

# **Living Close to 2010 Stadiums: Residents' Perceptions of the 2010 FIFA World Cup and Stadium Development in Durban, South Africa**

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## **Abstract**

The hosting of mega-events can result in a variety of impacts on the communities of the host country/countries. The existing body of research on these events has so far focused on wider economic impacts, with little attention being given to the social impacts of large sporting events on local residents. This study investigates Durban residents' perceptions of the 2010 Federation Internationale de Football Association (FIFA) World Cup and the Moses Mabhida Stadium. Using a systematic sampling approach, 100 questionnaires were administered to residents living within 2 km of the stadium. The key findings from the face-to-face interviews conducted revealed that on the whole, South Africans had a positive attitude towards the World Cup; with most believing that South Africa would be ready to host a triumphant mega-event. Residents had high expectations regarding the social and economic impacts of the event, especially in terms of local economic development and the increase in employment opportunities. There were some concerns over increasing noise pollution and traffic congestion during the construction phase of the stadium. Results from the study suggest that respondents' major concerns relating to the World Cup were: crime, increase in the cost of living, and possible increases in rates and taxes after the event. Further analysis demonstrates that despite socio-economic and historical differences, the perceptions of residents towards the World Cup were more

or less similar. It is recommended that further research be undertaken to assess the social impacts of mega-events on host communities, and that more effort be made to involve local residents in the planning of these events.

**Keywords:** FIFA World Cup, residents' perceptions, Moses Mabhida Stadium

## **Introduction**

Football is a widely played sport and has a huge worldwide following and therefore hosting of a mega-event, such as the 2010 FIFA World Cup, has the potential to attract many foreign investors and tourists to the host nation (Cornelissen 2004a). It is thus these perceived economic benefits, especially with regards to the tourism sector, associated with the football World Cup that plays a major role when countries bid to host an event of such magnitude (Cornelissen 2004b; Pennington & Berndsen 2007). Hosting of this hallmark event in South Africa will not only showcase the nine host cities world-class tourist destinations, but there is also potential for non-host cities to 'maximise their slice of the tourism windfall' (Atkinson 2009:153).

According to Burbank *et al.* (2002:183), mega- or hallmark events are 'large-scale, high profile occurrences of limited duration intended to attract attention and visitors to a host city'. Over the past two decades interest in mega-events has risen significantly with an increasing number of countries bidding to host events such as the Olympics and football World Cup (Cornelissen 2004b). Kim *et al.* (2006) add that these events can have both positive and negative impacts, many of which could be long-term. Some of the main positive impacts include potential increases in economic benefits, increased tourism, greater international awareness and more developmental opportunities (Hall 1992 in Cornelissen 2004b:39; Cornelissen 2004b). Environmental degradation, price hikes, increased tax as well as the huge cost of hosting such an event are some of the negative impacts (Atkinson 2009; Kim *et al.* 2006). Consequently, the key to hosting a successful event is to maximise the positive impacts (Atkinson 2009).

In the case of South Africa, Pennington and Berndsen (2007) regard tourism as the sector which stood to benefit the most during the 2010 World Cup. An estimated 400 000 tourists were expected to descend on the country

for the duration of the event, increasing both the tourism potential of the country and the associated spin-offs of tourism growth, for example, new employment opportunities and improvements to existing infrastructure (Kim *et al.* 2006). South African Tourism (2011) states that 309 000 visitors arrived in South Africa for the sole purpose of attending the 2010 World Cup. Regional tourism in non-host areas, as noted by Atkinson (2009), was also hoped to be a possible outcome of this mega-event, especially since FIFA decided to contract non-hotel accommodation, such as national parks, to host tourists and players in 2010, essentially serving as base camps (Pennington and Berndsen 2007). These spill-over effects were expected to allow for widespread economic growth throughout the country (Atkinson 2009:153).

With regards to non-economic impacts of mega-events, Kim and Petrick (2005) note that there is limited research available on this particular subject. Many of the studies, which have focused on the impacts of mega-events on host nations, have tended to disregard social and cultural impacts, and have rather chosen to focus on the more easily quantified, economic impacts. Furthermore, Kim and Petrick (2005) argue that although there have been several studies which have investigated residents' perceptions of mega-events, there is still a distinct lack of research which explores the perceptions of residents with different socio-demographic characteristics. Additionally the authors believe that by examining and understanding residents' perceptions, event organisers and managers can maximise residents' perceived positive impacts and decrease their perceived negative impacts (Kim & Petrick 2005). This is critically important to consider in relation to the hosting of large-scale sporting events.

According to Cornelissen (2004a:1294), 'sport mega-events are rapidly developing into one aspect of the global capitalist structure' and until recently, the majority of these mega-events were held in First World countries. Much of the research surrounding large-scale sporting-events is structured around the economic, social and political circumstances of the developed world and as a result cannot be readily applied to the developing world (Cornelissen 2004b). Although in recent years many African countries have either bid to host or hosted such events, there is still a lack of research and 'analysis of mega-events in the context of the developing world' (Cornelissen 2004b:40). This is especially true with regards to African countries, where the main reasons for hosting hallmark events is the

perceived economic benefits and tourism gains associated with it, yet there exists little research on the probability of their success (Cornelissen 2004b) and the way in which locals experienced the event and their concerns and perceptions.

Of vital importance to the success of a mega-event is local community support and participation (Kim & Petrick 2005; Twynam and Johnston 2004). Although all mega-events have some impact on the community upon which they are held research relating to these events has severely neglected the perceptions and concerns of local residents (Ohmann *et al.* 2006). Furthermore, Bob and Swart (2009) note that with very few exceptions, local residents are not given much chance to raise their own views when the 2010 FIFA World Cup is discussed and debated. Instead their views are raised by a variety of politicians and government officials who claim to speak on behalf of the local community and yet may in fact be serving their own interests (Bob & Swart 2009). Thus, this study seeks to examine the perceptions of Durban residents towards the 2010 FIFA World Cup.

## **Resident Perceptions and Attitudes**

With regards to local resident views and concerns, there is a lack of information regarding resident perceptions of the impacts of mega-events and the change these impacts cause within the community (Kim & Petrick 2005). Additionally, much of the research on mega-events, according to Twynam and Johnston (2004), tend to put a lot of emphasis on the economic aspects of these events and yet pay little attention to other aspects, such as the environmental and social implications of mega-events. These perceptions are difficult to quantify and differ across socio-economic profiles because, according to Kim and Petrick (2005:26), each 'segment has its own social exchange relations with other stakeholders in hosting mega-events'. For example, a vendor may maintain a positive attitude towards the World Cup as he or she views this event as an opportunity to sell products and gain economic benefits. Conversely, a tenant may perceive a mega-event negatively due to the higher rental fee which he or she will have to pay, as a consequence of the increase in rental fees and real estate prices (Kim & Petrick 2005). Thus, Kim and Petrick (2005) believe that in order to gain a

better and more exact understanding of who the real beneficiaries and victims of mega-events are, one needs to understand the perceptions of different socio-demographic groups towards the impacts of mega-events. Furthermore, Twynam and Johnston (2004) assert that although communities may express support for tourism development, many local residents are becoming concerned with its associated inconveniences such as traffic congestion, crime and overcrowding. The negative social and environmental outcomes of mega-events and other tourism development programmes are of some concern to communities as they affect the quality of life of local residents (Twynam & Johnston 2004).

There are a few studies which have examined resident perceptions of mega-events. Two of these include that by Fredline and Faulkner (2002) and Kim and Petrick (2005). The former examined residents' perceptions to the hosting of two motorsport events, the Indy Gold Coast and Australian Formula One. The authors found that residents' perceptions were effected both by their direct experience with the event and their own personal and societal values. Furthermore, although the residents interviewed reacted positively to the mega-event in their community, Fredline and Faulkner (2002) conclude that people within close proximity to where the event was taking place are more likely to be affected and thus due consideration should be given to ensuring that negative impacts of the event are minimised. The study conducted by Kim and Petrick (2005) dealt with residents' perceptions of the 2002 World Cup in Seoul and revealed that people tend to perceive less positive impacts once an event was over as compared to during the event. The authors attribute this change to the fact that over time, local residents become concerned about the large amount of public funds used to host the event. These studies show that resident perceptions of mega-events change over time and people from different socio-economic groups respond to events differently (Swart & Bob 2009).

There are two variables which are used to assist in the explanation of resident perceptions, namely, extrinsic and intrinsic variables. Extrinsic variables refer to factors or impacts which affect the community as a whole whilst those impacts which affect individuals or specific groups in a community are referred to as intrinsic variables (Twynam & Johnston 2004). Accordingly, the former set of variables includes factors such as stage development and seasonality to explain residents' perceptions at the

community level. At the individual level, residents' perceptions are explained by their involvement in tourism and their demographic characteristics (Twynam & Johnston 2004). Thus, according to Hsu (2000:391), the impacts of mega-events will be unique to individual communities due to their history, economic structure, population composition, pre-existing infrastructure, and tourism/gaming development patterns'.

## **Background and Methodology**

This study was conducted within a 2 km radius of the Moses Mabhida stadium, which is located in the city of Durban. Durban is regarded as one of the fastest-growing urban areas in the world, with a population of over 3 million people. It is the third-largest city in South Africa and possesses one of the ten largest ports in the world and is the busiest port in Africa (SA 2010 2008). The economy of Durban comprises various sectors such as the tourism, transportation, finance, manufacturing and government sectors. The city is famous for its moderate climate, beaches, nature reserves, holiday resorts and sporting facilities. In terms of hosting large-scale events in the past, Durban has considerable experience having been a host city of many events. These events include the 1995 Rugby World Cup, 1996 Africa Cup of Nations, 2003 Cricket World Cup and 2006, 2007 and 2008 A1 Grand Prix, together with numerous other smaller scale events (SA 2010 2008; FIFA 2008).

Parts of the following suburbs (components close to the Moses Mabhida Stadium) comprised the study area for this research: Morningside, Windermere, Essenwood and Riverside. Parts of the beachfront and areas immediately adjacent to the stadium were also viewed as part of the study area. These suburbs reflect the Group Areas Act of the Apartheid era, as most of the residents in these areas are Whites and Indians. Furthermore, the majority of residents are middle to high income earners, with many earning more than R38 000 a year (eThekweni 2008a). The study area comprises predominantly formal housing with only 3% of residents living in either informal or traditional homes (eThekweni 2008a). Additionally, these suburbs boast many community facilities, such as schools, libraries and police stations (eThekweni 2008a).

The Moses Mabhida stadium has been promoted as a state-of-the-art stadium which is expected to be a 'hard-working and easy-to-maintain asset for Durban' from which all residents are expected to benefit (eThekwini 2008b). This world-class, multi-functional stadium has been built adjacent to the ABSA stadium, in place of the old Kings Park stadium and was completed in November 2009 (eThekwini 2008b). Maennig and Schwarthoff (2006:124) state that the new stadium and its sporting facilities is intended to represent an 'innovation which should become the centre for sports, culture, and leisure activities, representing a unique world attraction' in the years to come.

A total of 100 residents, living within 2 km of the Moses Mabhida stadium, were interviewed using a systematic sampling approach. This meant that every  $n^{\text{th}}$  house along a road was selected and willing participants within each household were interviewed. The first household was purposively chosen close to the stadium and then every 20<sup>th</sup> household was chosen until the desired sample size of 100 was achieved. If the selected household was not available, a neighbouring household was interviewed instead.

The survey comprised of several questions arranged under the headings: resident profile, residents' general understanding of sport-tourism and mega-events, residents awareness of the 2010 FIFA World Cup, residents' interest in football, involvement in 2010 World Cup activities, perceptions and attitudes towards the construction of the stadium and impacts (pre, during and post-event), and perceptions and attitudes of various impacts. Under the latter section, respondents' were asked to rate various statements pertaining to the World Cup and the Moses Mabhida stadium. The rating was based on a 5 point Likert scale which ranged from 1 = Strongly Agree to 5 = Strongly Disagree. The surveys were undertaken in 2009, a year before the event and provides a window into residents' perceptions and concerns prior to the event.

## **Results**

### *Demographic Characteristics*

Analysis of the 100 questionnaires distributed to residents' living within 2 km of the Moses Mabhida stadium revealed that 49% of the respondents

were male and 51% female. The majority of the respondents fell within the 41-50 years age group (40%) followed by the 21-30 years, 31-40 years and 51-60 years age categories, all of which had an equal percentage of 16%.

In terms of the historical racial categories, many of the respondents were Indians (48%), followed by Whites (32%), Africans (14%) and lastly Coloureds (6%). The results are an indication of the fact that many of the suburbs, which formed part of the study area, were previously demarcated as 'White' areas during the apartheid era, and thus the presence of non-White residents may be attributed to the fact that many of them are from middle to upper income backgrounds who have recently relocated into these areas. This statement is confirmed by the fact that 69% of the respondents earn a monthly income of more than R11 000. The average monthly income of the respondents was calculated to be R20 187.50 and ranged from less than R10 000 to R60 000. The high socio-economic status of residents in these suburbs implies a relatively high educational level amongst respondents. With reference to education levels, the majority of the respondents indicated secondary completed (40%), undergraduate degree (21%) and postgraduate degree (20%). Furthermore, many respondents appear to have relatively high paying jobs, that is, professionals (18%), businesspersons (16%), administrators/managers (16%) and sales/marketing (14%).

### **Residents' Interest in Football**

Table 1 illustrates that there was considerable interest in football amongst respondents, with only 8% indicating that they had absolutely no interest in the sport. The majority of respondents (32%) indicated that they were avid fans and always tried to attend or watch football matches on television, while the rest of the respondents revealed that they had some interest in football.

**Table 1: Statements that best Summarises Respondent Interest in Football as a Spectator**

	<b>Percentage (n=100)</b>
I am an avid fan of the sport and always try to attend or watch it on TV	32

I am interested in the sport and see it when I can	25
I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area	17
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	18
I have no interest in this sport or the associated festivities even when it is held in our area	8

In terms of current attendance at football matches, 58% of respondent indicated that they currently attend matches in Durban. This relatively high percentage further demonstrates respondents' interest in football. More than half of the respondents (57%), only one percent less than current attendance at football matches, indicated that they intend to attend the 2010 Football World Cup matches. Furthermore, cross tabulations (Table 2) between respondents' monthly income and their desire to attend some of the World Cup matches, revealed that this desire was not constrained to higher income groups but there were in fact many people with low monthly incomes who also intended to attend these matches.

**Table 2: Cross-tabulation between Residents' Monthly Income and Attendance at World Cup Matches**

Monthly Income (in Rands)	Attendance at 2010 matches	
	Yes	No
None	11%	9%
0 - 10 000	17%	14%
11 000 - 20 000	11%	6%
21 000 - 30 000	4%	4%
31 000 - 40 000	3%	3%
41 000 - 50 000	6%	5%
51 000 - 60 000	5%	2%

Despite the huge interest in attending World Cup matches, the majority of respondents were not willing to pay more than R300 a ticket. The average amount residents were willing to pay was approximately R240. Common reasons cited by 33% of the respondents for not attending any of the 2010

matches were: will not be able to afford to purchase tickets (23%), prefer to watch the game on television (12%) and not interested in football (7%).

The results revealed that 68% of respondents would consider watching matches at dedicated spectator locations on big screens. However, only 23% were willing to pay to watch the tournament at these venues. The amount which people were willing to pay ranged from R10 to R500, with an average of R82. The fan parks and public viewing areas did not have an admission fee during the World Cup and were extremely well attended during the event. For example, in Durban close to a million people attended the event during the duration of the World Cup.

## **Perceptions of the 2010 World Cup Event and Moses Mabhida Stadium**

All respondents were aware of the major sport event that would be taking place in South Africa in 2010 and 98% of the respondents identified this event to be the 2010 FIFA World Cup. Furthermore, 73% of respondents recognised Moses Mabhida to be a legacy stadium.

### *Involvement in the 2010 World Cup*

The majority of the respondents interviewed (59%) saw their involvement limited to that of a spectator only. Sixteen percent indicated that they would like to be involved in income generating events linked to the 2010 World Cup, while only 14% indicated that they would like to be directly employed. A fairly low number of respondents (11%) indicated that they would like to volunteer during the tournament.

Cross-tabulations (refer to Tables 3, 4 and 5) between residents' monthly income and their desire to volunteer at the World Cup, revealed that it was mainly low income earning respondents who hoped to volunteer or be directly employed or involved in income generating opportunities linked to the World Cup. Additionally, the results also reveal that younger respondents were more inclined to volunteer at the World Cup matches in comparison to the older respondents. Despite the interest among some of the residents to be involved directly in World Cup activities few were provided with an

opportunity to do so. The opportunities for income generation and voluntarism were limited.

**Table 3: Cross-Tabulation between Residents' Monthly Income and Desire to Volunteer at the World Cup**

Monthly Income	Volunteer		
	Yes	No	Uncertain
None	4	14	2
0 - 10 000	6	20	5
11 000 - 20 000	0	15	2
21 000 - 30 000	0	4	4
31 000 - 40 000	0	5	1
41 000 - 50 000	0	6	5
51 000 - 60 000	0	5	2

**Table 4: Cross-tabulation between Residents' Monthly Income and Desire to be Directly Employed by the World Cup**

Monthly Income	Directly Employed		
	Yes	No	Uncertain
None	2	15	3
0 - 10 000	6	22	3
11 000 - 20 000	2	12	3
21 000 - 30 000	0	5	3
31 000 - 40 000	1	4	1
41 000 - 50 000	1	6	4
51 000 - 60 000	0	5	2

**Table 5: Cross-tabulation between Residents' Monthly Income and Desire to be Involved in Income Generating Events Linked to the World Cup**

Monthly Income	Income generating events linked to event		
	Yes	No	Uncertain
None	1	18	1
0 - 10 000	8	19	4
11 000 - 20 000	2	11	4

21 000 - 30 000	1	4	3
31 000 - 40 000	2	4	0
41 000 - 50 000	0	8	3
51 000 - 60 000	0	3	4

Sixty nine percent of the respondents indicated that they would like to be updated on stadium developments in their area. A preference for a wide variety of communication types was indicated by respondents. The top three were television (25%), newspapers (33%) and Short Message Service (SMS) (25%). According to Bob and Swart (2009), event organisers of large-scale events should consider a range of communication strategies and present information in a style that is easily understood by local residents. The majority of the respondents (52%) forwarded suggestions for improving the communication relating to the 2010 event. These included putting up informative billboards and distributing flyers at various locations, such as intersections, petrol stations and gyms. The results reveal that residents expressed a desire to be informed about activities related to the event and the stadium. Involving locals and providing them with sufficient information is critical to ensure community buy-in.

### *Impact of Stadium and 2010 Event on Local Residents*

Slightly more than half of the respondents (55%) indicated that as of the time of the interview they had not been impacted upon by the construction of the stadium. This suggests that to a large extent the construction of the stadium was well managed to minimise disruptions to local residents. The construction was almost complete during the time of the interviews with the focus being more on beautification and landscaping. The other 45% of respondents listed the following impacts: noise, overcrowding and traffic congestion. Suggestions to address these problems mainly revolved around employing more traffic officers and putting up more road signs. Many residents (66%) believed the stadium to be a positive outcome of the World Cup, while others raised concerns that after the event the stadium will become a 'white elephant'. However, 52% of respondents did indicate that they would use the stadium in the future for a variety of sporting activities.

This suggests that almost half of the respondents perceived the stadium to be an asset in the community and indicated their desire to use the facilities. It remains to be seen whether local residents will be able to access the facilities on a regular basis. Currently, locals utilise the public space outside the stadium to run, walk, bicycle, etc. Access to facilities inside the stadium is controlled.

In order to determine the perceptions of local residents to the 2010 event, the Likert scale was used. Table 6 summarises the main findings relating to the perceived impacts of the 2010 event on local residents.

The majority of the respondents agreed (50%) and strongly agreed (20%) with the statement 'South Africa will attain a legendary sports event and achieve a legacy' indicating that respondents felt positively both about South Africa hosting the 2010 World Cup and the event having a legacy. This positive attitude towards South Africa hosting the World Cup can be attributed to the fact that many of the respondents interviewed expressed a great deal of interest in football, both as a spectator and participant. According to Twynam and Johnston (2004:242), event support most likely relates more to a 'community's attachment' to a particular sport rather than their interest in hosting the mega-event. This sentiment is certainly reflected in this study's findings.

However, many respondents also felt the 2010 World Cup event will result in a delay of basic services in the poor areas and that too much public money will be spent on the event that could have been spent on other activities. This feeling amongst residents was similar to those expressed by local residents interviewed after the 2002 World Cup (Kim & Petrick 2005). The authors found that many residents were concerned about the large amounts of public funds that were used for the mega-event.

With regards to the economic impact of this mega-event, respondents were generally positive with the majority (69%) indicating that jobs will increase. Seventy percent of respondents also agreed and strongly agreed that 'businesses will increase their sales and their profits' as a result of the 2010 event. These results indicate that the vast majority of residents interviewed believe that hosting of the 2010 World Cup will result in economic benefits on both the national and local level. Although Grant Thornton predicted that 159 000 jobs will be created as a result of this World Cup, this statement has been heavily criticised by Swinnen and Vandemoortele (2008) who believe

this number to be overestimated. Thus it would appear that although local residents have high economic expectations regarding the World Cup, some researchers do not believe that these expectations would be or were met.

The positive attitude maintained by local residents towards the economic impacts also extends to the community impacts as well. Most of the respondents agreed and strongly agreed with most of the statements made regarding community benefits. Sixty four percent felt that the 'standard of living for communities located close to the stadium will increase as a result of the stadium being built in the area for the 2010 event', while 62% supported the statement 'the event will stimulate training and skills development for members of the community where events are held'. In addition, 59% of respondents felt that 'the community will benefit directly from the 2010 event'. Thus, it can be concluded that many local residents believed that both the 2010 event and stadium development will result in many community benefits. However, it is important to note that although respondents believe that this mega-event will impact positively on the community, the majority (62%) of respondents feel that 'only some members of the community will benefit from the 2010 event/ the 2010 event will increase social inequity'. Thus, the residents echoed concerns raised by researchers regarding the extent of the benefits and who are most likely to benefit from the 2010 World Cup (Bob & Swart 2009; Pillay & Bass 2008).

In terms of the inconveniences which were expected to arise as a consequence of South Africa hosting the World Cup, the results revealed that local residents were concerned about possible disruptions. Eighty seven percent of the residents interviewed agreed and strongly agreed with the statement 'the 2010 event will disrupt the lives of local residents and create inconvenience'. Furthermore, the majority of the residents (85%) were also concerned about traffic congestion and parking difficulties as well as the excessive noise (69%) which the event was expected to create. The most significant concern seems to that of crime, with 90% of the respondents agreeing and strongly agreeing with the statement 'criminal activities will occur'. In addition, 82% of the respondents indicated that the cost of living will increase in host cities.

**Table 6: Respondents' Level of Agreement with Regards to Key Impacts of the World Cup**

<b>Impacts</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>NATIONAL</b>					
South Africa will attain a legendary sports event and achieve a legacy	20	50	16	11	3
There will be a delay of basic services in the poor areas	41	46	12	1	0
<b>PUBLIC MONEY</b>					
Too much money will be spent on the 2010 event that could be spent on other activities	39	29	12	18	2
<b>ECONOMIC BENEFITS</b>					
Jobs will increase	30	39	12	14	5
The businesses will increase their sales and their profits	31	39	13	13	4
<b>COMMUNITY BENEFITS</b>					
The standard of living for communities located close to the stadium will increase as a result of the stadium being built in the area for the 2010 event.	20	44	23	10	3
The event will stimulate training and skills development for members of the community where events are held.	19	43	30	7	1
The community will benefit directly from the 2010 event	25	34	26	13	2
Only some members of the community will benefit from the 2010 event/ the 2010 event will increase social inequity	19	43	23	12	3
<b>DISRUPTION TO LOCAL RESIDENTS</b>					
Disruption to local residents- the 2010 event will disrupt the lives of local residents and create inconvenience.	45	32	15	7	1

There will be many inconveniences such as traffic congestion and parking difficulties.	31	54	6	7	2
The 2010 event will create excessive noise in the community	33	36	20	10	1
Criminal activities will occur	49	41	1	6	3

<b>PRICE</b>					
During the 2010 event period, the overall cost of living will increase around the stadia locations and host cities.	32	50	9	7	2

### *Residents' Views of Benefits of the World Cup*

Although in previous sections it was found that many of the residents displayed positive views towards the World Cup, when asked about how long they thought the benefits of this event will last, 44% indicated that they thought the benefits would be mostly short-term. Only 8% of respondents thought the World Cup would have long-term benefits for South Africa. A further 20% of the respondents indicated they were not sure of the length of the benefits, while 28% felt that the benefits would be medium-term.

In terms of whom the residents perceived will benefit the most from the World Cup, the majority of the respondents (48%) indicated that they felt the 'wealthy and rich' stood to benefit the most from the World Cup followed by 'businesses' and 'people living in towns and cities', both of which were indicated by 17% of the respondents. It appears that the majority of the people interviewed felt that only people who lived within close proximity of the stadium (where the mega-event took place) stood to benefit. These results are in line with the findings by Fredline and Faulkner (2002), who in their study also concluded that proximity to an event plays an important role when understanding the impacts of mega-events.

On the other hand, the following beneficiaries: no one, everyone and people directly involved in the construction/ management of the stadium, were each indicated by one person only. Thus although many of the legacy programmes for the 2010 FIFA World Cup promoted widespread benefits for all, it appears that some local residents were of the opinion that only selected groups of people can take advantage of South Africa hosting this mega-event

and that proximity and accessibility to the event were regarded as critical factors in deciding who the real beneficiaries of the World Cup was expected to be.

### *Concerns and Recommendations Relating to South Africa Hosting the World Cup*

In relation to South Africa hosting the 2010 FIFA World Cup, residents were asked to answer the following question: what are you most concerned about South Africa hosting the 2010 event? Table 7 illustrates some of the most common responses by the respondents. It appears that the main concern the majority of local residents (40%) had is the issue of crime together with increases in other illegal activities, such as drug abuse (13%), prostitution (14%) and gangsterism and hooliganism (16%). This was followed by concerns over the increase in various commodities as well as the cost of living, with nine people mentioning that these increases would likely impact negatively on the poorer members of the community, who unfortunately will be the most likely to suffer during the World Cup. Thus, although local residents were concerned about the economic impacts of this mega-event on their local community, it is evident that the majority of respondents were more concerned about the social impacts, further reinforcing the views of researchers such as Burbank *et al.* (2002) and Chalip (2006) who promote and recognise the need to understand and consider the social impacts of mega-events on host communities.

**Table 7: Residents' Main Concerns Relating to South Africa Hosting the World Cup: Multiple Responses**

	<b>Percentage (n=100)</b>
Crime/organised crime/ robberies	40%
Increases in rates, taxes, petrol, taxi and bus fare, rent, the price of houses and food	24%
Cost of living will increase	16%
Gangsterism/ hooliganism	16%
Traffic congestion, overcrowding	15%
Prostitution	14%

Drug abuse/dealing/peddling will become a problem	13%
Xenophobia	12%
Too much public money used for stadia	12%
Alcoholism	12%

Another issue which the respondents were worried about was that of the use of public funds for stadium construction. Twelve percent of the residents interviewed felt that too much public money was spent on the stadiums and a few respondents mentioned that the money should rather have been used for improving existing and/or building more hospitals and schools. Furthermore, two respondents questioned the sustainability of the stadium, believing that after the 2010 FIFA World Cup the stadiums would become 'white elephants'. However, despite this negative view 52% of respondents did indicate that they would use the stadium for various purposes after the mega-event as indicated earlier. These activities included jogging, football, rugby and sprinting. Several respondents also indicated that the stadium should be used to host music concerts and fundraising events.

In terms of residents' recommendations, it appears that most of these revolved around implementing more and stricter security measures in order to ensure that crime was kept under control during the event as indicated by 7% of the respondents. Specific recommendations included the need to employ more police (33%) and increase and tighten security in all areas (20%). Crime was indeed a very sensitive and worrying concern for many residents with three respondents suggesting that the country employ more drastic measures for dealing with this issue, such as bringing back the death penalty. Crime remains a serious concern among South Africans. During the World Cup it was clear that security measures were increased and these were generally extremely successful. The recommendations by residents were not only confined to dealing with crime but respondents proposed methods for solving disruptions to the local community. These included increasing the number of traffic officers in the area so as to effectively control traffic congestion (9%), restricting the number of buses and/or taxis to the area (6%), improving or rather developing a good transport system (2%) and some respondents even suggested that a road be allocated for local resident use only (3%).

Respondents also put forward several general suggestions regarding the World Cup and stadium construction. One of the key suggestions to be taken note of is that 13% of the respondents indicated that they would like to be informed about the benefits associated with the World Cup, thereby implying that many local residents are confused as to how the World Cup will actually benefit the local community directly. Additionally, other respondents again stressed the need to ensure that strict security measures are put into place not only for this mega-event but all year round as well. Some respondents (13%) were also of the opinion that due to the inconveniences which stadium construction had created, local residents should be given complimentary tickets as compensation. They highlighted that this should be the case for other events as well since a major concern among the respondents were disruptions to local residents every time an event is held in the stadium. With regards to stadium use, 4% of respondents felt that the stadia should be used for events after the World Cup and additionally they felt that people need to be informed about access to the facilities.

## **Conclusion and Recommendations**

The majority of the respondents expressed a high degree of expectation regarding both economic and social benefits. A key finding of this study was that local residents were more concerned with social impacts in comparison to economic impacts. This trend amongst the respondents is not uncommon as researchers such as Kim and Petrick (2005) and Chalip (2006) also alluded to this conclusion in their studies.

With regards to local residents' expectations, Swart and Bob (2009) underscore the importance of promoting realistic expectations. The authors note that it is unlikely that mega-events (and large-scale events generally) will result in widespread economic and social benefits as anticipated, especially given the fact that mega-events are essentially controlled by outside forces, such as FIFA. Thus it is important that local communities be informed about the exact nature of the benefits which they can expect, especially in relation to job creation, disruptions and opportunities to participate. This problem of unrealistic expectations may be a by-product of incorrect economic impact assessments of mega-events. For example, the Grant Thornton (2003) economic impact assessment of the 2010 World Cup

has been heavily criticised by authors like Swinnen and Vandemoortele (2008) who found that Grant Thornton overestimated economic benefits and underestimated costs.

With regards to the major concerns respondents had towards the World Cup, these revolved mainly around issues of crime, increases in the cost of goods and services and the inconveniences which have been created by stadium development in the local community. The issue of crime appears to be one of great importance, however, this concern is not only constrained to this mega-event but extends to people's everyday lives as well. It is evident therefore that drastic measures are needed to ensure that this issue as well as the others are addressed in South Africa. Kim *et al.* (2006) assert that should authorities neglect issues and concerns of local residents, they stand to lose valuable community support, which Kim and Petrick (2005) state can have several negative consequences for tourism development. Additionally, future mega-events may not be well supported by local residents and they may protest about the fact that their tax money is being spent on building new facilities for an event which they do not fully support (Kim *et al.* 2006). This view is supported by Pennington-Gray and Holdnak (2002) who found that a community may not always be willing to support a mega-event if they feel that they have to subsidise the event and yet do not experience any benefits. Kim *et al.* (2006) add that this may push governments to spend less money on the event, resulting in inadequate facilities and thus serving to worsen the image of the country.

With regards to the concern of public expenditure on the infrastructure needed for mega-events, Kim *et al.* (2006) believe that it is important for government, prior to the event, to provide people with information as to how these infrastructures will be utilised once the event is completed. An example is how football stadiums can be used is to create spaces for more sporting codes to use the facilities, especially amateur sports that local residents participate in. This will result in residents viewing the facility as a community asset and they will be less likely to resent the facility. Other community events could also be permitted and community members, as indicated by the respondents themselves, could be allocated tickets for major events either at discounted rates or on a complementary basis.

Other concerns which were raised by local residents were in reference to the disruptions which were likely to arise during the

construction phase and World Cup as well as when other events took place in the stadium after the event. Residents located closer to the stadium were particularly concerned. These included traffic congestion, overcrowding and parking difficulties. Additionally, illegal activities such as drug peddling and abuse, prostitution, hooliganism and gangsterism were also issues which were of concern to some of the local residents together with increases in rates, taxes and the cost of living.

The suggestions and recommendations by local residents focused mainly on addressing their safety and security concerns. Of importance to respondents was the need to employ more policemen and ensure that security was stringent and visible throughout the year rather than just at the mega-event. Inconveniences, such as traffic congestion which appeared to be another common problem, was recommended by respondents to be addressed through the employment of more traffic officers as well as the development of effective transport plans. Also, in relation to their concerns, many respondents felt that local residents should be kept informed about developments regarding the World Cup and stadium construction in their area together with the benefits which this event would have for them. This was also relevant post the event in relation to other developments and events in the area. Bob and Swart (2009) stress the need for both government officials and event organisers to carefully consider appropriate communication strategies together with consultation mechanisms so as to keep local people informed about issues relating to events and facilities.

The results of the study together with the literature reviewed highlighted the need and importance of both considering and doing research on local residents' perceptions of mega-events. The timeframe of such research is an important matter to consider as it is often found that perceptions change over time (Twynam & Johnston 2004). There exists relatively more studies on residents' perceptions before an event than after the event and it is thus the opinion of many authors that more residents' perceptions need to be undertaken some time after an event. The main reason for this is that mega-events have long-term effects on host communities and as a result the survey will not yield completely accurate results if conducted immediately after an event (Kim *et al.* 2006; Twynam & Johnston 2004). Thus, it is recommended that more research is conducted after a mega-event has taken place. However, future research should take into account the fact

that perceptions and attitudes change over time and therefore in order to gain an understanding of the long term impacts of an event, researchers need to carefully consider the appropriate time to conduct the research. It would be important to undertake a similar study a year after the 2010 World Cup event to assess resident perceptions in comparison to views expressed prior to the hosting of the event.

More research on local residents' perceptions will not only further our understanding of how local communities feel about mega-events, but will also help to understand the concerns and factors which contribute to the way people feel about mega-events (Twynam & Johnston 2004). Furthermore, Twynam and Johnston (2004) state that the many different impacts of mega-events have several implications for the quality of life of people within the local community which should receive due consideration. Understanding of these impacts and implications are especially important when countries decide to host future events, as it provides event organisers with an estimate of the amount of community support the event is likely to receive and whether or not this type of event is appropriate for this location (Twynam & Johnston 2004).

This study has reiterated the need to consider and understand local residents' perceptions of mega-events. It is the view of many authors, such as Kim and Petrick (2005) and Swart and Bob (2009), that event organisers should allocate resources to understand and address the many complexities of local residents thereby increasing perceived positive impacts and reducing perceived negative impacts. Furthermore, Smith and Fox (2007) state that in order to achieve a successful event, there has to be effective participation between all stakeholders, that is, government, local residents, event organisers and regeneration agencies. This is especially vital for a country like South Africa who, according to Swart and Bob (2009:129), is still struggling with the 'challenges of transformation', and as a result the neglect of local residents' perceptions of the FIFA World Cup may serve to actually increase tensions amongst communities. Thus, it is imperative that effective communication strategies and communication mechanisms are established so as to inform local residents about issues relating to the hosting of large-scale events. More importantly, these strategies and mechanisms should be used to promote realistic expectations amongst local residents (Bob & Swart 2009; Kim & Petrick 2005; Swart & Bob 2009).

South Africa has, it is commonly accepted, hosted a successful FIFA World Cup. In particular several of the fears expressed by the respondents were unfounded, especially in relation to security concerns. However, a challenge is whether the level of security attained during the World Cup can be sustained post the event. An interesting research component, as indicated earlier, is to examine and compare resident perceptions post the event. However, this research is useful to incorporate residents' concerns and perceptions in relation to the hosting of mega-events.

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