

## **LOCAL RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP™**

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### **ABSTRACT**

*In this country and around the world, the development of the events sector has resulted in a multitude of different types, which are distinguished by factors such as scale, audience and occurrence. The hosting of one such type, mega events, has become a major honour for host cities and countries. The added benefits of hosting events of this scale include the promotion of investment, infrastructure development and a host of other positive economic, social and environmental impacts. This study determined whether there were any significant differences between the pre- and post-perceptions of local residents of the impacts of such a mega event. The 2010 FIFA World Cup and the capital city of South Africa, the Tshwane Metropolitan Municipality, served as a case study. Research was conducted in 2010 and 2011 in nine areas around the city involving a total of 2095 respondents. Descriptive statistics and factor analyses were applied. In general, the respondents perceived the impacts of the event positively; however, this perception dwindled in the period after the event. This study presents future mega event planners and managers with insight into hosting mega events in order to take full advantage of the positive legacy of these events.*

**Key words:** Mega events; 2010 FIFA World Cup; Impact; Host community.

### **INTRODUCTION**

Event tourism has been noted to be one of the fastest growing sectors of the tourism industry (Uysal & Xianping, 2008), which itself is considered as the world's largest industry (Middleton & Clarke, 2001). Events in South Africa have a long history and many cities today place emphasis on the utilisation of events to market themselves as tourist attractions and destinations (Tassiopoulos, 2005). Events are now part of the marketing and developmental plans of most destinations (Getz, 2007). Destination managers have identified the significance of adding events to enhance their attraction portfolio, which is aimed at providing a level of differentiation in an increasingly competitive tourism market (Dickinson *et al.*, 2007).

The events sector consists of a various sub-sectors. These sub-sectors are differentiated by the type and scale of the events. Events can range from small-scale community events to corporate events and special events such as festivals, fairs and sport events (Getz, 2007).

Mega events are defined as major one-time or recurring events of limited duration that take place at different locations. Mega events have international significance and are typically

organised by a combination of national, international and non-governmental organisations (Roche, 2000; Getz, 2005; Horne & Manzenreiter, 2006; Uppal & Ghosch, 2006). Due to the scale of these events they do not take place on a regular basis, but they are known to take place at least once a year somewhere in the world (Getz, 2005). South Africa has been host to events that fall into this category, including the Rugby World Cup of 1995, the Cricket World Cup of 2003 and, although not on the same scale as the events previously mentioned, the FIFA World Cup of 2010 (WC-2010). These large-scale events are sought after by countries for numerous reasons, the most important of which is to boost their image as tourism destinations (Getz, 2005; Hall & Page, 2009), to promote investment and to gain benefit from the associated positive economic impacts (Briedenhann, 2011). The process of hosting mega events starts off with a bidding process, which is considered by some (Hiller, 2000; Hall, 2006; Torisu, 2006) as a form of urban destination entrepreneurialism as cities and countries seek to gain the maximum advantage from the global economy.

As mentioned above, these large events have a large impact footprint and the beneficiaries of these impacts, the host cities and countries, include a number of resident stakeholders. To date, efforts focused on identifying residents' perceptions of the impacts of mega events have been fairly limited (Kim & Petrick, 2003; Lorde *et al.*, 2010). Moreover, these studies are usually focused in the sphere of developed countries (Lorde *et al.*, 2010) and tend to disregard the circumstances of the developing world. It is important to measure specifically the local residents' perception of the event in order to identify the tangible and long-lasting benefits. Event organisers measure the value and success of an event based on the impacts it has on the residents, since they are affected the most before, during and after the event (Chalip, 2006; Bob & Swart, 2009). If residents' perceptions are not measured, a phenomenon known as the failure of support for tourism development may occur. This could imply a reluctance to work in the tourism industry and resentment towards tourists could be perceived (Kim & Petrick, 2005). For this reason, the impacts of these events need to be identified and studied from a resident's point of view.

Literature on and research into the impacts of these events on host communities in South Africa and on the African continent are limited and fragmented. For this reason, a gap exists for the expansion of research into such events in the region. In order to better understand the potential economic impacts of mega events on host communities, it may be necessary to investigate the available literature in the events sector as applicable to smaller-scale events.

## LITERATURE ANALYSIS

For any mega event to be successful, the participation of all stakeholders in the event-organising process is of the utmost importance. This means that local governments, event organisers and policy makers should take into account the views of residents and ensure that those residents support the event (Gursoy & Kendall, 2006; Ntloko & Swart, 2008). This is vital, since hosting of mega events often requires a significant investment in human, physical and economic resources by the host community (Haxton, 1999). The aim of governments in hosting mega events is not as much the actual event in itself as the proven benefits that the host community will reap after the conclusion of the event (Pellegrino & Hancock, 2007; Rogerson, 2009). These benefits are known as the event legacy and include the opportunity to increase tourism value, branding of the hosting country as a safe tourist destination,

advancing the social legacy of the country by creating employment, equity and growth, urban planning, sport infrastructure, more local business opportunities, renewed community spirit, additional know-how and a positive emotional experience (Roche, 1994; Preuss, 2006; Rogerson, 2009).

**TABLE 1: POSITIVE IMPACTS OF EVENTS ON LOCAL COMMUNITIES**

<b>Sphere</b>	<b>Impact</b>	<b>Source</b>
Socio-cultural	Urban revival and production of ideas	Preuss (2006)
	Enhancement of local quality of life through urban regeneration	Ohmann <i>et al.</i> (2006)
	Cultural exchange between tourists and local residents	Kim <i>et al.</i> (2006)
	Preservation and development of local culture and natural resources	
	Civic pride, community unity and a sense of positive atmosphere	Bull & Lovell (2007)
Economic	Improvement of welfare through increased employment	Preuss (2006)
	Promotion of tourism	Fredline & Faulkner (2000)
	Skills development and cash injections for local businesses	Jago <i>et al.</i> (2010)
	Increased public spending for sport	Ntloko & Swart (2008)
	Development of companies and organisations directly or indirectly serving the event	Lamberti <i>et al.</i> (2010)
Environmental	Development of new facilities and general infrastructure	Preuss (2006)
	Maintenance and improvement of existing infrastructure	Fredline & Faulkner (2000)
	Restoration of historical buildings	Kim & Petrick (2005)
	Tourism infrastructure development	Malfas <i>et al.</i> (2004)
	Large-scale urban development	

Ritchie and Aitken (1984) and Ritchie and Lyons (1987) provide insight into resident perceptions of the Olympic Games of 1984 and 1988, respectively. Both these studies point out that residents in the vicinity of or within the host city where the event was held, perceived the impacts of the event more positively than those residents living further afield. Another study found that resident perceptions of the Olympic Games improved over time, with the prospect of gaining employment being the main driver (Mihalik & Simonetta, 1998). As opposed to this, a study conducted by Waitt (2003) on the pre- and post-perceptions of the Sydney 2000 Olympic Games found that resident perceptions of the economic impacts of the event declined over time as a consequence of diminishing employment prospects. This is supported by Tin *et al.* (2011), who note that the positive perception of the economic impacts

of the Olympic Games tend to be short-term, principally because of decreasing prospects of employment and the contribution of the event to the GDP. These studies all predominantly focused on economic impacts, whereas social, environmental and political impacts seem to have been neglected. Table 1 provides a generic indication of the impacts of events on host communities.

Although mega events provide numerous positive impacts for a host community, associated negative impacts might also occur. A brief outline of various generic negative impacts is provided in Table 2.

**TABLE 2: NEGATIVE IMPACTS OF EVENTS ON LOCAL COMMUNITIES**

<b>Sphere</b>	<b>Impact</b>	<b>Source</b>
Socio-cultural	Loss of permanent visitors Creation of temporary tourism Increased levels of criminal activity Noise, overcrowding and traffic congestion  Rowdy, poor behaviour and hooliganism Vandalism and property damage Only some people benefit from the event	Preuss (2006)  Ohmann <i>et al.</i> (2006) Fredline & Faulkner (2000) Deery & Jago (2010) Dwyer <i>et al.</i> (2000) Ntloko & Swart (2008)
Economic	High construction costs Construction of non-essential and under-utilised infrastructure Creation of temporary employment  Increased prices due to increased demand Waste of taxpayers' money Increased cost of living Many economic benefits for a few with few benefits for the masses	Preuss (2006)  Fredline & Faulkner (2000) Deery & Jago (2010) Ntloko & Swart (2008) Malfas <i>et al.</i> (2004) Desai & Vahed (2010)
Environmental	Litter, overcrowding and parking problems  Degradation of the environment Pollution and damage to natural areas	Fredline & Faulkner (2000)  Deery & Jago (2010) Ntloko & Swart (2008)

The above literature analysis refers to studies that have been done on to the social, economic and environmental impacts of events in general, as well as the impact of mega events on host communities. A limited number of studies were found of these impacts in South Africa, the rest of Africa or the developing world as such, and will be discussed to provide insight from a perspective closer to home.

Desai and Vahed (2010) analysed the intricate relationship between host country and the staging of the WC-2010. In their analysis they noted the intrinsic link between the people of

Africa/South Africa and the sport of football and the potential legacy of the event on the country. They mention that parties associated with the event gained significant benefits (usually financial) and that local people were habitually excluded in most cases. This event lacked a 'bottom-up' management approach whereby the views and opinions of local residents are incorporated in management decision-making so that the masses too may benefit in the long run.

Meanig and Du Plessis (2007), researched the economic benefits and the financial burden, which resulted from the FIFA World Cup that was held in Germany in 2006. The aim of their work was to identify the lessons that were learned from Germany 2006 in order to provide a context in which the possible benefits and risks for South Africa as a host for WC-2010 were conceptualised. The results from their study showed that occupancy rates in Germany declined during the World Cup and that the construction of new stadiums should be integrated with the needs of the urban society to maximise its benefits. Their paper argues that a public image and the 'feel good' effects of sport events are underestimated and should not be neglected when hosting sport events. Pillay and Bass (2008) investigated the association between urban development and the WC-2010 prior to the event. Their research shows that past sport event experiences confirms that there is no proof that the hosting of a mega event will result in a significant contribution to the country's GDP, meaningful job creation or service, the provision of an infrastructure and facilities that would continue to provide benefits beyond just the duration of the event.

According to Saayman and Rossouw (2008), the potential economic value of the WC-2010 for South Africa was investigated. Computable General Equilibrium (CGE) modelling was used to estimate the potential economic value together with a literature review on past World Cup events. Their findings showed that the WC-2010 was estimated to have possible positive economic impacts in terms of the GDP growth and employment; however, they estimated that negative impacts would arise from higher inflation and net export losses. Alegi and Bolsman (2010) contributed to the academic literature with a scholarly article on the history of soccer in South Africa. Using a collection of different resources to show that football can explain more about South Africa or at least some important aspects of the country. The authors suggested that the WC-2010 would possibly change the perception of the world on South Africa, its diverse people and how South African citizens view themselves and each other.

The above literature paints a picture of the effects of mega events such as World Cups, but do not explain differences between perceptions prior and after the event. Accordingly, it is vital for such a study to be undertaken to make available a platform for the potential future planning and hosting of other mega events. For this reason, the primary aim of this study was to determine whether there were any significant changes in the way in which the local residents of the Tshwane (Greater Pretoria) Metropolitan Area perceived the impact of mega events on the city after some time had elapsed.

## **METHODOLOGY**

The primary method of data collection was in-person intercept surveys (questionnaires). Data collection was conducted among the residents in April 2010 and again in April 2011. A trained team of 9 fieldworkers (BTech students of the Tshwane University of Technology

[TUT]) and a field coordinator (a lecturer at TUT) administered the surveys in major areas of the host city. Pretoria (in the Tshwane Metro) acted as a host city during WC-2010. This city is the administrative capital city of South Africa (the metro has an estimated population of 2.2 million) and is situated in the Gauteng Province. A number of games were played at the Loftus Versfeld stadium in Pretoria during the tournament.

### **Research sites**

The research sites selected in the city were chosen to guarantee a true representation of the population and demographics of each area. These areas were Centurion, Mamelodi, Laudium, Soshanguve, Ga-Rankuwa, Eersterust, Atteridgeville, Pretoria CBD and Menlyn. If a site had numerous entry and exit points, interviewers rotated and included all possible entries. A stratified random sample of residents by age, gender, area of the city and race was identified. At each location, a random sample of residents were intercepted and requested to complete a questionnaire. Every fifth person or group was targeted and only one adult from each travel party was identified (alternating male and female) and requested to participate at the chosen site. A screening question was put forward to potential respondents to assess if they were residents of the city. If so, they were invited to complete the questionnaire, which took approximately 15 minutes. In the event of respondents not being able to read or write, they requested the field member to complete the responses based on an oral interview. A total of N=2095 responses (961 for 2010 and 1134 for 2011) were obtained. A total of 1200 questionnaires were distributed per year, which resulted in response rates of 80% and 95% respectively for 2010 and 2011.

### **Research instrument**

Fixed-choice self-administered questionnaires were used across all areas of the host city. The questionnaires were divided into sections containing items measuring the demographic profile of residents and contained 40 statements measuring economic, social and environmental aspects (economic aspects are the focus of this paper) on a 5-point Likert scale (1= strongly disagree and 5= strongly agree). Most of the items were measured at nominal or ordinal levels. These types of questions are frequently used in surveys of sport events, such as in the case of Ntloko and Swart (2008). This questionnaire had also been used successfully in 2009 during a survey of host perceptions of the Confederations Cup (Manjule, 2012).

### **Analysis of data**

Microsoft© Excel© was used for data capturing while SPSS (SPSS Inc., 2010) was used for the analysis of data. This study involved 2 stages. Firstly, a general profile of respondents was compiled. Secondly, 2-way frequency tables and Chi-square tests, as well as ANOVA comparisons were utilised to establish any significant differences between the perceptions of local residents prior to the event and the perceptions of residents after the event. This was deemed possible as the research methodology (questionnaire, locations, and fieldwork) was uniform between the 2 years and the population did not differ vastly. Cross-tabulations with Chi-square tests were furthermore employed to profile these groups demographically.

## FINDINGS

This section provides an overview of the profile of the respondents during 2010/2011, and discusses the results of the factor analysis, ANOVA comparisons and cross-tabulations with Chi-square tests.

### Profile of respondents

The general profile of the respondents is indicated in Table 3. There were slightly more male respondents during both years of the study. In terms of ethnicity, the respondents were generally representative of the geographical area of the study. In order to achieve a representative ethnic response, surveys were circulated in all major areas of the municipality. The majority of respondents were of African ethnicity, followed by other groups. The majority of respondents were further mainly aged between 20 and 29 years, followed by the age groups 30 to 39 and 16 to 19.

**TABLE 3: PROFILE OF RESPONDENTS**

Variables	2010*			2011*		
Gender	Male: 60.4% (n= 580) Female: 39.6% (n= 381)			Male: 55% (n= 621) Female: 45% (n= 508)		
Ethnic group	African	77.7%	n= 747	African	72.7%	n= 784
	Caucasian	7.8%	n= 75	Caucasian	6.8%	n= 73
	Asian	5.1%	n= 49	Asian	13.4%	n= 144
	Coloured	9.4%	n= 90	Coloured	7.1%	n= 77
Age	16-19 yrs	12.5%	n= 120	16-19 yrs	14.3%	n= 159
	20-29 yrs	44.8%	n= 431	20-29 yrs	37.9%	n= 422
	30-39 yrs	23.5%	n= 226	30-39 yrs	25.5%	n= 284
	40-49 yrs	10.6%	n= 102	40-49 yrs	14.4%	n= 160
	50-59 yrs	6.1%	n= 59	50-59 yrs	5.8%	n= 65
	60+ yrs	2.4%	n= 23	60+ yrs	2.2%	n= 24
Planning to attend or had attended a WC match?	Yes: 58.6% (n= 562) No: 41.4% (n= 397)			Yes: 39.3% (n= 437) No: 60.7% (n= 675)		

\*Note that n only represents completed responses and may not represent the entire total.

Respondents were asked whether they were planning on attending a World Cup match during the event in 2010, and in 2011 they were asked if they had attended a match. Replies to the latter differed noticeably between the 2 years. The majority of respondents indicated that they were planning to attend a match (58.6%) in 2010, but in the following year fewer (only 39.3%) of respondents indicated that they had actually attended a match. This finding may be attributed to respondents blaming the high ticket prices as a reason for not attending. Apart from the previously mentioned finding and an increased participation by Asian respondents in 2011, the general demographic profile of respondents did not fluctuate considerably.

### Results of a factor analysis

A factor analysis was conducted on 40 mega event impacts. The matrix of principal axis factor analysis, utilising Oblimin rotation with Kaiser Normalisation, identified 5 motivational factors that were grouped according to common characteristics. All factors had relatively high reliability coefficients with the lowest being 0.534 and the highest being 0.602. All items loaded to a factor had loadings greater than 0.4, and these comparatively high loadings indicated a reasonably high correlation between the factors and their individual items. The Kaiser-Meyer-Olkin measure of sampling adequacy of 0.898 additionally provides an indication that the patterns of correlation are relatively compact and indicates divergent and reliable factors (Field, 2005:197).

The factor scores were determined by averaging all items contributing to a specific factor. These averages originated from a 5-point Likert scale of measurement, where 1 signified 'strongly disagree' and 5 signified 'strongly agree'. Table 4 indicates the four broad factors identified.

**TABLE 4: RESULTS OF FACTOR ANALYSIS**

<b>Factors</b>	<b>Factor loading</b>	<b>Mean value</b>	<b>Reliability coefficient</b>
<i>Factor 1: Local community impacts</i>		<b>3.78</b>	<b>0.534</b>
Incentive to improve preservation of local culture	0.591	3.62	
Improved pride in city of local residents	0.591	3.93	
<i>Factor 2: Local social impacts</i>		<b>3.03</b>	<b>0.562</b>
Event increased the crime rate	0.637	2.75	0.
Event increased litter in local communities	0.551	2.68	
Event increased prostitution	0.471	2.42	
<i>Factor 3: Local cultural and heritage impacts</i>		<b>3.58</b>	<b>0.602</b>
Increased efforts for conservation of natural resources	0.595	3.48	
Increased efforts for the restoration of historical buildings	0.576	3.58	
Development of cultural activities by local residents	0.552	3.67	
<i>Factor 4: Global image and tourism</i>		<b>4.06</b>	<b>0.591</b>
Enhanced South Africa's image internationally	0.617	4.14	
Improved Africa's image and decreased Afro-pessimism	0.562	3.82	
Increased number of tourist arrivals	0.542	4.25	

The first factor signified items relating to *local community impacts* (Factor 1), followed by items relating to *local social impacts* (Factor 2), items relating to *local cultural and heritage impacts* (Factor 3) and items relating to *global image and tourism* (Factor 4). The factor with the highest mean value was *global image and tourism* (4.06). The residents therefore perceived this as the most important contribution of the World Cup. Other factors that followed include *local community impacts* (3.78), *local cultural and heritage impacts* (3.58) and lastly *local social impacts* (3.03).



### Results of the ANOVA comparison

ANOVA comparisons were applied to establish the differences between the impacts of the WC-2010 between 2010 and 2011, based on the perceptions of local residents. Table 5 indicates the most statistically significant variation between different factors.

**TABLE 5: COMPARISON BETWEEN PRE- AND POST-EVENT PERCEPTIONS**

Event perceptions		N	Mean	SD	SE	95% Confidence Interval for mean		ANOVA
						Lower	Upper	F-ratio*
Increased investment	2010	961	4.26	0.882	0.028	4.21	4.32	46.411
	2011	1121	3.97	1.089	0.033	3.90	4.03	
Improved public transport	2010	961	3.88	1.106	0.036	3.81	3.95	18.368
	2011	1110	3.66	1.204	0.036	3.59	3.73	
Increased pride in city	2010	961	4.01	1.031	0.033	3.94	4.07	10.719
	2011	1112	3.86	1.065	0.032	3.79	3.92	
Preservation of culture	2010	961	3.73	1.046	0.034	3.66	3.79	19.631
	2011	1106	3.52	1.065	0.032	3.46	3.58	
Increased traffic congestion	2010	961	4.36	0.912	0.029	4.31	4.42	123.64
	2011	1109	3.85	1.166	0.035	3.78	3.91	
Employment creation	2010	961	3.79	1.189	0.038	3.71	3.86	119.42
	2011	1110	3.17	1.334	0.040	3.10	3.25	
Increased Prostitution	2010	961	3.92	1.221	0.039	3.84	4.00	132.40
	2011	1108	3.28	1.293	0.039	3.20	3.36	
Increased crime rate	2010	961	3.62	1.383	0.045	3.53	3.70	133.34
	2011	1118	2.92	1.345	0.040	2.85	3.00	
Creation of new facilities	2010	961	4.01	1.033	0.033	3.94	4.07	12.178
	2011	1123	3.84	1.100	0.033	3.78	3.91	
Increased litter	2010	961	3.61	1.211	0.039	3.53	3.69	103.79
	2011	1111	3.07	1.214	0.036	3.00	3.14	
Increased prices	2010	961	4.17	1.074	0.035	4.11	4.24	70.769
	2011	1112	3.74	1.243	0.037	3.67	3.81	
Increased hooliganism	2010	961	3.56	1.235	0.040	3.48	3.63	57.601
	2011	1117	3.94	1.057	0.032	3.88	4.00	
Sufficient electricity	2010	961	3.45	1.266	0.041	3.37	3.53	138.82
	2011	1118	4.07	1.133	0.034	4.00	4.14	
Increased trade for local businesses	2010	961	3.90	1.021	0.033	3.84	3.97	44.603
	2011	1118	3.59	1.108	0.033	3.53	3.66	

\* All F-ratios were significant at  $p=0.001$

A total of 14 constructs were identified as having a noteworthy periodic change, utilising the ANOVA comparison between 2010 and 2011. These constructs represent various impacts associated with events, which range among economic, social and environmental impacts. Only those aspects that presented a significant difference ( $p<0.05$ ) are presented in Table 5.

The findings from the ANOVA comparison point towards a general decrease in positive perceptions of the tournament over time. These factors signify both negative and positive

impacts; therefore a decline in perception does not necessarily represent a negative response. Only 3 of the 24 significant factors indicated an increase in 2011 when compared to 2010.

The construct that achieved the highest level of variation between the 2 years was Eskom's ability to provide power during the tournament ( $F=138.82$ ,  $p=0.001$ ). Respondents believed that the power utility did supply adequate power during the event; this is a marked increase from the previous year. It should be noted that Eskom did indeed struggle to provide a reliable power supply at the time of the fieldwork.

Increased criminal activity and increased prostitution also signified significant changes. In terms of crime, considerably fewer people believed that crime increased during the period of the event compared to the previous year ( $F=133.34$ ,  $p=0.001$ ). The perceptions of local residents regarding the potential for increased levels of prostitution during the event also improved. Fewer people believed that there had been an increase in prostitution ( $F=132.40$ ,  $p=0.001$ ).

The main findings above present an indication of a general improvement in local residents' perceptions. However, there were several factors that indicated a generally negative response. The ability of the event to provide employment obtained decreased support during 2011. Fewer people supported this statement compared to the previous year ( $F=119.42$ ,  $p=0.001$ ). According to the respondents, the event also failed to increase levels of investment with fewer people rating this factor positively during 2011 ( $F=46.41$ ,  $p=0.001$ ).

The three factors that achieved improved ratings during 2011 were power provision (which has already been described), increased hooliganism, and South Africa's bid to host a future Olympic event ( $F=6.667$ ,  $p=0.01$ ). Respondents indicated that the South African Police Service implemented sufficient capability to deal with hooliganism during the tournament. Although the respondents generally provided lower ratings for 2011, the possibility of South Africa bidding to host a future Olympic event achieved improved ratings. This factor additionally achieved a high mean score of 4.26. This statement could give an indication of the general sentiment among respondents. Although there were problems with the tournament, the respondents tend to support future mega events.

## **MANAGERIAL IMPLICATIONS AND CONCLUSION**

The main findings of this study indicate that residents of the Tshwane Metropolitan area had mixed responses to various mega-event impacts. All impacts that were tested showed changes in the way that local residents perceived the WC-2010. The major findings of the study commence with the identification of four main groups of local residents. These four groups are distinguished by the way in which they perceived the mega event. When analysing the findings further, five significant changes in perceptions were encountered. The first indicates that an increased number of local residents believe that Eskom, the national power provider, had met capacity requirements and provided sufficient power during the event. Secondly, although local residents believed that crime would be a problem in 2010, a smaller number of residents felt so in the year after the event. Thirdly, local residents' perception that prostitution would increase as a result of the WC-2010 was reduced in the period after the event. Significantly fewer people believed that the event contributed to increased levels of

prostitution. However, the response achieved generally neutral mean scores, which may either indicate that respondents did not relate prostitution to mega events or that there are other factors that relate to increased prostitution. Fourthly, local residents appeared to support the notion that mega events provide increased job opportunities, which supports the finding by Preuss (2006). However, the number of people supporting this belief decreased in the period after the event, which could be attributed to the effects of temporary employment, as noted by Fredline and Faulkner (2000). Lastly, local residents provided a positive perception of the management of the event by the local government and of security enforcement. This is related to the management of safety, litter, traffic congestion and hooliganism.

An assessment of the local residents' perceptions of mega events such as the WC-2010 indicates a strong need for greater community involvement in event planning. This is in line with the analysis of Desai and Vahed (2010), who specify that only specified groups of individuals and organisations obtained meaningful benefits from the event and as such these groups strive to promote the positive image of the event's legacy. The legacy of the event should, however, also be analysed from the opinions of the ordinary person on the street. These large-scale events have numerous impacts on local communities and their involvement would ensure greater success by providing a platform for improved host and guest relations, as well as relations between the host and the event organising body. It is ultimately the ordinary citizen that will judge the success of a large event such as a FIFA World Cup. This study therefore aspired to promote greater incorporation of local community involvement and a sustainable and holistic management approach when planning future mega events. This would ultimately determine the success of the event, which in due course promotes the long-term survival of the event in the minds and daily lives of local people through a lasting event legacy.

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