

Editorial

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Sport events have emerged as a key component of economic and development agendas among several developed and developing countries. This special issue of *Alternation* engages the legacy impacts of sport events with a particular focus on mega-events, especially South Africa's recent hosting of the 2010 FIFA World Cup. Additionally, the issue examines a range of legacies under the broader social rubric, namely, economic, destination marketing, environmental, sport and management aspects. The importance of social legacies are underscored since this is a neglected field of research in relation to sport events given the general tendency to focus on economic and destination profiling legacies. A focus on legacies in relation to sport events centralises the importance of examining long-term impacts of hosting sport events. This has become increasingly significant given that sport events are a major part of big business and often require massive investments from public funding sources, especially in developing contexts such as South Africa. Since existing infrastructure and facilities may not be adequate to host the highly sought after mega sport events such as the FIFA World Cup and the Olympic Games additional investments are needed. Thus, there is increasing pressure on governments and event organisers who support the hosting of these sport events to demonstrate and plan for legacy impacts. Even so, it is important to note that legacies remain a contested term in relation to what constitutes a legacy, how long an impact should be sustained, which stakeholder group/s should benefit, and how should legacy impacts be monitored. Legacies include both the positive and negative impacts associated with hosting sport events. Moreover, the legacy impacts are complex in that positive impacts for some may result in negative impacts for others. The articles clearly reveal that the larger the event the greater the

legacy impacts (both positive and negative). The importance of research in examining legacies is also highlighted.

This first article ‘Dennis Brutus: Activist for Non-racialism and the Freedom of the Human Spirit’ by Smit is a tribute to one of South Africa’s greatest activists, the humanitarian and academic, Dennis Brutus. Brutus is a legacy in his own right and his contributions will be a signpost for generations to come. The article provides a valuable synthesis of Brutus’ life and focuses on the major impact he had and continues to have on the politics of sport. He was an advocate for non-racial sport and was a visionary who understood the potential that sport had to break social barriers and build meaningful relationships. Sport was seen as centrally part of society and therefore not distinct from the political realm. The power of sport to contribute to a better understanding of and dealing with societal conflicts as well as being a mechanism to promote human rights and challenge injustices emerged as key aspects of Brutus’ activism. The article concludes by reminding us that the struggles that Brutus initiated and participated in remain. The inequalities in sport (including racism), the questions around who benefits and who loses from hosting sport events, the power dynamics associated with sport mega-events, access to sporting facilities and opportunities, etc. continue and need to be addressed. Thus, the legacy of Brutus requires us to take on these challenges. This article provides a historical backdrop for the critical analyses pertaining to sport events and legacies in relation to specific thematic areas.

Bob and Swart’s article on ‘Sport Events and Social Legacies’ examines the range of different types of sport events (with a key focus on mega-events) and the social legacies associated with them. The article critically unpacks the concept of legacies and highlights the neglect of social legacies in the context of sport event legacy and/or impact studies. The array of social legacies is discussed and the interrelationships between economic, political and environmental legacies are examined. The importance of understanding tangible/direct versus intangible/indirect impacts is also investigated. Finally, methodological challenges and options for undertaking social legacy research are considered.

In terms of social legacies, Bob and Swart identify feel-good effects are one of the key benefits of hosting sport events, especially mega-events. Cornelissen and Maennig focus on this intangible/immeasurable aspect of

hosting the FIFA World Cup in their article, 'On the 'Feel-good' Effects at Sport Mega-events: Experiences from the FIFA Germany 2006 and Prospects for South Africa 2010'. By drawing on the two experiences of the FIFA World Cups, Cornelissen and Maennig examine this sense of communal well-being and how these mega-events evoke the 'feel-good factor'. They also explore the influences of political and socio-cultural processes. The article shows that while the main research and media focus was on economic and related tourism impacts, the feel-good effect appeared to be the largest and most obvious consequence of the World Cups. In both countries a sense of national pride emerged. The article also examines the impacts of these feel-good effects on the longer-term political implications for host locations.

The next two articles focus on residents' perceptions of the 2010 FIFA World Cup in Durban and Cape Town. Both articles emphasise the neglect of resident perception studies in relation to mega-events. Bassa and Jaggernath's article, 'Living Close to 2010 Stadiums: Residents' Perceptions of the 2010 FIA World Cup and Stadium Development in Durban South Africa', uses primary data collected among residents located in close proximity to the Moses Mabhida stadium to ascertain resident perceptions relating to the World Cup and stadium development. Chain and Swart adopt a similar approach in their article, 'Residents' Perceptions of the 2010 FIFA World Cup: A Case Study of a Suburb in Cape Town, South Africa'. The main focus of this article is on the contentious Cape Town stadium. The articles illustrate that locals in both locations under study supported South Africa and their respective cities hosting the event. They exhibited positive attitudes towards the event generally with most supporting South Africa's ability to successfully host the event. Furthermore, residents had high expectations regarding the social and economic impacts of the event, especially in terms of local economic development and job creation. Residents generally realised that benefits will be unevenly distributed and that the average South African (especially the poor) are unlikely to directly benefit economically from South Africa hosting the event. They did, however, express high levels of national pride which supports Cornelissen and Maennig's assertion that the social experience related to the 'feel-good effect' is likely to be the most widespread benefit among locals. Residents identified several concerns that included disruptions experienced during stadium construction and during the event, crime, increase in the cost of

living, and possible increases in rates and taxes after the event. The latter suggests that locals were concerned whether they will be required to 'foot the bill' after the event, a concern that is warranted given the financial downturns experienced in other host countries and cities after a mega-event.

Tichaawa and Swart's article, 'Cameroonian Fans' Perceptions of the 2010 FIFA World Cup: A Case Study of Buea and Limbe', examines aspects pertaining to the African legacy impacts of the continent hosting its first mega-event. Specifically, 728 interviews were conducted among Cameroonian fans in Buea and Limbe to ascertain their perceptions regarding South Africa's hosting of the World Cup, their interest in attending the World Cup and attitudes regarding legacy impacts. The results show that anticipated benefits of the 2010 FIFA World Cup are expected beyond South Africa's borders. Cameroonian fans expressed positive attitudes towards the 'African World Cup'.

In 'Business Perceptions of the 2010 FIFA World Cup and Related Infrastructural Development: A Case Study of the Moses Mabhida Stadium and Durban Beachfront Developments', McKenna and Bob focus on the infrastructural and related legacies. The article deals with the significant increase in development occurring in the urban centres of South Africa in preparation for the World Cup and local business perceptions towards these developments. The urban centre of Durban where development has been accelerated due to the 2010 World Cup provides the setting for this study. The iconic, new Moses Mabhida Stadium, the centre-piece of Durban during the World Cup, and the upgrades on the Durban Beachfront creates a link between these two areas to provide an entertainment precinct during the event and improve accessibility after the event. The focus on local business perceptions provides insights into the concerns and attitudes of a key yet neglected stakeholder. Very few studies on mega-events examine local business perceptions despite the almost exclusive spotlight on economic impacts.

The next article by Swart, Bob and Turco, 'Media, Crime and the 2010 Soccer World Cup in South Africa: Pre-Event Analysis and Perceptions', examines media reports compiled by the Government Communication Information Services (GCIS) from 2005 to 2006 that focused on crime and the 2010 World Cup. Crime was and remains a major consideration in the South African context and unsurprisingly emerged as a

key issue before the event, garnering significant media attention. The analysis of the reports highlighted four major issues: safety of tourists, destination imaging, safety and security, and readiness to host. The importance of the media in destination profiling and image building is explored and underscored in this article.

Maharaj's article, 'The 2010 FIFA World Cup. Sport Events and Tourism in Durban: Prospects and Challenges', broadens the scope of the discussion beyond the 2010 FIFA World Cup to explore the links between sport events and tourism in Durban. Durban has positioned itself as a sport tourism destination. This article examines the key challenges and issues for Durban as a sport event host city. The focus is on examining tourism trends in Durban (and the KwaZulu-Natal province more generally) and assessing whether sport events contribute to Durban's position as a tourist destination. Additionally, the attention is on infrastructural development projects (including sustainability imperatives), skills enhancement, crime and urban management, and urban integration and regeneration.

The next article by Ahmed and Pretorius, 'Mega-events and Environmental Impacts: The 2010 FIFA World Cup in South Africa', focuses on a neglected but increasingly important aspect of sport events impacts, environmental issues in the context of promoting sustainability. The authors indicate that there is an increased awareness on sustainability imperatives in relation specifically to minimising and mitigating against negative environmental impacts associated with hosting mega-events. Notably, the focus on the 'greening of events' has gained prominence. The sport events industry and related activities often attract significant numbers of people (especially hallmark and mega-events) and interacts with the environment in numerous ways. However, in the past environmental concerns have been largely ignored in relation to event planning and design as well as impact studies. The 2010 FIFA World Cup's 'Green Goal' programme is used as an illustrative example to examine environmental issues pertaining to the hosting of mega-events. Additionally, strategies and approaches to integrate environmental considerations in the planning and design of events are forwarded.

Billed as 'Africa's World Cup', the expectation was that the 2010 FIFA World Cup would not only contribute towards the country's economics but also be a 'unifier of humanity'. Yet, our country suffers under outbreaks

of both xenophobia and ‘Afrophobia’. In their article, ‘The 2010 FIFA World Cup: Service Delivery, “Afrophobia” and Brand Imperialism: Through the Eyes of Frantz Fanon’, Conjé, van Wyk and Botha use views of Frantz Fanon on nationalism and unity as a conceptual framework for the assessment of some of the main challenges the FIFA world Cup presented to South Africans – seeing that soccer is immensely popular, especially in poor communities, yet also pose challenges with regard to social investment in the country. Rather than contributing towards infrastructural development and service delivery, significant state resources were redirected to the infrastructure development associated with the World Cup. This, so they argue, raises the question of whether resources should have been channelled to service delivery in poor areas rather than the World Cup. In this perspective, this first line of deprivation was ignored. The second line of deprivation concerns FIFA’s intolerance of competition and the impact of its brand imposition – the result of its insistence that its sponsors be given monopoly preference in the economic opportunities associated with the event. As an empirical sample, the article also reports on a study done on these issues in Berea, Bertrams, Ellis Park, Melville and Yeoville, Gauteng.

The final article in this special issue, Olivier’s ‘Terror(ism) in the Context of Cosmopolitanism’, raises the spectre of international terrorism – a phenomenon that has impacted on sport mega-events of the past. It shows that rather than approaching the question of ‘terror’ or ‘terrorism’ from the ‘us’ versus ‘them’ or nation-state and its other(s), perspective, it should employ a different logic. Drawing on contributions by Jacques Derrida, and Ulrich Beck, it could be better to argue that the old dichotomies are outdated. As an ‘event’, 9/11, for instance, was something that one could have predicted and of which one could make sense in terms of Derrida’s analysis of ‘autoimmunity’. A similar logic, so Olivier argues, is present in the social thinker, Ulrich Beck’s reflections on ‘cosmopolitanism’. These he finds suggestive for overcoming perceptions of ‘terrorism’ as it relates to the nation-state, e.g. in Beck’s notion of ‘sovereignty’. This allows for the thinking of interdependency and collaboration as ways of ‘solving’ national and international problems rather than suppression and marginalisation.

This special issue draws to attention a range of issues that need to be considered when focusing on sport events and legacies. The contributions reveal a rich tapestry of methodological approaches to examine a range of

aspects pertinent to sport event legacies from different stakeholder perspectives. Reflecting on best practices and critically engaging with debates pertaining to the benefits and costs associated with hosting mega-events provide important lessons to inform the future bidding for events, especially in developing countries like South Africa. Cities in South Africa (such as Durban and Cape Town) have already indicated an interest to bid for the Olympic Games. Yet, we have not adequately undertaken a critical appraisal of the 2010 FIFA World Cup and as several authors in this contribution have stressed, the long-term legacy benefits remain to be seen. This contribution adds to the body of knowledge on legacy impacts and highlights key issues to be considered when bidding for and hosting sport events. The importance of leveraging positive legacy benefits and minimising negative impacts are stressed. Furthermore, the significance of being realistic and refraining from over-estimating benefits is emphasised.

This journal issue is dedicated to the memory of Dennis Vincent Brutus (1924 – 2009). Not only did Dennis play a major international role in bringing apartheid to an end. He will also be remembered as literary scholar and as a major international activist for global social, political, and economic justice.

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