

TOURIST CONSIDERATIONS IN HOSTING A MEGA SPORT EVENT: 2010 FIFA WORLD CUP IN SOUTH AFRICA

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ABSTRACT

Hosting a mega sport event has the potential to raise the profile of a destination. Being an experience good, the demand increases after the first consumption, if the destination delivers on the desired experience. In preparation for a mega-event it is thus necessary to ascertain the perception of the host country and challenges it needs to overcome from a sport tourist perspective, prior to the event. South Africa (SA) is to host the Fédération Internationale de Football Association (FIFA) 2010 World Cup, and this study seeks to elicit the perceptions of a similar target market namely spectators to the FIFA Confederations Cup, SA 2009, about SA's ability to do so, and compares the findings with a variety of related studies. Almost all respondents were of the opinion that SA had the ability, that the matches were well organised, but that the services provided by the private sector was better than those provided by the public sector such as transport. For them it was a very emotional experience in that it generated excitement and a sense of belonging, thus enabled them to celebrate a subculture sport spectators uniquely share. However, SA must get the basics right in terms of world-class facilities and services if it wants to reduce the legacy of Afro-pessimism.

Key words: Mega sport event; FIFA World Cup; Sport event motivation; Sport event attraction; Hyper-experiences; Spectator perceptions.

INTRODUCTION

South Africa (SA) is to host the Fédération Internationale de Football Association (FIFA) 2010 World Cup (FWC). Hosting this event promises to the nation, not only the excitement of the media exposure, but the expectation of a positive return on the considerable investment (Whitson, 2004:1215; Bohlmann & Van Heerden, 2005), if sport tourists' needs are taken into consideration (Florek *et al.*, 2008:211; Bresler, 2010:34). The FWC is a *mega sport event* (MSE), which has more extensive impacts than *larger sport events* (Müller & Moesch, 2010:38,39). Müller and Moesch suggest five quantitative thresholds to demarcate a MSE, but concede that it is difficult to draw clear boundaries between a mega and a large sport event. Davies (2009:33) and Pillay *et al.* (2009:5) are of the opinion that there are only two MSEs namely the FWC and the Olympics, based on the scale of media interest. Media drawing power and coverage is also one of two mandatory criteria suggested by Müller and Moesch (2010:39), with a threshold value of broadcasting rights sold in at least 30 countries. Given their international orientation and the considerable *visitor* numbers MSE's attract, Müller and Moesch argue that substantial economic effects can be expected, especially with

respect of *tourism*. To avoid confusion when using terms, describing tourist categories the following definitions by Middleton *et al.* (2009:5) are provided:

- *Visitors* describe all travellers who fall within agreed definitions of tourism.
- A *tourist* is a visitor who stays overnight at a destination.
- *International tourists* are visitors who travel to and stay in countries other than their country of residence for less than a year.
- *Domestic tourists* are residents visiting destinations within their own country and travel for tourism purposes.
- A *sport tourist* travel to participate in or attend a predetermined sport activity (George, 2008:486). In this study it refers to a particular type of sport tourist namely a *spectator* which is passive in terms of varying participation levels (McCartney, 2005:117).

Mega sport events, also referred to as mega-events, have many divergent stakeholders and Keller (2001:10) is of the opinion that the biggest challenge is achieving a balance between distinctly different motives, and forging a collective identity or brand for a country and not just in particular locales. In this case FIFA is the prime stakeholder representing 205 national associations (Madeiro, 2007:288). It owns the event and provides the entertainment extravaganza for profit generation. FIFA's costs are covered mainly by television broadcasting and marketing rights. Host cities are required to provide the infrastructure and services and their costs are recovered mainly from the taxpayer. For cities it presents opportunities for imaging, and urban regeneration (Whitelegg, 2000; Whitson, 2004; Clark, 2008), but there are many risks involved, for example, not knowing what legacy or image the event seeks to achieve, nor understanding visitor motives; that is the benefits or outcomes they seek (Yoon & Uysal, 2005; Bresler & Mynhardt, 2010). Another risk is not recovering cost; the cost of hosting the FWC is estimated at R40 billion, and the bid-estimate in 2003 was R3 billion (Beeld, 2010:22). These risks are potentially much greater for a developing country such as SA, as FIFA draws no distinction in respect to compliance, between developing and developed country hosts (Jago *et al.*, 2010).

The paper will endeavour to ascertain what needs to be considered from a sport tourist perspective and prove that SA can host the FWC according to world-standards, and if not, what must be improved upon prior to the event to minimise the image and investment risk. The content is structured as follows; firstly a literature overview is given of hosting MSEs, sport tourists' motives, spending and activity patterns, and the challenge of delivering the desired experiences. This is followed by the empirical study, findings and management implications. The significance of the contribution lies in synthesising various articles from a sport tourist perspective to elucidate challenges in preparation for the 2010 FWC. What makes the study unique is that it describes the preparedness of a host, prior to a MSE.

HOSTING A MEGA SPORT EVENT

An overview of hosting a MSE is given in order to appreciate the significance of the benefits and risks involved. The most popular MSE research themes are their economic impact, local development, residents' attitudes to hosting such events, place marketing, identity building

and politics (Rogerson, 2009:338), but a sport tourist, or demand perspective had been neglected (Bresler & Mynhardt, 2010). Mega sport event planning is predominantly a political hallmark decision and one of the objectives is to transform it into an urban festival through involvement by policymakers, businesses and locals (Gursoy & Kendall, 2006:603, 604). Mega sport events are likely to have long-term positive consequences for the cities that stage them and provide opportunities for increased international publicity and recognition (Keller, 2001:31; O'Brien, 2006:241). To host a MSE is viewed as a clear demonstration that a city has made it onto the world-stage (Whitelegg, 2000:803). Host cities can enhance, promote or re-create their image or brand (Rogerson, 2009:337). In the context of places, a destination's image is defined as an individual's mental representation of knowledge (beliefs), feelings, and overall perception of a particular destination (Florek *et al.*, 2008:202). Some SA host cities will attempt to get their names on the world map with iconic signature architecture in the new stadiums (Du Plessis & Maennig, 2009:67), because the stadiums where the matches are held is the core product of the event; this is where the excitement culminates (Florek *et al.*, 2008:202). Given the capacity to draw visitors it has become a prominent component of many economic development plans (Pillay & Bass, 2008:329). In addition, victories from MSEs and the colourful displays of national identity often boost national pride and passion (Florek *et al.*, 2008:204; Frew & McGillivray, 2008:188; Pillay & Bass, 2008:332).

The success SA wishes to attain is in the feel-good utility, and thus the longer term intangible benefit of reducing the widespread legacy of Afro-pessimism, by proving that it can manage the event to world-standards (Czeglédy, 2009:294). This cannot be done through marketing campaigns, but only through lived experiences of the event (Du Plessis & Maennig, 2009:66-68; Pillay *et al.* 2009:15). Events are experience goods and demand increases after the first consumption, if the destination delivers on the desired experience (Bresler, 2010:29), since the propensity to consume is influenced predominantly by the ability to sample or interact with a product before purchase (Williams, 2006:486).

However, neither the short term nor the long term growth benefits may be realised (Whitson, 2004; Pillay & Bass, 2008). Crompton (1995) argues that the validity of many economic studies with respect to the benefit of hosting sport events is unreliable. This is confirmed for the 2010 FWC, by Tomlinson (2009:33), but Lee and Taylor (2005:596-602) conclude that measuring all the economic impacts associated with a MSE is an impossible task. There are also risks on the enterprise level. For example, accommodation occupancy eight weeks before and after a MSE may be down compared to the same time the previous year, as was the case in Germany in 2006 (Du Plessis & Maennig, 2009:68). A study by Grant Thornton and SA Tourism Services Association (SATSA), among 129 local and 107 overseas tour operators, and 13 specialist Africa tourism retailers, also ascertained fear about displaced business and disrupted supply as a result of the 2010 FWC, and only 56% of SA-based operators thought the event would be good for their business (*Now Media*, 2009:27). Hosting a MSE may also not translate into image enhancement that translate into tourist visitation (Smith, 2005:227). A MSE may have profound negative impacts from a tourist perspective as it may result in problems such as; traffic congestion, difficulties of law enforcement, and increased crime (Keller, 2001:40). Negative impacts are often ignored prior to hosting a mega-event while glorifying the expected benefits (Kim *et al.*, 2006:88). To limit the possibility of creating a

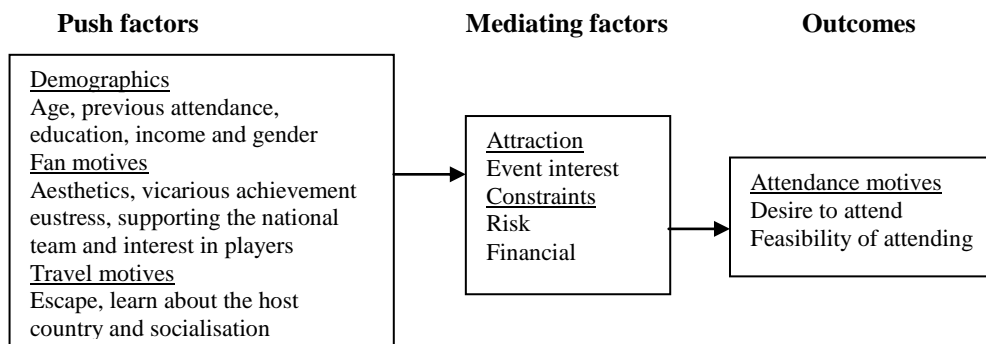
negative image, it is necessary to ascertain what motivate visitors to attend the event, and their view on SA's ability and readiness to host the 2010 FWC.

MOTIVES OF SPORT TOURISTS TO ATTEND A MEGA-EVENT

The worldwide popularity of MSEs has substantially increased tourists' desire to watch, or do sport (Green & Chalip, 1998:276). Soccer has developed into the most loved and practiced sport, with about 16 million people playing regularly in FIFA sponsored matches, but the interests of fans are overlooked (Madeiro, 2007:287-289). Visitation to MSEs is stimulated by the attention it attracts through the media, and the appeal of the specific event as well as the desire to learn and experience the culture of the destination (Funk *et al.*, 2009:45). The event success is largely driven by the visitors it expects to attract (Kim & Chalip, 2004:695; Eichhorn & Sham, 2009). However, estimating visitation is not an easy task. Six months prior to the 2010 FWC, 450 000 international tourists were expected (Jordaan, 2010:20), but a week before the games the estimate dropped to 228 519 (Visser, 2010:6). The same happened in 2002, when the actual international arrivals of 403 466, during the period of the FWC, was 37% less than the 640 000 predicted, and of these only 57.7% (232 800) were sport tourists (Lee & Taylor, 2005:599, 601).

Travel intentions are influenced by pull and push factors which shape tourist motivations (Crompton & McKay, 1997:425; Galloway, 2002:582; Yoon & Uysal, 2005:54; Funk *et al.*, 2009:42,43). *Pull* factors are mainly related to the attractiveness of a given destination and tangible characteristics such as beaches, accommodation, recreational facilities, cultural and historical resources, and *push* factors refer to the intangible, intrinsic desires of the individual traveller, e.g. the desire to escape, rest and relaxation, adventure, health or prestige (Kozak, 2002:222). However, Kim and Chalip (2004:696) argue that motivation is an insufficient basis for understanding the drivers of sport event attendance. They claim the most common response obtained by sport motivation researchers, why visitors attend, is that it is *fun*, but fun explains nothing; the relationships between motives and behaviour are complexly determined (Crompton & McKay, 1997:427; Kozak, 2002:222; Funk *et al.*, 2009:48). Kim and Chalip (2004:696) explain why demographic characteristics such as income, age and gender, also need to be included to predict the likelihood of travelling to a sport event. In addition, the general atmosphere, including various symbols and decorations also play a role in predicting audience interest, because the festivities that surround an event must be experienced in situ (Kim & Chalip, 2004:697).

Constraints, such as monetary costs (Florek *et al.*, 2008:209) and risks (particularly health and safety) are inhibitors to travel; even among tourists who are aficionados of the sport for which they would travel. Funk *et al.* (2009:43) explain that constraints are encountered sequential in a hierarchy, starting internally (from individual psychological states), moving to the interpersonal (inability to find partners to participate) and finally externally (the availability of time and resources). These constraints interact with motives to attend and modify behaviour; rather watch the matches on television (Funk *et al.*, 2009:50). The conceptual model developed by Kim and Chalip (2004:698) regarding MSE attendance, is found to be the most relevant to this study and is depicted in Figure 1.



Source: Kim and Chalip (2004: 698)

FIGURE 1. EVENT INTEREST AND INTENT TO ATTEND

Besides demographic variables that influence the attendance of an event such as the FWC; there are five other types: fan motives, travel motives, event interest, travel constraints and attendance intentions. Fan motives are multidimensional which include aesthetic experience (beauty and grace of soccer), vicarious achievement (sense of personal achievement, or status a spectator feels when his team wins), eustress (stimulation and arousal from watching soccer), interest in players (fan of one or more players) and identification with the national team (degree to which spectators consider themselves to be a fan). The event interest captures the celebratory atmosphere that is common to mega-events. The festival surrounding an event is one of its key appeals to attendees, and the aspect that media coverage is least able to capture (Kim & Chalip, 2004:703).

In essence, sport fans seek intensity and novelty of experience, referred to as sensation seeking or hyper-experiences for the sake of their varied, novel and complex sensations (Galloway, 2002:582), as well as their promised cultural cache and status value (Frew & McGillivray, 2008:181). The FWC merely facilitates the quest for these intense experiences but turn to the spectator to create the event *content* (Frew & McGillivray, 2008:182). They must create the atmosphere at the stadium which is influenced by the intensity of their emotional expression. This is dependent on the personality types of the spectators, in particular by their degree of extraversion (Eichhorn & Sham, 2009:2). Extraversion determines if one feels enthusiastic and active and hence, is willing to cheer. Due to a negative correlation between the intensity of emotional expression and income, tickets need to be affordable. Setting high ticket prices drives out high-quality fans that are willing to cheer, and leads to a loss in revenue (Eichhorn & Sham, 2009:2).

Green and Chalip (1998:276) suggest that the flow of tourists to sport events is equivalent to the historic religious pilgrimage and argue that spectators come together to celebrate the subculture they share. It is a statement about who they are; a shared and valued identity. Sport events create situations, or extended occasions in encapsulated spaces, for spectators to affirm their personal identity, for socialisation and camaraderie which is heightened by the density of the players and the supporters before, during and after the tournament (Green & Chalip, 1998:283,285). MSEs provide opportunities for the creation of stories to cultivate an on-going culture. Attendees/fans occupy an ephemeral, causal celebrity status (Frew &

McGillivray, 2008:190), and at the very least, can be emotionally in close proximity to hundreds of others, not necessarily like themselves, but sharing a desire to be right there, right now (Frew & McGillivray, 2008:183). This suggests that social elements require particular attention when planning an event. In marketing terms the tangible product needs to be developed with reference to the core benefit (Middleton *et al.*, 2009:128). People do not buy products or services; they buy the expectation of benefits which satisfy a need. The fundamental attraction is neither the place nor its people; the fundamental attraction is the players and other spectators that participate (Green & Chalip, 1998:286). What makes the event *good* and what makes it *fun* is the opportunity it affords the spectators to escape the conventionality of their daily lives, an illusion of freedom to be *other* (Frew & McGillivray, 2008:192) by celebrating the subculture they uniquely share. These findings are confirmed by King (2002:107) who expressed the opinion that travel is increasingly more about experiences, fulfilment and rejuvenation than about *places* and *things*. This is especially true for MSEs which are increasingly independent of the country in which they are staged (Müller & Moesch, 2010:38). The Destination Marketing Organisation's (DMO) role is to facilitate the connection between the visitor and the experience they are seeking; to convert tourism products into relevant tourism experiences (Middleton *et al.*, 2009:128).

SPORT TOURIST SPENDING AND ACTIVITY PATTERNS

Only a small portion of the total revenue from MSEs comes from ticket sales (Davies, 2009:34). Sport tourists typically spend money in nine categories; transportation, accommodation, food and beverage, recreation/entertainment, tours/sightseeing, game tickets, retail shopping, services (such as laundry), and miscellaneous (Daniels *et al.*, 2004:185,186; Lee & Taylor, 2005:598). How sport tourists spend the money will depend on the nature of the event, the nature of the tourists, and the characteristics of the host economy. For example, the expenditure by international FWC tourists to South Korea was 1.8 times more than that of ordinary international tourists (Lee & Taylor, 2005:599). Similarly, the perceived attractiveness of a destination (i.e. alternative attractions, climate, proximity to relatives, friends, unique accommodation) may attract larger groups, spending more. Research by Tang and Turco (2001:33) also revealed that tourists who travel greater distances to an event typically spend more than tourists from nearer the host economy and that first-time event visitors spend considerably more than repeat visitors. South Africa expects many international visitors to the FWC who will probably be first-time visitors spending more than domestic tourists.

With respect to activity patterns, first-time visitors spend more time at the attraction and visit more attractions; they are inclined to explore more possibilities depending on the available information (Kemperman *et al.*, 2003:1-6). Many other exogenous factors may also influence activity patterns such as economic considerations, accessibility and the reputation of the destination. For example, SA has gained a reputation for being an unsafe place to go on holiday; especially going out after dark and using public transport, and this will limit tourist activities (George, 2003:576,581). George purports that visitors are more susceptible to victimisation than local residents, as criminals regard them an easy target, and such crimes are highly publicised. Soccer fans from Cameroon are also hesitant to visit SA because of the negative image created by xenophobic attacks (Tichaawa & Swart, 2010). Visser (2010:7) gives an estimate of what different types of international tourists might spend attending the

2010 FWC. The ordinary fan may spend about R41 302 (R15 000 on services including hospitalisation, R10 984 on travel including the air-ticket to SA, R7 596 on accommodation, R5 000 on food and beverage including retail, and R2 722 on tickets).

THE CHALLENGES IN DELIVERING THE DESIRED EXPERIENCE

Hosting the 2010 FWC has the potential to raise SA's profile as a tourist destination, if it delivers on the desired experience (Williams, 2006:493; Kersting, 2010). This is in line with the broader objectives for tourism in SA, namely to ensure a lasting social legacy, to advance the competitiveness agenda, to maximise tourism value during the event, and to maximise value for SA after the event (*SA Tourism*, 2008:91-97). The perception of visitors are formed by the levels of awareness and the image of the host destination as well as external information provided by the media and government agencies who is likely to interact with individual factors, including visitors' own knowledge, values, and past experiences with similar events, to shape visitors' initial perceptions prior to the event (Kim *et al.*, 2006:87), which ultimately serve as a reference point for new encounters such as attending the FWC.

SA Tourism (2008:97) conceded to the following 10 challenges in hosting the 2010 FWC: 1) poor access to tourism information; 2) insufficient accommodation; 3) insufficient compelling attractions and activities; 4) inadequate service levels and skills shortage; 5) inadequate public transport; 6) insufficient focus on tourist safety and security; 7) limited institutional capacity; 8) managing expectations; 9) demand management; and 10) displacement of general tourists around the event. South Africa share in many respects similar challenges than Atlanta, when it was about to host the 1996 Olympics (Whitelegg, 2000:803,804). According to Whitelegg, Atlanta was not quite famous yet. It faced a lack of self-confidence, and was still lacking in social and cultural status. It could not match other cities in America; let alone foreign cities in terms of global recognition. With respect to the image the city had to present, there was certain incongruity with respect to the history, especially the part concerning race relations and the transformative role; the shift in political power to African Americans, with the concomitant channelling of economic power through private-public agencies and lobby groups (Whitelegg, 2000:804). Lastly, there were problems inherent within the high reliance on media coverage; Atlanta was often presented in the world media as something approaching disaster.

The support of the host community is also important for success (Kim & Petrick, 2005:31,32; Gursoy & Kendall, 2006:604). This does not seem to be a problem for SA, since a public opinion survey confirmed that residents were proud of SA hosting the FWC, and they believed SA was ready to do so (FIFA, 2009:4). This survey by *Sport & Markt*, commissioned by FIFA, was the second in a series of six. The key findings were: 83% of the respondents felt SA will be ready to host the 2010 Cup, and 94% were proud that SA is hosting the event, 89% said it would bring long term benefits to the country, 92% believed it will lead to an upgrade in infrastructure, notably public transport, roads and telecommunications, and 86% said their interest were unaffected by the performance of the national team. Whilst 90% believed it would improve SA's image abroad, 59% had a concern for inflated prices, and 58% thought crime would be a concern for visitors, and the same percentage anticipate increased congestion problems.

A relevant study by Martins (2003) is cited for comparative purposes. Martins ascertained the impression of SA as a host to the World Summit on Sustainable Development (WSSD) held in 2002, attended by 31 127 international tourists from 205 countries and 49 508 domestic tourists. The results from 422 respondents are reflected in Table 1.

TABLE 1: PERCEPTION OF SOUTH AFRICA AS A DESTINATION AND MEGA-EVENT HOST

Aspects of delegates' experience during WSSD	Very poor		Satisfactory			Don't know/NA
	Very poor	Poor	Good	Excellent	Don't know/NA	
Organisation	2.4	13.0	35.1	36.7	7.6	5.2
Information on	3.6	22.5	28.9	33.4	8.1	3.6
Personal service	0.7	6.2	18.7	46.4	23.7	4.2
Transport in South Africa	8.3	15.6	21.1	32.9	10.9	11.2
Value for money	3.1	7.8	22.3	39.3	15.4	12.1
Safety and security	6.4	8.3	24.2	40.5	15.6	5.0
Communication systems	2.8	11.4	29.1	38.4	10.7	7.6
Accommodation quality	1.4	5.0	25.1	41.5	17.8	9.2
Pre- and during summit leisure activities	1.2	5.7	16.8	24.2	6.2	46.0
Hospitality and friendliness	0.5	1.2	9.7	31.3	53.3	4.0

Source: Martins, 2003:7.

The most positive rating (good and excellent combined) were received for hospitality and friendliness (84.6%), and the most negative rating (very poor and poor combined) for information on the WSSD (26.1%). Respondents were generally satisfied with the functions of the United Nations (UN) (organisation, 44.3% and information, 41.5%), infrastructure (transport, 43.8%, communication systems, 49.1%, and accommodation quality, 59.3%) and public relations (personal service, 70.1%, hospitality and friendliness, 84.6%) at the summit. Most respondents (73.5%) indicated that they would like to come back to SA on holiday and three quarters (75.4%) that they would recommend SA to friends, relatives and colleagues at home as a holiday destination (Martins, 2003:9).

The findings of Martins are consistent with the results of a survey commissioned by Cape Town Tourism (CTT) during the FIFA Confederations Cup, SA 2009 (FCC) (CTT, 2009). The majority (63%) of respondents (323) stated that they were returning to SA for the 2010 FWC and only one said that he would not recommend SA for a holiday. They were international tourists attending the games, and were interviewed in Johannesburg, Pretoria, Rustenburg and Cape Town at the stadiums and hotels where they were staying. Most of the respondents were between 19 and 45 years of age (slightly more fell in the range 19 to 29 years), and they stayed in SA for 14 days. Far too few of them felt safe using public transport in Johannesburg and only 15% believed *value for money* to be an attractive aspect of SA.

Providing value for money is indeed a challenge for SA. Grant Thornton and SATSA established that (in the opinion of 129 SA-based tour operators), *value for money experiences* is the main consideration (91%) for travellers considering SA as a destination, and that *crime reduction* (78%) and *better priced air access* would help increase business (*Now Media*, 2009:26). About a decade ago, *value for money* was considered to be a strength (96.77%) of SA in terms of competitiveness as a tourist destination, among 150 inbound tour operators

(Saayman & Du Plessis, 2003:60). The fact that SA is a long haul destination was also seen as a weakness (70%). This is conceded by SA Tourism (2008:45-47) as they did not consider MSEs a core market for them, given SA's geography and the relative strength of Europe in this market; it is classified as an opportunistic, once-off marketing opportunity.

THE EMPIRICAL STUDY: PURPOSE, RESEARCH METHOD AND SAMPLE

The purpose of the research was to ascertain what needs to be considered from a sport tourist perspective to render FIFA 2010 a success and would prove that SA can host this mega-event according to world-standards, and if not, what had to be improved upon prior to the event. The study is based on secondary sources, which are supplemented by an empirical study. It is predominantly an exploratory study, and the sample for the empirical study was a non-probability, convenience sample of potential visitors to the 2010 FWC, namely spectators at the semi-finals of the FCC, SA 2009. Respondents were interviewed in queues entering Ellis Park stadium in Johannesburg on 25 June. Field workers approached them to determine their ability to communicate in English and willingness to participate in the study. A total of 205 persons took part in the study and the composition is reflected in Table 2. The majority were comfortable to be interviewed in English (197 or 96.1%). The questionnaire was developed in consultation with marketing officials from a DMO and a member of the SA Marketing Research Association (SAMRA). It was piloted close to FIFA's offices in Sandton Shopping Centre, on 22 June amongst 100 persons, who either displayed the FIFA brand on their clothing, or were tourists to Johannesburg. Improvements were subsequently made; mainly to direct specific questions to either domestic or international tourists.

TABLE 2: COMPOSITION OF THE SAMPLE (N=205)

Gender	Age (intervals)		Language		No. matches attended		Visit duration (interval/days)		Country of origin	
	%	%	%	%	%	%	%	%	%	
Male	82	15-25 20.3	English	21.7	1	41.2	3-5	25.9	SA	18.4
Female	18	26-35 43.5	African	16.5	2	21.4	6-8	14.8	Rest Africa	4.5
		36-45 23.7	European	7.5	3	16.6	9-11	7.4	Europe	10.5
		46-55 9.7	Oriental	5.4	4	7.0	12-14	18.5	East	5.4
		56-65 1.4	Afrikaans	1.9	5	4.3	15-21	7.4	Americas	5.4
		66 + 1.4	Undiscl.	47.0	6+	9.5	longer	26.0	Undiscl.	55.8

The questions posed were both fixed response and open ended, and can be grouped into three categories. The first encapsulated the demographic and geographic profile of the respondents and included questions about gender, age, first language, matches attended, duration of visit and country of residence. These are disclosed in Table 2. The second category uncovered visitors' perceptions about SA as a host and tourist destination, on a 5-point Likert scale which ranged from strongly disagree (1) to strongly agree (5), and the intentions of international tourists to revisit SA for the 2010 FWC, or recommending it. The results are

reflected in Table 3. The last category of questions elicited their most positive and most negative experience with respect to the event and suggestions for improvement.

TABLE 3: PERCEPTION OF SA AS DESTINATION AND MEGA EVENT HOST

Statement about SA's ability to host a mega event	N	1	2	3	4	5	Weighted ranking %
I believe SA will successfully host 2010 Cup	205	1	3	5	40	156	93.9
I really looked forward to visit SA	73	2	1	3	16	51	91.0
The matches were well organised	204	2	1	11	68	122	90.1
Services provided by the airports are good	19	0	1	1	5	12	89.5
I was impressed by SA as tourist destination	78	0	3	1	25	42	87.2
Services in SA are good	20	1	1	1	5	12	86.0
Services provided by private businesses (accommodation & restaurants) are good	164	2	4	24	52	82	85.4
My perception about SA has changed positively during my stay	83	0	2	11	35	35	84.8
I felt safe in general	202	5	7	24	71	95	84.2
Services by information bureaus are good	56	0	0	13	20	23	83.6
I have heard good things about SA	86	2	4	10	32	38	83.3
It was easy to obtain adequate tourist info.	126	1	9	29	50	37	78.0
Services provided by the public sector such as transport are good	176	7	11	42	52	64	77.7
Transport was well organised & easy to use	192	11	13	42	58	68	70.3
Weighted average							84.1%

FINDINGS

A brief overview of the most pertinent findings is given. Most of the respondents (82%) were young males. Almost two thirds (132 or 63.8%) were 35 years and younger and the minority (6 or 2.8%) older than 55. English was the first language for 21.7% of the 205 visitors. The majority (41.2%) attended only one of the 24 matches. On average respondents attended 2.56 matches during the FCC, SA 2009. It would seem as if the duration of international visitors' stay in SA for the FCC, SA 2009 was about a week. This is similar to the findings of CTT during the same event, and confirms the demographics of the Kim and Chalip (2004) model.

Perception of visitors with respect to South Africa as a host and tourist destination

Visitors were asked to express their opinions on SA's ability to successfully host the 2010 FWC in order to elicit possible risks before the event. A summary of their perceptions is reflected in Table 3. The sample size for statements varies as it consolidates the responses of domestic and international visitors and some applied to the latter only. The highest weighted average of 93.9% was received for the belief expressed by 205 respondents that SA will be able to successfully host the 2010 FWC, and the lowest score, for how well 192 of them believed transport was well organised and easy to use. The average rating of all the statements was a high 84.1%. Respondents perceived the matches to be well organised (90.1%), and the services provided by private businesses (85.4%) to be delivered better than those provided by the public sector (77.7%). In order to validate the findings, respondents were asked to rate their overall experiences during the FCC, SA 2009 on a scale of 1 to 10 where 10 was the highest, and the average rating was 7.84. This is somewhat lower than the weighted average of 84.1% for the individual statements, reported in Table 3. In general the findings elicited what the paper intended to uncover and are congruent with findings of the surveys discussed. A few examples are given:

- *Sport & Markt* (FIFA 2009); SA is ready to successfully host the event.
- Martins (2003); the event was well organised. The transportation and communication was adequate and the general perception of the image of SA was good.

Most positive experience of visitors

Visitors were asked to describe their most positive experience during the FCC, SA 2009 and international tourists if they would come back to SA for the 2010 FWC or recommend visiting SA for the upcoming cup. The purpose was to uncover their emotional feelings; what was *good* and *fun*, as this tells one more about the target market and what is the core product (Green & Chalip, 1998:286; Yoon & Uysal, 2005:54; Middleton, *et al.*, 2009:128). In addition, this question elicits testimonials of promises that are deliverable and if tourists would testify that the legacy of Afro-pessimism had been reduced or not. The positive experiences may be used by DMOs as themes that would render promotional material truthful. It is important to use credible sources and themes to communicate an image that is congruent to presently held images of a destination (Smith, 2005:221).

Coding and analysing of the responses indicated that they could be categorised in two dimensions; the games itself, and SA as a tourist destination. Experiences about the games could be clustered into two themes; affective/emotional or cognitive/technical. The positive emotional experiences about the games were either excitement (eustress) or belonging, which includes identification with the national team. Excitement was described by words such as: "the atmosphere of the games was great, electric, festive and awesome, and the vibe at the stadiums enjoyable and entertaining". The following words were used by domestic tourists to describe the emotional experience of belonging and patriotism: "Bringing the nation together, the integration of people, having met lots of friendly and helpful people, I am proud of SA, and seeing South Africans united, really getting together". Identification with soccer and the national team was for some domestic tourists the highlight of being a spectator during the FCC, SA 2009. This was confirmed by words such as: "I was proud of SA going through to

the semi-finals, we are ready for 2010". For some it was the opportunity to watch international teams such as Italy and Brazil, and to see superstars on the field such as Kaka".

With respect to the technical service delivery, respondents commented very positively on the organisation of the tournament and the infrastructure, especially the unique and striking stadiums. The smooth delivery and organisation was described by words such as: "Everything was well organised, smooth, smart and glamorous, everyone was working together to ensure success of the tournament, and safety in the stadium was impressive, I think SA has improved, security was tight and disciplined, the park and drive initiative was brilliant". The most positive experience with respect to SA as a tourist destination was for many international tourists the diversity it offers. SA was considered exceptional. Most (76 or 88.4%) of the international respondents said that they would visit SA again in 2010 for the FWC, for the same reasons as the positive experiences mentioned. All, but one international respondent (85 or 98.8%), indicated that they would recommend SA for the 2010 FWC. For some domestic respondents the most positive experience was the impact the games had for SA. They used words such as: "Showing people our beautiful country, international people bringing in money and saying good things about SA, it made our country better, seeing improvement in service provision, infrastructure and safety". These testimonials indicate that SA is ready to host the FWC according to world-standards.

The findings eloquently support the secondary sources. A few examples are highlighted:

- The model of Kim and Chalip (2004) was confirmed in regard to push factors (fan and travel motives) and mediating factors (event interest); especially the excitement.
- The core product (Middleton *et al.*, 2009) is the emotional feelings and experiences.
- *Sport & Markt* (FIFA, 2009); domestic tourists are patriotic and support the event.
- CTT (2009); international tourists intend to return and recommend SA.

Most negative experience of visitors

Many risks with respect to hosting the FWC that require attention were uncovered. The crime rate and public transport was the most disappointing experiences. With respect to safety the following words were used: "SA's crime image is bad, friends got mugged, the Egyptian team that was robbed, security guards wanted bribes to allow us entry into legal parking spaces". This must be interpreted alongside the positive experiences in regard safety. With respect to the most negative transport experiences, participants mentioned that: "Public transport was disastrous, there were insufficient taxis after the match, it was difficult and a nightmare to find parking". It was mentioned that "Congestion, queues, waiting for the *Gauride* as well as the signage, and park and ride should be improved upon". Smoking in the stands and the *vuvuzelas* were considered the most outstanding nuisance by many international tourists. Others mentioned the empty stands, and lack of support from volunteers. Some said that taxi drivers tried to get too much money, the pricing of tickets and food at the stadium were too high; almost an exploitation. Transportation and internet access was also described as very expensive. Suggestions for improvements centred on these negative experiences. Many participants experienced nothing negative.

The risks described by respondents confirmed all those mentioned from the literature study as well as the necessity to ascertain what is expected by visitors to reduce the widespread legacy of Afro-pessimism, if SA wants to prove that it can manage the event to world-standards.

MANAGEMENT IMPLICATIONS AND CONCLUDING REMARKS

The purpose of this study was to ascertain from a sport tourist perspective if SA can host the 2010 FWC according to world-standards, and if not, what must be improved upon prior to the event to minimise risk. The empirical study supports the secondary sources in that it elicited many known risks namely; insufficient focus on tourist safety and security, inadequate public transport, value for money, and skills shortage in the public sector (Martins, 2003:7; Saayman & Du Plessis, 2003:60; *SA Tourism*, 2008:97; CTT, 2009:1; *Now Media*, 2009:29). SA must get the basics right in terms of world-class facilities and services if it wants to reduce the legacy of Afro-pessimism.

An overwhelming 93.9% of respondents believed SA will successfully host the FWC which is more positive than the findings of the *Sport & Markt* study (FIFA, 2009:4), where 83% felt their country will be ready to host it. The findings are consistent with those of CTT (2009) in that respondents from both were predominantly young males, and international visitors stayed in SA between seven and 14 days; it supports the demographic push factors of the Kim and Chalip (2004) model. FIFA also succeeded in providing entertainment; the experience of respondents was very emotional and generated excitement and a sense of belonging and thus achieved one of the SA Tourism's objectives, namely to ensure a lasting social legacy. The results further confirms that the benefits spectators seeked were all delivered in terms of *fan* motives; namely eustress, supporting the national team, interest in players and aesthetics. The fundamental satisfaction was derived from the mediating factor, namely the players and spectators of the event itself, not the place. This is in line with the findings of Green and Chalip (1998:286), Florek *et al.* (2008) and Frew and McGillivray (2008) that spectators come together to affirm their personal identity, for socialisation and camaraderie, as well as marketing theory (Middleton *et al.*, 2009:128) and the opinion of King (2002:108) that tourists segment themselves in terms of who they are and the experience they seek. Respondents in both this and the CTT study were generally happy with the proceedings of the tournament, as was the case in the study by Martins (2003:7) about SA hosting the WSSD, but public transport remained to be a challenge as was elicited in the *Sport & Markt* survey (FIFA 2009:5). This perception tarnish the image of SA as a tourist destination (Martins, 2003:7; Saayman & Du Plessis, 2003:60; CTT, 2009:8) and requires serious interventions before the 2010 FWC.

Event organisers make visitors feel safe at events, even though SA suffers from the general perception of being crime ridden (George, 2003:576; Saayman & Du Plessis, 2003:60; FIFA, 2009:5). International respondents would recommend SA as a tourist destination, and many intend to come back for the 2010 FWC; similar to the findings by Martins (2003) and CTT (2009). Recommendation assumes travel satisfaction, and leads to destination loyalty (Yoon & Uysal, 2005:54). However, research also indicates that destination revisit intention based on satisfaction is a short-term intention, because of the tendency to seek new and adventurous experiences (Jang & Feng, 2007:586). A limitation of the study is that the sample was mostly

domestic tourists from Gauteng, whilst 75% is expected to be international visitors for the FWC (Cornelissen, 2009:148).

In conclusion, the contribution of this article lies in synthesising secondary and primary sources from a sport tourist perspective to elucidate challenges for SA in hosting the 2010 FWC. What makes this study unique is that it was done prior to a MSE to describe a host's readiness to do so; it is a first for SA who has to learn from the experience of others (Van Lill, 2010), and this article contextualised international literature on hosting MSEs for the 2010 FWC. The findings confirmed secondary sources with respect to both relevant theory and SA's readiness to host the FWC. Negative experiences can be used to solve problems before the event and positive ones to promote experiences that are deliverable. The major challenge lies in the improvement of public services such as transport, safety and security, to provide value for money, and manage the expectations that lead up to the FWC.

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