The impact of sport mega-events on the quality of life for host city residents: reflections on the 2010 FIFA World Cup

B. Knott*
Senior Lecturer, Sport Management Department,
Cape Peninsula University of Technology, Cape Town, South Africa
knottb@cput.ac.za or brendonknott@gmail.com
Tel: 021 680 1545 / 083 658 9918

K. Swart
Associate Professor, Tourism Management Department
Cape Peninsula University of Technology, Cape Town, South Africa

S. Visser
MTech: Sport Management student
Cape Peninsula University of Technology, Cape Town, South Africa

Corresponding author*

Abstract

Sport is widely believed to have a positive impact on quality of life. Sport events are perceived as elements of a city's destination attractiveness for tourists and residents. However, socio-cultural impact studies of sporting mega-events, although limited, indicate that there may be a variety of positive as well as negative impacts for the quality of life for residents of a sport mega-event host city. However, within the developing nation, and African context specifically, studies have not clearly indicated the quality of life impact of these events. Within South Africa, the impact of the 1995 Rugby World Cup demonstrated that sport mega-events can fuel positive quality aspects such as social cohesion and nation-building. A study was designed to assess these impacts on 2010 FIFA World Cup host residents living in the suburb of Green Point, that surrounds the Cape Town stadium. The impact was assessed by comparing the responses of residents before, during and after the event, using a spatially-based, stratified random sampling method. The results revealed a shift in perception amongst the host residents comparing pre- and post-event responses. The anticipated negative quality of life indicators such as crime, traffic, noise and social pollution, reduced significantly. During the tournament, respondents also showed high levels of national pride and patriotism for their country. The paper concludes that a sport mega-event may deliver fewer negative quality of life impacts than anticipated, as well as supporting broader quality indicators such as social cohesion and civic pride, although acknowledging that these may be short-term in nature. The paper therefore encourages longitudinal research in order to measure the long-term quality of life legacy on host residents. The paper also highlights pertinent conclusions relevant to the future hosting of sport mega-events in Africa, as well as lessons for other host nations.

Keywords: Sport mega-event; quality; socio-cultural impact; 2010 FIFA World Cup

Source: http://4.bp.blogspot.com/_DEvW1x7Yex8/TA9ewqyEzfI/AAABqQ/Zan3n7djoMY/s1600/2010-Header-0.png

Introduction

All mega-events have an impact upon the host residents of the city or country in which the event is staged. Previous studies conducted in other nations, such as South Korea and Japan, hosts of the FIFA World Cup in 2002 and Germany, hosts of the same event in 2006, identified a number of mostly positive impacts for host residents linked to the hosting of the mega-event (e.g. Kim, 2002; Kersting, 2007). However, until recently, mega-event impact studies have mainly focused on measuring the economic effects, with little assessment of the perceptions and attitudes of the residents regarding the socio-cultural impacts (Fredline & Faulkner, 2002). Furthermore, of particular relevance to the African context, Cornelissen (2004) stated that most of the research conducted on sport events encompasses the economic, social and political aspects of developed world countries and consequently cannot be employed for countries from the developing world. Despite a clear trend towards African countries bidding for and hosting sporting events, there is still insufficient research and analysis of these events in the African context. This paper identifies the impact of the 2010 FIFA World Cup for host city local residents, highlighting the role of the sport mega-event in bringing about a change in quality of life for residents, comparing pre-event expectations with post-event perceptions.

Sport mega-events & their impacts

Mega-events are known as large-scale events, characterised by a dramatic character, mass popular appeal and international significance" (Roche, 2000:1). They are "specifically targeted towards the international tourism market, and are characterised by their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, as well as social and economic impacts on the host community" (Hall,

1992:5). Roberts (2004) believes that in comparison to other types of events such hallmark or community events, mega-events tend to attract an audience that is increasingly international and big in composition. The FIFA World Cup is a perfect example for a mega-event that is held in a different country every four years around the globe. South Africa invested considerable amounts of resources to put together the best bid possible and ensure that this sporting event would be hosted on the continent of Africa for the first time.

While all events have various immediate and long-term impacts on the host community, the sport mega-event has the largest impact for the host community. The host community refers to people or residents who are staying at the event location or at close proximity to the event location and are the most people who are likely to understand the event and impacts better, by virtue of their proximity and hosting the event (Delamere, 2001). In this context, the event impacts referred to in this paper relate to the effects and implications of how the event impinges on local residents' quality of life (Fredline & Faulkner, 2002). According to Van der Merwe (2009) there were three main objectives for the South African government to bid for the hosting rights of the mega-event. One of these was specifically noted as to heighten a sense of national identity and pride amongst the host nation residents and to eradicate some of the racially discriminating and segregating behaviour that stemmed from the former policies of the *Apartheid* era. A majority of the post-event studies have put emphasis on the economic impacts and less on the social impacts of host residents. This is due to the fact that most events are not profitable, so the economic impact needs to justify the staging of the event in first place for event organising bodies and representatives as well as political figures. The consideration and assessment of the economic impact and its effects are more often than not mere

legitimising rhetoric (Ohmann, Jones & Wilkes, 2006). A successful event cannot, however, be measured only in economic terms.

Mega-events have the ability to create both short- and long-term impacts, positive and negative, for the host community. Kim, Gursoy and Lee (2006) explain that despite possible negative impacts, most host communities and associated parties will compete against those of other cities and nations to host these mega-events due to the massive long-term benefits expected to result from these. Remarkably, the negative impacts are often ignored in view of the many glorified positive impacts the event may bring about. Table 1 outlines the various broad categories of impacts mega-events can have for a host nation. Many of these impact the quality of life for host residents specifically.

Table 1 – Positive and negative impacts of sporting events [Compiled from: Burnett (2008), Ohmann *et al.* (2006), Kim *et al.* (2006), Saayman (2001), Chalip (2006) and Chain (2009)]

Impact area	Positive	Negative
Economic, Tourism, Commercial	Increased expenditure	Price inflation
	Economic benefits in form of tax revenues	Increase in local tax (to construct facilities needed for the event)
	Employment opportunities	Mismanagement of public funds
	Education and training	Real estate speculation
	Marketing of the host region as a tourism destination	Short-term contract work
	New opportunities for potential investors	
Infrastructure & Physical resources	New and improved infrastructure and local facilities	Infrastructural congestion
	Rejuvenation of urban areas	White elephants - Underused sports and associated facilities after the event
	Increased security	Limited access and redistribution of resources
Political	Propagation of political values and ideology	Suppression of human rights
Sport & Recreation	Introduction of programmes, services and facilities (e.g. "Football for Hope" in Kayelitsha)	Lack of sustainability of these programmes and services after the event
	Education and training	Access to needs-based accredited training to enhance employability
	Participation opportunities	Bias towards elite performance
Environmental	Attention to the natural environment	Loss of control over local environment
	Preservation of elements of physical landscape and local heritage	Pollution of nature in and around host region

Socio-cultural impacts of sport mega-events

Burnett (2008) interpreted socio-cultural impacts as the forging of mutually beneficial relationships, networking and social integration. Saayman (2001) stated that sport events and tours have social benefit effects and are encouraged by government policies as a means of acquainting citizens with other parts of their country and building appreciation for their homeland. Visitors, in this case, sport event tourists, have an effect on the way local people behave and their personal relationships when they visit. In return, the contrast of

culture usually has an effect on the visitors and generally leads to an increased appreciation for the quality of life in the society visited. In the case of both of these groups meeting and becoming acquainted, a favourable situation develops in which an appreciation for each other's character and qualities is expected to form. A sporting event offers the ideal platform for this as it is has a favourable ecological setting, providing an absence of temporary restraints and a more relaxed environment.

Similar to all other events, the socio-cultural impacts of a mega-event might also affect the host nation in both postive and negative ways. Maennig and Porsche (2008) specifically highlighted a criticism that these events tend to raise problems in the areas of security, transport and ecology, and consequently require excessive public funding. Table 2 focuses specifically on the social and cultural impacts of mega-events that impact quality of life of host residents. Ntloko and Swart (2008) previously noted that it is therefore crucial for all parties involved in a mega-event to plan carefully and to manage the socio-cultural impacts as effectively as possible and ensure that the impacts benefit all the stakeholders, including the host community.

Table 2 – Socio-cultural impacts of sport mega-events impacting quality of life for residents
[Compiled from: Burnett (2008), Ohmann et al. (2006), Kim et al. (2006), Saayman (2001), Chalip (2006); and Chain (2009)]

Positive	Negative
Broadened education - Both sport tourist and host learn about each others' cultures and customs	Social pollution and traffic, which leads to locals leaving the host city for the event duration
International recognition of host region	Stereotyping of the host and tourist
Breakdown of racial and cultural barriers	Exclusion of minorities
Local, community and national identity and pride	Division due to exclusions (via race, gender, class) and social inequality
Social integration and nation-building	Substance abuse
Increased community participation - Voluntarism and intercultural interaction	Intercultural hostility
Introducing new and challenging ideas	Negative influence on traditional family values (through introduction of new ideas and ways of living)
Revitalising traditions	Displacement of tenants
Expanding cultural perspectives	Prostitution
Liminality - The feeling that an overtly sacred act is occurring	Increase of crime, vandalism and law enforcement strain
Access to health services and health education	Commodification and exploitation of culture and traditions
Awareness of outsiders' perceptions	Xenophobia and anti-Semitic abuse
Increase of quality of life for higher socio-economic classes due to improved amenities	Defensive attitudes regarding host regions

Improved cultural and shopping opportunities for locals	Reduction of quality of life for low-income groups due to inflated goods and services
	Fan delinquency, crowding, noise pollution
	Striking

The socio-cultural impacts of a mega-event are often the most visible, but at the same time the least tangible and measurable. According to Burnett (2008), the rights to host the 2010 FIFA World Cup were major tool for government to set the foundation for an African identity, national pride and nation-building and by these means address national and international political issues. National identity typically is described as an "awareness of the affiliation with a nation that gives people a sense of who they are in relation to others, or infuses a sense of purpose that makes them feel at home (Grossberg, Struwig & Pillay, 2006:56). National pride on the other hand is a bi-product of national identity and describes the positive feeling a residents develops towards his or her country. Kersting (2007) views national pride as a positive quality that produces self-esteem for the individual. This should not be confused with 'nationalism', which is defined as a "strong national devotion that places one's country above all others" (Smith & Seokho, 2006) and evokes feelings of national superiority and a desire for power and dominance (Roederer, 2009).

In the lead up to the 2010 FIFA World Cup, xenophobia and its related threats and actions against foreigners in the country was one the biggest national threats. Prior to the mega-event, the xenophobic attacks were at a peak. They came at a time when South Africa was in the important stages of preparing for the biggest event in the country, the entire world was watching every action closely and people were beginning to fear and dread that similar violent attacks could occur during the World Cup when hundreds of thousands of foreign visitors were to travel to South Africa. Regardless of the negative socio-cultural impacts a mega-event can have or reinforce, such as the xenophobia attacks in South Africa, Chalip (2006) holds the opinion that these events all have a key positive socio-cultural impact in common, namely 'liminality'. He describes this unique emotion and feeling of euphoria that comes about during a sporting event and leaves the spectator or participant with a sensation that he or she was part of an overtly sacred act. Given the perfect scenario, the sport at the event acts as a form of catalyst for the emotion felt and the sporting event offers the ideal platform. According to leading researchers in this area (Lee, Lee, Green & Chung, 2011), this feeling of shared emotion and euphoria is called 'communitas' and fosters social capital, in other words, social cohesion and integration amongst the people involved. Chalip (2006) states that liminality has the power to create a platform where improbable relationships can be crafted and significant social bonds are formed. Lee et al. (2011) assume that a liminal space inside a stadium may have the ability to further foster the attendees' identification with their team. In a report on social impacts, TSE Consulting and Rambøll Management (2007) stated that depending on the size of the event, it can create a level of euphoria that can spread throughout the world, country, region or city and in return generate major interest and awareness from the media, investors and stakeholders.

However, there is a concern that these impacts may be of a short term nature. Mckaiser (2010) and Chalip (2006) both caution that although sport mega-events have the ability to occasion a feeling of euphoria (and attached to this a sense of belonging and unification irrespective of gender or race), they do not necessarily constitute sustainable

national identity and nationhood. Kersting (2007) also cautioned to distinguish between the socio-cultural impacts of a mega-event during the event period and those perceived in the post-event period. He stated that the state of euphoria and the feeling of *communitas* created during the mega-event is temporal and does not necessarily represent a long-term impact on the host residents. Kersting (2007) supported his concern with the results of a longitudinal study conducted during the 2006 FIFA World Cup in Germany, that indicated that there was an increase of national pride during the event (approximately 7%). However, these figures rapidly subsided to 1%, once the mega-event had passed.

Nonetheless, the liminality experienced during a mega-event is a factor that can influence the host residents and contribute to a sense of togetherness. Levermore and Millward (2007) believe that the sport itself and the action on the pitch is another factor that has heralded a cultural togetherness and a form of nation-building. Sugden and Tomlinson (2000) consider sport as a tool to close gaps and dispose of social differences to create cultural identity. Kersting (2007) stated that the 2006 FIFA World Cup, for instance, contributed to patriotism, managed to diminish xenophobic tendencies and made certain values, such as multiculturism, equity, tolerance, pride and national identification, acceptable amongst the German population and residents. Wyludda (2008) believes that the event created a level of euphoria never before experienced in Germany and grew with every phase of the tournament. Roederer (2009) believes that, in times of peace, only sport has the capability to mobilise and motivate people to believe in national identity and strive towards contributing towards nation-building. She also pointed out that national identity rarely presents itself in every-day situations and people need a source of motivation that goes beyond anything they experience in their every-day life to develop a sense of national camaraderie

and togetherness. Heere, Walker, Gibson, Thapa, Geldenhuys and Coetzee (2013) also agreed with the notion that sport has the ability to foster nation-building. However, they do not presume that the events around the respective sport disciplines are the reason for the increase of national identity amongst the spectators, hosts and fans involved. They rather argued that the outcome of the host team or the supported athlete on the pitch is a decisive factor in this regard. Due to a general lack of public expectation regarding the success of the South African national football team during the tournament in the lead up tot the event, Heere *et al.* (2013) expected the 2010 FIFA World Cup to be a unique opportunity to measure the socio-cultural impacts of a mega-event irrespective of the sporting results of the host team during the tournament.

Research problem, objectives & methodology

The main problem identified was the fact that there were no comparable studies of mega-events and their impacts for South African host residents. South Africa had never before hosted a mega-event of the magnitude of the FIFA World Cup. Although much had been written about other mega-event contexts, the African environment remained unknown. A study was therefore constructed to identify the anticipated impacts of the 2010 mega-event on host community residents and to compare this with a post-event assessment of these impacts. The host city of Cape Town was selected and the suburb of Green Point, surrounding the Cape Town stadium, was selected as the community to focus on. According to a study by Fredline and Faulkner (2002) the researcher assumed that the people living within this area would be most affected by the socio-cultural impacts of an event in their immediate neighbourhood. The study was conducted in Green Point suburb, within a 2-km radius of Cape Town Stadium,

as well as the area along the FIFA Fan Mile.

The study comprised a questionnaire, distributed three months before and after the 2010 FIFA World Cup. The focus of this questionnaire was on determining the perceptions and attitudes of the Cape Town residents living in Green Point towards South Africa hosting the 2010 FIFA World Cup and the possible socio-cultural impacts the mega-event could have for them. The questionnaire included both open- and closed-ended questions, posed during face-to-face interviews. A sample size of 400 respondents from the Green Point area was chosen. The sampling technique was a spatially based stratified random sampling method. A Likert-type scale was used for certain questions. Every third household within the demarcated sample area was approached for questioning. This technique allowed for the population to be split up into appropriate divisions, which made it possible to acquire a simple random sample from within each appropriate division. Furthermore, this sampling technique enabled a varied, representative and unbiased response from the residents.

During the collection of data amongst the Green Point residents, some limitations were identified: Firstly, the research area was limited to residents' households within the Green Point suburb, the FIFA Fan Mile and within a 2-km radius of the Cape Town Stadium; secondly, many residents refused to participate in the study, leaving the researcher with no option but to move on to the next household; thirdly, many of the residents were at work during the week, making it more difficult for the researcher to conduct interviews during the day; and finally, some residents were discontent about the length of the questionnaire and opted to not participate.

The Statistical Packages for Social Sciences (SPSS) software was used to analyse quantitative data and create summative charts, tables and graphic displays in order to illustrate the results. The programme also assists with analysing data in order to determine significance of some of the findings.

Results, analysis and discussion

Respondent profile:

Most of the respondents were between the age of 21 and 30 years. Approximately 81.1% of all subjects questioned before the event and 90.1% questioned after were between the ages of 18 and 50. There were slightly more men (pre-event 58%, post-event 64%) than women (pre-event 42%, post-event 36%) questioned for the study. Respondents were predominantly white in the pre-event stage (54%), trailed by a minority of African (24.8%), Coloured (14.5%) and Indian (5%) respondents. The racial distribution shifted and levelled out in the post-event results. There was an almost similar amount of Africans (34.3%) and White people (31.5%) questioned, with Coloureds not far off at 26%. These results are consistent with the results from 2011 national census conducted by StatsSA (2011), despite a notable increase of the black population in more recent studies.

Sport events, such as the 2010 FIFA World Cup, have social benefits for the host citizens and therefore governments are very interested in gaining the right to host a World Cup in their country (Saayman, 2001). Residents were questioned about their perceptions and attitudes towards various socio-cultural impacts relating to the 2010 FIFA World Cup. The outcome from interviews before and after the event is displayed below in Table 4 and directly compared with each other. A traditional Likert-type scale was used to measure the responses. Thirteen statements were chosen from the residents survey and linked to the various impacts that typically can have an effect on mega-events. These could be both positive and negative. They were asked to indicate their level of agreement with the

different statements in relation to the mega-event. Respondents could either strongly agree (SA) or agree (A); express their impartiality (N); or disagree (D) or strongly disagree (SD).

Table 3: Respondents' level of agreement with statements relating to the socio-cultural impacts of the 2010 FIFA World Cup™ (pre *n*=400 in %, post *n*=396 in %)

Area of impact	Statement	SA		A		N		D		SD	
		Pre	*Post*	*Pre*	*Post*	*Pre*	*Post*	*Pre*	*Post*	*Pre*	*Post*
National pride & nation-building qualities	*The 2010 event will provide a major boost of national pride and nation-building.*	56.3	50.8	31.5	33.5	7.1	10.8	3.3	2.8	1.8	1
Pride in hosting a mega-event	*I feel proud that South Africa is hosting the 2010 FIFA World Cup.*	63.5	63.5	23.5	27.8	11.3	5.3	0.7	1.3	1	0.8
National pride	*I am generally very proud of South Africa.*	68.8	66.3	21	28.9	6.3	4.5	3.8	0.3	0.3	0.3
African Identification	*I feel very much part of the African continent.*	58.8	67.5	21.2	23.7	12.5	7.1	4.8	1.5	2.8	0.3
Social inequality	*The 2010 event will only benefit some members of the community and increase levels of social inequality.*	18.8	20.8	35.6	29.5	25.6	34	15.5	11.3	4.5	3.5
Crime	*An increase in crime will be experienced due to this event.*	39.8	9.8	31.3	15.8	17	26.3	11	30.8	1	16.3
Sporting success	*It is very important that Bafana Bafana (SA national soccer team) wins matches in the 2010 FIFA World Cup.*	43.3	46.0	25.3	35.0	16.8	12.8	9.0	3.3	5.8	2.3
Overall impact	*The event has NO negative social impacts.*	5.3	22.8	6.1	29.3	20.8	27.5	43.5	10.3	24.3	5.8

National pride, nation-building & African identification:

Respondents were asked to state their agreement that the 2010 FIFA World Cup™ will provide a major boost of national pride and nation-building. Almost eighty-eight percent (87.8%) of all respondents agreed or strongly agreed with the statement before the mega-event and 84.3% agreed or strongly agreed after it. A mere 7.1% (pre-event) and 10.8% (post-event) remained neutral about it, while only a small amount of respondents (5.1% before and 3.8% after the mega-event) disagreed or strongly disagreed. These results are supported by a study by Chain - conducted in 2009 with residents from a suburb in Cape Town -

in which a remarkable 91% of all respondents agreed or strongly agreed to this same statement after the conclusion of the mega-event. The results clearly show that the majority of the respondents believed in the nation-building abilities of this mega-event on their home soil and are positive about the changes it can bring about in relation to national pride. The slightly higher rate in agreement before the event probably relates to the extensive media hype that took place before the event, with experts, politicians and iconic figures, such as Nelson Mandela, speaking positively about the unique chance this tournament brings about to transform the country and unite its people. Once the mega-event took place, respondents were slightly less prone to disagree with the statement, having experienced and seen what the tournament had actually done for South Africa.

A clear majority of 87% of all respondents before the event and a total of 91.3% of all respondents after the event felt proud about being part of the host nation. Eleven point three percent (pre-event) and 5.3% (post-event) of people preferred to stay neutral on the topic. According to the HSRC (2011), 76% of all respondents questioned in a study after the mega-event also agreed that the international football tournament hosted in South Africa had enhanced their national pride. Consistent with the ISSP Pride Index (HSRC, 2011:208) and the fact that South Africans are generally a proud nation, this sporting event clearly further enhanced the levels of pride amongst the host residents.

Respondents were also asked how the hosting of mega-events such as the 2010 FIFA World Cup affected them personally, by ticking a box either stating "I am proud of my country", "I am ashamed of my country" or "I feel a strong sense of belonging to my country".
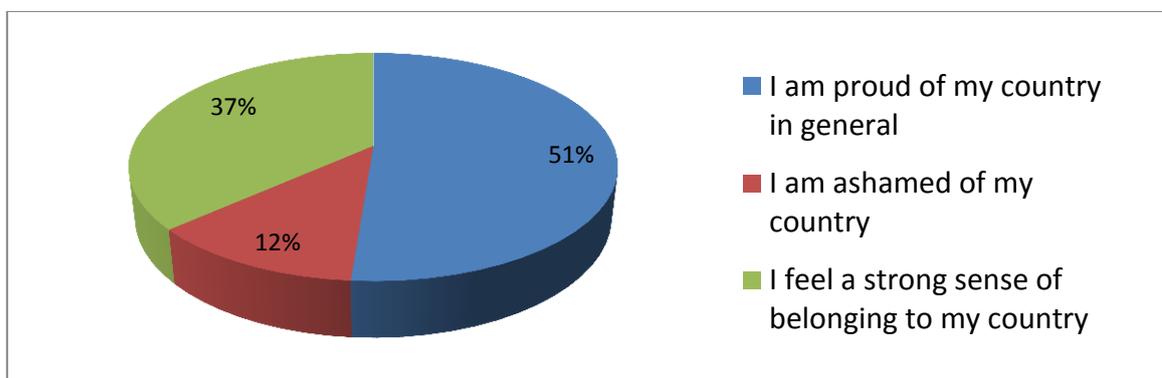

Figure 1: Feeling towards hosting a mega-event during the tournament phase (*n*=279, in %)

A majority of respondents (51%) felt proud of their country and proud that it was hosting the 2010 FIFA World Cup. Only 12% disagreed and responded that they were ashamed of their country and its role as a host of the mega-event. Thirty-seven percent responded that they felt a strong sense of belonging to their country and national identification. These results support the findings from the pre- and post-event results, but do not necessarily confirm the assumption by Lee *et al.* (2011) that the phase during the tournament further enhanced the levels of pride and patriotism due to a heightened sense of euphoria and elation.

Most respondents (89.8 % before the mega-event and 95.2% after) from the study agreed or strongly agreed that they are generally proud of South Africa. An additional 5.4% of the respondents felt proud of South Africa after the World Cup had taken place, possibly changing their mind-set due to a successful and harmonious World Cup. A mere 0.3% did not feel proud of South Africa after the 2010 FIFA World Cup and no respondent (0.0%) strongly disagreed to

the statement. The African representatives of the respondents stood out, due to their high response rates amongst the 'strongly agree' category (78.8% before and 78.1% after the event). Black South Africans seem to have a stronger sense of pride for their country than their respective counterparts. According to Kersting (2007) South Africans have a very high level of nationalism, national pride and patriotism. The findings from the above statement confirm this claim by Kersting. Results from the National Identity Study conducted during the mega-event, support these findings. Subjects were questioned on the topic of pride and national identification and had to indicate whether they would rather be a citizen of their own country or rather of any other country in the world. A majority of 82.8% of all respondents agreed or strongly agreed, stating that they would rather be a citizen of their own country than that of any other in the world. Table 4 below outlines the respondents' responses pre- and post-event, broken down by racial background.

Table 4: Cross-tabulation of the respondents' perceptions of national pride by level of agreement with the statement and race (pre *n*=400 in %, post *n*=398 in %)

"I am generally very proud of South Africa"	Racial category								Total	
	African		Indian		Coloured		White			
	Pre (*n*=99)	Post (*n*=137)	Pre (*n*=20)	Post (*n*=22)	Pre (*n*=58)	Post (*n*=104)	Pre (*n*=216)	Post (*n*=126)	Pre	Post
Strongly Agree	78.8	78.1	40.0	68.2	72.4	65.4	66.2	55.6	68.8	66.3
Agree	15.2	19.7	25.0	27.3	20.7	31.7	23.6	37.3	21.0	28.9
Neutral	6.1	1.5	20.0	4.5	3.4	2.9	6.0	7.1	6.3	4.5
Disagree	0.0	0.7	15.0	0.0	3.4	0.0	3.7	0.0	3.8	0.3
Strongly Disagree	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.2	0.0

The statement 'I feel very much part of the African continent' was included in the study in order to investigate if the idea of a united African continent supporting each other during 'their' World Cup was true and realistic. A total of 80% (questioned before the mega-event) and 91.2% (questioned after the mega-event) agreed or strongly agreed that they felt very much part of the African continent and that the idea of an 'African World Cup' was legitimate. The mega-event therefore led some people to change their belief that they were not only South Africans, but also identified with the African continent as well as the culture and heritage attached to it. A mere 12.5% (before) and 7.1% (after) were neutral on the topic and an even smaller amount of respondents (7.6% before and 1.8% after the mega-event) disagreed or strongly disagreed. The results clearly show that there was a strong identification of the respondents with their African heritage and that the central idea of the 'African World Cup' was widely accepted. This is remarkable, as the overall responses, especially the very high agreement levels of black respondents (89.9% before and 93.4%), indicated total agreement with this statement in the wake of xenophobic attacks in South Africa on African immigrants in 2008. These results may indicate a trend towards solidarity amongst the African

citizens in South Africa. The fact that the results increased after the mega-event had taken place, shows that the sporting event had a socio-cultural effect on the supporters and host nation.

Respondents were asked to state their opinion about the benefits for the entire host community and whether or not the social inequalities would increase rather than reduce. Just more than half (54.4%) of all respondents before the event and 50.3% after the event agreed or strongly agreed that the event will only benefit some community members. The percentage of respondents who were neutral on the topic increased from 25.6% to 34%. One fifth of all questioned (20%) before and 14.8% after the event believed that social inequality will not increase, meaning that the event could affect all community members equally one way or another. Bassa and Jaggernath (2010) also investigated the pre-event perceptions of 100 residents living in a 2-km proximity to the Durban Stadium and came to the same conclusion as the previous authors that they were worried about the likelihood of only some community members profiting from the mega-event and as a consequence increased social inequity. According to Swart and Bob (2009) these concerns are not unusual if the residents' pre-event expectations are not realistically addressed.

Crime was a major fear in South Africa leading up to the 2010 FIFA World Cup™ and it was to be expected that this would also concern the local host residents in Cape Town (McKenna & Bob, 2010). The pre-event fears were further fuelled by the extremely negative media propaganda predicting the worst possible crime outcomes due to the hosting of the mega-event (Tichaawa & Bama, 2012). The majority of respondents (71.1%) questioned before the mega-event strongly agreed or agreed that there will be an increase in crime due to the event. A mere 12% strongly disagreed or disagreed and emphasised the residents' negative

perceptions on crime, safety and security in South Africa. Crime is a historical problem in South Africa and was one of the major concerns leading up the mega-event. After the mega-event was completed people were less negative about the increased crime potential and from all respondents questioned, only 25.6% agreed to this statement in some form and almost half (47.1%) disagreed or strongly disagreed that there was an increase in crime related to the tournament. This is a significant change in perception, considering the general perception on crime in the media and amongst the community members prior to the tournament. An independent t-test comparing the mean differences between the respondents generally agreeing to the statement prior to and after the 2010 FIFA World Cup™, resulted in a p=0,004 value and can therefore be seen as statistically significant. These responses can be explained due to the heavy government investments in both crime technology and personnel leading up to the 2010 FIFA World Cup™ (Tichaawa & Bama, 2012). Furthermore, post-event respondents did not believe that the mega-event lead to increased crime rates, because the government was successful in implementing a safe and crime reduced World Cup.

Nelson Mandela once said that "sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does" (Blair, 2008:1). The host residents were therefore questioned whether or not they agreed with this assumption and believed that Bafana Bafana's performances on the football pitch would be decisive for any feeling of liminality and *communitas* to take place during the tournament. The results highlighted in Table 3 show that 43.3% of the questioned strongly agreed and 25.3% agreed before the mega-event had commenced. Consequently, 68.6% felt it was important that the football team representing the nation was successful and more importantly won

matches in the 2010 FIFA World Cup. Once the event had passed, even more people agreed with this statement. A total of 81% of the people questioned in the post-event phase strongly agreed or agreed, having witnessed the elimination of a courageous, yet fruitless South African team in the early group stages. Clearly the respondents felt more strongly about the on-pitch performances of the host team than they did before the event. They possibly sensed that a different sporting outcome could have led to a unique opportunity of unquestionable pride for the team and country and a possible "triumph of national reconciliation", which was last experienced during the 1995 Rugby World Cup (Kersting, 2007:289). The National Identity Study additionally investigated the sentiments of Cape Town residents on Bafana Bafana's sporting performances during the tournament. When questioned on how they felt about the team's performances during the mega-event, 80.9% of the respondents felt proud of their country, 16.6% proclaimed that they felt a strong sense of belonging to their country and only 2.5% had negative feelings towards the South African team and the country. This showed that despite the team's inability to reproduce the outstanding winning performances of the rugby team of 1995 and the rather disappointing achievements on the pitch, 97.5% of the host residents who were questioned, felt positive about Bafana Bafana. This could possibly be attributed to the high levels of pride for the own country as a successful host as well as the generally high levels of support of South Africans for their national sporting teams as previously discussed.

Finally, respondents were therefore asked to specify their level of agreement with the statement that the 2010 FIFA World Cup had no negative social impacts on the host residents of Cape Town. Table 3 shows that only 11.4% of all respondents agreed or strongly agreed with this statement before the tournament took place. Conversely, more than half of the respondents

(52.1%) questioned after the event agreed or strongly agreed to this statement. Twenty point eight percent (pre-event) and 27.5% (post-event) remained neutral about the statement. A majority of 67.8% were convinced in the build-up stage of the mega-event that it would have negative social impacts and disagreed or strongly disagreed to the statement. Interestingly, only 16.1% continued to believe so after the event had taken place. These results confirm the perception that South Africans were very pessimistic about the socio-cultural impacts the event would bring about. Despite the public media sparking excitement for the tournament and a feeling of national pride for their country, residents still believed that they would have to endure many of the negative impacts a tournament of such magnitude could cause. These findings support the thesis by Swart and Bob (2009) that negative apprehension for a mega-event has the ability to undermine public confidence in an event.

Conclusion, recommendations and final remarks

On the basis of the findings reviewed, it can be seen that on the whole, respondents were very positive about the hosting of the 2010 FIFA World Cup. This is despite initial concerns and doubts about its positive impacts. Respondents' level of expectation of the social benefits was high before the mega-event. The respondents were hopeful and convinced that the World Cup was the unique opportunity to begin and realise a social legacy. In the post-event study, these expectations were readdressed and to most parts met. In some cases, for example with national pride, expectations were even exceeded. They also showed high levels of agreement with the various statements around patriotism, national pride, national identification and nationalism.

The mega-event can consequently be seen as a socio-cultural success, as it not only did away with the fears of

residents living in close proximity to the tournament areas, but also sparked a communal sense of pride for their nation and encouraged the process of nation-building in the process. The host residents involved in the study benefitted from the event that provided an improvement to their quality of life. An improvement to the community's well-being certainly appears to have been achieved.

The findings of this study therefore provide a basis for the socio-cultural impact study on host residents during mega-events in South Africa. The study opens up a range of future research opportunities and recommendations. In particular, the researcher recommends performing further post-event longitudinal research of the same respondents and documenting any shift in behaviour and attitude over time. This will be vital for the event stakeholders to get a better understanding of the long-term effects of events of such magnitude on host residents and consequently alter and optimise their planning and management for similar events hosted in South Africa in future. One of the reasons why respondents had such negative perceptions about possible socio-cultural impacts prior to the mega-event was due to a lack of information and communication from the 2010 FIFA World Cup stakeholders involved. Effective dissemination of information via the media about government measures to minimise negative socio-cultural impacts on host residents. Due to some unexpected limitations in the data collection process, one needs to consider changing the data collection method and possibly employing a self-administered questionnaire via email and the internet. This way it may be possible to gain access to less reluctant respondents and to a larger population.

By contributing to the limited knowledge base in South Africa on this specific topic, this paper has provided event managers and planners as well as government officials with constructive insight into the socio-cultural impacts of mega-events in South Africa and their influence on host residents.

References

Bama, H. (2011). **Residents' perceptions of the 2010 FIFA World Cup three months prior to the event: A case study of a suburb in Cape Town, South Africa**. Cape Peninsula University of Technology, Cape Town.

Bassa, Z. & Jaggernath, J. (2010). Living close to 2010 stadiums: residents' perceptions of the 2010 FIFA World Cup and stadium development in Durban, South Africa. **Alternation, 17(2)**, 121-145.

Blair, T. (2008). An uplifiting power. **Time Magazine, June 30-July 7, 2008**. http://www.beyondsport.org/download/hJBlairNV.PDF [14 March 2014].

Burnett, C. (2008). **Assessing development of the 2010 Soccer World Cup. The impact of mega sport events on developmental goals. Invited speaker**. University of Western Cape, Cape Town and Stellenbosch, Republic of South Africa, 5 – 7 March. http://www.toolkitsportdevelopment.org/megaevents/html/resources/6C/6CDCFA80-207E-4886-8B9B F68FA77BC768/2010%20impact%20assessment%20Burnett%20Cora%20-%20Assessing%20Development%20of%20the%202010%20soccer%20world%20cup.doc [12 May 2010].

Chain, D. (2009). Residents' perceptions of the 2010 FIFA World Cup: a case study of a suburb in Cape Town, South Africa. **CPUT Theses & Dissertations. Paper 123.** http://dk.cput.ac.za/td_cput/123 [6 May 2011].

Chalip, L. (2006). Towards social leverage of sport events. **Journal of Sport & Tourism. 11(2)**, 109-127.

Cornelissen, S. (2004). Sport mega-events in Africa: Processes, impacts and prospects. **Tourism and Hospitality Planning and Development. 1(1)**, 39-55.

Delamere, T. A. (2001). Development of a Scale to Measure Resident Attitudes Toward the Social Impacts of Community Festivals, Part II. Verification of the Scale. **Event Management, 7(1)**, 25-38.

Fredline, E. & Faulkner, B. (2002). Host community reactions: A cluster analysis. **Annals of Tourism Research. 27(3)**, 763-784.

Grossberg, A., Struwig, J. & Pillay, U. (2006). Multicultural national identity and pride. **South African Social Attitudes.** Cape Town: HSRC Press.

Hadland, A. (2008). **Violence and xenophobia in South Africa: Developing consensus, moving to action.** A partnership between the Human Sciences Research Council (HSRC) and the High Commission of the United Kingdom. http://www.hsrc.ac.za/en/research-outputs/view/4048 [18 August 2013].

Hall, C.M. (1992). **Hallmark tourist events: Impacts, management & planning**. London: Belhaven Press.

Heere, B., Walker, M., Gibson, H., Thapa, B., Geldenhuys, S. & Coetzee, W. (2013). The power of sport to unite a nation: the social value of the 2010 FIFA World Cup in South Africa. **European Sport Management Quarterly. 13(4)**, 450-471.

HSRC. (2011). **Impact of the 2010 FIFA World Cup on social cohesion, nation building and reconciliation**. Final Report. http://www.google.de/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&sqi=2&ved=0CCIQFjAA&url=http%3A%2F%2Fwww.hsrc.ac.za%2Fmodule-KTree-doc_request-docid-8349.phtml&ei=v7FyUJWVAsXk4QSKp

oFg&usg=AFQjCNHAP7sPkaBDutYjM7kxU9eyGm-pHw. [07 October 2012].

Kersting, N. (2007). Sport and national identity: A comparison of the 2006 and 2010 FIFA World Cups™. **Politikon. 34(3),** 277-293.

Kim, Y.J. (2002). The effect of 2002 FIFA World Cup in Korea. **The Monroe Street Journal.** Section: International. http://media.www.themsj.com/media/storage/paper207/news/2002/09/30/International/The-Effect.Of.2002.Fifa.World.Cup.In.Korea-284880.shtml [23 May 2010].

Kim, Y.J., Gursoy, D. & Lee, S.B. (2006). The impact of the 2002 World Cup on South Korea: comparisons of pre- and post-games. **Tourism Management. 27(1)**, 86-96.

Lee, S., Lee, H.J., Green, B.C. & Chung, K. (2011). **The effects of liminality, communitas, and fan identification on spectator attendance.** 2011 North American Society for Sport Management Conference (NASSM 2011). Marketing Abstract 2011-137, 221-222. http://www.nassm.com/files/conf_abstracts/2011-137.pdf. [11 May 2013].

Levermore, R. & Millward, P. (2007). Official policies and informal transversal networks: Creating ´pan-European identifications´ trough sport. **The Sociological Review. 55 (1)**, 144–164.

Maennig, W. & Porsche, M. (2008). **The feel-good effect at mega sport events: recommendations for public and private administration informed by experience of the FIFA World Cup 2006**. Hamburg Contemporary Economic Discussions, 18:1-27.

Mckaiser, E. (2010). Soccer World Cup 2010: Will the Rainbow Nation make an appearance?. Perspectives**: Political analysis and commentary from Southern Africa. 2(10),** 8-11. http://www.boell.org.za/downloads/Prespectives_02_2010.pdf [12 May 2010].

McKenna, F. & Bob, U. (2010). Business perceptions of the 2010 FIFA World Cup and related infrastructural development: A case study of the Moses Mabhida Stadium and the Durban beachfront developments. **Alternation. 17 (2),** 200-224.
http://alternation.ukzn.ac.za/docs/17.2/08%20McK%20FIN.pdf [20 May 2013].

Ntloko, N.J. & Swart, K. (2008). Sport tourism event impacts on the host community: A case study of Red Bull Big Wave Africa. **South African Journal for Research in Sport, Physical Education and Recreation. 30(2)**, 79-93.http://academic.sun.ac.za/sajrsper/30.2/Ntloko%20641.pdf [3 May 2011].

Ohmann, S., Jones, I. & Wilkes, K. (2006). The perceived social impacts of the 2006 Football World Cup on Munich residents. **Journal of Sport & Tourism. 11(2),** 129-152.

Roberts, K. (2004). **The leisure industries**. London: Palgrave.

Roche, M. (2000). **Mega-events and modernity Perspectives and themes. In Mega-events and modernity: Olympics and expos in the growth of global culture**. London: Routledge.

Roederer, K. (2009). **Einfluss von sportlichen Großveranstaltungen auf soziale Identität und Lebenszufriedenheit.**
http://othes.univie.ac.at/3599/1/2009-01-17_0549056.pdf [28 February 2012].

Saayman, M. (2001). **An introduction to sports tourism and event management.** Potchefstroom: Leisure Consultants and Publications.

Smith, A.D. (2001). **Nationalism: Theory, ideology, history**. Cambridge: Polity Press.

Smith, T.W. & Seokho, K. (2006). National pride in cross-national and temporal perspective. **International Journal of Public Opinion Research. 18,** 127-136.
http://www-news.uchicago.edu/releases/06/060301.nationalpride.pdf [29 October 2012].

StatsSA. (2011). **City of Cape Town – 2011 Census suburb Green Point.**
http://www.capetown.gov.za/en/stats/2011CensusSuburbs/2011_Census_CT_Suburb_Green_Point_Profile.pdf [28 June 2014].

Sugden, J. & Tomlinson, A. (2000). **Sport, politics and identities: football cultures in comparative perspective.** In: Roche, M. 2000. Sport, popular culture and identity: An introduction. Oxford: Meyer & Meyer Sport.

Swart, K. & Bob, U. (2009). Resident perceptions of the 2010 FIFA Soccer World Cup stadia development in Cape Town. **Urban Forum. 20(1),** 47-59.

Tichaawa, T.M. & Bama, H. (2012). Green Point residents' perceptions of the 2010 FIFA World Cup: A post-event analysis. **African Journal for Physical, Health Education, Recreation and Dance. September 2012 (1)**, 22-32.

TSE Consulting & Rombøll Management. (2007). **Quantifying the social impacts of hosting sports events.** Prepared for New Zealand Major Events. Lausanne, October 2007.
http://www.culturalwellbeing.govt.nz/files/Report%20on%20social%20impacts%20of%20hosting%20sporting%20events.pdf [13 September 2011].

Van der Merwe, J. (2009). The road to Africa – South Africa's hosting of the "African" World Cup. **Perspectives: Political analysis and commentary from Southern Africa. 2(10),** 8-11.
http://www.za.boell.org/downloads/Prespectives_02_2010.pdf [31 August 2010].

Williams, V. (2008). Xenophobia in South Africa: Overview and analysis. **Perspectives: Political analysis and commentary from Southern Africa. 3.08,** 2-6.

http://www.migration-boell.de/downloads/migration/HBS_Perspectives_03.08.pdf
[13 April 2012].

Wyludda, A. (2008). **The impact of a mega sports event for a nation: Analysis of the FIFA World Cup 2006 in Germany**. Norderstedt Germany: GRIN Verlag.

Xenophobia. (2012). **Xenophobia - South Africa**.
http://www.xenophobia.org.za [13 April 2012].