida stadium and the 2010 FIFA World Cup can have for local communities and the country as a whole. The legacy it is said to leave will be phenomenal. Therefore, they need to be enlightened about legacies associated with hosting the 2010 FIFA World Cup. This may also be a reason as to

their definition of sport tourism and mega-events being focused more on economic gains. More emphasis is needed for them to fully understand the importance of other legacies and the impact they will leave. Thus, it may possibly increase interest and support for the sport. More focus is needed to deal with the traffic in the area. There needs to be more traffic officers to monitor the types of vehicles such as heavy duty vehicles and trucks. Some of the construction vehicles and heavy duty vehicles should have restricted access to the area for a certain period of time to reduce the pressure in the area. That will give the residents a sense of relief.

The incidence of crime and perceptions of insecurity are spiraling out of control and more police are needed to patrol the area as well as to be vigilant (Donaldson and Ferreira, 2007). Additionally, Donaldson and Ferreira (2007) state that neighbourhood watches and community organisations need to be in contact with the police to ensure that the police are fully aware of the nature of crimes. Also, police need to be aware of the advanced measures that the criminals are using as many people do not report the crime to the police (Donaldson and Ferreira, 2007). Furthermore, with more police on guard it will safeguard the people and remove some of the negative perceptions that the respondents have towards the increase in crime related to the 2010 FIFA World Cup. According to Horne and Breetzke (2009), in an attempt to eradicate the onset of criminal activities for the duration of the 2010 FIFA World Cup, measures need to be implemented to guard against the criminal activities.

Respondents need to be educated about becoming volunteers and the positive impacts it will serve them and the community at large. Thus, event organisers need to focus on this aspect as it will aid the process of communication. The respondents will be more involved and become more knowledgeable about the 2010 FIFA World Cup. Additionally, by the respondents being more interactive with the 2010 FIFA World Cup through volunteering, they may become more enlightened and have more positive perceptions.

The respondents highlighted the purpose for which they would like to use the stadium facilities:

- Soccer
- Sprinting / running
- Jogging

Therefore, more needs to be done to promote the sporting activities which the residents are interested in, so as to ensure that local residents use the stadium facilities.

7.5 Business recommendations

The majority of respondents stated that they would like to be updated on events and opportunities as well as on stadium developments. The businesses stipulated television and newspapers as favourable means of communicating with them. Suggestions forwarded by the respondents for improving the communication include the following: billboards, pamphlets, radio, posters and television. Similar to the residents, increasing and improving security emerged as a suggestion amongst the businesses. The businesses stated that police should also be on guard. With regard to load-shedding and the shortage of power supply, the respondents suggested that generators need to be used.

The businesses are keen on being informed about participating in the 2010 FIFA World Cup, especially in relation to business opportunities. They suggested that they should be provided with information on how they can be more closely linked to the business opportunities. With regard to suggestions on the economic aspect, businesses suggested that government must support them to prepare for the 2010 FIFA World Cup, as they see this as an added expense for them and they can only benefit if they receive funding. Advertising is going to be a key player in order for the businesses to gain the maximum benefits. They need to be reimbursed or at least advertising agencies can be contacted for the 2010 event.

7.6 Conclusion

The findings of the study indicate that the residents and the businesses both perceive there to be more positive economic impacts of South Africa hosting the 2010 FIFA World Cup. However, the respondents have highlighted that they are also concerned about the possible increase in the cost of living and South Africa may incur more expenses and debt. Their concerns in terms of the economic problems may be as a result of the major investments that have been made with regard to the infrastructural development associated with hosting this mega-event. There needs to be more communication amongst the event organisers and the residents and businesses in relation to the event, opportunities and initiatives. Crime has emerged as a concern amongst the respondents and they recommend that more security is required.

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APPENDIX ONE
UNIVERSITY OF KWAZULU-NATAL
SCHOOL OF ENVIRONMENTAL SCIENCES
RESIDENT PERCEPTIONS OF 2010 STADIA DEVELOPMENT:
A CASE STUDY OF MOSES MABHIDA STADIUM, KWAZULU-NATAL, SOUTH AFRICA

1. Resident profile

1.1 What is your age?

<20	21-30	31-40	41-50	51-60	61-70	>70(specify)
-----	-------	-------	-------	-------	-------	--------------

1.2 Gender

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

1.3 Marital Status

Single	Married	Separated	Divorced	Widowed
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1.4 Race

African	Indian	Colored	White
---------	--------	---------	-------

1.5 Highest Educational Level attained

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

1.6 Employment Status

Student/Scholar	Retired	Sales/marketing	Unemployed
Administrator/Manager	Business person	Artisan/technician	Professional
Self-employed	Home executive	Labour/unskilled	Other

1.7 Monthly income in rands

None	0-10 000	11 000-20 000	21 000-30 000
31 000-40 000	41 000-50 000	51 000-60 000	>60 000

1.8 What distance do you live from the Moses Mabhida stadium (in km)?

1	1.5	2
---	-----	---

2. Residents general understanding of sport-tourism and mega-events?

2.1 What is your understanding of sport tourism?

2.2 What is your understanding of mega-events?

2.3 Do you know of any major sport tourism events held in South Africa in the past?

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

2.3.1 If yes, please indicate which major sport event South Africa hosted in the past?

1995 Rugby World Cup	2003 Cricket World Cup	Golf Tournament	Soccer	Swimming	Other (specify)
----------------------	------------------------	-----------------	--------	----------	-----------------

2.3.2 If yes, please select how you were informed of this event?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	e-mail	Friends	Other (specify)

3. Residents awareness and of 2010 FIFA World Cup?

3.1 Are you aware of any forthcoming major sport event that South Africa is hosting?

Yes	No
-----	----

3.1.1 If yes, which event is it?

2009 Confederations Cup	2010 FIFA World Cup	Olympic Games	Other (specify)
-------------------------	---------------------	---------------	-----------------

3.2 Do you know about South Africa hosting the 2010 FIFA Soccer World Cup?

Yes	No
-----	----

3.3 Are you aware of a dedicated soccer venue that is being planned as a 2010 soccer legacy?

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

3.4 Are you aware of a competition venue that is being planned as a 2010 soccer legacy?

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

3.5 Do you know where the training venues are located?

Yes	No
-----	----

3.6 If yes, in which area will the legacy stadium be located in Durban?

3.7 In Durban, which stadium will be used to host the sport event?

Moses Mabhida	Not sure	Don't Know	Other (specify)
---------------	----------	------------	------------------

4. Residents Interest in soccer

4.1 Which one of the following statements best summarizes your interest in soccer as a spectator?

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

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

I am a keen participant of this sport who is regularly involved in club competition	
I am a keen participant of this sport who is regularly involved but not in any formal competition	
I occasionally participate in this sport socially	
I used to participate but I have not done so in recent years	
I have absolutely no interest in participating recreationally in this sport	

4.3 Do you currently attend soccer matches in Durban?

Yes	No
-----	----

4.3.1 If yes, why?

Interest in soccer	Complimentary tickets
Ability to meet with friends	Want to support the development of the sport
A way to relax	Company sponsored the game, have to attend.

4.4 Would you be attending any of the 2010 FIFA World Cup matches?

Yes	No
-----	----

4.4.1 If yes, where?

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

4.4.1.1 If yes, how will you be traveling?

1. Aeroplane	3. Own Vehicle	5. Conducted Tour
2. Bus	4. Hired Vehicle	6. Other ()

4.4.1.2 If yes how much are you willing to pay for a ticket?

4.4.2 If no, why not?

Not interested in soccer	Will not be able to afford to purchase tickets
Prefer to watch game on TV	Other (specify)

4.2.2.3 Will you consider watching the match on television?

Yes	No
-----	----

4.5 If you cannot afford to purchase tickets, would you consider watching the game at dedicated spectator locations on big-screens?

Yes	No
-----	----

4.5.1 Would you pay for that?

4.5.2 How much are you willing to pay?

5. Involvement in 2010 World Cup

5.1 At this stage how do you mainly see your involvement in the 2010 World Cup?

	Yes	No	Uncertain/ don't know
A spectator at soccer matches			
A volunteer			
Directly employed			
Income generating opportunities linked to event, e.g. Businesses			
Other (specify)			

5.2 Would you like to be updated on events and opportunities related to the 2010 event?

Yes	No
-----	----

5.2.1 If yes, how would you like to be updated on events and opportunities related to the 2010 event?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	e-mail	Other (specify)	Friends

5.3 Would you like to be updated on the stadium developments in your area related to the 2010 event ?

Yes	No
-----	----

5.4 If yes, how would you like to be updated on the stadium developments in your area related to the 2010 event ?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	e-mail	Other (specify)	Friends

5.5 Do you have any suggestions for improving the communication relating to the 2010 event?

5.6 What are you most concerned about South Africa hosting the 2010 event?

CODES

1= Strongly Agree ; 2= Agree ;3= Neutral; 4= Disagree 5= Strongly Disagree

SA A N D SD

5.7 South Africa will be ready to host the FIFA World Cup in 2010					
5.8 Local government will be able to meet the needs of the FIFA World Cup in 2010					
5.9 There will be a delay of basic services in the poor areas					
5.10 Small businesses will benefit					
5.11 Black Economic Empowerment will improve					
5.12 Run-down parts of this area will be upgraded					
5.13 This city will be internationally competitive					

6. Perceptions and attitudes towards the construction of the stadia and impacts (during, post-event)

6.1 Are you being impacted by the construction of the stadium?

Yes	No
-----	----

6.2 If yes, how is the construction impacting on you?

6.3 Have you experienced any problems thus far?

6.4 Do you have any suggestions to address those problems?

6.5 How will you be impacted upon during the 2010 FIFA Soccer World Cup?

Positive	Negatively
----------	------------

6.6 Do you see any possible problems?

6.7 What suggestions do you have?

6.8 How will you be impacted upon after the event?

6.9 Will you be interested to use the stadium facilities?

Yes	No
-----	----

6.9.1 If yes, for what purposes?

6.10 Is it positive to have a stadium or will there be negative effects?

6.11 Suggestions

7. Perceptions and Attitudes:

CODES

1= Strongly Agree ; 2= Agree ;3= Neutral; 4= Disagree 5= Strongly Disagree

SA A N D SD

Perceived environmental impacts of hosting the 2010 FIFA World Cup					
Pollution will occur close to the stadium					
Excessive degradation of land as a result of the tarred areas (such as in the parking lot).					
The tourists will become more aware of environmental issues as a result of the biodiversity of South Africa's flora and fauna.					
Conservation issues will attract greater attention during this period					
Perceived economic impacts of hosting the 2010 FIFA World Cup					
The 2010 FIFA World Cup will only benefit the rich the poor won't benefit					
All residents will reap the rewards of 2010					
Jobs will increase					
The businesses will increase their sales and their profits					
In the region where the stadium is located, the businesses will strengthen					
Foreign investment will proliferate					
Public Money- The 2010 event will be a waste of public money					
Too much money will be spent on the 2010 event that could be spent on other activities					
Price- The 2010 event will lead to increases in the price of some things such as food, transport and property values around the stadium locations and host cities.					
During the 2010 event period, the overall cost of living will increase around the stadium locations and host cities.					
Perceived social impacts of hosting 2010 FIFA World Cup					
There will be many inconveniences such as traffic congestion and parking					

difficulties.					
There will be many disruptions such as power failure					
Criminal activities will occur					
Hooliganism will occur					
Gangsterism will occur					
Terrorism will occur					
Disruption to local residents- the 2010 event will disrupt the lives of local residents and create inconvenience.					
The 2010 event will create excessive noise in the community					
The people will be exposed to the training of great sportsman and can be inspired from them.					
People can learn how to develop their skills in sport					
For the disadvantaged people they can experience the glory and glamour of an international event.					
Locals will have more entertainment prospects.					
Community benefits- The community will benefit directly from the 2010 event.					
Only some members of the community will benefit from the 2010 event/ the 2010 event will increase social inequity					
The event will stimulate training and skills development for members of the community where events are held.					
The standard of living for communities located close to the stadiums will increase as a result of the stadium being built in the area for the 2010 event.					
There will be a significant opportunity for boosting the image of Moses Mabhida stadium as a tourist destination during the 2010 World Cup.					
Ordinary residents will get a say in the planning and management of the 2010 event.					
Community Pride- The 2010 event will be a major boost for national pride and nation building.					
The 2010 event will make locals feel good about themselves and their community.					
Regional Showcase- The event will showcase the area in a positive light					
The event will attract tourists to the area					
The event will attract future businesses to the area					
The event will increase positive media coverage of the area					
Infrastructural development impacts					
The access to amenities and the improvement in road facilities will result					
Roads, parking facilities and amenities will be refurbished.					
Public facilities- the event will promote the development and better					

maintenance of public facilities such as roads, parks, sporting facilities and/or public transport in the community.					
The 2010 event will deny local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding.					
Attitudes toward the management and hosting of the 2010 FIFA World Cup					
South Africa has the resources and potential to host a triumphant 2010 FIFA World Cup					
South Africa will Attain a legendary sports event and achieve a legacy					
Residents can make a significant contribution in active engagement in management/hosting of 2010					
Environmental degradation will be given attention during the planning and management phase.					
In the residential suburbs located near the stadium, the cost of buying basic commodities will increase					
The 2010 FIFA World Cup event will influence residents to engage in sporting activities.					
Parks and Conservation					
The 2010 FIFA World Cup will encourage tourists to visit game parks and engage in ecotourism					
The number of people staying at ecolodges and game parks will increase					
Awareness and interest in the Big Five will increase during 2010					
Conservation issues will become a concern for the 2010 FIFA World Cup spectators					
Environmental issues will become of interest to the South Africans					
The game parks will gain more popularity during the 2010 FIFA World Cup.					

7.1 The benefits will be one of the following:

Short-term	Medium-term	Long-term	Not sure
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7.2 Which of the following will benefit the most from the 2010 FIFA Soccer World Cup?

Poor and disadvantaged	People living in the rural areas	Businesses
Wealthy and rich	People living in towns and cities	Other (specify)

Thank You for your participation.

APPENDIX TWO
UNIVERSITY OF KWAZULU-NATAL
SCHOOL OF ENVIRONMENTAL SCIENCES
RESIDENT AND BUSINESS PERCEPTIONS OF 2010 STADIA DEVELOPMENT: A CASE
STUDY OF MOSES MABHIDA STADIUM, ETHEKWINI MUNICIPALITY, KWAZULU-
NATAL, SOUTH AFRICA

Business Survey Questionnaire:

1. Business profile

1.1 What type of business is it?

1.2 How long has the business in this location been established?

0-1 year	2-5 years	6-10 years	11-20 years	>30 years
----------	-----------	------------	-------------	-----------

1.3 What type of enterprise is it?

public	private	NGO	Other (specify)
--------	---------	-----	-----------------

1.4 Size of the business

Small	Medium	Micro
-------	--------	-------

1.5 Profit generated per month

None	0-10 000	11 000-20 000	21 000-30 000	
31 000-40 000	41 000-50 000	51 000-60 000	>60 000	Other (specify)

1.6 Number of employees

1	2	3	4	>5	Other (specify)
---	---	---	---	----	-----------------

1.7 On what basis is the staffs are employed:

Part-time	Full-time	Contract basis
-----------	-----------	----------------

1.8 What distance is it located from the Moses Mabhida stadium? (in km)

< 1	1.5	2
-----	-----	---

2. Business general understanding of sport-tourism and mega-events?

2.1 What is your understanding of sport tourism?

2.2 What is your understanding of mega-events? _____

2.3 Do you know of any major sport tourism events held in South Africa in the past?

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

2.3.1 If yes, please indicate which major sport event South Africa hosted in the past?

1995 Rugby World Cup	2003 Cricket World Cup	Golf Tournament	Soccer	Swimming	Other (specify)
----------------------	------------------------	-----------------	--------	----------	-----------------

3. Business awareness and of 2010 FIFA World Cup 2010 stadia development and the Moses Mabhida stadium?

3.1 Are you aware of any forthcoming major sport event that South Africa is hosting?

Yes	No
-----	----

3.1.1 If yes, which event is it?

2009 Confederations Cup	2010 FIFA World Cup	Olympic Games	Other (specify)
-------------------------	---------------------	---------------	-----------------

3.2 Do you know about South Africa hosting the 2010 FIFA Soccer World Cup?

Yes	No
-----	----

3.3 Are you aware of a dedicated soccer venue that is being planned as a 2010 soccer legacy?

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

3.4 Are you aware of a competition venue that is being planned as a 2010 soccer legacy?

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

3.5 Do you know where the training venues are located? _____

3.6 If yes, in which area will the legacy stadium be located in Durban?

3.7 In Durban, which stadium will be used to host the sport event?

Moses Mabhida	Not sure	Don't Know	Other (specify)
---------------	----------	------------	------------------

3.8 What are the other uses of the venue?

Conference venue	Training venue	Stores	Multi-purpose facility
------------------	----------------	--------	------------------------

3.9 Have you been aware of any opportunities related to stadia development?

Yes	No
-----	----

4. Involvement in 2010 and related activities.

4.1 Is this business a sponsor of any of the following?

local soccer clubs	Youth soccer clubs	School teams	Other (specify)
--------------------	--------------------	--------------	-----------------

4.2 What advertising to promote your business will you be using for 2010?

None	TV	radio	Street pole ads	internet	flyers	Bill boards	Other (specify)
------	----	-------	-----------------	----------	--------	-------------	-----------------

4.3 Is your business changing its delivery of goods and provision of service to cater for the many tourists that will be visiting South Africa in 2010?

Yes	No
-----	----

4.3.1 If yes, how?

4.4 Will this business be opening other branches for the 2010 FIFA World Cup?

Yes	No
-----	----

4.4.1 If yes, where?

4.5 Will this business be involved in the established of Bed and Breakfast enterprises?

Yes	No
-----	----

4.5.1 If yes, where?

4.6 Do you plan to employ more people during 2010?

Yes	No
-----	----

4.6.1 If no, why not?

4.6.2 If yes, How many?

4.6.3 If yes, for what purposes?

4.7 Will this business be offering other types of services to the ones that it currently offers during 2010?

Yes	No
-----	----

4.7.1 If yes, what type(s) of services?

4.7.2 If yes, why?

4.8 Was this business a sponsor in any local or national sporting events in the past?

Yes	No
-----	----

4.8.1 If yes, what role did it play?

4.8.2 If yes, who did your business sponsor?

4.9 Would you like to be updated on events and opportunities related to the 2010 event?

Yes	No
-----	----

4.9.1 If yes, how would you like to be updated on 2010 events and opportunities?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	e-mail	Other (specify)	Friends

4.10 Would you like to be updated on the stadium developments in your area related to the 2010 event?

Yes	No
-----	----

4.10.1 If yes, how would you like to be updated on 2010 developments ?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	e-mail	Other (specify)	Friends

4.11 Would you like to be updated on the initiatives in your area related to the 2010 event?

Yes	No
-----	----

4.11.1 If yes, how would you like to be updated on 2010 initiatives?

Television	Newspaper	Internet	Posters	Community meetings
Radio	SMS	e-mail	Other (specify)	Friends

4.12 Do you have any suggestions for improving the communication relating to the 2010 event?

4.13 What are you most concerned about South Africa hosting the 2010 event?

5. Businesses concerns in relation to the new stadium development.

5.1 Have any international corporations or local companies approached your business to form partnerships for 2010?

Yes	No
-----	----

5.1.1 If yes, how?

5.2 Has the construction of the Moses Mabhida stadium on your business impacted on your business?

Yes	No
-----	----

5.2.1 If yes, how?

5.3 Has your company encountered any additional expenses as a result of South Africa hosting the 2010 Soccer World Cup?

Yes	No
-----	----

5.3.1 If yes, how?

4.4 Has crime affected your business?

Yes	No
-----	----

5.4.1 If yes, how?

5.5 Will be improving your security system for 2010?

Yes	No
-----	----

5.5.1 If yes, how?

5.6 Was there a higher incidence of crime in the area during matches held at the former ABSA stadium?

Yes	No
-----	----

5.6.1 If yes, how?

6. Perceptions and attitudes towards the construction of the stadia and impacts (during, post-event)

6.1 Are you being impacted by the construction of the stadium?

Yes	No
-----	----

6.2 If yes, how is the construction impacting on you?

6.3 Have you experienced any problems thus far?

6.4 Do you have any suggestions to address those problems?

6.5 How will you be impacted upon during the 2010 FIFA Soccer World Cup?

Positive	Negatively
----------	------------

6.6 Do you see any possible problems?

6.7 What suggestions do you have?

6.8 How will you be impacted upon after the event?

6.9 Will you be interested to use the stadium facilities?

Yes	No
-----	----

6.10 If yes, for what purposes?

6.11 Is it positive to have a stadium or will there be negative effects?

6.12 Suggestions

7. Business expectations (including benefits) of 2010 World Cup (pre, during and post), especially in terms of the stadium.

CODES 1= Strongly Agree ; 2= Agree ;3= Neutral; 4= Disagree 5= Strongly Disagree
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SA A N D SD

Social impacts of hosting the 2010 FIFA World Cup					
The increases in traffic will make it difficult for the customers to gain access to the shop.					
The increases in the number of tourists and visitors will make the area too chaotic and the chaos may deter customers from coming to the shops.					
Economic impacts of hosting the 2010 FIFA World Cup					
The 2010 FIFA World Cup will be of assistance for growing your company					
Your company will gain more international and foreign investors during 2010					
There will more economic gain for the businesses during and after 2010 FIFA World Cup					
More goods be produced for 2010 FIFA World Cup					
More imports occur					
More exports will occur					
South Africa businesses will become more recognized by the tourists					
There be more provision of technology services such as communication					
The local businesses will incur more expenses					
The businesses will have to have more human and financial resources to cater for the demands of the 2010 FIFA World					
Price Inflation of basic goods and services will occur					
Foreign trade and investment will occur					
There are many opportunities for businesses as a result of 2010 FIFA World Cup					
Enterprise and industry development will proliferate					
The stadium and infrastructural development will impact on businesses					
There will be more competition amongst businesses as a result of 2010 FIFA World Cup					
Environmental impacts of hosting the 2010 FIFA World Cup					
Pollution and littering will occur in the area, thus making it unsightly for tourists which may deter them from purchasing in the shops.					
Parks and conservation					
More tourists will visit game parks and engage in ecotourism thereby increasing business profits in the region.					

The number of people staying at ecolodges and game parks will increase thereby increasing profits in those regions.					
With more game parks attracting tourists, it will create business opportunities for surrounding enterprises.					
The conservation sites and game parks will require more staff personal; with South Africans being employed it will help to strengthen the South African economy.					

Thank you for your participation.