

Cameroonian Fans' Perceptions of the 2010 FIFA World Cup: A Case Study of Buea and Limbe

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Abstract

Football is regarded as one of the most important sports in Africa. The 2010 FIFA World Cup in South Africa was the first time that the continent hosted this mega-event which was heralded as the 'African World Cup'. There is very little research that focuses on African perceptions and experiences of the World Cup outside South Africa. This article uses Cameroon as a case study to address the limited knowledge of the profile of football tourists (particularly in relation to the identities of African football tourists who would have liked to attend the 2010 FIFA World Cup). Additionally, Cameroonian fans' perceptions of the 2010 FIFA World Cup and the associated African legacy are examined. A total of 728 questionnaires were administered to soccer fans in Buea (367) and Limbe (361). The study revealed that football fans in Cameroon expressed positive attitudes towards South Africa's hosting of the World Cup and the African legacy associated with it.

Keywords: FIFA World Cup, Cameroon, fans' perceptions

Introduction

Football is considered as one of the most important sports in several of the 53 African countries and is the biggest sport in terms of viewership and participation (Desai & Vahed 2010:155; Pannenberg 2008:8). After years of remaining rooted at the base of the world economic and political order, it is

in the international sporting arena that the African continent is beginning to make its presence felt. By securing the rights to host the 2010 Federation Internationale de Football Association (FIFA) World Cup, South Africa takes the entire African continent to the global sporting audience. The 2010 event has been widely publicised by the South African government from the early stages of the bidding process as an 'African World Cup', one which was envisaged as promoting a sense of confidence and prosperity across the entire continent thereby leaving a lasting legacy (Department of Sports and Recreation 2007:1).

A review of relevant literature indicates that numerous studies have been conducted with regards to the socio-economic and environmental impacts of hosting mega-events internationally. Similarly, the body of knowledge that comprises analyses of the implications that South Africa's hosting of the 2010 FIFA World Cup holds is growing. Even so, most academic research has mainly focused on economic impacts (Allmers & Maennig 2008; Bohlmann 2006; Saayman & Rossouw 2008). Swart and Bob (2007) and Pillay and Bass (2009) examine social impacts in relation to resident perceptions of the 2010 event and the event itself as a tool for poverty reduction and urban development. However, only limited research has been conducted so far with regards to South Africa's positioning of the 2010 event as an 'African World Cup' and on African fans, specifically those who will attend the event as well as their perceptions on the projected African legacy.

Using Cameroon as a case study, the aims of this paper therefore, were threefold. Firstly, to determine and enhance the limited knowledge of the profile of football tourists, particularly in relation to the identities of African football tourists, specifically those who will attend the 2010 FIFA World Cup. Secondly, to ascertain where in South Africa Cameroonian fans will be based and thirdly, fans perceptions of the 2010 FIFA World Cup and the associated African legacy.

Mega-events, the 2010 FIFA World Cup and the African Legacy

The FIFA World Cup events and the Olympic football tournaments have been enriched by the presence of African Nations (Darby 2000:2).

Pannenborg (2008: 9) notes Cameroon's achievements at the 1990 FIFA World Cup in Italy, when they became the first African nation to qualify for the quarter-finals of the tournament. They also won a gold medal at the Olympic Games in Sydney in 2000. Nicknamed the 'Indomitable Lions' by their fans, the national football team has won four Confederation of African Football (CAF) Nations Cup, and has represented Africa on six occasions at FIFA World Cup tournaments. During the 1980s and 1990s, the team boasted of such football stars and icons as the African player of the century, Roger Albert Mila, and Patrick Mboma, as well as, current, four times CAF footballer of the year and Inter Milan football club centre forward Samuel Eto'o Fils.

Nkwi and Vidacs (1997:3), in their research into football, politics and power in Cameroon, concluded that it is perhaps the national football team's performances, coupled with their fan's colourful and patriotic support, which has placed the nation on the map, rather than the country's good governance and democratic history. With South Africa showcasing the 2010 FIFA World Cup as an 'African World Cup', and Cameroon being considered as a great football nation, the current study is of key importance in determining the perceptions of its fans in relation to the World Cup.

Emery (2002:316) asserts that cities and countries around the world are increasingly choosing to host high-profile sporting events as a potential growth strategy, and as a means for achieving strategic corporate objectives. Cornelissen and Swart (2006:100) refer to such mega-events as 'complex affairs, which originate from a specific set of economic objectives, but which have political and social corollaries that usually extend far beyond'. They further contend that sport mega-events are generally initiated and driven by cadres of societal (political and corporate) elites, and that they are aimed at satisfying development goals or ambitions around projection, and competitiveness or growth targets.

Mega-events are, by definition, short-term events of a fixed duration. The high-profile nature of the event generates analyses of consequences in terms of cause-effect relationships, such as an increase in tourism activities, urban and infrastructural development and improvement, civic pride, boosting of image, and image-building (Hiller 1998:47). Another definition by Roche (2000:1) refers to mega-events as 'large scale cultural (including commercial and sporting) events, which have a dramatic character, mass

popular appeal and international significance'. Central to both definitions is the fact that mega-events are seen to have significant consequences for the host country and as attracting widespread media coverage. For example, Saayman and Rossouw (2008:3) estimated that the 2006 FIFA World Cup in Germany attracted a cumulative television audience of 30 billion people.

Mega-event Legacy

Several definitions have been put forward for what the term legacy means, albeit not satisfactory. Hiller (1998:51) asserts that, legacies can be interpreted not only as permanent effects, but also as readjustments to normality, or adaptations to changes that an event has brought. A recent reference to sport mega-events' legacy by Mann (2008:2) involves 'ensuring that as many long- term benefits are generated for the host city, region and nation – well before, during and long after the event'. Such definitions, according to Preuss (2007:2), cannot be generalised because it is dependent on qualitative examples. He advocates for a general definition of legacy, which is independent from qualitative examples. He states:

Legacy is planned and unplanned, positive and negative, intangible and tangible structures that were/will be created through a sport event and remain after the event (Preuss 2007:2).

The basis for the definition above is that it identifies three legacy dimensions: firstly, the degree of planned structure; secondly, the degree of positive structure; and thirdly, the degree of quantifiable structure (Preuss 2007:2). Such dimensions imply that a legacy consists of a multi-facet outcome, consequently, the legacy of such an event as the 2010 FIFA World Cup might easily serve to encompass all the different elements of the impact that it creates. According to Preuss (2007:1), the FIFA World Cup is an exorbitantly expensive event to host, despite the final tournament taking place within only a four-week period. The wish expressed by public authorities to invest in the World Cup is justified if the event is to create long-lasting effects. Such effects are necessary to counter the negative legacy of stadium infrastructure, which was left by the 2004 Euro tournament in

Portugal, and the 2002 FIFA World Cup, which was co-hosted by Japan and Korea.

Preuss (2007:1) outlines three reasons why a positive legacy is valuable for both the host nation and FIFA. He explains the reasons, which maybe imperative for South Africa and the 2010 FIFA World Cup in the following terms:

- A positive legacy helps to overcome complaints about FIFA and provides evidence of why the World Cup has been good for the host country.
- Such a legacy justifies using scarce public resources to construct stadia and general infrastructure, ensure that all necessary event structures for the World Cup are ready in time.
- A positive legacy also motivates other nations to bid to host future World Cups Preuss 2007:1)

Mega-event Impacts on Host Communities

Academic consensus regarding the impacts of mega-events is that they have both positive and negative outcomes. A review of literature concerning socio-economic, socio-cultural, physical and political impacts of the FIFA World Cup, concludes that economic benefits are prime motives for the degree of interest that has been expressed in hosting them (Allmers & Maennig 2008; Black 2007; Bohlmann 2006; Cornelissen & Swart 2006; Getz 2003; Horne & Manzenreiter 2006; Kim *et al.* 2006; Lee & Taylor 2005).

Horne and Manzenreiter (2006:9) suggest that the positive impacts on employment or unemployment, the additional government spending undertaken in communities, the visiting tourist and spectator numbers, and the increased media coverage are some of the claims that are made in favour of hosting mega-events. Getz (2003:53) cites extended leisure opportunities, improved facilities, an increased feeling of pride at being able to host leading events, and a heightened interest in sport and fitness as key motivators of such hosting. Getz (2003:54) emphasise that the positive word-of-mouth recommendations from sport event tourists can also help to enhance a destination's reputation and to create a positive image of an inviting place to

visit or in which to host more events. Horne and Manzenreiter (2006:11) conclude that, economically, mega-events have been viewed as an industry, around which cities can devise urban regeneration strategies. Socially, the hosting of mega-events has been viewed as a tool with which to urge the development of urban communities and a means of reducing social exclusion and crime (Swart & Bob 2007:374).

Despite the above-mentioned benefits, opponents of mega-events are quick to elaborate on the negative impacts of such events. Higham's (1999) analysis of the positive and negative impacts of sport mega-events postulates that negative impacts include major costs that are associated with the bidding process; economic benefits which are dominated by big business, rather than by host communities; social issues, such as overcrowding and infrastructural congestion; security issues; the displacement or removal of local residents; increases in rates and rents; and, finally, a legacy of under-utilised and expensive facilities, with their associated financial debt.

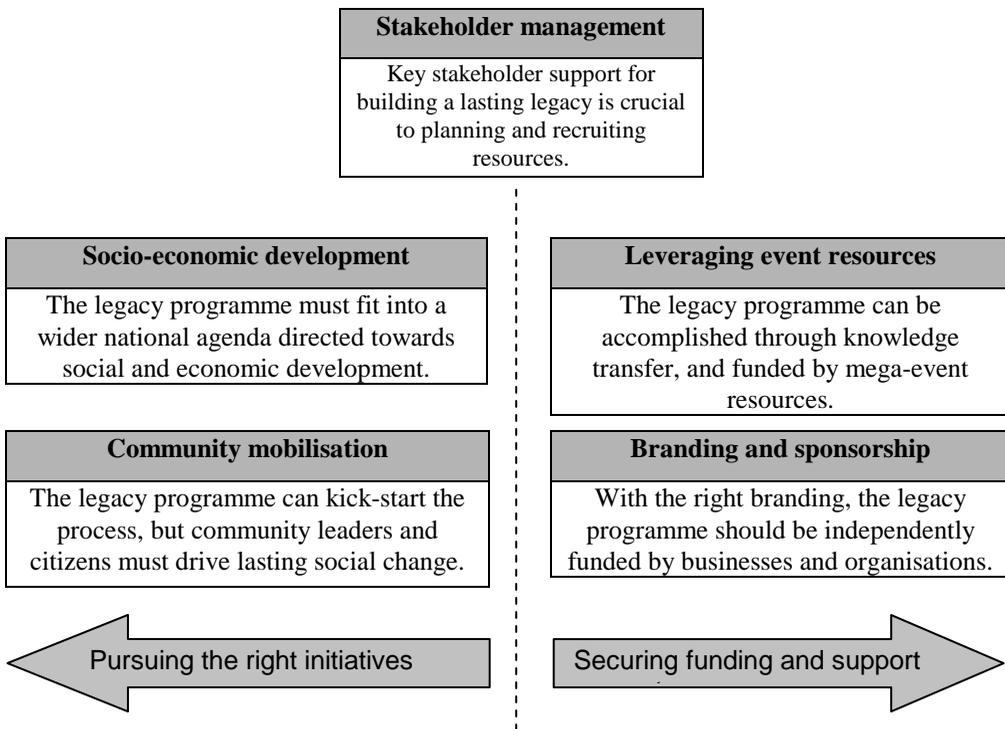
In an attempt to clarify the different impacts that mega-events may have, Hiller (1998:48) proposes that mega-events should not be viewed as isolated unique occurrences. Rather, they should be seen as part of a chain in the relationship, which is expressed through a linkage analytical model consisting of forward, backward, parallel and longitudinal linkages. Such linkages impact upon the communities within which the event is hosted. To ensure a positive impact or legacy, Clark (2008:29) proposes a comprehensive legacy planning from bidding stage to the post event.

African Legacy

The importance of South Africa's hosting of the 2010 FIFA World Cup cannot be overemphasised. The post-event should not merely provide positive spin-offs in terms of sport, but should also act as a catalyst for socio-economic growth and development in Africa. Researchers such as Bohlmann (2006:383) and Swart and Bob (2007:374) believe that mega-events of such a magnitude have the potential to act as such a catalyst. According to the South African government, the event should effectively contribute to the awakening of Africa's potential as a prosperous, united and influential global colossus (South Africa Tourism, 2008:2). However, Kearney (2005:5) suggests that the strongest legacy results are likely to be achieved by using a

comprehensive programme comprising five components, which are initiated at the bidding stage and refined throughout the mega-event life cycle. The implementation of such a programme should help to ensure that the goal of masterminding the legacy is integrated into the overall vision. Figure 1 below illustrates the five key components of a legacy programme which could be adopted by 2010 organisers in an attempt to build a positive legacy for the African continent.

Figure 1: The Five Components of a Legacy Programme (Kearney 2005: 6).



In November 2006, the African Legacy Programme (ALP), which is a joint responsibility of the South African government and the LOC, was initiated in response to the objective of making the 2010 FIFA World Cup an African

event, which will leave a lasting legacy for the entire African continent. The programme aims to support the realisation of African Renaissance objectives, including those programmes, such as the New Partnership for African Development (NEPAD), devised by the AU to ensure maximum and effective African participation during the 2010 event. The programme also aims to strengthen, develop and advance African football and to improve Africa's global image, while it also aims to overcome any remaining Afro-pessimism (South African Tourism 2008).

The ALP has received strong support from key stakeholders, including FIFA, CAF, the United Nations (UN) and the AU. For example, the 8th Assembly of the AU Heads of State and Government reaffirmed its undertaking to become fully and substantively involved in the preparations leading up to the hosting of the 2010 FIFA World Cup. Member states also pledged all-round support, and urged the international community to provide necessary support to South Africa for the event (South African Tourism 2008:87). According to the South African government (South African Tourism 2007: 89), projects embarked upon under the ALP fall mainly within the following domains:

- Peace and nation-building;
- Football support and development;
- Environment and tourism;
- Culture and heritage;
- Communications and information communication technology; and
- Continental security co-operation on mega-events that will be hosted on the African continent.

The potential of the 2010 FIFA World Cup to leave a lasting legacy for South Africa and the African continent cannot be denied, as is supported by previous studies mentioned earlier. Though several initiatives have already been espoused to this effect, careful planning and implementation by the stakeholders will determine how successful the programme ultimately is.

Methodology

Both qualitative and quantitative techniques were used for collecting the data. The survey questionnaire included both open-ended and closed-ended

questions. The target population in the study involved soccer fans and football stakeholders in Cameroon (in the South West region of Buea and Limbe). A total of 738 questionnaires were administered, of which 728 questionnaires were administered to soccer fans. The 728 questionnaires were divided into those to be administered in two separate areas, namely Buea (367) and Limbe (361). The questionnaires were administered during soccer matches at both venues, using the systematic stratified sampling method. Both venues had 4 entry points where respondents were targeted. The questionnaires were equally divided based on such points. At the match venue in Buea, every 21st arriving fan was selected while in Limbe, it was every 16th arriving fan selected. In this way, the targeted and evenly spread sample size was achieved. Additionally, key informant interviews were conducted with 10 different football stakeholders, such as club presidents and owners, team managers, coaches, and officials, of the South West branch of Federation Camerounaise de Football (FECAFOOT), using a convenience sampling method. The sample was chosen based on the respective capacity (6 000 and 8 000) of the two different match venues. The sample size was decided upon based on a table that was devised for the determination of how large a randomly chosen sample from a given finite population should be, as illustrated by Isaac and Michael (1981:193). The Statistical Package Social Science software was used to analyse the quantitative data. Such software enables data to be described and summarised, using descriptive statistics, tables, bar charts and graphic presentations. The qualitative data were analysed in the different conceptual categories, in terms of the constant comparative method.

Results

From 12 to 17 December 2008, all 738 valid participants were surveyed, including the set number of soccer fans, players, members of FECAFOOT, club presidents and owners, as well as team managers and coaches at Buea and Limbe, respectively.

Fan profile – Demographics

Age

In this study, the respondents were asked to state their current age. The

responses were captured and grouped into six different age categories. The data showed that 75.7% of respondents were mainly from the two age groups of 21 to 30 years (52.1%) and 31 to 40 years (23.6%) combined. This indicates that, football matches tend to attract young and middle age people in Cameroon. Furthermore, the results show a close similarity in those responses received from the younger age group of 18 to 20 years (9.6%), and those received from the respondents falling in the age group 41 to 50 years (9.9%). A total of 3.4% and 1.1% of the respondents were found to fall within the older age categories of 51 to 60 years and 61 years and above, respectively.

Gender

Football events or games include both active and passive participants, as mentioned by Gibson (1998:156). Results of the respondents in terms of gender, reveals the highest (77.6%) percentage being found to be male, in comparison with only 22.4% female. Such a finding supports those made in previous studies by Getz (2003:58), who asserted that more males, compared to females, attended sport events, and by Rubin (2009:270), who reported that most football fans are men. However the 22.4% attendance by females represents a step forward towards challenging male domination of the sport.

Income

The respondents were asked to indicate what their monthly household income was before deductions, including taxes. The results as represented by Table 1 below, show that 41% of the respondents were found to live in households earning less than R1 000 a month. Such a finding is significant, and consistent with UN (2009) statistics, which state that about a third of Cameroon's population lives on under \$1.25 per day. It is worth noting that 10% of the respondents were found to be students, while another 11.4% work on a part-time basis. A total of 36% of the respondents were found to earn between R1 001 and R4 000 per month, while 14% earn between R4 001 and R8 000 monthly. Whereas 4% were found to earn between R8 001 and R12 000 per month; 1% were found to earn between R12 001 and

R16 000 per month, as was the case with the remaining income groups (those who earn between R16 001 and R20 000 per month and high income earners of over R20 000 per month). Most key informants also were found to fall within the high income group. Similarly, those respondents who declared that they regarded their income to be confidential, and those who reported earning no income at all also made up 1% respectively. Respondents in this regard are noted to earn a decent income that allows them to travel to attend games or at least purchase game tickets.

Table 1: Respondents' monthly household income

Monthly household income in Rands (<i>n</i> =, 728 in %)	
	Total (<i>n</i> =728)
>1000	41
1001 – 4000	36
4001 – 8000	14
8001 – 12000	4
12001 – 16000	1
16001 – 20000	1
<20000	1
None	1
Confidential	1

Employment

Most of the respondents, including the key informants, were found either to work on a full-time basis (38.2%) or to be self-employed (32.7%). The results also revealed closely similar responses to have been received from those respondents who reported working part-time (11.4%), and from those who said that they were students (10%). A similar scenario was seen in regard to the number of respondents who reported being retired (1.9%), and those who declared themselves to be housewives (1.8%). However, 4% of the respondents stated that they were unemployed.

Level of Interest in Football

Sutton *et al.* (1997:17) assert that, not all fans display the same level of fervour and devotion about, as well as commitment to, their favourite team. They identify three levels of fans: low (social fans); medium (focused fans); and high (vested fans). In order to determine the different types of Cameroonian football fans, the respondents were asked about their involvement in football, as reflected in responses to a variety of given statements. The results are detailed in the following paragraphs.

When they were asked to describe their interest in football as a spectator, over half of the respondents (56.6%) said that they considered themselves to be avid fans (allowing for their categorisation as fans with high identification, or vested fans), who always try to attend games or to watch them on television. A further 30.6% expressed an interest in football, stating that they watched it whenever they could (allowing for their categorisation as medium fans). Relatively few (6.6%) stated that they were social fans (meaning fans with low identification), who were not particularly interested in following the game closely, but who enjoyed watching a game of football when it came to their area. A further, 6.2% of the respondents stated that they were not interested in football, but watched or attended games under the influence of family or friends, who were interested in it.

With reference to interest in local Cameroonian football, a total of 75.9% of respondents stated that they either follow their team occasionally (42.9%) or followed their team to every football match (33%). A total of 16.8% said that they watched their local team on television, while a minority (7.4%) indicated that they were not interested in local football.

In terms of the Cameroonian national team, most of the fans (88.7%) were found to follow international football on television whenever their national team (the 'Indomitable Lions') played. An in-depth interpretation of the data collected reveals a close similarity to those who also claimed to follow international football on television (88.9%) whenever other teams other than their own played, compared to that above. A total of 7.1% stated that they were not interested in the national team, while a minority (4.1%) of Cameroonian fans stated that they travelled to watch international football games. In contrast to the fans, most key informants indicated that they travelled to watch international games.

In sum, the level of interest in football in Cameroon is seen to be high both in terms of participating in the sport as a fan or in the sport as a recreational activity.

Travel Group Size

According to Weed and Bull (2004:63), committed football fans are more likely than other fans to travel in groups to support their favourite team at games or tournaments. As committed fans, they are attracted to the 'whole package' experience that the event offers. As summarised below, the majority of the fans (60.3%) indicated that, if they should visit South Africa for the 2010 FIFA World Cup, they would choose to travel in a group comprising of 1 to 3 people. Although 27.5% of the respondents indicated that they would travel alone, other group compositions included 4 to 6 people (10.3%), and 1 to 10 people (1.9%), though the latter formed the minority.

Duration of Stay

According to Page and Connell (2009:386), the visitor length of stay and spending patterns tend to determine the economic impacts of tourism. The longer that a tourist tends to stay at a destination; the more likely it is that they will gain socio-economic benefits from their stay. Mega-events entail travel by those sport tourists who either actively or passively participate in an event. The FIFA World Cup tournament takes place over a period of 32 days. Considering the number of audiences and visitors that such an event attracts, tourism is considered to be a major beneficiary of such a mega-event.

In order to determine the tourism potential for South Africa from Cameroon as a result of the World Cup, those respondents who will attend the 2010 event (n=273) were asked to indicate the number of days that they would spend in the country. Most of the respondents (40.4%) indicated that they would spend between 29 and 30 days, followed by those who would spend 8 to 14 days (26%), 15 to 21 days (20.1%), and less than 7 days (10.4%). Very few of the respondents (0.5%) said that would stay for over 33 days. The average number of days that the respondents said that they would spend in the country was 21 days. Such results reflect the intention of those

fans who intend to stay for the duration of the tournament to support their team, based on its progress in the tournament. In addition to wanting to support their teams, those fans most likely want to stay and experience the final game of the tournament. In contrast to the findings regarding the fans, all the key informants indicated that they would stay for the duration of the tournament.

Previous Attendance at FIFA World Cup Tournaments

At the stage of conducting the survey, given that the Cameroonian national team has represented Africa on five occasions at FIFA World Cup tournaments, the results show a significant disparity between the respondents concerned, in terms of them being generally less travelled. The overwhelming majority (95.5%) of the respondents reported never before having travelled to a FIFA World Cup match, compared with 4.5% who reported having travelled to attend such a match. The results show that such a mega-event as the FIFA World Cup has not previously been a sufficient inducement to African fans to travel, which might have led to them not feeling as involved with the game as they presently are. However, such a disparity can again be explained by the constraints, including the travel costs that are experienced. In addition, mega-events are generally perceived as expensive to access, as noted by Zhang (2007:110).

In contrast to the responses that were received from the fans participating in the study, the majority of key informants reported having travelled to at least one previous World Cup tournament. This could be explained by their monthly income and their higher level of involvement with the game, as previously discussed.

Attendance at 2010 FIFA World Cup

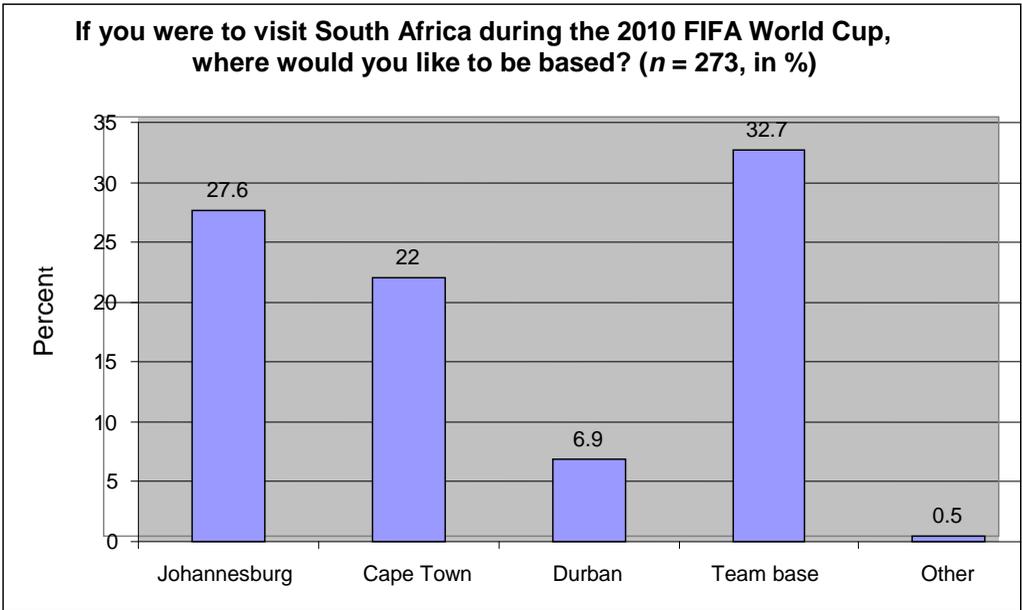
In order to ascertain whether Cameroonian fans will travel to South Africa for the 2010 FIFA World Cup, the respondents were asked to indicate whether they will attend the event. The percentages of 'yes' or 'no' responses were found to be almost equal, with 44% of the respondents indicating that they would not attend the 2010 tournament, and 37.5%

indicating that they would travel to South Africa for the event. However, a significant 18.5% of the respondents indicated that they were unsure as to whether or not they would attend the event. It is worth noting that, at the time at which the data collection for the current study was taking place; Cameroon had not yet qualified for the tournament concerned.

Cameroonian Fans' Base Choice

FIFA requires prospective host nations to provide sufficient stadia infrastructure and related facilities for the hosting of the teams and their fans. For 2010, the Local Organising Committee has identified the following nine cities in South Africa for the hosting of the games: Johannesburg, Durban, Cape Town, Port Elizabeth, Bloemfontein, Nelspruit, Polokwane, Rustenburg and Tshwane (Pretoria). To determine where in South Africa Cameroonian fans would like to be based, those respondents who had said that they intended to attend the event (n=273) were asked to indicate in which host city they would like to be based. The results illustrated in Figure 2 below reveal that the majority of the fans (32.7%), as well as the key informants, would most likely follow their favourite team to where it would be based in South Africa. Both Johannesburg (27.6%) and Cape Town (22%) were said to be popular host cities among the fans, compared with those who chose Durban (6.9%) or other cities (0.5%) as their base. Historically, business and media wise Johannesburg and Cape Town are regarded as popular worldwide. Johannesburg, for example, is considered to be the economic powerhouse of South Africa, while Cape Town and Durban are popular tourist destinations (South African Tourism 2007:47). Eventually, during the 2010 event itself, the team was based at Umhlanga – Durban.

Figure 2: Respondents' choice of base for the 2010 (n = 273, in %)



Fans' Support of South Africa's Hosting of the 2010 FIFA World Cup

Authors such as Cornelissen (2006:249) and Black (2007:267) detail the extent of politicking that is involved in the process of bidding for the hosting of mega-events. Their narratives paint a picture of the divided nature of the support for South Africa and Morocco which occurred during the bidding stages of the 2010 FIFA World Cup. At the time, South Africa was considered to be a 'new' member of FIFA, compared with the relatively long record of Morocco in this regard. The respondents were asked to indicate whether they supported South Africa's hosting of the 2010 FIFA World Cup. The results shows a remarkably high level of support for South Africa among both the fans and the key informants, with the majority of respondents (90%) answering the question in the affirmative, whereas 7.6% responded negatively. A minority (2.4%) of the respondents stated that they were not sure about whether or not they supported South Africa's hosting of the

tournament. The reasons for the responses that the respondents provided were asked in the form of a follow-up question, of which the results are explained below. Because such reasons were several, the responses were strategically grouped to present a clearer understanding of the results. In this light, the responses were structured in to two main conceptual categories i.e. those reasons relating to the African continent in general and those relating to South Africa as a nation. The responses were both positive and negative in nature.

Responses Related to the African Continent

The respondents gave several reasons for supporting the hosting of the 2010 FIFA World Cup in South Africa. According to the results, 9.4% of the respondents who said that they supported South Africa expressed the belief that the 2010 event would lead to the 'development of football' on the African continent. A further 7.7% of the respondents stated that the event would lead to the development of Africa as a whole. In addition, 6.1% said that they felt that an African country deserved the chance to host the tournament. The provision of such a reason echoes sentiments regarding the fact that, despite its being the largest confederation within FIFA, Africa has never before been awarded the opportunity to host the World Cup. Furthermore, 5% of the respondents said that they supported such a hosting, because they believed that 'an African team will win the Cup'. Among other reasons given for supporting South Africa's hosting of the 2010 FIFA World Cup were: 'I am an African' (4.5%); 'it is an African Cup' (2%); 'African nations will benefit' (1.5%); 'the event will improve Africa's image' (0.4%); and 'Africans will unite' (0.4%).

Responses Related to South Africa

Many fans (23.3%) and key informants indicated that South Africa has 'excellent stadiums' and facilities for the hosting of matches, whereas 9.9% of those respondents who were fans indicated that their reason for supporting South Africa was because 'South Africa is part of Africa'. A total of 8.9% of the respondents did not support the hosting, due to the underperformance of the South African national team. Such respondents might have felt that the

FIFA World Cup should only be allowed to be hosted by a nation on the basis of their manifested football-playing prowess. A total of 5.1% of the respondents indicated that the internationally acknowledged repute of the former South African president Nelson Mandela was the reason for their support, while 4.8% stated that they felt that 'South Africa is closer to Cameroon', highlighting the geographic location of the two countries, which are situated closely on the African continent, as the basis for their support. Other reasons cited by respondents included: 'South Africa is a beautiful country' (4.2%) and 'South Africa has the ability to host' (3.7%). A minority (1.8%) of the respondents gave no reason for their support, whereas the remaining 1.3% stated that the existence of xenophobia in South Africa was the reason for them not supporting South Africa's hosting of the tournament.

Fans' Perceptions of African Legacy

Those nations and cities that focus on both the immediate and longer-term benefits to be gained from hosting a mega-event do not merely regard the hosting of the event as an end in itself, but, rather, focus on the building of the associated legacy (Kearney 2005:5). As mentioned previously, South Africa has positioned the 2010 FIFA World Cup as an 'African World Cup'. The government and LOC initiated the ALP with the intention of making 2010 a truly African event. They envisage that the hosting of the event should effectively contribute to the awakening of Africa's potential as a prosperous and united continent (South African Tourism 2008:2). Moreover, Swart and Bob (2007:373) note that the after-effects of the 2010 FIFA World Cup should not only provide positive spin-offs in the domain of sport, but should also act as a catalyst for the socio-economic growth and development of Africa as a whole. Using a traditional likert type scale, the respondents were asked to indicate their level of agreement (whether they strongly agreed, agreed, were neutral about, disagreed, or strongly disagreed) with a variety of given statements in relation to South Africa's hosting of the 2010 FIFA World Cup. In order to expedite the interpretation and understanding of the responses received, in some instances they have been grouped into appropriate categories i.e. strongly agree and agree and strongly disagree and disagree. The following subsections present the key findings relating to the respondents' perceptions regarding the 2010 FIFA World Cup and the associated African legacy.

Other African Countries will Benefit from South Africa's Hosting of the Event

Previous research has shown that such mega-events as the FIFA World Cup and the Olympic Games have the potential to generate substantial socio-economic and environmental benefits for a host region (Bohlmann 2006; Maennig and du Plessis 2007; Ohmann *et al.* 2006). According to the ALP, the benefits to be gained from the hosting of the 2010 event will be likely to filter across to other African countries (Department of Sports and Recreation 2007:86). In this study, when the statement above was put forward to respondents, the majority (85.2%) agreed with such a statement. Only 6.9% of the respondents stated that they disagreed with the statement, whereas 8.1% stated that they were neutral in regards to the statement. Interestingly, the majority of key informants did not openly agree that other African countries would be likely to benefit from the event as well. They tended to see only South Africa as benefiting from its hosting of the tournament.

South Africa will Successfully Host the 2010 FIFA World Cup

Although South Africa has, in the past successfully hosted several major international sporting events, those who are critical of its hosting of the 2010 FIFA World Cup question the magnitude of such events, in comparison with the size of the FIFA World Cup. Factors such as the ability to combat crime (Barker 2004:180) and xenophobia (Kersting 2007:286) have been openly discussed and presented as obstacles to the staging of a successful event. The respondents were asked to indicate their level of agreement with the statement that South Africa would successfully host the 2010 FIFA World Cup. The results clearly reveal that the large majority (86.9%) of respondents believed that the mega-event would be hosted successfully. Once again, very few respondents (3.1%) disagreed, while 9.8% of the respondents stated that they were neutral regarding the statement. Unlike the previous statement, all the key informants agreed with the statement in the present case.

The 2010 FIFA World Cup can be Considered an 'African World Cup'

Regarding the notion of an 'African World Cup', the majority (60.2%) of the respondents, albeit to a lesser extent than in their responses to the previous

statements, agreed that such a notion was acceptable. However, some of the respondents disagreed with the statement, or indicated that they were neutral regarding the statement, which is an answer, in the present case, which cannot be overlooked. Some of the respondents (24.6%) disagreed with the statement, whereas 15.25% of the respondents expressed their neutrality about it. Such a finding suggests that some of the respondents either did not understand what the concept of an 'African World Cup' meant, or simply regarded the event as purely a South African affair. Compared to the responses that were received from the fans, all the key informants agreed that the notion of an 'African World Cup' was acceptable. Such a result can be seen as an interesting development on their previous responses to a related question, as reflected above.

After the 2010 FIFA World Cup, African Peoples' Standards of Living will Improve

The hosting of mega-events can lead to the transformation of the host nation, to the fast-tracking of urban renewal, to the upgrading of transport for the enhancing of mobility, and to the creation of sustainable jobs for a host country or region (Pellegrino and Hancock 2010:2). Such effects can contribute to the improvement of living standards for all the citizens of the host country. The respondents were asked to indicate their levels of agreement with the statement that, after the 2010 event, African peoples' standard of living will improve. Both responses disagreeing (24.1%) with the statement should be considered, as well as those (19.9%) expressing neutrality towards it. Relatively little disagreement was expressed in relation to the statement in comparison with the 56% expressed in agreement with it (African peoples' standard of living will improve). In comparison with the responses received from the fans, the majority of key informants disagreed that, after 2010, the standard of living of African people would improve.

The 2010 FIFA World Cup is not an 'African Cup', but a South African Cup

Further findings show that 69.9% of the respondents disagreed with the above statement that the 2010 FIFA World Cup is not an 'African Cup', but a South African Cup. Such results paint an interesting, and slightly different,

picture than that which is painted by the results reflected above regarding the notion of an 'African World Cup', with which 60.2% of the respondents were in agreement. Close to 10% (9.7%) of the respondents displayed a change of mind in their answering of the two questions, having come, by this stage of answering the questionnaire, to consider the event as an 'African Cup'. Most (6%) of those who appeared to change their minds on the subject had disagreed with the previous related question, as is reflected above. A total of 18% of the respondents disagreed with the statement regarding the 2010 FIFA World Cup being a South African Cup, whereas 13.2% adopted a neutral stance towards the question.

Africa has a Better Chance of Hosting the Olympic Games by Virtue of Hosting the 2010 FIFA World Cup

Both developed and developing nations consistently bid for the right to host mega-events, owing to the accompanying socio-economic benefits to be gained from such hosting. Before securing the rights to host the 2010 FIFA World Cup, South Africa, as indicated by the City of Cape Town, failed in its bid to host the 2004 Olympic Games (Swart 1999:7). The respondents were next asked to indicate their level of agreement with the statement that Africa now has a better chance of hosting the Olympic Games, by virtue of its hosting the 2010 FIFA World Cup. The results in regards to this question reveal that the majority (70.9%) of the respondents openly agreed with the statement, whereas a total of 14% disagreed with it. The fans were found to express a degree of uncertainty regarding Africa's chances of hosting yet another mega-event. Such a finding appears to be even more important when the neutrality, which was expressed by 15.1% of the respondents in relation to the given statement, is brought into the equation. Similarly, most of the key informants expressed their strong agreement that South Africa's hosting of the 2010 FIFA World Cup would enhance the chances of a future Olympic Games being hosted in Africa.

The 2010 FIFA World Cup will Change Negative Perceptions of Africa

Africa has, in the past, been perceived by many as a 'dark' continent, plagued by wars and corruption, and generally unable to solve its problems

(Department of Sports and Recreation 2007:2). During the bidding stage for the 2010 FIFA World Cup, South Africa, by means of its former president Thabo Mbeki, emphasised to FIFA that, in hosting the 2010 event, the host will ensure that historians will reflect upon the post event as a moment when Africa stood tall and resolutely turned the tide on centuries of poverty and conflict (Department of Sports and Recreation, 2007:3). The respondents were asked whether they felt that the hosting of the 2010 FIFA World Cup by South Africa would help to change any remaining negative perceptions of Africa as a whole. The results that were achieved in response to the statement reveal a significant majority (82%) being shown to have expressed their agreement with it, in comparison with the 14.3% who disagreed with it, and the 13.7% who remained neutral towards it.

The 2010 Event will Help to Market Africa as a Tourism and Investment Destination

The hosting of the World Cup is usually regarded as providing an opportunity for self-marketing and image-building, which is expected to produce lasting improvements in terms of the host nation's competitive environment (Allmers & Maennig 2008:2; Lee & Taylor 2005:596). Such events, when successfully staged, provide opportunities for demonstrating organisational and technological know-how, and for showcasing the hospitality and tourism potential of a country (Dolles & Soderman 2007:148). As such, the hosting of mega-events might also be associated with the securing of intangible benefits. The breakdown of the answers received in response to such a statement shows the level of agreement attained among the respondents with regard to the statement that the 2010 FIFA World Cup would help to market Africa as a tourism and investment destination. The majority (87.7%) of the respondents agreed with the statement, while a minority (5.7%) disagreed with it. The remaining 6.7% indicated that they were neutral towards the statement.

Conclusion

This article reveals that the profile of Cameroonian football tourists who intend to attend the 2010 event to be that of male with an average age of 31

years old, working full-time or self-employed, and earning an average monthly income of R3 201.75 per month. Almost 40% of fans indicated that they will attend the 2010 FIFA World Cup. This reflects a significant increase in the potential participation of Cameroonian fans at 2010 when compared to previous attendance levels at such tournaments and cannot be ignored. Such an increase could have been influenced by the fact that the event is being staged for the first time on the African continent. Durban was eventually chosen as the base camp for the Cameroonian national team by its football authorities for the event. The majority of fans declared that they would be likely to follow their team to its base in South Africa, although Johannesburg and Cape Town were identified as popular host cities. Such popularity might have been influenced by such factors as media coverage and the historical associations of such cities, the indications are that the overall situation, as far as the popularity of such destinations is concerned, might remain the same in 2010. The skewed popularity of host cities might result in an uneven spread of visitors throughout the country, and therefore lead to the loss of socio-economic benefits that might have been derived by other centres.

In order for every region to be able effectively to capitalise on, and to benefit from, the tourism potential that the hosting of mega-events as the 2010 FIFA World Cup present, the spread of visitors is important. For such spread to have its maximum impact, a concerted marketing effort is required by the key stakeholders, including the mega-event organisers, as well as national, provincial and local government involved. An increase in tourist numbers would lead to the expansion of the opportunities provided in the various regions, enabling their communities effectively to benefit from the tourism potential of mega-events.

Cameroonian fans, generally, reported having positive perceptions of both the 2010 FIFA World Cup, and the associated African legacy. Although some tentative disagreement was expressed with the idea that the event is an 'African World Cup', and that it should lead to the improvement of the lives of African people, in general, after the event; the importance of the hosting of the World Cup by a country in Africa seems to have spread throughout the continent. In the light of the strong level of agreement that the event will leave a positive legacy for Africa, there seems to be a high level of expectation in terms of the legacy benefits to be gained by all African people.

Consequently, the need for comprehensive legacy planning and management of such a mega-event is crucial for the maximisation of the benefits to be gained from it.

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