

The 2010 FIFA World Cup, Sport Events and Tourism in Durban: Prospects and Challenges

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Abstract

Sport tourism has emerged as a key feature of South Africa's socio-political landscape. South Africa hosted the world's largest event, the FIFA World Cup between 11th June 2010 and 11th July 2010. The country has expended a large amount of resources in preparing for the event with the objective of increasing the country's profile, increasing tourism and attracting greater investment. The focus of the event was on the host cities where matches are held and the majority of visitors will stay. Durban is one such host city, which has spent billions of Rands on new and improved infrastructure to cater for the event. However, a feature of many projects within the host cities has been investment on infrastructure that will have a long-term impact, beyond 2010. Durban's positioning in terms of sport tourism has a history that goes back beyond the awarding of host city status. As far back as 2002, the City was using the branding 'South Africa's Playground', which had a particular emphasis on sport tourism. Currently Durban's positioning statement is 'Africa's Sports Capital'. This article explores sport and event tourism in general and highlights some key challenges and issues for Durban as a host city. The article does not place great focus on the financial and economic arguments around the event as that would warrant a separate paper and cannot be treated adequately within the context of this discussion.

Keywords: Sport tourism, events, host city, Durban

Introduction

Sport tourism has been approached from different angles with a point of departure being the different definitions adopted. Hautbois *et al.* (2003:260-261) describe the sport tourist as consisting primarily of practicing sport people and can be defined as those who travel and stay essentially to practice outdoor activities for at least two days. This definition is clearly a narrow one and excludes special events such as the Olympics or the FIFA World Cup. It also excludes the greatest number of sport tourists, the spectators. Several writers point to a predetermined or incidental participation in, or attendance at, sports-based activities by people or groups outside their home environment (Delpy 1998; all in Turco *et al.* 2003:223-224).

Whitson and Macintosh (1993:222-225) identified that team sports in particular have provided the opportunity for people to be part of a wider society with a common interest. They argue that the process of globalisation with its new technologies, have further resulted in an extension of this community. Additionally, they argue that sports teams and self-identity appear to be closely linked. They note that in the early part of this century sports was not highly commercialised. However, during the second half of this century, every aspect of the game has become highly competitive and commercialised. They state that the sale of television and broadcasting rights, sponsorship, corporate hospitality, advertising space, memorabilia, clothing, food and beverage concessions, players, stadiums/arena, conferencing and brand, have all become common practice. The key aspect for a city is whether the sporting or special event can bring a net inflow of visitors and income to the city, either on its own or in conjunction with other attractions (Whitson & Macintosh 1993; Turco *et al.* 2003:223-224).

According to Whitson and Macintosh (1993:224-228), a number of professional sport teams in the United States moved around from one city to another. They note that in some instances cities built stadiums for well-known teams as having a resident popular team was perceived to indicate status. It was hoped that having the right team would bring publicity and an image of success and thereby attract new business as well as tourists. Apart from the image the visitorship of major games also brought many visitors to the city, who stayed in the city for at least a night and spent on accommodation, food and other items on offer. Baade and Dye (1990:8) note that of the 29 stadiums built in the United States between 1960 and 1990, 25

were built by the public sector and of the 94 stadiums used by professional teams, 67 were publicly owned. They add that due to the fact that there were a limited number of teams in a league, this resulted in an oversupply of facilities and teams found themselves in a buyer's market. This resulted in lease charges, which were often below operational costs (Baade & Dye 1990:8).

Hamilton and Kahn (1997) state that sport facilities located in or adjacent to the city centre can play a role in the revitalisation of the inner city. However, as Rosentraub and Przybylski (1997) note, because of the scale and low frequency of sport events, it is unlikely that on their own they will have a major impact on inner city regeneration. Despite this, they state that as part of a comprehensive long-term strategy they can make a contribution.

Collins (1991:260) states that many British cities have bid for famous sporting events. Lawson (1996:21) notes that Sheffield hosted the World Student Games in 1991 and promotes itself as a sports city. Manchester, Cardiff and Edinburgh hosted the Commonwealth Games, and Manchester and Birmingham bid unsuccessfully for the Olympic Games. Gratton and Henry (2001) point out that both Liverpool and Manchester used soccer effectively to market the city and promote sport weekend breaks involving game and entertainment tickets as well as hotel accommodation. However, Law (2002) highlights that Britain has a relatively low number of sports museums when compared to the United States. He states that there are possibly a dozen sports museums in Britain compared to approximately 400 in the United States. Despite the efforts of many cities in using existing resources and building new facilities to position themselves within this growing market, sports on its own is seldom enough and an appropriate range of other attractions is necessary (Petersen 1989).

Baade and Dye (1988:38) identify that a number of studies have been undertaken in the United States by municipalities to determine the economic impact of sports and sporting events. In some instances teams also undertook such assessments as part of their motivation for public sector subsidies (Baade & Dye 1988:39). Such studies were generally structured around cost-benefit models or on the wider economic benefits for the area (Baade & Dye 1988:39). Baade and Dye (1988:40) argue that where studies have shown a deficit to the public sector, the emphasis normally shifted to demonstrating

the wider economic benefit for the area. They point out that calculations were usually based on the amount spectators spent inside and outside the stadium to indicate an estimate of the economic advantage to the area. However, since a large percentage of spectators are often locals, this cannot be taken into account as it is not additional benefit, but merely funds which are displaced from alternate activities (Baade & Dye 1988:41). Petersen (1989) estimates that in the United States approximately 5% to 10% of spectators are from another city and stay overnight. He further indicates that this percentage increases depending on the importance or scale of the game, for example, for the Super Bowl the figure could rise to about 90% visitors.

Petersen (1989) argues that the distance from which the sports event draws spectators also plays an important role. He points out that in the United States the cities are relatively far apart and spectators coming from another city to watch a game are likely to stay overnight. However, in Britain the cities are relatively closer and thus may experience a greater number of day visitors. Baade and Dye (1988:41) and Petersen (1989) indicate that sports programmes can have their greatest economic impact when they are linked to other tourist attractions and when there are family leisure activities.

With regard to the impact of sports on general economic development, this relationship is difficult to disentangle since this is only one factor among many that will effect the economic growth and performance of a city. Baade and Dye (1990:12) found no relationship between the building of stadiums and the growth of personal incomes in nine United States metropolitan areas. They further point out that in Britain, while Liverpool Football Club was at the top of the Premiership League for many years during 1970s and 1980s and attracted many visitors to their games, Merseyside remained one of the poorest urban areas in the country. They note that at the local scale sports facilities may have both positive and negative effects. It may be positive as greater number of people may provide opportunities for greater investment in, for example, catering. It may be negative as the greater number of people causes crowds and congestion, which could discourage investment. Baade and Dye (1990:12) suggest that the greatest impact of a stadium is likely to be felt when it is close to other tourist attractions and hotels.

Special and Mega-events

According to Getz (1991), 'special event' is a term used to describe themed events which are once off or occur infrequently outside the normal programme of activities. He states that special events are also an opportunity for people to undertake leisure, social and cultural experiences, which are normally outside of the realm of choices or everyday experience. Special events are usually unique and even when they occur periodically each one is branded as a unique, once in a lifetime opportunity (Getz 1991).

Getz (1991) identifies that a 'hallmark' event may be used by the city to enhance awareness, appeal and profitability of the tourist destination in the short or long-term. He states that a mega-event is accompanied by high levels of tourism, media coverage, prestige and economic impact for the destination. Hall (1992) notes that such events are of global significance and can have a big impact on the image of the host destination. Bramwell (1997:170) argues that special events usually last a few days or perhaps a month at the most. However, some events such as World Expos can last for several months. Mega-events are essentially special events that are large in scale. To be effective they need to be planned as part of a wider strategy with long-term plans for later use of the facilities that were used for the event (Bramwell 1997:172).

Event Creation and Development

While many events have developed organically over time through the local heritage and culture, many destinations deliberately create events with a view to promoting tourism (Getz 1991). Getz (1991) lists the reasons and objectives for cities investing in special events and promoting its growth:

- To offer a high quality cultural and sporting experience
- To involve the community in a civic celebration
- To encourage participation in the arts or sports
- To promote civic pride
- To attract visitors into the area and ensure that it is on the tourist map
- To attract visitors outside the main tourist season to reduce seasonality, troughs and underutilisation of tourism infrastructure

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- To attract media attention, raise the profile of the area, create a favourable image, combat negative images and thereby attract investment from outside the area
- To add animation and life to existing attractions
- To encourage repeat visits
- To assist in regeneration and improve the infrastructure of the area
- To level government grants for sports, art and culture
- To emulate the success of other communities
- To develop niche markets in a developing marketplace

According to Getz (1991), competition is forcing cities to discover new niche markets, new themes to be more spectacular and to increase the scale and length of the event. He points out that some cities have used special events as part of the wider inner city regeneration and to revive decayed downtown areas. Chicago's Mayor's Office of Special Events organises up to eighty events a year with the 'Taste of Chicago' attracting 3 million visitors of which about 20% come from outside the city (Getz 1991).

Getz (1991) points out that mega-events are of world significance and not only showcase the city but the country as well. A poor mega-event can impact negatively on the image and finances of the city as well as the country, and will damage a country's chances of hosting mega-events in the future. Apart from local government the commercial sector has increasingly become financially involved in special events through sponsorship. Getz (1991) notes that sponsors seek out larger and more prestigious events to which they can associate their names and brand. Thus it is often the case that big cities which have famous events attract sponsors while lesser known cities and community driven events receive less sponsorship. Smaller cities and community groups therefore have to be more innovative and competitive to be able to attract sponsorship (Getz 1991).

Roche (1992:578) argues that mega-events can be studied from a number of perspectives such as economic, social, political and planning. From an economic perspective, studies have generally tried to measure the number of people attending, their geographical origin, their social characteristics and their expenditure patterns. This enables an estimate of the net income generated for the community and the number of jobs created. In addition to this, Roche (1992:580) points out that an attempt may be made to

measure the level of familiarity of the event in other parts of the country and at overseas destination markets, as well as how the event has contributed to the improvement in perceptions of the area. Getz (1991) notes that the level of inward investment and growth of tourism can also be measured. He points out that some studies attempt to measure the impact on the local community. He further notes that special events are varied in nature such as arts festivals, sports (like the Olympic Games or Soccer World Cup), world fairs and expos, and historical celebrations with different measures being used for different types of events (Getz 1991; Roche 1992:585).

Tourism in Durban

South Africa has experienced significant growth in foreign tourist arrivals with about 6,677 million arrivals in 2004 and 9,6 million in 2008 (KwaZulu-Natal Tourism Authority (KZNTA) 2005:2; 2009:3). KwaZulu-Natal (KZN) is the primary domestic tourist destination, which generally attracts about 40% of all domestic trips (KZNTA 2003:10; 2009:3; South African Tourism (SAT) 2003:12; 2004:11; 2005:10). KZNTA (2009:8) indicates that KZN received 1, 227 million foreign visitors in 2008 who spent an average of R6 759 per trip and thus contributed R8,3 billion to the economy. The Durban Metro was visited by 88% of these foreign visitors. The domestic market was made up of 10,4 million trips with an average spend of R641 and a total direct value of R6,68 billion (KZNTA 2009:8).

The province brands itself as a cultural destination reflected in its branding the 'Zulu Kingdom' (KZNTA 2003:13). However, cultural tourism plays a relatively minor role in the tourism industry (eThekweni Municipality 2005a:546). Tourism products include the world heritage sites of the isiMangaliso Wetland Park (formerly the Greater St Lucia Wetland Park) and the uKhahlamba Drakensberg Park. However, the dominant type of tourism in the province remains beach tourism (SAT 2004:15-20). The three main beach tourist areas within the province consist of Durban, the South Coast and the North Coast. Durban remains the main tourist destination within the province attracting the greatest number of domestic tourists as well as international tourists to the province (KZNTA 2003:23-29; 2009:10). However, very little information is available on the significance of sport tourism in the city.

While Durban is a tourist city, its economy is far more diversified than tourism (eThekweni Municipality 2005a:540). The city has developed largely due to the existence of a natural port, which has developed into Africa's leading port (Monitor 2000a:6). Tourism in the city is centred on beach tourism. The Municipality also markets Durban as the sports and events capital of the country (Octagon 2001:5).

KZNTA (2009:4) notes that among domestic travellers, Durban receives 1 060 000 visitors with an average of 2.8 trips each, resulting in an estimated 2 968 000 trips. Durban's primary markets are middle income visitors from Gauteng. This figure excludes travellers that visit Durban from other parts of the province.

Durban has a large proportion of domestic tourists, which account for a disproportionately smaller share of receipts. While Durban's foreign market makes up a small proportion of the total number of visitors, the average spend is much higher and hence contributes disproportionately more to the local economy than the domestic segment (Monitor 2000b:60; Harley Sharpe 2003:9). The most visited tourist asset in the city and the province is the Durban Central Beachfront which is located adjacent to the new Moses Mabida Stadium. The stretch of coastal area where the inner city meets the sea has developed into a major tourist locality, which consists of a cluster of attractions. Such attractions include the uShaka Island Marine Park, Suncoast Casino, the Point, a promenade as well as beaches of differing character. This has been supported by a clustering of what Law (2002) terms, the secondary elements of tourism. These elements include hotels of varying standards, restaurants and beach related facilities. The mutually reinforcing role that beach, sport, eco and business tourism can play in the city needs to be further explored and developed to a greater extent. The spatial and functional linkages between major tourism assets such as the stadium, beachfront (and Ushaka Marine World), the estuary and port frontages as well as the ICC also present unique opportunities.

The Soccer World Cup in Durban

Between 11th June to 11th July 2010, South Africa hosted the FIFA Soccer World Cup, the world's most watched event. Durban was one of the nine host cities and was home to 7 matches over this period including a semi-final match. To be well positioned to do so, the City constructed a new 70 000

seater stadium that is both iconic and functional. Citigroup Global Markets Inc (2010) have highlighted that the spectrum of discussion and controversy around the hosting of the FIFA World Cup have ranged from 'Afro-Pessimists' who claimed the South Africa would not be ready to host the tournament, to over-eager real estate professionals who pinned the tournament as an opportunity to realise significant capital gains in the real estate market. They point out, however, that hosting an event of this nature accounts for a very minor portion of the countries total economic activity and the a short event such as the FIFA World Cup is unlikely to result in any structural shifts in the property market. They note that the main economic benefits would be, firstly, in the five years prior to the event during which Government spending on stadiums and infrastructure increased, secondly, during the year of the event through direct spending by visitors on accommodation and food etc., and thirdly, in the years following the event through improved reputation, increased tourism and possibly increased political clout.

In terms of measuring the economic impact of the event on the South African economy, Mabugu and Mohamed (2008 in Citigroup Global Markets Inc 2010:5), use the Social Accounting Matrix method to show that the event is likely to raise the real GDP by about R16.3 billion (or 1.2% of base year GDP). This takes into account the multiplier effect of rands spent in the economy. Bohlmann and Van Heerden (2005:9) estimated an impact of R10 billion on real GDP. Citigroup Global Markets Inc (2010:7) notes that past experience showed that actual benefits at the World Cup tendered to be lower than the initial estimates. They note that FIFA indicated on 27th January 2010 that 79% of ticket sales in the third round were from the host country. This posed a risk that actual visitor numbers during the event might be lower than the initial estimates. However, they concluded that it is most likely that the event will result in a strong rand and improved numbers of visitors from key source markets, particularly from Europe. The biggest risks they highlighted are media coverage on crime and logistics.

Brunet (2005 in Bohlmann 2006:9) traced the impact of the Barcelona Olympics in the period 1986 to 2004 and beyond. He concluded that the hosting of the event was a success and contributed significantly to the regeneration of the city. Furthermore, Barcelona IS generally regarded as the epitome of success in the hosting of mega-events from urban planning,

economic, marketing and organisational perspectives. Brunet (2005) looked firstly at the period leading up to the Olympics, secondly at the period between 1992 to 2002 and thirdly, the future. Citigroup Global Markets Inc (2010:6) adopts a similar approach in their analysis. A key feature of the Barcelona strategy was to generate as much construction of infrastructure which would serve the city well after the hosting of the actual mega-event. In the case of Barcelona, a significant amount of the building work was carried out by the private sector in the construction of new hotels and retail developments. The net result was a decrease in unemployment, improvements in the services sector, improved international image, urban and economic transformation and increased investment (Bohlmann 2006:7). With regard to the Sydney Olympics, the Centre for Regional Economic Analysis (CREA) (1999) and Madden (2002 both in Bohlmann 2006:6) identified that in the post-event period the Municipality and the economy had to meet a large debt-repayment which impacted negatively on the economy and outweighed the positive benefits in terms of increased tourism numbers and investment inflows. However, the longer-term net effect of the event on the regional and Australian economy was identified as extremely positive. Tibbott (2005 in Bohlmann 2006:13) notes that while issues of the future sustainability of facilities such as the Homebush complex remain, the competitive economic outlook created by the Games ensured that the benefits outweighed and outlasted the negatives.

Matheson and Baade (2004:14-19) take a critical look at the hosting of mega-events by developing nations. Bohlmann (2006:18) identifies the construction of the Estadio Centenario in Montevideo for Uruguay's hosting of the 1930 FIFA World Cup as particularly significant. The stadium was originally planned for 100 000 capacity but has since been downgraded to 76 000. However, he notes that it regularly draws capacity crowds as the interest in the sport is great. The Estadio Mario Filho, or Maracana as its popularly known, is owned by the City of Rio de Janeiro and was capable of accommodating almost 200 000 spectators. The stadium also hosted the first FIFA World Club Championship in 2000 and still draws capacity crowds. The Estadio Azteca in Mexico City was built ahead of the 1968 Olympic Games and 1970 FIFA World Cup and is the only stadium to have hosted two World Cup finals.

The defining feature of these stadiums is that although the construction costs were high, they consistently draw capacity crowds and host major fixtures. In addition, Bohlmann (2006:10) points out that they have had a positive impact on the broader regions, as they have made contributions to the socio-economic development as well as the development of sport in those regions. He further notes that the tournament has the capacity to speed-up the delivery of infrastructure. However, the issue of sustainability of the stadiums remains a critical issue. He further points to examples in Japan and South Korea where stadiums became 'white elephants' as there was a lack of sufficient support infrastructure, as well as developmental capacity dedicated to soccer to be able to sustain and justify the existence of some stadiums resulting in some stadiums being demolished. Bolhmann (2006:20) notes that despite the political motivations for the hosting of these mega-events, it is only the sustained market for the sport that makes the stadiums feasible in the long-term.

Among the challenges in hosting mega-events is the need to transport large numbers of people in good quality transport. This poses a logistics problem for countries like South Africa, which due to its spatially fragmented form, is not characterised by good quality and efficient public transport. The transport infrastructure and capacity is especially important for the seamless transfer of spectators and players between matches. While players travelled in private buses on South Africa's high quality of road infrastructure, the public transport which was used by spectators was more of a concern.

Another challenge discussed by Bohlmann (2006:23) is the high rate of unemployment and the socio-economic challenges that the country is faced with. While South Africa has a fast-growing economy characterised by GDP averaging above 3%, the challenges associated with a wide disparity in income and large unemployed population pose a particular problem. Fundamental to the problem of unemployment is the low levels of skill among a sizeable portion of the population, due largely to the apartheid policy of the former government. Bohlmann (2006:24) emphasises the need for local contractors with domestic labour to enjoy the greatest benefits in the supply of products for the event (including infrastructure, consumables, etc.). He notes that the distance of South Africa from European markets poses a particular problem in the longer-term growth of tourism and sport tourism in

particular, while cities like Barcelona, due to their location in Europe experienced increased tourism numbers in the short-term. The influence of the regional political climate in the Southern African Development Community (SADC) is also significant as this area remains one of the poorest areas in the world. Political stability and a positive business environment would be important in creating a destination that is viewed favourably in terms of investment.

Challenges and Prospects for Durban

The main aim of this article is not to measure the economic impact of the event, but to highlight the major prospects and challenges for Durban in terms of sport tourism events. In Durban a number of large-scale investment projects were undertaken by the public sector which were both orientated towards the World Cup, as well as serving a longer-term purpose. The development of the Moses Mabida Stadium is of particular significance. According to Ghabisa Planning Investments (2007:29), of South Africa's total seating 'capacity of 570 700, the Moses Mabida Stadium accounts for 12%. The stadium includes:

- 70 000 seats;
- 8 000 hospitality seats;
- 6 000 m² office space;
- 7 000 m² retail/commercial space; and
- 1 800 m² for sports history museum

The Department of Environmental Affairs and Tourism (DEAT 2005 in Ghabisa Planning Investments 2007:30) estimated that a total of 105 000 people are expected to actively participate in each match. Of this total, approximately 56 000 will be ticketed. Some 23 500 foreigners were expected to attend each of the games. They estimated that R678 000 000 (R0.68 billion) in revenue will be generated in KZN during World Cup month.

A range of key issues relate to the hosting of the World Cup that are likely to impact on sport tourism efforts in the city. These are discussed below.

Infrastructural Development

According to DEAT (2005 in Ghabisa Planning Investments 2007:33), it is anticipated that post-2010 the stadium will stage 46 events annually and generate a revenue of R24.5 million per annum (the adjacent ABSA Stadium currently hosts 45 events per year). They point out that the annual operating cost for the stadium is estimated to be around R14 million per year. It is suggested that the GDP contribution of stadium over a 14 year period will be R4.3 billion due to increased employment in both construction and the tourism industry.

Apart from the construction of the Moses Mabhida Stadium and the adjacent People's Park, the Municipality has also undertaken major upgrades of three potential training venues, as well as the redevelopment of the precinct surrounding each of these stadiums. The three stadiums consist of the Sugar-Ray Xulu Stadium in Clermont, the Princess Magogo Stadium in KwaMashu and the King Zwelithini stadium at Umlazi. All three stadiums are located in African townships and aimed at investments in poorer residential areas in the city. Other infrastructure developments have included public transport lanes which were constructed on the N3 freeway approach to the Inner City, major flyover links between the freeway and the Inner City, various city beautification projects and a major upgrade of the Durban Beachfront. In addition to the infrastructure that has been developed specifically for the 2010 FIFA World Cup, the event has also had the effect of speeding up the delivery of a range of infrastructure across the city mainly related to city beautification and urban maintenance. Apart from these infrastructural projects that were initiated by the Municipality, the Provincial Government has undertaken the development of the King Shaka International Airport and Dube Trade Port Zone. In terms of private sector development, several hotels undertook major upgrades along the coastal zone. Projects unrelated to the World Cup, but which have positive implications included the widening of the harbour mouth which enabled the world's largest passenger liner, the Queen Mary 2 to visit the city. However, the facilities at the port for cruise liners remain poor.

In Johannesburg and Cape Town, Bus Rapid Transport (BRT) systems have been implemented to improve public transport between various parts of the City. In Gauteng, the Gautrain is being developed to further

address issues related to public transport. However, the BRT system has not been implemented in Durban, and public transport interventions have been limited to the People Mover System that is restricted to the Inner City. This consists of a number of good quality and efficient busses that operate on a subsidised basis. The rest of the city is served by the existing bus and combi taxi service as well as rail. These existing systems are of questionable quality and are not noted for their efficiency. The issue of public transport in the metro region requires emphasis in Durban's preparations for the World Cup.

With regard to accommodation, according to DEAT (2005:16), the 32 900 beds available in the Durban area are anticipated to be adequate to supply the anticipated demand. The newly developed King Shaka International Airport which will open on 01 May 2010 is expected to cater for the increase in demand for travel to Durban during this period.

Skills Levels

According to DEAT (2005:18) there are certain systemic barriers, identified by the tourism industry, that need to be overcome in order to address the broader skills issue in the industry. These include:

- A perceived lack of urgency to address the skills issue;
- The exact nature and location of skills gaps within the value chain and within sub-sectors remain unknown;
- Structural issues within the industry (for example, largely highly fragmented, small family owned businesses) that drive the barriers to attracting and retaining skills;
- Misalignment on the core issues due to the absence of a common language system around the issue of skills; and
- A perceived lack of coordinated leadership to address the problem.

A feature of the Durban Metro is the high proportion of the population with low levels of education. According to Global Insight (2010:27) in 2008, 123 522 people had no formal schooling, 269 029 had grade 6 or less and 1 090 941 had between grade 7 and 11. In total there were 1 539 485 people with less than matric, 674 631 with matric only and 244 373 with more than matric. Further, only 22 749 had a post-graduate degree.

It further indicated that there were 349 847 people that were classified as functionally illiterate. The study classified 40.5% of the total population as making up the economically active population.

It further indicated that in terms of sectoral employment, the tertiary sector accounted for 71.8% of formal employment while the secondary sector accounts for 27.3%. Durban decreased its unemployment rate from 29.7% in 2004 to 20.4% in 2008 which was the greatest decline (-9.3%) among all of South Africa's metropolitan cities. The population structure revealed that a large proportion of the population was young with a small elderly population. However, when one looks at it from the point of the different race groups, the pattern is very different (Global Insight 2010:34-37).

Durban accounts for 10.4% of national GDP and 65% of Provincial GDP. The tertiary sector accounts for the biggest portion of the economy (69.6%) while the secondary sector accounts for 28.7%. Manufacturing, which is part of the secondary sector accounts for 22.8% of the total local economy (Global Insight 2010:10).

Given the low levels of skills, sectors such as construction and manufacturing are particularly important as they are able to absorb unskilled and semi-skilled labour. While the construction activity in the build-up for the World Cup provided work opportunities in the unskilled categories, these contracts are reaching finality without significant projects of this nature in the post 2010 period. Bohlmann (2006:22) argues that post 2010 slowdown in construction will not have a significant impact on the construction sector as Eskom's expansions present a far greater capital spend. His argument is further supported if one considers that construction accounts for only 4.1% of Durban's remuneration. According to Global Insight (2010:23), between 2004 and 2009 labour remuneration grew significantly in manufacturing, construction, wholesale and retail trade and community services. As discussed, construction remains only 4.1% of the total labour remuneration for eThekweni, while manufacturing makes up 20.6%, community services 33.3%, wholesale and retail trade 14.3% and financial service 14.4% (Global Insight 2010:23). However, while the numbers in absolute terms suggest that construction is fairly minor in terms of wage remuneration, it should be borne in mind that the sector employs a large number of unskilled labour with a relatively lower wages than skilled workers. Hence the 'spread effect' of the labour remuneration in the construction industry and its impact on

poverty should not be underestimated. If one looks at the bottom-line in terms of the impact on GDP, the full impact cannot be adequately assessed. Hence, while the impact on GDP of the conclusion of 2010 related projects may be relatively minor, its impact on poverty maybe disproportionately larger.

It should further be noted that while most secondary and tertiary sectors in the eThekweni economy showed a decline between 2008 and 2009, construction remained at fairly high levels, sustained by government spending in 2010 and related infrastructure including the development of the King Shaka International Airport and widening of the Durban Port entrance.

Crime and Urban Management

DEAT (2005:18) identified that safety and security was an important purchase criterion for South Africa's target consumers in all its core markets. They highlighted that the perceptions and concerns that consumers have around safety are major challenges that South Africa faces as a tourism destination. In fact, a large proportion of tourists from our target markets choose not to come to South Africa because of safety concerns.

DEAT (2005:18) indicates that the World Cup provides the opportunity to address the negative perceptions around tourist safety and security by ensuring a safe and positive experience for tourists. They, however, identify several challenges that need to be addressed in order to achieve this:

- Insufficient focus on tourism safety and security at all levels including within host cities;
- Limited crime prevention capacity at many host locations; and
- Lack of of a national tourist safety and security plan.

In terms of crime rates Durban fared better than most other host cities in South Africa. According to Global Insight (2010:81), the highest crime indices for 2008 were recorded in Johannesburg (209), Nelson Mandela Bay (190.3), Cape Town (186.4), Tshwane (181.3), eThekweni (146.1) and Ekurhuleni (141.7). This pattern was fairly consistent from 2004

to 2008. Nonetheless, crime in eThekweni is still reflected as higher than the national average. Global Insight (2010:82) identifies that the problem associated with crime with regard to the World Cup is that crime over that period, particularly on tourists is likely to receive extensive media coverage around the world and has the potential to seriously damage the country's reputation. Crime did not emerge as a central issue during the World Cup with no major incidences reported.

In Durban, crime, particularly along its tourist localities has received extensive coverage in the media and has in the past damaged the reputation of the city as a tourist destination. Going as far back as 1998 when a visiting German tourist was attacked and killed on Durban's Beachfront, issues related to crime especially against tourists, have been prominently reported. In 2004 the media reported that a visiting British ship captain was attacked on the beachfront and that this was one of ten attacks in a few days by street children. It was further reported that an American couple was stabbed at Addington beach. Hotels and restaurants further threatened to stop paying rent and rates till the Municipality acknowledged the problem. Officials of the Urban Improvement Precinct (UIP) identified theft, stabbings, muggings and theft out of vehicle as daily occurrences. While the Municipality acknowledged that crime did exist in some areas it indicated that measures were in place to deal with it. All stakeholders identified street children as perpetrators of the crimes identified (Bisetty 2004a:1). Issues of security, crime and grime related to the Inner City also received media coverage on several occasions (Arde' 2003:8; Bisetty 2004a:1; 2004b:1; Bradford 2005:3; Corbett & Collins 2003:7; Hoskens 2003a:1; Naidoo 2003:3; Newman 2005:1; Sookha 2005:1; Sutcliffe & Corbett 2003:17).

KPMG (2000:12) identified the following key issues related to the tourist areas of the Inner City:

- Poor safety;
- Dirt and grime;
- Tacky attractions;
- Lack of pride in the city;
- Urban decay;
- Lack of by-law enforcement;
- The need for an attractive and clean environment;

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- The need for a more hospitable city; and
- Lack of overall responsibility.

The Durban Inner City Plan (eThekweni Municipality 2005b:16) identified urban management and crime as a significant problem facing the revitalisation of the Inner City. The City has recently engaged the service of Drake and Skull Facilities Management company to manage areas of the Inner City adjacent to the International Convention Centre (ICC) to improve management. In addition, significant security measures have been developed to combat crime in the tourist areas in and around the Inner City.

Sustainability of the Stadiums

It is evident from the international cases reviewed that the sustainability of the facilities developed for the mega-events are of critical importance. Durban's Moses Mabida stadium has been developed with a particular emphasis on its usage as a year-round facility. The stadium incorporates several attractions. An arch that towers over the stadium supports the roof structure and adds to the aesthetic appeal of the stadium. The structure itself is a celebration of architecture and enhances the views of surrounding areas and adds a uniqueness to the Durban skyline. The arch has included a sky-car which takes visitors along the arch over the stadium to a platform from which there are magnificent views of the city and beaches. A bungee platform and adventure walk have also been incorporated into the arch. The stadium itself incorporates retail space that flanks onto the road and can be accessed at street level without going into the stadium. This will also incorporate a commercial gymnasium. Corporate suites within the stadium have been designed so that they may be used for corporate functions apart from simply viewing matches. Although property data was not yet available, it is likely that the stadium will significantly enhance property values and add to the revitalisation of the Inner City.

With regard to the three training venues being upgraded, significant investment has gone into the stadiums themselves as well as the surrounding precincts. While the stadiums at Umlazi and KwaMashu are located adjacent to existing nodes of activity, the Clermont stadium is relatively separated

from the main commercial node, although plans are being developed to ensure greater linkages in the longer-term.

The question that still remains unanswered with regard to all of these venues is the viability of it from a sports point of view. Soccer in South Africa is still largely patroned by lower income people and the ability of the sport to generate sufficient revenue to sustain the Moses Mabida Stadium as well as the three training venues that have been developed requires greater attention. The argument by Baade and Dye (1990) on the American experience related to the oversupply of venues requires consideration, especially due to the proximity of the existing ABSA Stadium.

Urban Integration and Regeneration

The Moses Mabida Stadium is located within Durban's Inner City. The Inner City Plan (eThekweni Municipality 2005b:95) highlights the area within which the stadium is located as a sports precinct. The precinct includes facilities for multiple sporting codes including soccer, rugby, cricket, swimming, golf, tennis, archery, horse riding and canoeing. The precinct itself is not isolated from the rest of the Inner City. The spatial and functional linkages need to be enhanced in order to ensure that the benefits of the world class stadium and sport tourism in general is used to assist in the regeneration of the Inner City. The Central Beachfront is located to the east of the stadium and is the most visited tourism asset in the province. It presents opportunities in terms of beach sports as well as beach tourism in general. The beachfront adds to the appeal and attractiveness of the stadium as a venue for sports events. Rosentraub's (1997) emphasis on ensuring that sport tourism forms part of a comprehensive strategy is of particular significance and it appears as if there is some attempts to integrate sport tourism development (especially the facilities and infrastructure linked to the World Cup) into the broader city development strategy.

The Municipality is currently undertaking a major upgrade of the Central Beachfront, part of which includes the improvement of linkages with the stadium. The beachfront also has the majority of tourist accommodation in the city as well as the Ushaka Marine World as a key attraction. Having this beachfront within pedestrian distance enhances the chances of tourists

walking to the stadium and also presents business opportunities. Pedestrian and tourist friendly transport within the Inner City travelling between the attractions adds to the accessibility and range of experiences available to tourists. To the north of the sports precinct is the Umgeni Estuary. The Inner City Plan (2005:9) highlights this area as an eco-tourist zone. This further presents tourism potential that may be exploited. Currently the Umgeni Estuary does not have any well developed tourist facilities or a management plan. This presents future opportunities to increase the stay and spend of tourists in the city through eco-tourism. To the south of the sports precinct is the ICC and core CBD. Further south is the harbour which includes the Victoria Embankment waterfront area, which includes a cruise liner terminal.

Sport tourism can be used in conjunction with beach tourism, eco-tourism, business tourism and cruise tourism in a mutually reinforcing way to regenerate the commercial core of the city. It is critical though that issues of urban management and safety are integrated into any such approach. With regard to the three training venues developed in disadvantaged townships, these have been developed within or adjacent to existing nodes and may contribute to the further development of these nodes, provided they are spatially and functionally integrated into the node.

The Durban Metro area has a population of 3 357 933 000, of which 1 052 452 (30.7%) live in poverty (Global Insight 2010:52). However, the figures indicate a consistent decreased in poverty levels, year on year from the 36.7% in 2004. The percentage of people living on less than a dollar a day in eThekweni in 2009 was 24 201, down from 99 131 in 2004. Per capita income shows an increase from R27 730 in 2004 to R44 026 in 2009 and this increase is consistent across all population groups (Global Insight 2010:52).

According to Global Insight (2010), the city showed a GDP growth of 5% to 6% between 2005 to 2007 and 3.5% in 2008 while this decreased to -2.0% in 2009. They identified that 12.4% of the population was HIV positive. With regard to the 2010 FIFA World Cup it is noted that there have been no major plans communicated with regard to protecting visitors from infections nor the spread of HIV during the event. Global Insight (2010:47) indicates that in terms of service delivery, 226 809 were without access to hygienic toilets. This was an increase from 222 771 in 2004. It estimated that 146 973 households were below RDP water standard, which increased from 145 796 in 2004. Furthermore, 102 896 were without electricity, which was a

decrease from 147 855 in 2004. Additionally, 117 890 people had no formal refuse removal which decreased from 127 196 in 2004. However, the research indicated that the overall share of households with services has increased across all categories of service (Global Insight 2010:47). Global Insight (2010:59) noted that the Gini Coefficient, which measures that gap between the rich and the poor was listed as 0.639. This, along with the City of Johannesburg was the highest among all the metros in the country. The gap between the rich and poor is the highest among the African population with 0.602 (Global Insight 2010:59).

In the face of such imminent challenges in poverty, evident in many service delivery protests that have occurred in the country, it may be argued that spending on preparations for the 2010 FIFA World Cup have diverted spending in many cash strapped cities, away from poverty and towards sport and entertainment. It is difficult for such arguments to be settled by cost benefit studies or macro-economic analysis, as these studies are laden with too many assumptions. The economic argument needs to occur within the context of political-economy and social discussion. In the context of stark socio-economic inequalities, the tendency is to look at the immediate benefits that spending on the World Cup could have yielded in gains in terms of poverty, had the government expenditure been diverted to social causes. However, in the longer-term perspective, the social and economic gains in hosting the event successfully may have a profound impact on society.

Conclusion

Many countries have hosted mega-sporting events, mainly with the aim of increasing its standing among countries and cities to improve its attractiveness as an investment destination and to grow its tourism industry. While most of these cities have been in developed countries, there have been developing countries in South America and Asia that have also hosted mega-sporting events. Sport tourism has been used as part of a longer-term strategy by Durban to grow its tourism industry and hosting the 2010 FIFA World Cup adds to and enhances that vision. The skills profile of the population outlines a large number of unskilled and semi-skilled population, which is at the heart of the unemployment problem. To address this, a great emphasis is required on sectors that would absorb large amounts of unskilled and semi-

skilled labour. Such sectors include construction and manufacturing. While the World Cup has resulted in increased levels of construction and benefits in short-term job-creation, it is unlikely to have any significant impact in terms of permanent jobs in the manufacturing sector. However, the growth in the tourism industry will also create work opportunities in the semi-skilled category. The real economic benefits of hosting the World Cup are likely to be long-term, which may not satisfy the more immediate needs that face the country in the form of unemployment.

The development of the Moses Mabhida Stadium in Durban has the potential to contribute significantly to the regeneration of Durban's Inner City, provided it becomes spatially and functionally integrated with the rest of the Inner City and an emphasis is placed on crime prevention and improved urban management. A number of activities have been included in the stadium to improve its sustainability. However, the real test will be the extent to which the stadium is used by customers that generate sufficient income to meet all the operational costs. One of the great benefits of the 2010 FIFA World Cup thus far has been the speeding up of infrastructure delivery. Most significantly for Durban has been the development of the King Shaka International Airport and Dube Trade Port as well as the development of high quality stadiums and urban environments in former disadvantaged townships. The real success of sport tourism will largely depend on the usage of the facilities developed.

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