



**FIFA 2010 SOCCER WORLD CUP IN SOUTH AFRICA: AN ANALYSIS OF  
THE PERCEPTION OF PUBLIC SECTOR WORKERS IN KZN, DURBAN.**

**SBONGILE J. M NHLAPHO**

**Thesis presented in fulfillment of requirements for the degree of Masters of Politics  
and Public Administration (department of Politics and Public administration) at**

**Zululand University**

**SUPERVISOR: PROFESSOR, A. BANJO**

## **DECLARATION**

**In submitting this thesis electronically, I declare that the entirety of the work contains therein is my own, original work, that I am owner of the copyright thereof (unless to the extent otherwise explicitly stated) and that I have not previously submitted it at any university for obtaining any qualification-neither in its entirety nor in part.**

**June 2011**

---

**Researcher**

---

**Supervisor**

## ABSTRACT

Football in South Africa can be traced back to the 19<sup>th</sup> century and the first recognized club was formed as early as 1879 under the title of Pietermaritzburg Country. The South African Football Association (SAFA) was set up in 1882, but after 100 years it was reconstituted under its first name to represent all country's diverse communities. A national team first represented South Africa in England in 1897 and secondly in America

Racial integration in football has always been a source of pride with the sport helping to break the apartheid barriers. The South African Soccer Federation (SAFA), which led the campaign against segregated sport and received its first major boost in Paris in 1955 when the International Olympics acknowledged and recorded that discrimination against "non white" sportspeople in South Africa existed. Professional soccer was introduced to South Africa in 1959 with the formation of the National Football League (NPSL). In 1971, the National Professional Soccer League came into existence with Orlando Pirates crowned as the first national champions. Today the Professional League is known as Premier Soccer League and they are still sprinkling clubs from the first league in 1971 playing in the top flights.

The South African Football Association was founded on 8 December 1991. South Africa achieved a remarkable success with qualification for 1998 FIFA World Cup finals in France. (Adam Ward: 2000)

In 1998, at Africa Cup of Nations final in Burkina Faso, the South African Football Association (SAFA) signaled its interest to launch a bid to host the 2006 FIFA Soccer World Cup finals. This followed in the wake of South Africa's successful hosting of the two World games, Rugby World Cup in 1995 and Africa Cup of Nations in 1996. The two sports came at a particularly fundamental moment in the reconciliation and nation building efforts of post apartheid government and they resonated strongly in the domestic sphere. The tournament has been a showcase of the continent's talent to the rest of the world and without doubt lifted the awareness and contributed to a greater appreciation of the game of soccer within the context of Africa. (Mark Gleeson: 1999)

FIFA chooses which country will host a World Cup tournament. Being the host is a big deal. New stadia have to be built and infrastructure to be developed. Extra police are needed to keep things running smoothly. South Africa hosted 2010 games and Brazil will be hosting 2014 games.

The focus of the study is to examine the perceptions of the public sector workers towards the potential impacts of the 2010 FIFA World Cup in terms of benefits and potential challenges. There are various advantages that can be achieved from hosting such advantageous event hence people need to be aware of such advantages in order to benefit from them. On the other hand there are potential problems in hosting such big event.

In 1972 terrorist attack in Germany Olympics had left the sporting community shocked. Though there are many benefits in hosting a 2010 FIFA Soccer World Cup there are also many problems that are challenging South Africa such as crime and technological challenges. The greatest benefits that we (South Africans) and the Global Community need to learn is, what lesson can be learned by using sport as a yardstick for unity and what lesson can other Countries learn from South Africa as a united rainbow nation?

## **ACKNOWLEDGEMENTS**

**I wish to thank the following persons for their support: My sister Jane and my young brother Mandla for their patience and understanding, and especially their encouragement towards the end of the project.**

**Many thanks to my supervisor, Prof. A. Banjo, for his advice and guidance, especially for his encouragement to complete the project.**

**I also wish to thank two of my colleagues, Weziwe Thusi, who assisted in many ways, and Makhosi Nkosi, for sharing her wisdom and time despite her own work pressures. I will also not forget the support of Dr Mike Sutcliffe, Mr Mtholephi Mthimkhulu, Mr Phillip Sithole, Nokhwezi Buthelezi, Thabo mofokeng and Nhlakanipho Thabethe who always came to my assistance in stressful times.**

## TABLE OF CONTENTS

TITLE.....	i
DECLARATION.....	ii
ABSTRACT.....	iii
ACKNOWLEDGMENT.....	iv
CONTENTS.....	v

## CHAPTERISATION OF THE STUDY

1. Chapter three (Research Methodology)
2. Chapter one (Research Proposal)
3. Chapter two (Literature Review)
4. Chapter four (Analysis and Interpretation of data)
5. Chapter five (Recommendations and Conclusions)

Summary

## CHAPTER 1

### INTRODUCTION AND RESEARCH PROBLEM TABLE OF

<b>1.1</b>	<b>1.1 Introduction.....</b>	<b>1</b>
<b>1.2</b>	<b>1.2 Background to study.....</b>	<b>2</b>
<b>1.3</b>	<b>1.3 Preliminary Literature Review.....</b>	<b>3</b>
<b>1.4</b>	<b>1.4 Problem Statement.....</b>	<b>4</b>
<b>1.5</b>	<b>1.5 Objectives of the study.....</b>	<b>5</b>
<b>1.6</b>	<b>Research questions.....</b>	<b>6</b>
<b>1.7</b>	<b>Significance of the study.....</b>	<b>6</b>
<b>1.8</b>	<b>Research Methodology.....</b>	<b>6</b>
	<b>1.8.1 Research Design.....</b>	<b>7</b>
	<b>1.8.2 Target Population.....</b>	<b>7</b>
	<b>1.8.3 Sampling.....</b>	<b>8</b>
	<b>1.8.4 Research Instruments.....</b>	<b>8</b>
	<b>1.8.5 Data Collection Procedures.....</b>	<b>8</b>
	<b>1.8.6 Data Analyses.....</b>	<b>9</b>
<b>1.9</b>	<b>Limitation/ Scope of the study.....</b>	<b>9</b>

## CHAPTER 2

### LITERATURE REVIEW

<b>2.1. Introduction.....</b>	<b>11</b>
<b>2.2. Mega Sport Event.....</b>	<b>12</b>
<b>2.3. Some studies on previous World Cup.....</b>	<b>13</b>
<b>2.3.1. France 1998.....</b>	<b>14</b>
<b>2.3.2. Korea/ Japan2002.....</b>	<b>15</b>
<b>2.3.3. Germany2006.....</b>	<b>16-19</b>
<b>2.4. Studies on 2010 FIFA World Cup.....</b>	<b>20-29</b>
<b>2.5. Studies linked to the World Cup.....</b>	<b>30-31</b>
<b>Summary</b>	

## **CHAPTER3**

### **RESEARCH METHODOLOGY**

<b>3.1. Introduction.....</b>	<b>33</b>
<b>3.2. Research Design.....</b>	<b>33</b>
<b>3.2.1 Method of data collection.....</b>	<b>33</b>
<b>3.2.2 Target population.....</b>	<b>34</b>
<b>3.2.3 Sampling and sampling size.....</b>	<b>37</b>
<b>3.2.4. Data collection instrument.....</b>	<b>38</b>
<b>3.2.5. Data collection procedure.....</b>	<b>39</b>
<b>3.2.6. Data analysis.....</b>	<b>39</b>
<b>3.3. Summary</b>	

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

<b>1.1. Introduction.....</b>	<b>40</b>
<b>1.2. Demographics.....</b>	<b>40</b>
<b>1.2.1. Gender and Race.....</b>	<b>41</b>
<b>1.2.2. Age and level of Education.....</b>	<b>43</b>
<b>1.2.3. Income.....</b>	<b>45</b>
<b>1.3. Respondent who went to the stadium and those who did not.....</b>	<b>46</b>
<b>1.4. Perceptions of the 2010 FIFA World Cup.....</b>	<b>49</b>
<b>1.5. Perceived benefits.....</b>	<b>51</b>
<b>1.6. Perceived Problems.....</b>	<b>55</b>
<b>1.7. Comparative Expectation Perspectives.....</b>	<b>58</b>
<b>1.8. Summary.....</b>	<b>63</b>

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

<b>5.1. Introduction.....</b>	<b>64</b>
<b>5.2. Findings.....</b>	<b>65</b>
<b>5.2.1. Perceptions.....</b>	<b>65</b>
<b>5.2.2. Benefits.....</b>	<b>65</b>
<b>5.2.2.1. Jobs.....</b>	<b>65</b>
<b>5.2.2.2. Safety and Security.....</b>	<b>66</b>
<b>5.2.2.3. Investment in Infrastructure.....</b>	<b>66</b>
<b>5.2.2.4. Unity.....</b>	<b>67</b>
<b>5.2.2.5. Social Cohesion.....</b>	<b>67</b>
<b>5.2.3. Problems.....</b>	<b>68</b>
<b>5.2.3.1. Tickets were unaffordable.....</b>	<b>68</b>
<b>5.2.3.2. Stadium and overspending.....</b>	<b>68</b>
<b>5.2.3.3. Human Trafficking and Foreigners.....</b>	<b>69</b>
<b>5.2.4. Respondent who went to stadium.....</b>	<b>69</b>

<b>5.3. Recommendations.....</b>	<b>70</b>
<b>5.4. Conclusion.....</b>	<b>72</b>
<b>5.5 References.....</b>	<b>73-77</b>
<b>Appendix 1 – 5 Interview schedule.....</b>	<b>78</b>

## CHAPTER 1

### ORIENTATION OF THE STUDY

#### 1.1 Introduction

South Africa hosted the 2010 FIFA World Cup, occasionally called the Football World Cup, but usually referred to simply as the World Cup. The World Cup is an international football competition contested by the men's national teams of the members of Federation International Football Association (FIFA), the sport's global governing body. The championship has been awarded every four years since the first tournament in 1930, except in 1942 and 1946 when it was not contested because of World War II (Wikipedia:2010).

#### 1.2 Background of the study

In 1998, at the Africa Cup of Nations final in Burkina Faso, the South African Football Association (SAFA) indicated its intent to launch a bid to host the 2006 FIFA Soccer World Cup finals. This followed in the wake of South Africa's successful hosting of the Rugby World Cup in 1995 and the Africa Cup of Nations in 1996. The latter two events were distinguished by the fact that South Africa was victorious in both (Scarlett Cornelissen: 2004).

Since both came at a particularly fundamental moment in the reconciliation and nation-building efforts of the post-apartheid government, these two events resonated strongly in the domestic sphere. SAFA's announcement of its aim to host the Soccer World Cup finals nonetheless came as a surprise, given that this event is the largest of its kind and would require a level of investment far beyond that of events previously hosted by the country (Scarlett Cornelissen: 2004).

The current format of the tournament involves 32 teams competing for the title at venues within South Africa over a period of about a month (from 11, June to 11 July); this phase is often called the World Cup. It is likely that South Africa is in the spotlight over the next year, ahead of and during the World Cup. One of the tangible long term legacies associated with hosting the FIFA World Cup is the potential infrastructural benefits. In particular, roads, stadia development are

key features of South Africa's 2010 sport infrastructural improvement and expansion programme.

The focus of the study was to examine the perceptions of the Public Sector Workers towards the potential impacts of the 2010 FIFA World Cup in terms of its benefits and potential problems. There are various advantages that can be accrued from hosting such a world class event hence people need to be aware of such advantages in order to benefit from them. On the other hand there are potential problems in hosting such a big event.

For example, the Olympics of 1972 which were hosted in Germany were marred by serious a terrorist attack that left the sporting community shocked. The 2010 Africa Cup of nations was also witnessed delegates and players from Togo being killed at the hands of militias in Angola. It is therefore imperative to assess the level of perceptions of KZN based on Public Sector workers towards these eventualities.

As much as there are many benefits in hosting 2010 World Cup there are also many problems that are challenging in South Africa such as crime, the technology that we are using is not advance and the issue of security.

### **1.3 Preliminary Literature Review**

The existing literature is a very rich storeroom which a researcher has to consult, because it contains a massive amount of information about the topics which have been investigated in the past, about the specific research questions which were asked by previous researchers, and research methods which have been used by previous researchers (Breakwell, Hammend, & Fife-Schaw. 1995: 22).

This study was mainly focusing on the attitudes and the expectations of academics from different Universities and also getting their view about the 2010 FIFA World Cup. In order to identify whether the study that the researcher is conducting has not been previously conducted it is important for the researcher to consult previous studies that were searching about the same study in these case its 2010 FIFA World Cup. This helped the researcher to identify a gap that exists between the previous studies and the current study.

The study of Urmilla Bob and Kamilla Swart (2009) on Resident perception of the 2010 FIFA World Cup Stadia development in Cape Town reveal that one of the main perceived benefits is the creation of short and long term employment opportunities (Page and Hall 2003: Hall 2004). A range of factors inform resident's reactions to events (Fredline 2004). One of the main factors is the anticipated direct benefits, especially financial opportunities through employment or ownership as well as their perception of justice in the distribution of these costs and benefits. Price inflation, tax burdens and mismanagement of public funds are frequently cited negative impacts associated with events (Ritchie and Aiken 1984).

Cornelissen (2004) investigated morocco and South Africa on their 2006 and 2010 bid for FIFA World Cup. In their study, it was found that the negative positioning of the continent provided the starting point for the 2010 contest and laid an easy foundation on which rival countries could construct their ideological claims. Morocco and South Africa most prominently built their campaigns on a certain rhetorical portrayal of Africa that both assented to and challenged the views of the continent that predominantly cast it as struggling, lost or backward.

The study of Urmilla Bob and Kimilla Swart concluded by saying that residents in Cape Town generally support the hosting of the 2010 World Cup and infrastructural development associated with the event. However, they have high expectations in relation to realising social and economic benefits.

After considering studies that have been conducted in the area of 2010 FIFA World Cup, there is a need for a study that would examine Public Sector Workers and non workers towards their attitudes/perceptions and also to hear their viewpoint whether or not South Africa benefited or will benefit from hosting the 2010 FIFA World Cup and their thought about the challenges the 2010 FIFA World Cup has brought in South Africa.

## **1.4 Problem Statement**

In general, South Africa has got main problems or challenges like crime, unemployment, poverty, healthy issues and so on; therefore people of South Africa were having hopes to benefit in terms of employment, alleviation of poverty and security increase during the 2010 FIFA World Cup.

The South African Social Attitudes Survey conducted by the Human Sciences Research Council reveal that for the third consecutive year (2005–2007) South African attitudes remain positive towards the 2010 World Cup, specifically in relation to perceived economic growth, job creation and putting South Africa on the international map (Pillay and Bass,2008).

The world cup brought a lot of foreign nationals to the country. However, South Africa has a history of xenophobia. It is thus important to assess the view of Public sector workers and non workers given that there were lot of foreigners at that time. The world cup is likely to bring benefits and unique challenges that people might not be aware of. Assessing the level of perceptions, attitude and experiences will help organizers of future events to plan and market well.

The harshest critics were those who evaluated the public costs as excessive and perceived the event to be inconveniencing their personal lives (Waitt, 2003). These findings indicate that resident perceptions of impacts from hosting the World Cup event have the potential to undermine public confidence in the event and, therefore, should be addressed by the event organisers and the government sector who invest significant resources to support the hosting of the event.

## **1.5 Objectives of the Study**

Aims of the study are:

1. To identify perceptions of Public sector workers and how well they are informed about the 2010 FIFA World Cup.
2. To assess the varying dynamics that informs their attitudes and perceptions towards the World Cup with regards to benefits of the FIFA 2010 World Cup.
3. To highlight what are the Public sector workers perception about potential problems during the World Cup.
4. To make recommendations to the government and future event organizers.

## **1.6 Research Questions**

- How would you describe your perception of the recently concluded World Cup?
- Do you think that 2010 World Cup benefited citizens of South Africa as a whole?
- If yes, outline some of these benefits?
- Do you think the World Cup will bring or has brought any problems to South Africa?
- If yes, What are those perceived problems

## **1.7 Significance of the Study**

It is important to know KZN perceptions because KZN was one of the hosting province and residents are the one that were involved in making the World Cup to be more exciting in terms of welcoming people from different countries, supporting the teams and give people from around the world the treatment they deserve.

This research provides valuable information on the study and for future event organizers. This might aid in better organization and marketing of future events. It is important that KZN including public sector workers must be well prepared for any event that takes place in the country or in their local towns.

## **1.8 Research Methodology**

Research methodology is defined as the how of collecting data and processing it thereof within the framework of the research process. Usually there are two basic methodologies for collecting data, namely quantitative and qualitative methods. Both of these methods make use of specific techniques to collect data, inter alia, literature reviews, interviews, questionnaires and direct observation (Brynard & Hannekom 1997, p27).

In essence the research methodology gives direction on how the study would be designed and implemented, below is the overall design of the study, firstly will be the research design,

sampling procedures, research instrument, data collection techniques, data analysis and presentation and limitation of the study.

### **1.8.1 Research Design**

According to Flick (2006:137) research design is a plan for collecting and analysing evidence that will make it possible for the investigator to answer whatever questions he or she posed to the target population. Easterby Smith et al. 1991 describe qualitative methodologist as to capture what people say and do and to understand events from the viewpoints of the participants. Quantitative methodology summarizes data from the participants into statistical representation rather than textual pictures of the phenomenon.

Therefore this study applied both qualitative and quantitative methodologies due to the fact that 200 questionnaires were distributed in 4 Universities and the researcher captured the perceptions of the academics regarding FIFA World CUP (Qualitative method) and also the summarized data of people from different race, level of education, age, gender etc (Quantitative method) and there is a use of tables and charts or graphs.

### **1.8.2 Target Population**

Jennings 1995, defines population as all the study subject (tourists, visitors, hosts, family, friends, employees, managers) or study units (attractions, transport providers, accommodation facilities) that are the focus of the research project. According to Creswell, (2009:12) target population is the concretely specified large group from which the researcher draws a sample and to which results from a sample are generalised.

This study is targeting the KZN Public sector workers around Durban and surroundings, Kwazulu Natal Province in South Africa, where by different groups or race of people will be given questionnaires to speak out about their perceptions and legacy regarding FIFA World Cup.

### **1.8.3. Sampling**

The main purpose of sampling is to achieve representativeness; the sample should be assembled in such a way as to be representative of the population from which it is taken (Gilbert, 1993, Jennings, 2001).

The researcher applied two sampling strategies, namely the judgmental/purposive sampling as well as the cluster sampling strategy. The cluster sampling was used in terms of dividing the Public sector workers or the population into groups of five (4) Institutions/ offices: KZN legislature (PMB), Department of Sports & recreation offices (PMB/ DBN), Ilembe Municipality offices (Indwedwe) and Ethekewini Municipality offices (DBN). The sample was randomly selected from the above targeted population. The sample consisted of 50 respondents to each work place/ offices to make a total of 200, whereby the researcher heard the KZN view point of different race, gender, age about the 2010 FIFA World Cup and what their expectations were.

### **1.8.4 Research Instruments**

The quality of research depends to a large extent on the quality of the data collection tools. In this study questionnaires and interviews were used in order to collect information. Questionnaire contains open ended questions that will allow free responses which will be recorded in the respondents' own words.

This type of questions helped to obtain useful information such as fact about people's expectations about the World Cup and opinions, attitudes and suggestions of informants and any sensitive issues. The open ended questions will be categorized according the respondent's age, gender, level of income, race and level of education.

### **1.8.5 Data Collection Procedures**

The procedure of collecting data will be the collection of obtained information from the targeted population. Data collection is the systematic recording of information; data analysis involves

working to uncover patterns and trends in data sets; data interpretation involves explaining those patterns and trends (Anne E, and Egger, 1997).

This study will rely more on the primary data from the targeted population in order to achieve its objectives. Therefore data will be collected using distribution of questionnaires and interviews.

### **1.8.6 Data Analyses**

According to Struwig and Stead (2007:169) data analysis enable the researcher to organise and bring meaning to the large amount of data. Babbie 1995, States that the most general guide to analysing qualitative data involves looking for similarities and dissimilarities.

Due to the nature of the data that was collected, two data analysis will be employed namely the quantitative analysis and qualitative analysis. There is an important distinction between quantitative research and qualitative research. In quantitative search, the information obtained from the participants and is expressed in numerical form. In qualitative research, on the other hand, the information obtained from participants is *not* expressed in numerical form.

Qualitative method includes validity of data and reliability of data. Validity refers to extent to which an empirical measure adequately reflects the real meaning of the subject under investigation (Babbie, 1995). Reliability of the data was described by Babbie, 1995 as a condition in which the same result will be achieved whenever the same technique is repeated to do the same study.

Data will be analyzed by the perception of higher educational workers under the certain age, gender, race, level of education etc. This information will also be analyzed by the use of tables and graphs or chats.

### **1.9 Limitation/Scope of the Study**

There are many Civil servants institutions in KZN, but this study is limited because it only examined KZN based Civil servants with only two hundred questionnaires which mean only 200 staff will be examined toward South Africa hosting 2010 FIFA World Cup.

## **CHAPTERIZATION OF THE STUDY**

The researcher proposed to include the following contents on the research that was conducted.

**1. Chapter one (Research Proposal):** Chapter one contains the introduction of the study. The introduction covers an Overview of the study, literature review of the study, the aim/objectives of the study, significance of the study, problem statement, research methods, design and data collection, target population, sapling, research instrument, limitation/scope of the study and conclusion.

**2. Chapter two ( Literature review):** The review contains a discussion of the Mega sport events, studies on previous World Cups starting from 1998 up-to 2006 and lastly relevant literature of 2010 FIFA World Cup.

**3. Chapter three (Research methodology):** This chapters covers the methods that were used to make this research a successful one, in other words this chapter describe methodology for example it describe how data was collected, also describes Sampling and Population of the study.

**4. Chapter four (Analyses and Interpretation of data):** Contains the analysis of the perceptions of KZN based higher educational workers towards South Africa hosted 2010 FIFA World Cup.

**5. Chapter five:** This chapter contains Recommendations and conclusion.

## **SUMMARY**

In summary this is the first chapter of the study, since there is an introduction, background, main objectives of the study and as well as the significance of the study. These are part of the starting components of this study or any research studies.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Hosting a major event gives the country a strong incentive for addressing major social problems such as crime, human trafficking, poverty, urban decay. For example, South Africa started working on enhancing security as soon as the bid was secured in 2004. According to Darkey (2009), the hosting of global mega-events, specifically sports events present the host country and its region with a unique opportunity to boost economic growth and social development in both tangible and intangible ways. Therefore, hosting such big events in the developing countries is linked to a developmental agenda. Preuss (2000) also indicated that there are a number of incentives in terms of hosting sports events in the developing countries, the incentives are as follows: The country will be in the map, promoting the political system, creation of new trading partners, attraction of investors, boosting tourism, create jobs and business opportunities, urban renewal and building a legacy of sports infrastructure.

This chapter (Literature review) considers a review of previous work done within the area of sports events. Thus, there are a number of literatures that deals with the above 'incentive', experiences, perceptions, new technology, sponsoring of previous World Cup, however it is important to review these articles so that the gap between the previous studies and current study can be identified. Therefore, because of the large body of work under this category, below is the summary of some studies/sources that were identified. The representative studies are on the previous World Cup while others examine the effectiveness of sports events and also the comparison of previous World Cups. This chapter is divided into three categories, category A are the studies that focuses on Mega sport events, category B the studies that focuses on previous sport events, specifically World Cup, category C are the studies that specifically focuses on the 2010 FIFA World Cup .

KZN specifically Durban has been chosen by FIFA to host 7 of the World Cup games. Therefore, despite several surveys conducted in other cities to understand the perception of South

Africans about the hosting of the FIFA world cup in the country, no report has been provided on the perception of the higher educational workers, in spite of the fact that this people will play a major role in the tournament. The aim of this study therefore is to investigate the perceptions of the higher educational sector workers in KZN and incorporate it into the other perceptions that have been expressed by residents of some of the other hosting cities of the FIFA world cup in South Africa.

## **2.2 Mega Sports events**

With the 1995 Rugby World Cup, former president Nelson Mandela aimed to unite the South African nation and foster national pride. With subsequent mega-events, the African National Congress hopes to build a cohesive national identity. One example is the 1972 Olympics in Munich which expedited the building of a subway system which continues to benefit the city to this day. Munich subway would normally have taken ten to fifteen years to build, but because of the Olympic deadline, it took five years to complete. In China, Terminal 3 at Beijing International Airport took four years to build, taking Beijing from below 30 of the top busiest airports to the top 8 in the world.<sup>9</sup> Similarly, in South Africa, the Soccer World Cup will expedite the building and setting up of much-needed infrastructure such as the Bus-Rapid-Transport-System, currently being erected in Johannesburg and Cape Town. Hosting a major event gives the country a strong incentive for addressing major social problems such as crime, human trafficking, poverty, urban decay. For example, South Africa started working on enhancing security as soon as the bid was secured in 2004.

Van der Marwe(2007) in his paper compares South Africa's hosting of two of the world's largest sporting events to date, the 1995 Rugby World Cup and the 2003 Cricket World Cup by doing a political analysis of these two mega-events and relating that analysis to South Africa's hosting of the 2010 Football World Cup. Although nations habitually put forward the tangible benefits that such events are likely to bring as justification for hosting them, not many analyses have sought to explore the processes through which the more elusive benefits are said to accrue, namely, identity formation and signalling aspects, on the one hand, and democracy and human rights enhancing aspects on the other. Through this analysis it is demonstrated how South Africa has

traditionally drawn from the realm of politics using its perceived moral authority for hosting such events, yet the folding of the overtly political into the sporting arena has sometimes led to unintended consequences. South Africa has also become much more businesslike in its approach to sports events. Whereas the Rugby and Cricket World Cups were steeped in the symbolic importance of an 'imagined community', these sentiments are likely to become diluted in the face of a more consumerist global football milieu and the powerful role of FIFA in deciding who gets what, when and where.

Cornelissen, (2008) examine sport, mega-events, foreign policy and state building in post apartheid South Africa. The article indicated that arising from the growing commercial and broader importance of sport, politics around the hosting and bidding for major sport events have become key elements of state engagements in the contemporary era. The article explores the role of sport mega-events in the processes of foreign policy-making and state-building in post-apartheid South Africa. A key argument is that such events have become an important instrument in the development of foreign policy and domestic goals for the country. Two particular strategies were highlighted as evident: that of dualling, referring to the twofold use of events toward the achievement of national and international objectives; and that of linking internal and external policy targets, as a means of raising the effectiveness with which goals are pursued. As the country prepares to host the prestigious FIFA world football finals in 2010, some lessons may be taken for the foreseen and undesired corollaries such strategies may pose for the country.

## **2.3 Some Studies on Previous World Cup**

### **2.3.1 FRANCE 1998**

Hugh and Geoffrey, (2000) Work amongst the others on the 1998 World Cup Finals focused the attention of the World on France. The study indicated that the cumulative television audience for the 64 matches was nearly 40 billion, the biggest ever audience for a single event. Furthermore the study reveals that French political and economic decision-makers were very aware that for a month the eyes of the world were on France. On the night of 12 July, whether in Paris and other cities or in smaller communities all over France, there was an outpouring of joy and sentiment that was unprecedented — at least, most people agreed, since the Liberation of 1944. Huge

numbers of people watched the final, whether at home on TV or in bars or in front of one of the giant screens erected in many large towns, and then poured onto the streets in spontaneous and good-humored celebration. In Paris, hundreds of thousands gathered again on the Champs Elysées the next day to see the Cup paraded in an open-topped bus. For all, the victory was an unforgettable experience. An element commented on by many was the appropriation by the crowds of the red, white and blue national colours. For social commentators and intellectuals, the impact on the French nation was as remarkable as it was unexpected. Interpreting the impact on France of winning the World Cup reveals a complex interplay of sporting and cultural metaphors, meanings and values.

Darcus, (2000) investigated the opinions considering that France's victory in the 1998 World Cup Soccer finals was due the team's multi-ethnicity. Technique used by the team; Factors that assisted the team in their victory

In relation with the above study, Maguire and Pearton, (2000) examined socio-cultural aspects of the identification, selection and development of elite soccer players as part of wider processes of globalization, particularly worker migration. Patterns of migration were identified among the 704 players who comprised the national squads of the 32 nations contesting the finals of the 1998 World Cup in France. An analysis of the migration patterns within and between the six Confederations into which member nations of FIFA are grouped established the European Federation (UEFA) as soccer's core economy. The study was subsequently focused on Europe and, in particular, upon the import strategies of clubs in the four most popular destination countries: England, Germany, Italy and Spain. The study argued that, in light of European Union deregulation of worker migration between member states and, in particular, the Bosman judgement, European soccer is being reshaped. The identification and selection of elite players are producing migrant patterns that are seen increasingly to impact upon indigenous player development and, potentially, the viability and success of national teams. Furthermore, they argue that, although these developments are contoured in part by global economic factors, economic accounts alone do not provide an adequate understanding of them. A series of interrelated economic, political, cultural and social factors is at work. They concluded with a brief outline of the policy implications of the analysis.

Carey *et al* (2001) investigated the footedness in world soccer an analysis of France 1998. They indicated that most football players and coaches agree that players are capable of learning to use both feet with equal frequency and efficiency that is, become two-footed. Furthermore, they indicated that there is also so me consensus that two-footed play is associated with skill in individual players. If these assumptions are true, then the world's elite football players should be less one-footed than the rest of the population. To examine this issue, the study quantified the pattern of foot use in a sample of 236 players from 16 teams in the 1998 World Cup (France '98). Their findings indicate that World Cup players are as right-footed as the general population (79%). They also reveal that the remaining players were largely left footed and as biased towards the use of their preferred foot as their right-footed counterparts. Very few players used each foot with equal frequency. Remarkably, both left- and right-footed players were as skilled, on average, with their non-preferred foot as they were with their preferred foot, on the rare occasions when they used it. Therefore, the study concluded by outlining that it is unlikely that infrequent use of one foot compared to the other foot can be accounted for by skill deference's between the feet. Players were most asymmetrical for set pieces; nevertheless, first touches, passes, dribbles and tackles were rarely performed with the non-preferred foot as well. Their results support a biological model of foot preference and performance, as well as demonstrating the usefulness of soccer for studies of lateral asymmetries.

### **2.3.2 KOREA/JAPAN 2002**

Kim and Petrick, (2005, 25) investigated the residents perceptions on impacts of the FIFA 2002 World Cup in Korea and Japan, they indicated that the organizers and authorities of Mega-events tend to show a great interest in economic criteria, whereas they tend to ignore social and cultural impact. Lee and Taylor, (2005) also concluded by saying that economic outcomes are more useful tools for organizers and politicians that social and cultural impacts.

Lee *et al* (2005) studied the case of the 2002 FIFA World Cup, Korea and Japan; reveal that 412 foreign tourists were surveyed during the World Cup about their image of South Korea. Lee concluded by demonstrating that hosting the World Cup was associated with the positive impact on tourist's perceptions of South Korea, and also indicated that although foreign visitors who

were not in the country for the World Cup, related reasons did show some changes in their perceptions of Korea, and were more satisfied with experiences in Korea and positive image and had a greater willingness to recommend South Korea to others.

Funk *et al* (2006) examined the impact of the national sports lottery (toto) in 2001 and the 2002 FIFA World Cup for the Japan professional Soccer League. It was found that in 2001 J. league attendances grew dramatically and were sustained in subsequent years, even though member clubs did not change many of their marketing strategies and chose to maintain a distance from toto. In their study they indicated that the evidence suggests that hosting the World Cup allowed the league to leverage the country's hosting of the event in order to generate long term interest and attendance at J. League games. They concluded by revealing that, National sports lottery (toto) appears to have a short term impact.

In relation to this study Sturgess et al (2006) wrote an article which says "Hosting the FIFA World Cup: Economic boon or winner's curse?" In their study, they discovered that there are significant short-term and long-term macroeconomic benefits in terms of increased GDP and greater employment that boost the economic growth of a host country over and above what it would have been if the country had not hosted the tournament. Other independent studies have generally found that such sports-led investment strategies have no significant positive correlation with economic development. With reference of the local in South Korea around the 2002 World Cup, Hae-joang, (2004), examined the cultural impact of the World Cup on Koreans and he identified 3 major themes which are: the commercialism of the World Cup, Evaluation of the effects of the event and Planning of the World Cup.

### **2.3.3 GERMANY 2006**

Kim and Morrisio (2003) The study empirically examined changes in the images of Korea over two points in time among Japanese, Mainland Chinese and US visitors to South Korea. Between October 4 and November 10, 2002, about 3–4 months after the 2002 World Cup ended, 223 tourists from Japan, 143 from Mainland China and 173 from the US completed the survey instrument. According to the results of paired t-tests, the visitors from all three countries had more positive images after than before the World Cup. The findings from the ANCOVA tests

indicated that the image changes due to the World Cup were different among the three nationalities. The correspondence analyses results also showed that the image changes after the World Cup varied according to nationality, educational level, age and occupation. Collectively, the study suggested that an internationally significant event can change the image of a tourism destination in a short time period.

Benno, (2004) Studied the Economics of the FIFA Football World Cup. The study indicated that the expansion of economics to 'non-market topics' has received increased attention in recent years. The economics of sports (football) is such a sub-field. The study reports empirical evidence of team and referee performances in the FIFA World Cup 2002. The results reveal that being a hosting nation has a significant impact on the probability of winning a game. Furthermore, the strength of a team measured with the FIFA World Ranking does not play the important role presumed, which indicates that the element of uncertainty is working. The findings also indicate that the influence of a referee on the game result should not be neglected. Finally, the previous World Cup experiences seem to have the strongest

Dart (2006), investigated on the use of new technologies by the sports-media complex, looking specifically at the 2006 FIFA World Cup Finals. Combining the world's single largest sports media event with one of the most current, complex forms of Web-based communication, the article explores extent to which football fans embedded in Germany used the Internet to blog their World Cup experiences. In his study he revealed/identified various categories of blog sites, including independent bloggers, bloggers using football themed Web sites, and blogs hosted on corporate-sponsored platforms. The study concluded by showing that the anticipated "democratizing potential" of blogging was not evident during Germany 2006. Instead, blogging acted as a platform for corporations, which, employing professional journalists, told the fans' World Cup stories.

Plessis and Maennind, (2007) work amongst with others providing an ex post analysis of the financial burden and economic benefits of the World Cup (WC) in Germany 2006. The study indicated that based on the usual cost-benefit measures, the experience of World Cup 2006 appears to be in line with existing empirical research on large sporting events and sports

stadiums, which have rarely identified significant net economic benefits. The lessons from Germany 2006 provide a context for analyzing the potential risks and benefits for South Africa, the World Cup hosts in 2010. Furthermore, for South Africa, a careful analysis might be even more urgent to assure the sustainability of investment in stadiums. The paper also argues that the feel good and public image effects of sports should no longer be neglected in cost benefit studies of large sporting events, even though these effects have the character of experience goods, and their value are thus likely to be underestimated.

Florek, Breitbarth & Conejo, (2008) studied the Travelling Fans' Experience and Perceptions of the 2006 FIFA World Cup Host Nation which is Germany, In their study they reveal that Mega sports events provide organisers with a unique opportunity to modify the international image of the host country. The article tracks and analyses the destination image change of travelling New Zealand football fans as a result of having attended the 2006 FIFA World Cup in Germany. The event itself, rather than team support or destination attractiveness was the main motivation to travel. The article follows a longitudinal approach into the subject, methodologically distinct and advanced from previous studies due to its 'pre-then-post' approach. Findings from the surveys and interviews show a significant improvement of the host country's image as a result of respondents' direct experience. In particular, respondents thought of Germany as a less expensive, more friendly and multi-cultural place. Insights into the character and dimensions of this change are provided, reflecting on 'soft' and 'hard' factors of destination image. The analysis of results defines which aspects of sports supporters' perceptions go beyond the pure sports experience. This offers avenues for future research into the link between mega sports events, travelling fans' host country experience and tourism destination promotion.

Allmers, *et al* (2008) Work amongst the others focuses on the effects of Football World Cups in Germany 2006 and France 1998 on overnight stays at hotels, national income from tourism, and retail sales were analyzed. The results reveal that For France, no effects could be isolated. For Germany, 700,000 additional overnight stays and US\$900 million in net national tourism income could be identified. Furthermore, Novelty effects of the stadiums, image effects for the host nations, and the feel-good effect for the population might be of larger importance. South Africa might have to cope with the underuse of the World Cup (WC) stadia in the aftermath of the

tournament. However, there are arguments for why South Africa might realize larger economic benefits than former World Cup hosts.

Portlock and Rose, (2009) studied the UK consumer brand recall and attitudes to official sponsors and non-sponsors associated with the FIFA World Cup 2006. Their study examines ambush marketing activities and their effects upon UK football-oriented consumers. They argued by questioning previous definitions of ambush marketing and they proposed one more definition that is relevant for today. Their study focuses upon the identification of 'event-connected brand recognition' achieved by sponsor versus ambush brands and the role of 'event involvement' as a driver of this. In their study they employed two designs, a pre- and post-event design that aims to track consumer recognition of predestinated brands. The findings of the study gives initial indications that consumers can discern differences between the two forms of activity and that high event involvement increases recognition.

Portlock and Rose, (2009) contributes towards the debate about a change in the definition of ambush marketing against the backdrop of increasing media saturation surrounding major sporting events, and suggests that a more relevant descriptor would be parallel event marketing. In relation to this study Nufer, (2009) examines the effectiveness of event sponsorship and discusses the role of ambush marketing. The study reveals that one of the most exciting sporting events is the FIFA World Cup. The effectiveness of event sponsorship was measured by unaided recall values as well as the development of image values before, during and after the World Cup 2006, hosted in Germany. In total more than 2,000 teenagers, aged 13 to 18 years, were incorporated into the sample. The findings suggest that for some companies sponsoring the FIFA World Cup is definitely an effective communication tool; for others the sponsorship effects are limited. Nufer, concluded by saying that Ambush marketing, seems to be an effective alternative.

#### **2.4 Studies on 2010 FIFA World Cup**

It is important to observe that there are a number of studies that focuses on the issues of the 2010 FIFA World Cup. These studies address different issues, from the positive side to the negative side of the 2010 World Cup. For example, Swart and Bob, (2004) doubted that hosting mega events in South Africa can play any role in alleviating poverty, in relation with this Pillay,

(2006) also agree that 2010 FIFA World Cup would delay the provision of basic services to poor people. These studies found no benefits in terms of poverty reduction or in terms of poor people benefiting in the World Cup and none of these studies concluded on the perceptions of KZN Public sector workers towards South Africa hosting 2010 FIFA World Cup. It all started in 1998, at the Africa Cup of Nations final in Burkina Faso, the South African Football Association (SAFA) indicated its intent to launch a bid to host the 2006 FIFA Soccer World Cup finals. This followed in the wake of South Africa's successful hosting of the Rugby World Cup in 1995 and the Africa Cup of Nations in 1996. The latter two events were distinguished by the fact that South Africa was victorious in both (Scarlett Cornelissen: 2004).

In connection with the above Cornelissen, (2004) in his study on Morocco and South Africa bids for FIFA 2010 World Cup indicated that, African countries are increasingly engaging in bidding wars to host sport mega-events. He reveal that not much analyses has been done of African countries involvement in the growing global mega-events enterprise and also little is known of the broader political character and consequences of events and bid campaigns in the international system. These aspects were investigated by Cornelissen through a comparative analysis of the bid processes of South Africa and Morocco for the 2006 and 2010 Soccer World Cup. His article explores the internal (domestic) and external (international) elements of their (South Africa and Morocco) legitimating narratives and promotional rhetoric and how these played out in their international relations. It was found that both countries made extensive use of an ideological and emotive posturing of Africa and against the background of the generally tenuous position the continent occupied in the wider international system, and of its overwhelmingly negative representation, the two countries replication of neocolonial ties and use of postcolonial rhetoric both aided and hampered their campaigns. Cornelissen, (2004) concluded by indicating that overall, competitions to host mega-events occur on an unequal basis which, for African countries, is worsened by very unfavorable positioning in the international arena.

Rorbet and Matheson, (2004) stated that hosting the World Cup, the world's second largest sporting event, is a potentially expensive affair. The co-hosts of the 2002 games, Japan and South Korea, spent a combined US\$4 billion building new facilities or refurbishing old facilities in preparation for the event. An ex post analysis of the 1994 World Cup held in the US suggests that the economic impact of the event cannot justify this magnitude of expenditures and that host

cities experienced cumulative losses of \$5.5 to \$9.3 billion as opposed to ex ante estimates of a \$4 billion gain touted by event boosters. Potential hosts should consider with care whether the award of the World Cup is an honour or a burden.

Adrian, (2007) examines issues surrounding the hosting of the 2010 soccer World Cup by South Africa. Given South Africa's significant social problems, including unemployment, poverty and high rates of violent crime, the author speculates as to whether the country should spend large sums of money to host the tournament. The article discusses the racial divide between rugby and soccer.

Alegi, (2007) indicated that as South Africa prepares to host the 2010 World Cup finals, public and scholarly discourses have largely overlooked the consequences of interactions between global sport, professional leagues, and grassroots football. Yet analyzing this dynamic is important because it challenges bold claims made by the Federation International de Football Association (FIFA) and South African boosters about the 2010 World Cup's capacity to deliver economic, political, and social benefits to the nation-state. Drawing on South African government and media sources, FIFA documents, as well as interviews and secondary literature, this article examines the policy decisions that inspired the construction of a lavish new stadium on Green Point Common in Cape Town and then considers the potential effects of this strategy on sports in poor communities. Preparations for 2010 reveal how South Africa's engagement with global capitalism is not mitigating apartheid's cruel legacies of racism, widespread material poverty, and extreme inequality. Instead, as Ebrahim argues, preliminary evidence suggests that current World Cup strategies are actually undermining the grassroots game.

Maenning and Stan, (2007) their paper provides an ex post analysis of the financial burden and economic benefits of the World Cup (WC) in Germany 2006. Based on the usual cost-benefit measures, the experience of WC 2006 appears to be in line with existing empirical research on large sporting events and sports stadiums, which have rarely identified significant net economic benefits. The lessons from Germany 2006 provide a context for analyzing the potential risks and benefits for South Africa (SA), the WC hosts in 2010. For SA, a careful analysis might be even more urgent to assure the sustainability of investment in stadiums. The paper also argues that the "feel-good" and public image effects of sports events should no longer be neglected in cost-

benefit studies of large sporting events, even though these effects have the character of experience goods, and their values are thus likely to be underestimated ex ante.

Ross, (2008) World Cup 2010, the article reports on the preparation of South Africa for the 2010 International Federation of Football Associations (FIFA) World Cup. It states that President Thabo Mbeki has considered the event as a means to boost the country's international reputation through presenting a functioning neoliberal African democracy and validating the economic policies of the African National Congress (ANC).

Labuschagne, (2008) Work amongst others focuses on the impact of sport on nation building as a popular theme in political science and sociology. The study highlighted that it is hardly surprising that many scholars have studied the potential of sport as a nation builder in a fragmented society. The author indicated that those who studied the dynamics of sport have accepted that sport is inseparable from nationalism and that it can form a powerful tool in the hands of politicians. On the other side the author argues that yet there is also a perception that sport has an inflated status as social unifier that it is nothing more than 'ninety minute patriotism'. Therefore the article investigates sport as a nation builder, with specific reference to South Africa as a divided, developing country.

Campbell et al (2008) also studied the impact of major sporting events on the economy and the people of a developing region, with reference to the 2010 FIFA World Cup Tournament. In their study, they found that nine sporting events took place in UK generated an additional expenditure of more than £1.45 million, which shows how staging major sporting events can benefit a country as a whole. They further discovered that the hosting of sports events is regarded as part of a broader tourism strategy – cities hosting major sporting events have the unique opportunity to market themselves and to showcase the uniqueness of these local communities to the outside world.

Keim (2008) Work reviews the 2010 FIFA Soccer World Cup as an opportunity to raise awareness of challenges to social transformation and peace building in South Africa. According to Keim the study pays special attention on the coordinated approach as there are only eighteen months before the world's biggest soccer event will be staged on African soil. Keim further

states that it is pertinent /important to address the expectations and challenges in the field of social transformation for Africa and South Africa's civil society in particular. The article sees the forthcoming FIFA Soccer World Cup to be hosted by South Africa as an opportunity to raise awareness concerning the current challenges to social transformation, peace building and development work experienced by South African non-governmental organisations, governmental and tertiary institutions.

The article reveal that the use of sport is a vehicle for peace building and development in a coordinated approach as exemplified by the Western Cape Network for Community Peace and Development and its Kicking for Peace Programme. The study recommends the need to strengthen both social transformation and peace building initiatives and those organisations engaged in it by forming or supporting similar active networks as well as by adopting a holistic and coordinated approach involving unconventional methods such as sport. Furthermore the study suggests the need to actively use the soccer world cup as a nation-building event which can spread the joy and enthusiasm about soccer before and after 2010 to all communities in South Africa and Africa as a whole.

Pillay and Bass, (2008) the study reflects on the trajectory that urban development associated with the 2010 FIFA World Cup has taken in South Africa. The argument suggests that a unique moment has been lost regarding the ability of the World Cup to serve as a catalyst for urban development. This notion is supported by a digest of the international literature which takes a cautious stance in its assessment of the benefits of mega-events. It was found that it is unlikely that poverty alleviation, as a result of fast-tracking South Africa's urban development impetus, will constitute a significant outcome of the World Cup. Rather, development benefits in cities are likely to be fairly circumscribed. Legacy, the paper argues, should therefore advance beyond an exclusively pro-poor language. In this regard, vigorous public debate is required to arrive at a national consensus of what kind of legacy the 2010 FIFA World Cup is realistically able to achieve.

Bohlmann et ale, (2008) stated that the impact of the sporting industry on economic decision making has increased dramatically since the global media explosion in the 1980s. Tourism and advertising revenues generated by mega-events such as World Cups or Olympic Games have

become a major boost to the economies of hosting nations. In addition, globalisation has placed great emphasis on the importance of Foreign Direct Investment (FDI), especially to developing countries. This paper seeks to examine the impact of the 2010 FIFA World Cup on the South African economy. Using a 32-sector Computable General Equilibrium (CGE) model, the various shocks on the economy, such as infrastructure developments, increased tourism and financing implications, are modelled. Results are shown and carefully explained within the context of the model. It is found that in the short term, there would only be a favourable outcome in the economy should financing be shared between higher present taxes and revenue generated from future economic growth and private investment.

Ramos and Mohamed, (2008) presented the estimates of the economic impacts of financing the hosting of the 2010 FIFA World Cup by the government of South Africa. Ex ante analysis using a fiscal social accounting matrix model indicates that hosting of the event impacts positively on gross domestic product and imports. The positive impact on imports will, inter alia, lead to deterioration in the current account deficit for a given amount of exports. Owners of capital benefit more than owners of labour as a result of 2010 FIFA World Cup expenditures by the government. Middle-income Black households are the largest winners, followed by high-income Whites. Asians experience the least gain. These outcomes are explained by the initial factor endowments and their sectoral allocation in the social accounting matrix. Government revenue goes up in response to the demand injection, and a large proportion of it accrues to central government and local government respectively.

Donaldson and Sanette, (2009) stated that the intention of tourists to visit urban destinations is influenced by their perceptions or their knowledge of that destination. Risk perceptions, although situation specific, have an impact on travel behaviour. Mega events are once-off occasions in which a negative perception of destination, in this case related to crime, can be turned into a positive image. Can the 2010 Fédération Internationale de Football Association World Cup (WC) help South Africa undo the current perceptions and opinions, especially among foreign visitors, that our cities are dangerous places to visit? Can South Africa manage the 2010 WC in such a way that the destination image can be changed to a more positive one?

It is within the context of speculating about the potential impacts the event may have in 2010 on reshaping internationally (and nationally) the safety and security image that visitors have of South African cities as crime ridden that this paper aims mainly to investigate international visitors' perceptions and opinions on safety and security. Nine hundred and seven international visitors were interviewed when exiting the country at the OR Tambo and Cape Town International airports. The findings revealed that more than a third of the respondents indicated that they were worried about their safety before travelling to South Africa that the central business districts of Cape Town and Johannesburg are the most feared places they visited and 6% of the respondents were victims of crime. Perceptions, however, changed for the better after their visit to the country, and it is against this background that the 2010 WC can potentially show the world that the country is a safe destination to visit and in the process re-create the destination's image as a safe tourist experience.

Ledgard, (2009) focuses on the 2010 World Cup soccer tournament and soccer in Africa. The tournament will be held in South Africa, and is considered an opportunity for that country to indicate its social and economic progress by successful staging of such a large event. The increasingly prominent role of African soccer players in the top level of international soccer competition is discussed.

Horn and Breetzke, (2009) studied Crime Strategy for the FIFA 2010 World Cup: The study actually describes the Case of the Loftus Versfeld Stadium in Tshwane, South Africa. Their study reviews crime strategy as the primary concern/challenge to the Local Organizing Committee (LOC), and other associated 2010 FIFA World Cup partners. They indicated that it is important to ensure safety and security of local and international tourists attending 2010 FIFA World Cup football games in South Africa. For this purpose, place-specific stadium zone plans are proposed per identified concentric zone around each stadium. The study raised the question on what is the theoretical and informational base of this crime strategy. They suggested that, "can this strategy be sustained after the tournament or utilized in future sporting events at these stadiums"? The authors argued that such a safety and security strategy should be informed by a comprehensive localised theory on crime and crime management in the country. In their study they investigated three important crime-related issues that they believe should form the backbone

of such a strategy and associated theory: the location and propensity of crime, the location of offenders in the city, and the perceptions of local residents and users. The authors also demonstrated the compilation of such an information triad with reference to the Loftus Versfeld stadium in Tshwane.

The study by Darkey and Horn (2009) examines the perceived potential benefits of the 2010 Fédération Internationale de Football Association (FIFA) World Cup Football Tournament for bed-and-breakfast (B&B) establishments—an integral part of the tourism accommodation sector in South Africa. Their findings from responses to a questionnaire sent to a sample of B&B proprietors in Gauteng, the major centre for the tournament, it is clear that they have serious reservations. They concluded by indicating that the basis for their misgivings appears to be the manner in which FIFA has managed accommodation provision agreements and the role played by South African government agencies, the Local Organising Committee and the tourism sector. In connection with the above study Bob and Swart (2009) investigated Resident perceptions of the 2010 FIFA Soccer World Cup stadia development in Cape Town. They indicated that the 2010 FIFA World Cup to be hosted in South Africa is expected to provide an opportunity to further the country's objectives of using sporting events to signal international recognition and promote socio-economic development.

The study also revealed that most studies on sport tourism events tend to focus on economic impacts and neglect social issues (Ritchie and Adair 2002). In particular, residents' perceptions are overlooked although they are often directly impacted by sport events, especially when they reside in close proximity to the event location. Most importantly they indicated that the 2010 FIFA World Cup is heralded as a once-in-a-lifetime opportunity with significant legacy benefits for South Africans. However, generally, the actual voices of local residents are absent in relation to debates pertaining to this event and concomitant anticipated benefits (Swart and Bob 2007). In their one hundred residents in each location were interviewed. The focus of the study was to examine the perceptions of the residents towards the proposed stadia development and potential impacts of the 2010 World Cup. The findings revealed that there is considerable support and positive perceptions relating to South Africa's hosting of the 2010 World Cup. However, there were several concerns raised in relation to the distribution of anticipated benefits and the impacts of the stadia on the resident's lives.

Bird and Donaldson (2009) studied Sex workers, sex tourism, and their management during the 2010 FIFA Soccer World Cup. Bird and Donaldson (2009) states that the topic is a controversial topic under much discussion in the media and there is a need for an academic debate on the issue. They indicated that the manner on how city managers, tourism marketing organizations, the general public, and law enforcers will manage and deal with such an influx poses numerous practical and moral dilemmas, especially in the face of the growing tourism industry. The study investigated the opinions of various role players in the tourism sector on the planning and management of sex work space in the City of Cape Town. Their study examines 4 key aspects debated, which are decriminalization/ legalization, prospects for a healthy city, spatial planning for sex spaces, and policing them.

Newtown, (2009) studied 2010 FIFA World Cup and the beautification of the N2 in Cape Town. His study aims to show the reverse side of the (football) medal. The N2 gateway project in Cape Town is presented, by government and media, as a flag lag project of the new Breaking New Ground strategy, to fight the housing backlog of 400, 000 houses in the city. Newtown, (2009) argues that the fast-tracking of the project has to be understood as a beautification strategy to prepare the city for 2010. Newtown,(2009) concluded by revealing that Massive slum eradication and the construction of beautiful formal housing opportunities between the airport and the mother city are becoming a painful reminder of the forced removals under the apartheid regime.

Goliger, (2009) presented an overview of various aspects relevant to the construction and development of thirteen sport stadia earmarked for the main events of 2010 FIFA Cup in South Africa. These aspects can generally be divided into those of a technical or non-technical nature. The nontechnical challenges refer to financing, job creation and long-term sustainability. Technical aspects relate to the materials and plant supply chain, planning, design and construction processes.

Oosterbroek, (2009) indicated that “Municipalities have a very significant part to play in hosting the 2010 Soccer World Cup,” says Johan Louw, divisional director of Turftekk Construction who

has been at the top of its game in installing and maintaining world-class sports playing fields in South Africa for more than a quarter of a century.

Ndlovu (2010) studied sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa's foreign policy. The study reveal that South Africa won the rights to host the 2010 FIFA World Cup because of the leaders of the post 1994 government and soccer administrators used sport and cultural diplomacy as enabling to assert South Africa's credential. The author indicated that sports had been successfully used for decades as an oppositional tool against the apartheid regime. The study highlighted that Scarlett Cornelissen has noted that South Africa's foreign policy is at the core of understanding the nation's commitment to staging a successful 2010 FIFA World Cup on behalf of the people of Africa. Most importantly Cornelissen adopts the political economy paradigm to explain South Africa's 2010 project and also the article indicated that other scholars have argued that the links between sport and international relations has been ignored by academics who study international relations and foreign policy because it does not fit into the traditional disciplinary paradigms and debates.

Thereafter the author argues that South Africa's 2010 FIFA World Cup bid was influenced by the African philosophy of humanism or Ubuntu. The values of Ubuntu originate from isiZulu proverb "Umuntu ngumuntu ngabantu" loosely translated, it means " You are a person because of other people. The proverb itself highlights the importance of communalism and human solidarity of African values. Furthermore Ndlovu indicated that since the early twentieth century, Seme and other African leaders were already developing a vision of human dignity, non racialism and a more inclusive definition of human rights.

Author found the basic principles of human rights, people have a right to be the same, with equal citizenship under the law, but they also have a right to be different to develop their distinctive 'genius' as Seme put it, through their language, arts, ethics, religion and other cultural formations. Most importantly Ndlovu highlighted strategies that were informed by South Africa's foreign policy base on these talents.

- Pursue friendly relations with all people and nations of the World
- Commitment to the African Renaissance through the African Union on its programme for Africa's development

- Commitment to economic development through regional integration and development in the Southern Africa
- Interaction with African partners as equal.

The study noted that South Africa's sport diplomacy has been strongly supported by the African Union (AU) the AU welcomed South Africa's commitment to make 2010 truly African event. The article reveals that major companies such as MTN, the cellular phone giant, Standard Bank and Multichoice Super sports provide sponsors and other financial support to African football as well as other sports. The article concluded by stating that the 2010 FIFA World Cup use as a tool of cultural diplomacy stemmed from the government's position that political liberation marked only the beginning of freedom (Freedom from the poverty, freedom from external economic discrimination, mental freedom and freedom from colonialist and racist minority rule).

Vahed and Desai, (2010) indicated that awarding of World Cup 2010 to South Africa was hailed as a great victory for the African continent and the cause of much celebration. It heightened expectations not only about the spectacle itself but about the benefits that would accrue to South Africa and the rest of Africa. The essay examines the notion of the successful bid as an 'African victory' in the context of global power relations in football, South Africa's alleged function as a sub-imperialist power on the continent, and xenophobic attacks on African immigrants in South Africa. After tracing the politics around South Africa's involvement in FIFA, this essay critically interrogated the benefits touted for South Africa and Africa: development for the SADC region, economic opportunities for ordinary South Africans, increased tourism in South Africa, and football development and peace and nation-building across the continent. The study concluded by questioning that will the World Cup, as Thabo Mbeki would like, be the moment 'when Africa stood tall and resolutely turned the tide on centuries of poverty and conflict?'

## **2.5 Studies linked to the World Cups**

Kersting, (2007) Work reviews the comparison of the 2006 and 2010 FIFA World Cup. The study indicated that big sport events may strengthen negative nationalism or alternatively fuel positive patriotism. The 2006 FIFA World Cup held in Germany enabled Germans to express certain types of identities. Given Germany's history, there is the question whether this was accompanied with xenophobia. Furthermore in South Africa, the 2010 FIFA World Cup is in part

held to transcend deeply entrenched social cleavages and to help foster national cohesion. The article explores the way in which large-scale sport events such as the FIFA world tournament can influence processes related to national identity construction. Through an analysis of the social effects of the 2006 finals held in Germany some prospects are raised for the 2010 World Cup. The study's empirical data show that the 2006 tournament did not contribute to sustainable patriotism but it did have small effects in reducing xenophobia. Hereby it enhances a longer-established trend.

Furthermore the findings reveal that there are cases of violence against foreigners in East Germany, xenophobia has been diminishing since the 1980s. National pride, too, has been growing since then. In South Africa national pride is much stronger, although it is diminishing within the white population. However, national identity is crosscut by stronger racial identities. In spite of the implementation of certain policies by the national government, xenophobia against African foreigners is becoming a latent phenomenon. The study concluded by suggesting that Major sport events can be used to promote values such as team spirit and discipline, but also at a wider level, tolerance, multiculturalism and solidarity

Swart and Jonathan, (2008) work amongst others focuses on the management and social impacts of sport tourism events on the host community. The article specifically evaluates the Red Bull Big Wave Africa (RBBWA) event as a case study. The study indicated that it is the host community's involvement, perceptions, attitudes and an understanding of costs and benefits linked to the event, at the same time providing a critical view on the management aspects of the event and impacts evident from the host community's point of view. Survey questionnaires, interviews and direct observations were carried out as methods of obtaining data. The study reveal that altogether 200 residents, two community leaders and one organizer took part in the investigation.

The results indicated the event has entertainment value; provides economic benefits in particular for local businesses; promotes community pride and act as regional showcase. On the other hand, the analysis indicated the event as causing minimal disruption to local residents including use of public facilities, mainly for residents in close proximity to the event. In addition, negative environmental impacts and social inequalities became evident. The article reflects a strong link

between management and impact of events as a measure to maximize the positive impacts and minimize the negative impacts.

George, (2009) The study investigated tourist perceptions of crime-safety and attitudes towards risk whilst visiting Table Mountain National Park (TMNP) in Cape Town in June and July 2008. The study examined survey data of 303 domestic and international tourists during their visit to TMNP. A linear regression analysis revealed that although visitors had concerns about their personal safety they are still likely to return to TMNP and recommend it to other people. In addition, visitor attitudes towards risk did not influence perceptions of crime-safety and its effect on their intentions to revisit or recommend TMNP. The results also show that respondent's individual characteristics such as age, nationality, and purpose of visit influenced their perceptions of crime-safety.

Perceptions that TMNP is unsafe tended to increase with respondent's age. Respondents on holiday were more likely to perceive TMNP as safer than those on business or visiting friends and relatives. The study's findings add to the literature by offering more insight on tourist perceptions of crime-safety and attitudes towards risk and their impact on tourist behaviour. Various tourist-crime prevention measures to enhance visitor safety at national parks are also recommended to the tourism industry and law enforcement agencies.

## **Summary**

This chapter has highlighted the previous studies which were found within the area of Sports or Soccer World Cup, started from the studies of Mega Sports Events, studies of previous hosted nation to the 2010 studies but there is no post study or study that is conducted after 2010 FIFA World Cup and there is no study that fit appropriately to the context of perceptions of KZN Public Sector Workers towards South Africa hosting 2010 FIFA World Cup. Related literature indicated perceptions of people from other provinces and none has indicated on KZN province therefore there is a need for the study of KZN perception which will accommodate Public Sector workers.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

In the previous chapter literature was reviewed. The topic under discussion is: 2010 FIFA World Cup in South Africa: An analysis of the perceptions of KZN- Public Sector workers. This chapter will focus on how data was collected and the kind of responses received from the participants. This research study was conducted based on the methodology. This methodology plays an important role in implementing this research study accordingly. Research methodology gives direction on how was the study designed and implemented, below is the discussion of the overall design of the study, firstly is the research design, sampling procedures, research instrument, data collection techniques, data analysis and presentation and limitation of the study.

#### **3.2. Research design**

##### **3.2.1. Method of data collection**

This study used both qualitative and quantitative research methods in order to achieve a holistic perspective around the researched topic.

Miller and Dingwall (1997:3) assert that qualitative methods are resources that researchers use in observing and making sense of the aspects of the social life. Easter by Smith et al (1991) describe qualitative methodologist as to capture what people say and do and to understand events from the viewpoints of the participants. In this study qualitative methods were used to find out respondents perceptions, respondent perceived benefits and respondents perceived problems of higher education workers in KZN towards South Africa hosting 2010 World Cup.

Quantitative methodology summarizes data from the participants into statistical representation rather than textual pictures of the phenomenon. The main goal of quantitative methods was to determine whether predictive generalizations of a theory holds true, concerning the perceptions of higher educational workers about South Africa hosting 2010 FIFA World Cup. (Creswell, 2009:5). Therefore both qualitative and quantitative methods were useful in collecting data.

### 3.2.2. Target population

According to Creswell, (2009:12) target population is the concretely specified large group from which the researcher draws a sample and to which results from a sample are generalized. The populations of the study are the employees' from Public Sector (Members of Parliament and Officials) across 4 Public Institutions in Kwazulu Natal Province in South Africa.

**Figure 1 The Map of Kwa-Zulu Natal, South Africa**



Figure 2. KZN Legislature (PMB)

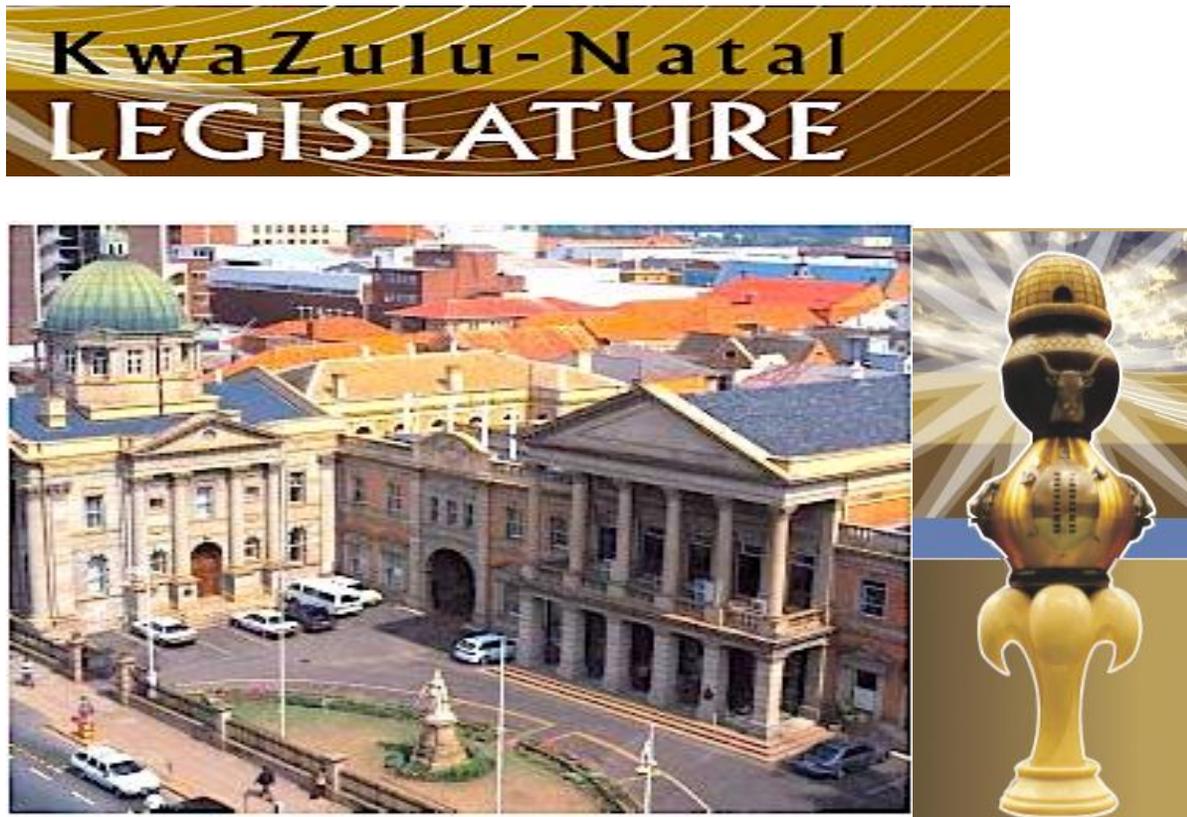


Figure 3 Ilembe Municipality, Indwedwe (Rural area)



**Figure 4** Ethekwini Municipality (Durban, South Africa)



**Figure 5** KZN Sports and Recreation Department



The above maps are the study population where the researcher examines the perceptions of KZN Public Sector workers towards 2010 FIFA World Cup. KZN Legislature is situated in Pietermaritzburg, KwaZulu Natal, KZN Sports and Recreation is located in Mayville, Durban and PMB, KZN province, Ethekwini Municipality is situated in Durban, KZN province, South Africa and Ilembe Municipality locate 100 km away from Durban, which is also situated in KZN, South Africa.

These people were targeted precisely because they were the most people to provide the appropriate data that will seek to assist the study in obtaining its main objectives concerning the perceptions of KZN Public Sector workers towards 2010 FIFA World Cup.

### **3.2.3. Sampling and sampling size**

Sampling is the act, process, or technique of selecting a suitable sample, or a representative part of a population for the purpose of determining parameters or characteristics of the whole population. The researcher used two sampling strategies, namely the judgmental/purposive sampling as well as the cluster sampling strategy. The cluster sampling was used in terms of dividing the higher educational workers or the population into groups of four (4) Public Institutions: KZN Legislature (PMB), Ethekwini Municipality (DBN), KZN Sports and Recreation (Mayville) and Ilembe Municipality (Indwedwe).

The sample was randomly selected from the above population. The sample consisted of 50 respondents to each Public Institution to make a total of 200, but due to the fact that the study was conducted in April and Public Institutions were closed by that time, therefore 20 respondents were collected in Legislature, 50 respondents in Ilembe Municipality, 52 respondents in Sports and Recreation and 56 in Ethekwini Municipality which gave the total of 178 data collected. The judgmental/ purposive sampling was used among different Public servants; Officials and admin offices in all Institutions where the researcher was likely to hear the viewpoints of the people/workers (Officials and support staff) and also to find those who were willing to complete the questionnaire.

The respondents were males and females of different age group and level of education, although most of them had tertiary qualification. Data was collected in April 2011 few months after the conclusion of the 2010 FIFA World Cup. The researcher had to remind the respondents to complete the questionnaires and a high response rate was obtained.

### **3.2.4. Data collection instruments**

Two data collection instrument was used for this study and it was questionnaires and interview schedule. The questionnaires were delivered by hand to the respondents. Questionnaires was

whereby respondents read the question, interpret what is expected and then write down the answers and in some other cases respondents were asked for clarity when they don't understand the question (interview schedule).

The questionnaire was divided into two sections, Section A was more of demographic (respondent's age, gender, level of income, race and level of education) and Section B was containing open ended questions that allowed free responses which were recorded in the respondents' own words. Open ended questions helped the researcher to obtain the real perceptions of KZN higher educational workers their opinions, attitudes, suggestions and any sensitive issues. It was a direct collection of data. Direct elicitation methods could include on stimulus to self-report for instance, interviewing and completion of questionnaires (Miller & Dingwall 1997: 3).

### **3.2.5. Data collection Procedure**

**Primary data** - The researcher undertook a process of arranging with a person who is in charge and she gave the permission to distribute the questionnaires. Verbally introduction from the researcher was used to respondent and the explanation was made concerning the nature of the study as well as its significance. Respondents were the ones who were deciding whether the researcher should wait for the questionnaire or come some other time to fetch it. The questionnaire was for determining the perceptions of KZN based Public Sector workers concerning the matter of 2010 FIFA World Cup and also to find out their perceived problems and perceived benefits on the subject matter.

There were two hundreds (200) copies of structured interview questionnaire. The researcher indicated earlier that the plan was to distribute fifty (50) questionnaires to each Institution. There were no problems encountered during the collection of data since the researcher handled the process on her own, except the problem of some MPL's were not available due to their busy schedules and also some workers refused to complete the questionnaire due to the fact that World Cup promises was a myth. The questionnaires were conducted in English, and individuals were completing them in their offices.

### **3.2.6. Data Analysis**

Struwig and Stead (2007:169) indicated earlier that data analysis enables the researcher to organize and bring meaning to the large amount of data. Microsoft Excel 2007 Version was used to analyze data. The researcher employed both type of data analysis, due to the nature of the data that was collected. The researcher provided the charts, graphs and tables that gave the reader a condensed picture of the data. The charts and tables allow the reader to see the evidence of data that is collected by the researcher and the reader can learn by itself what exactly the researcher collected from KZN Public Sector workers.

The researcher also organizes the analysis by revealing the similarities and dissimilarities of the respondents. Basically in quantitative analysis the researcher reveals the perceptions of respondent and presented them in charts/graphs and tables to summarize the features and interprets to give meaningful result.

In qualitative analysis the researcher forwarded/ outlines some of the information from respondent as it is, information that was obtain in open ended questions where by respondent expresses their attitude towards South Africa hosting 2010 FIFA World Cup.

### **3.3. SUMMARY**

This chapter was focusing on how, data was collected, the research instruments, description of the sample and finally the empirical investigation. The researcher has reported on the research methodology. The investigative method was used for collection of data. The questionnaires and structured interview schedule was used for collecting data.

An overview of the respondents that is shown in **Appendix A** will provide details of the participants` responses to the interview questions and passed to them. Structure of the code table will also be supplied (See **Appendix**

## CHAPTER 4

### DATA ANALYSES AND INTERPRETATION

#### 4.1 Introduction

The methodology described in the previous chapter provided the baseline for data gathering. In this chapter, the presentation of data is systematically linked to the format of the self-developed questionnaire attached in the appendix (Code Table). The following will be used to analyze data: description of the sample, main results, discussion, presentation and interpretation of the result using tables, graphs or charts. This chapter is focusing on the analysis and interpretation of data that was collected from KZN based Public Sector workers in four (4) Public Institutions. The purpose of interpreting the data is to reduce it to an understandable and interpretable form so that the relations of research problems can be studied and tested and conclusions drawn.

#### 4.2 Demographics

The demographic information shows that there is gender imbalance, that is, there are more female respondents than males. Therefore, the results will be biased towards female opinions and the majority of respondents are between the ages of 26-40 years and the oldest is between the ages of 56-70 years old. The respondents seem to be literate as most of them are able to comprehend English/ graduates/postgraduates. Below are the analyzed results of demographics starting by respondents gender and race.

## 4.2.1 Gender and Race

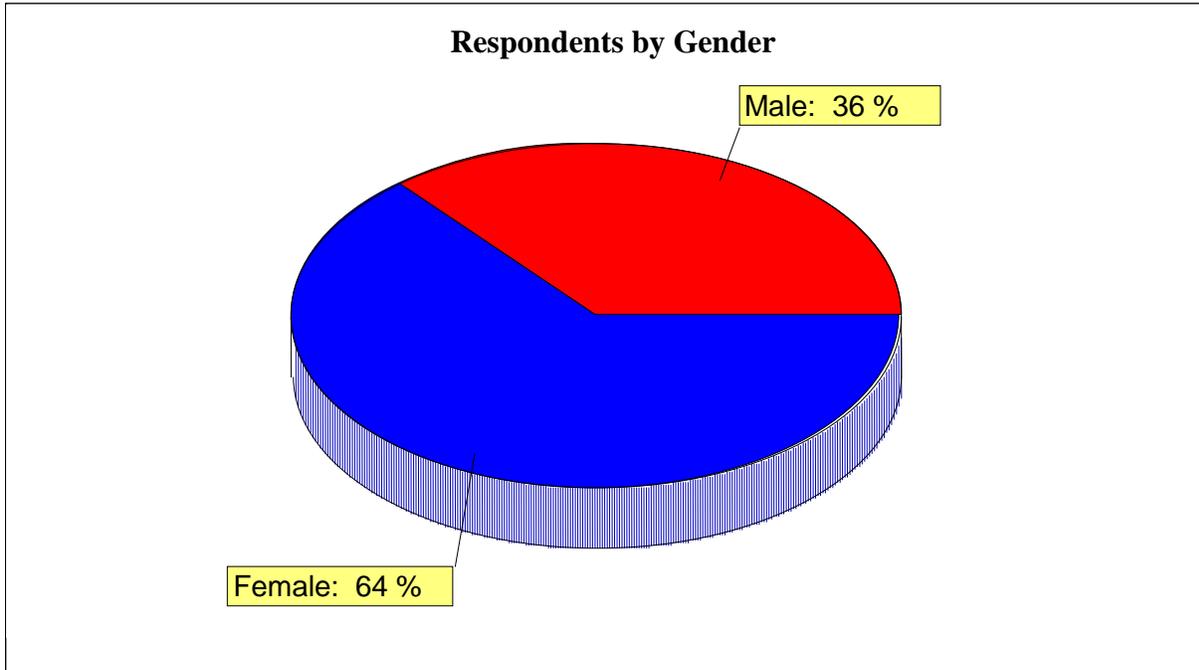
**Table 1** Gender and historical racial category of respondents (in Numbers)

	Ilembe(n=50)	Ethekwini(n=52)	Sports(n=56)	Legislature(n=20)
<b>GENDER</b>				
Male	18	14	27	5
Female	32	38	29	15
<b>Historical Racial Category</b>				
African	22	19	47	11
White	17	7	6	-
Indian	8	24	2	9
Coloured	3	2	1	-

Table 1 indicates that there are 114 (64%) female respondents and 64 (36%) male respondents. In total, there are 178 respondents. The majority of the respondents in all 4 Universities were Female (Table 1) Ilembe (32) 64%, Ethekwini (38) 76%, Sports (29) 58% and Legislature (15) 30%. As the frequency table clearly shows, there is imbalance between male and female respondents. Women are by far in the majority (114). Generally it has been reported that male are more interested in soccer than females, but the case of 2010 FIFA World Cup and the perceptions of KZN Public Sector workers towards South Africa hosting 2010 FIFA World Cup is different you find that more females are participating and responding.

The extremely small number of male respondents will make it difficult to influence the results. This tendency for young females to respond to the survey may be indicative of sport in general and 2010 football in particular being seen as both male and female dominant.

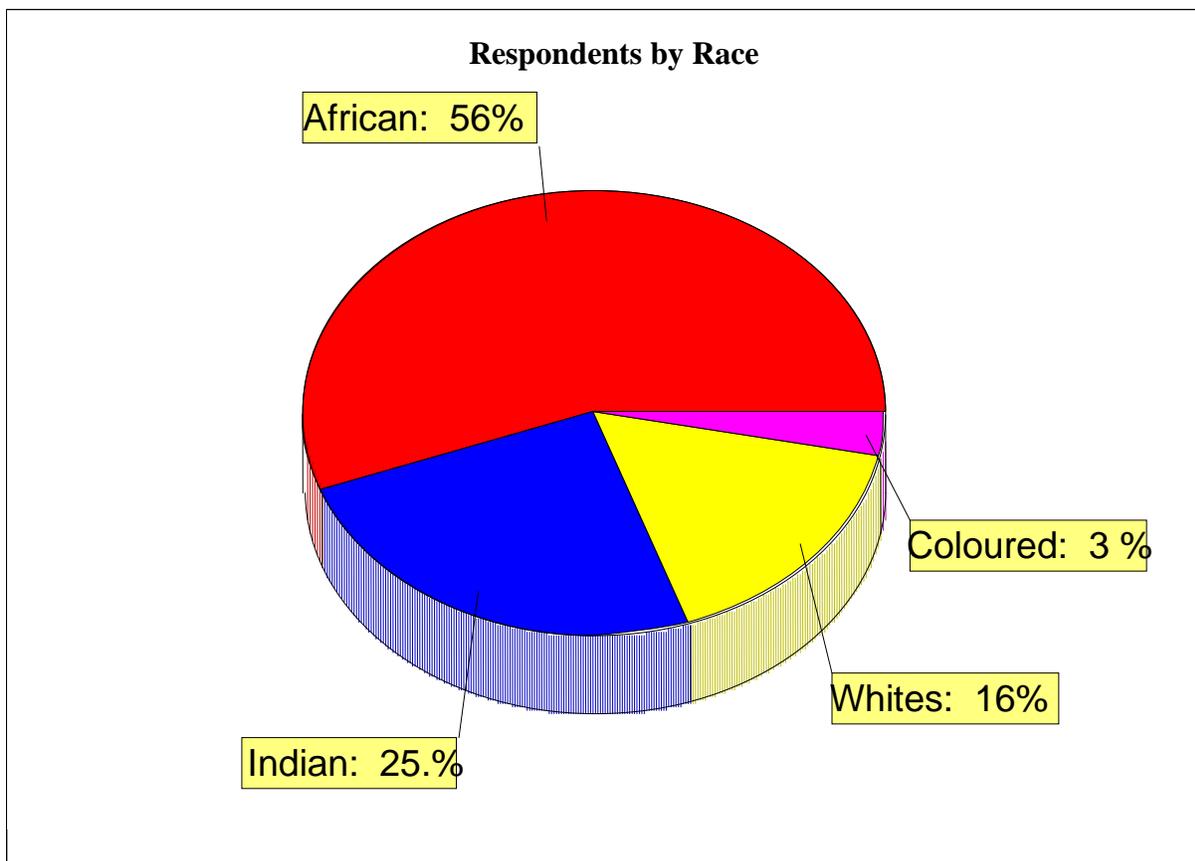
**Figure 4.1**



**RACE:** Table 1 indicates that 99 respondents are African, 30 respondents are White, 43 respondents are Indians and only 6 respondents are Coloured. Thus the sample is biased towards African respondents, followed by Indians then Whites and lastly Coloured. It is also important to highlight that Ethekwini is mostly populated by Indians and Ilembe is dominated by Africans.

Therefore for each Public Sector Table 1 also illustrates that in terms of the historical racial categories of the respondents, in Ilembe, the majority of the respondents were African 22 (44%) followed by Whites 17 (34%) then Indians 8 (16%) and Coloured 3 (6%). In Ethekwini, the majority of the respondents were Indians 24 (48%) followed by Africans 19 (38%), Whites 7 (14%) and Coloureds 2 (4%). In legislature, majority of the respondents were Africans 47 (94%) followed by whites 6 (12%), Indians 2 (4%) and Coloured 1 (2%). In Sports, the majority of the respondents were Africans also with 11 (22%) and Indians 9 (18%) and no responses from Coloureds and Whites.

**Figure 4.2**



#### **4.2.2 Age and level of education**

Table 2 indicate that there are 136 respondents between the ages of 20-40, 37 respondents between the ages of 41-55 and only 5 respondents between the ages of 56-70. As indicated earlier that the majority of the respondents in all 4 sports & recreation were between the ages of 20-40 years. Age category in Ilembé as from the age of 20-40 years 41 (82%), age of 41-55 years 8 (16%) and age of 56-70 years its 1 (2%). Age category in Ethekwini, starting from the age of 20-40 years 42 (84%), age of 41-55 years 9 (18%) and age of 56-70 its 1 (2%). Age category in Legislature starting from the age of 20-40 years 36 (72%), age of 41-55 years its 17 (34%) and age of 56-70 years its 3 (6%). Age category is illustrated in Table 2 below.

**Table 2** Age Respondents Category

	20-40 years	41-55 years	56-70 years
<b>UNIVERSITIES</b>			
SPORTS	41	8	1
IEMBE	42	9	1
ETHEKWINI	36	17	3
LEGISLATURE	17	3	-

**Fig. 1** Age respondent's category in all four (4) Institutions

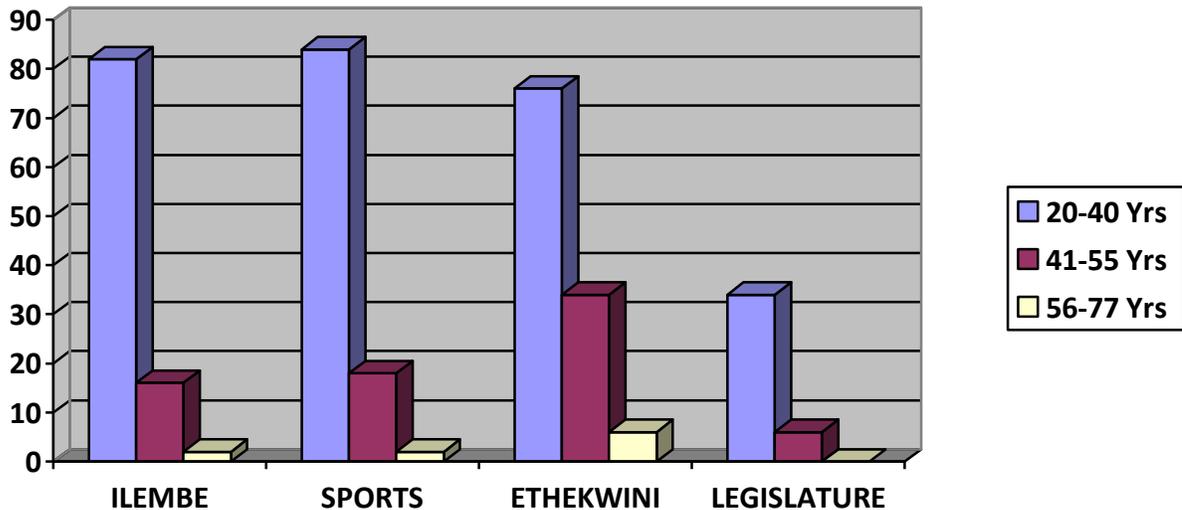
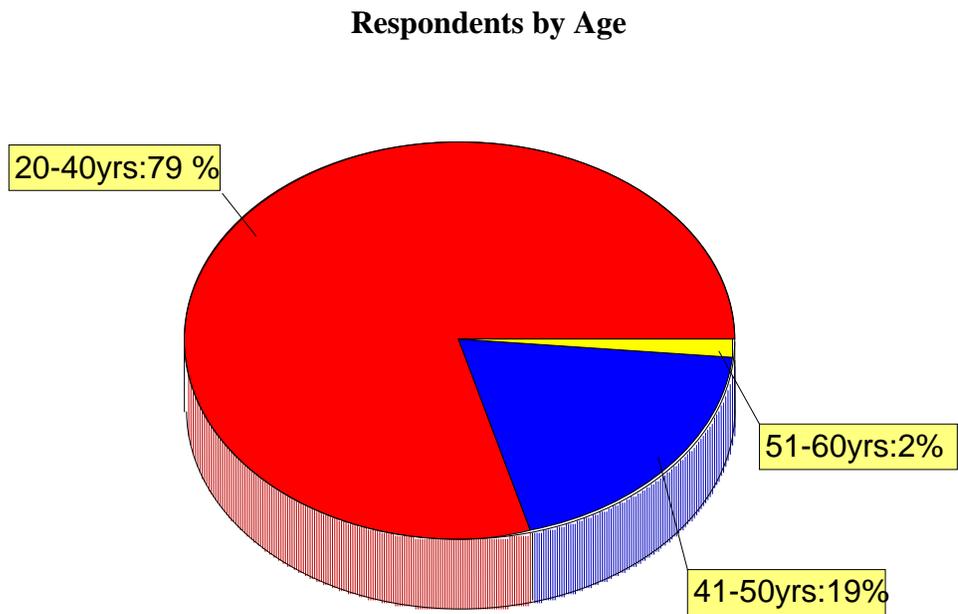


Figure 1 and table 2 above indicating that workers who are between the ages of 20-40 years were more responding concerning the issue of 2010 FIFA World Cup in all 4 Universities (82% in Iembe, 84% in Sports, 76% in Ethekwini and 34% in Indwedwe were between the age of 20-40), followed far by the workers between the ages of 41-55 (16% in Iembe, 18% in Sports, 34% in Ethekwini and 6% in Iembe were between the age of 41-55 years) and workers from the ages of 56-70 years are hardly to be found in these higher educational institutions only 2% in Iembe also 2% in Sports, 6% in Ethekwini and none in Legislature were between the age of 56-70. Also the result indicated that all respondents' level of education indicates tertiary and they are all employed as the researcher was targeting Public Sector workers both and Officials.

**Figure 4.3**



### 4.2.3 Income

**Table 3** Level of estimated Income per month

	R3500-R7000	R7001-10000	R1001-18000	R18001-25000	Private/ Personal
<b>Institutions</b>					
SPORTS	4	5	5	6	30
ILEMBE	2	7	6	3	18
ETHEKWINI	2	10	5	12	29
LEGISLATURE	5	4	7	1	3

As table 3 indicated most people did not want to reveal their income, they normally say it's private or personal. The results show that the lowest salary earned by the respondents is R3 500 per month and the highest salary earned by the respondents is R25 000 and higher per month. Furthermore, according to the table above (Table 3) respondent of Legislature are higher income earners as the table shows 12 respondent who are earning between R18 000 and R20 000. Respondents from Sports were highly unwilling to reveal their income as the table show that more than half of respondents from this Sports department didn't estimate their income.

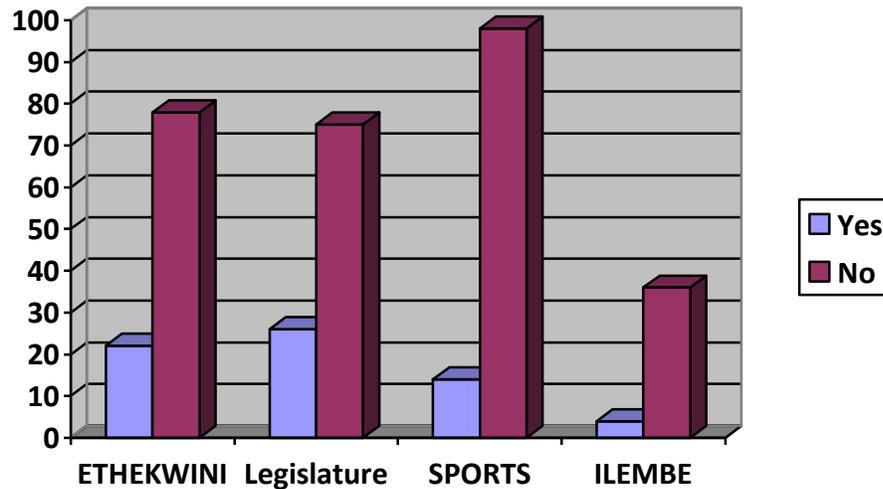
### 4.3 Respondent who went to the stadium and those who didn't

**Table 4** The respondent who watch the matches to the stadium and those who didn't.

	Ethekwini	Sports	Legislature	Ilembe	Total
<b>Respondent who went to the Stadium</b>					
Yes	11	13	7	2	33
No	39	39	49	18	145

The responses illustrate that there is a significant support for football in all universities under the study. However, out of 178 respondents only 33 respondents went to the stadium and the remaining respondents (145) didn't go. Although many people didn't go to watch the matches to the stadium due to different reason (Mostly no money or couldn't afford to buy a ticket) but the support was there. The table above and the chart below (Figure 2) illustrates that out of 33 respondents who went to the stadium the majority of them are from sports 13 (26%), followed by Ilembe 11 (22%), then Ethekwini 7 (14%) and legislature 2 (4%), therefore the majority of people who went to the stadium are from Sports Department according to the table above (Table 4).

**Fig. 2** Attendance of matches to the stadium and those who didn't attend.



Respondent has got different reasons for not attending the 2010 matches or not going to the stadia. Figure 2 illustrates that, in Ethekwini 39 (78%) respondent didn't go to the stadium because (44% couldn't afford the tickets, 10% was not interested, 10% was working no time, 8% fail to get the tickets because of the system and were already sold out, 4% prefer to watch the matches on TV and 2% said stadia are crowded). Figure 2 also illustrate that which is 39 (75%) out of 52 of respondent from Legislature didn't go to the stadium because (30% of respondent said tickets were expensive they didn't afford, 14% was not interested, another 14% was busy working, 10% couldn't get ticket because of the long queues and late application-ticket sold out, 6% of respondent do not like crowded places and out of them one (1) respondent is physically challenged or disable so she don't attend these kind of events and the last 4% prefer fan parks).

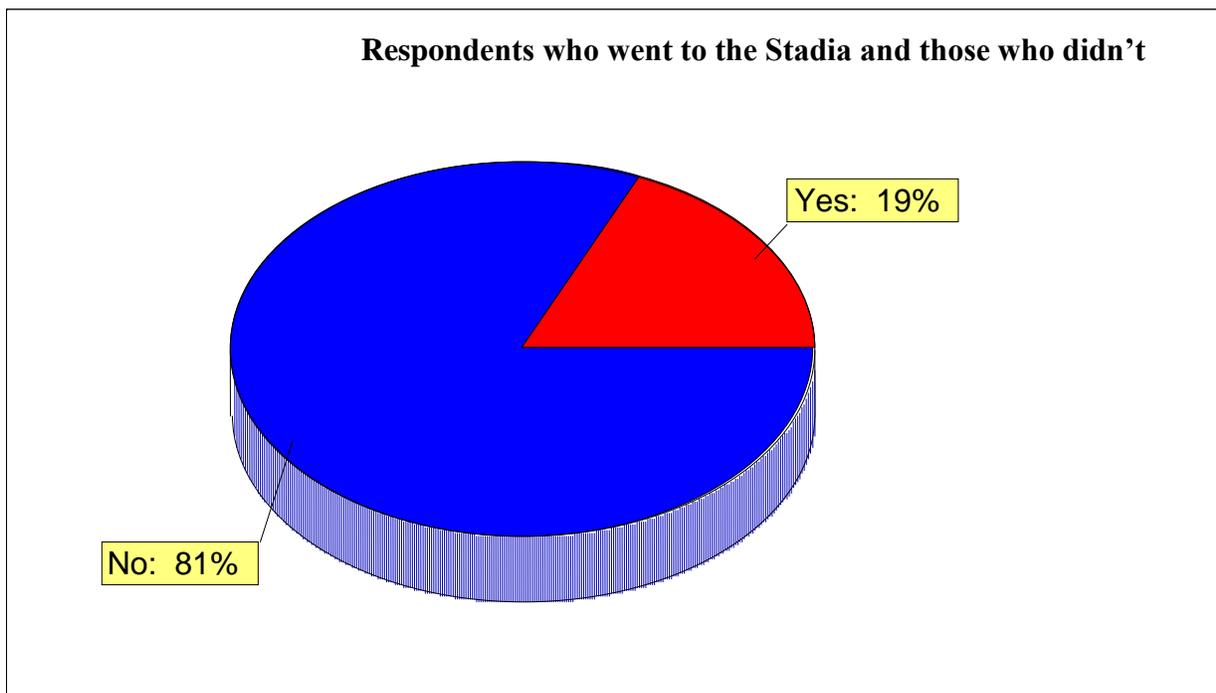
Figure 2 indicate that 98% of respondents from Sports didn't go to the stadium because (38% couldn't afford the tickets-tickets were very expensive according to them, 16% was working, another 16% was not interested and didn't have time for soccer, 14% said tickets were unreachable because of the system they used, 8% have no time for leisure business, 4% of respondent do not like crowded places and 2% of them prefer to watch the matches on TV. Figure 1 also illustrate that from Ilembe, out of 40% of respondent, 36% didn't go to the stadium

because (18% didn't have money to buy tickets, 8% was not interested in football, 6% of the respondent was working and 4% prefer to watch the matches at home on their televisions. As indicated above 145(81%) respondent didn't go to the Stadium and their reasons are outlined below:

- 35% ticket were expensive, couldn't afford the tickets, no money,
- 12% was not interested,
- 12% was working no time,
- 11% didn't go because they fail to get the tickets because of the system, some said ticket were already sold out, some said tickets were unreachable and long queues,
- 6% prefer to watch the matches on TV or Fan Park and other respondent said they prefer home cause they have got big screen.
- 8% said they don't like crowded place and stadiums are crowded one of the respondent was disable therefore going to the stadium was not going to be a good idea.

Thus the majority of respondents didn't go because tickets were expensive; some of them said it was for rich people not for ordinary people. Therefore, Government/ Organizing committee need to address this issue in the next coming events.

**Figure 4.4**



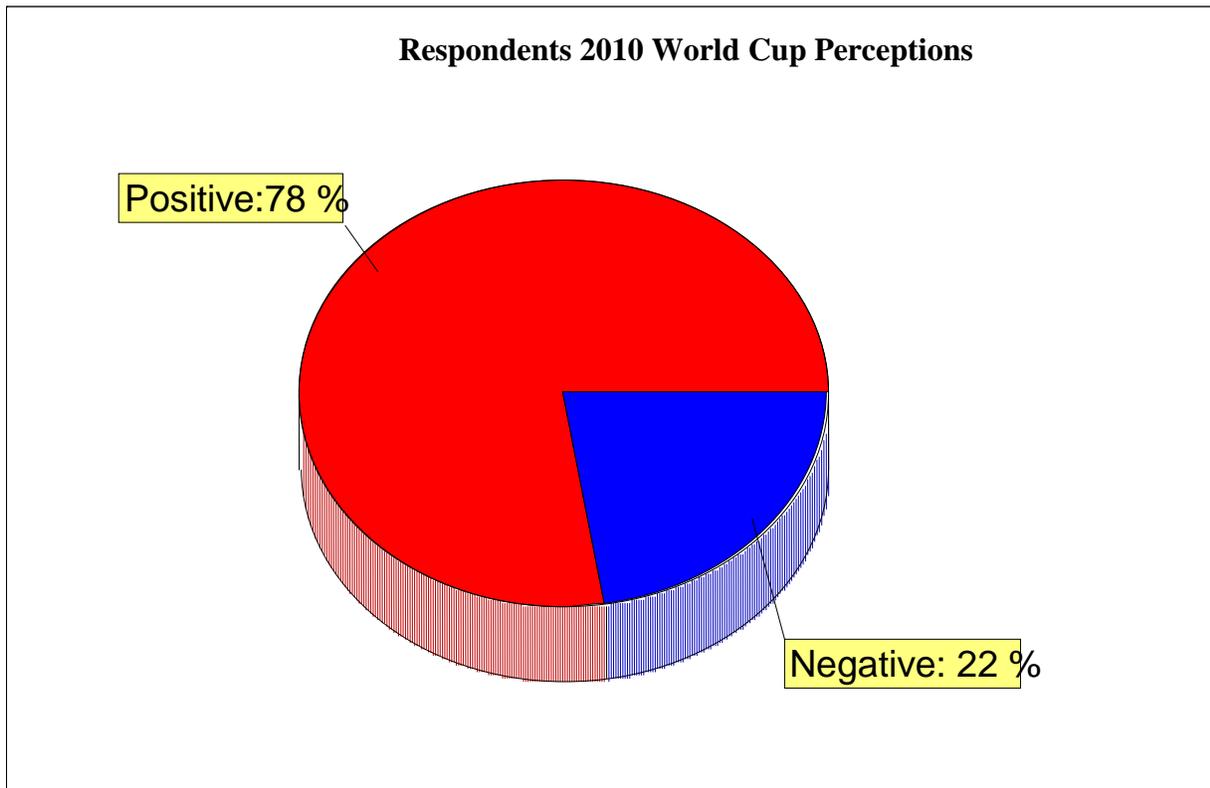
## Analysis of respondents' attitude about 2010 FIFA World Cup-Self designed questionnaire

### **4.4 Perceptions of the 2010 World Cup**

A self-designed questionnaire was used to explore benefits, cost concerning South Africa hosting 2010 FIFA World Cup (see **Appendix A**). The questionnaire has the objective of measuring the perceptions of KZN based Public sector workers towards South Africa hosting 2010 World Cup. The questionnaire has 3 main items, **Firstly** in order to determine the perceptions, attitudes or opinions of the higher educational workers towards 2010 World Cup, respondents were asked to describe their perception of the concluded 2010 FIFA World Cup. The key aspects are summarized below. The majority of respondents in all 4 Public Institutions concluded by saying the 2010 FIFA World Cup was excellent/fantastic and well organized, out of 178 respondents in all 4 Civil servant offices 138 respondent were happy about the event they said that 2010 FIFA World Cup was exciting, well organized, well done to South Africa.

While the other 40 respondents wasn't excited about the whole event reason being, 30 of the respondent said that the World Cup was just the waste of time, ordinary people didn't experience anything out of it, only business minded people were having big hopes nothing exciting from ordinary people and people from rural areas (they didn't bother about anything as it wasn't important to them). Therefore, it is then important for the government to consider people from rural areas and making sure that they also feel or experience the feeling out of these big events. The other 10 respondents didn't respond to the question and most of those who didn't respond are those who were not interested when they were asked why they didn't go to the stadia to watch the matches. This indicates that most of the respondents had a positive impression/perception regarding South Africa hosting 2010 FIFA World Cup.

**Figure 4.5**



**The main reasons mentioned by the respondents for being in favour of South Africa hosting 2010 FIFA World Cup were that:**

- 
- It's improved the spirit of togetherness, atmosphere has been electric.
  - It was well planned and organized and the behavior of people was fantastic.
  - It was an excellent event that put South Africa on the map, show case our diverse culture to the World.
  - It was a once in a life time opportunity for the whole citizens and it was a historical and memorable event, one to be remembered for generation to come.
  - It's an achievement for South Africa and Africa as a whole.
-

The respondents' perceptions tend to support Urmilla Bob and Kimilla Swart (2009) saying that residents in generally support the hosting of the 2010 World Cup and infrastructural development associated with the event. However, they have high expectations in relation to realizing social and economic benefits. The **second** item is that, the questionnaire asked the respondents whether or not that they think 2010 FIFA World Cup benefited the citizens or South Africa as a whole. The **third** item, the questionnaire asked the respondents whether or not that FIFA World Cup will bring/ has brought any problems to South Africa. And if the answer is yes in both items the questionnaire asked them to outline those benefits/ problems. These two items are analyzed, interpreted and discussed below.

#### **4.5 PERCEIVED BENEFITS**

As indicated earlier, several studies on sport events focus on the socio-economic impact (generally biased towards economic benefits) of the event. Very few studies focus on stakeholder perceptions, especially of host communities. As indicated in chapter 2 KZN specifically Durban was one of the hosting cities, therefore it is important to get the perception of workers base in KZN. The 2010 FIFA World Cup was viewed as a developmental opportunity that was intended to ensure a range of benefits for the citizens of South Africa. These include economic, social and infrastructural prospects.

Respondent were asked about whether or not the citizens of South Africa has benefited towards South Africa hosting the World Cup. Respondents were asked to rate their level of agreement with a range of relevant statements. Figure 3 and Table 6 below illustrates the result of benefits. The Lickert scale was used with the following options available: Yes = what are those benefits? NO and Unsure. The gain illustrates positive attitudes as the majority of the respondents think that South Africa has benefited from the event. The result indicated that 126 respondents are positive, they agreed on benefits, 22 are negative they didn't see any benefits and 30 of the respondents are unsure. The result indicate that 66% of respondent from Sports department , 76% of respondent from Ethekwini, 74% of respondent from Legislature and 38% out of 40% of respondent from Ilembe agreed that South African citizens/South Africa as a whole has benefited in the event.

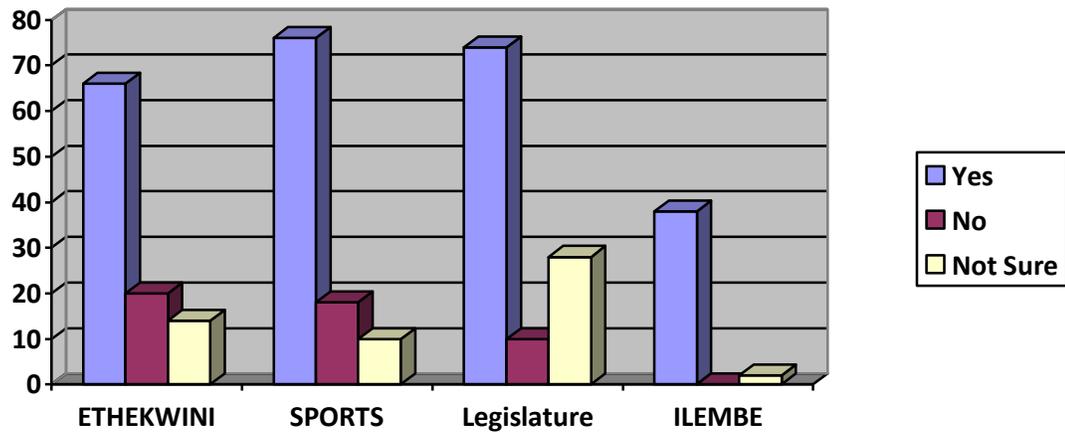
**Table 6** How respondent sees in terms of benefits amongst South African citizens (in %)

	Legislature	Sports	Ethekwini	Ilembe(40)
<b>Do you think that 2010 World Cup benefited citizens of SA?</b>				
Yes	66	76	74	38
No	20	18	10	-
Not Sure	14	10	28	2

The results also indicate that on the other side there are those respondents who are spectators of the event but they didn't see or experience any benefits concerning the ordinary citizens of South Africa. According to these respondents, richer got richer and ordinary citizens didn't benefit anything. The result indicate that 20% of respondent from Ilembe, 18% of respondent from Ethekwini, 10% of respondent from Legislature and none respondent from Sports don't think that South African citizens have benefited in 2010 FIFA World Cup especially people from rural areas .

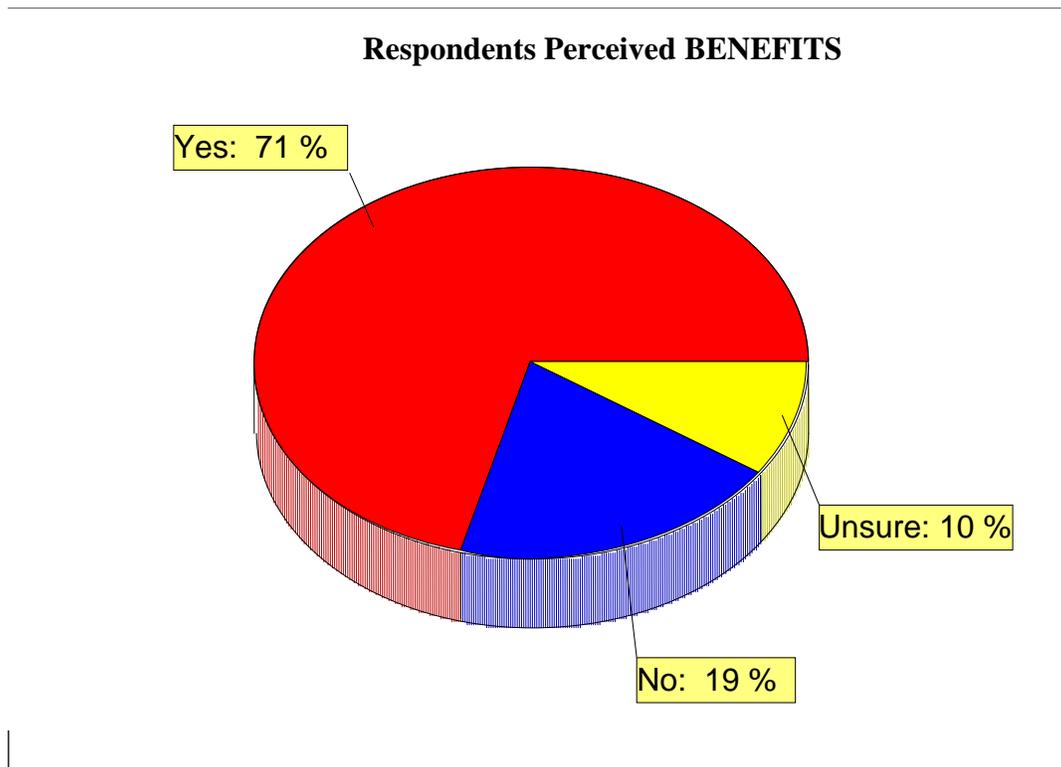
Table 6/Figure 3 also illustrate that there are those respondent who are uncertainly or who do not know/ not sure whether South Africa benefited in the World Cup. Fourteen percent(14%) of respondent from Ethekwini are uncertain, 10% from Legislature, 28% from Sports department and 2% from Ilembe do not know whether South Africa has benefited in the event.

**Fig 3** Respondents perception of Benefits



The majority of respondents agreed on developments benefits, job opportunities. Therefore these results are the evident from the previous literature. (Pillay et al 2006; Pillay 2004) Urban development and renewal has been identified by government as a key national imperative. As such, assessing the development implications of hosting the World Cup in 2010, especially at a time in which government's urban renewal strategy is (eventually) gaining momentum, becomes critical.

#### 4.6 Figure



With high urbanisation rates projected, with the six ‘big’ metropolitan economies currently contributing the majority of the national gross domestic product (GDP), and with service, infrastructure and income disparities widening in urban areas, initiatives aimed at stimulating economic growth and job creation need to be carefully nurtured and sustained. The majority of the respondent who think that 2010 World Cup benefited South African citizens agreed on economic and social benefits, table 7 below outlines some of those benefits.

**Table 7** Economic and Social Benefits highlighted by the Respondents

---

- Development of infrastructure, airport, road, stadiums and malls.
  - Lot of jobs was created (Creation of employment opportunities).
  - Marketed the country increases revenue- SA benefited economically (economic growth).
  - Mutual relations among different race and SA are now having a potential of coming together as a nation (Unity).
  - People from overseas have more accurate view of South Africa; perception is now favorable compare to foreign press coverage (Global exposure).
  - Improved safety and security.
  - Encouraged patriotism for South Africa.
  - The spirit of *Ubuntu* was born, people from South Africa became proud of being South Africans
  - Entertainment in fan parks was awesome.
  - Small business like B&B, people who were selling *Vuvuzela*, flags etc on the street also benefited (Local Economic Development).
  - 2010 World Cup was the best ever and leaves positive legacies for South Africa.
- 

Additionally, In relation to economic benefit, the vast majority of the respondents said that 2010 event was good for business minded people not for ordinary people, 2010 increased the sales of businesses. The above result tie in with one of the objectives **(To assess the varying dynamics that informs their attitude and perceptions towards the World Cup with regards to benefits of the FIFA 2010 World Cup)**. Therefore, according to the results, the majority of the respondents (126) think that South African citizens or South Africa as a whole benefited toward hosting 2010 FIFA World Cup. The respondents perceptions goes in line with what was revealed by Pillay and Bass, 2008 that it is expected that during the construction phase and the 2010 World Cup event itself, employment will rise and attract migrants from rural areas. However, due to the temporary nature of the employment created, post-2010 urban unemployment is consequently expected to swell.

The result are going to be meaningful to the government in a sense that they will assist South Africa or the organizing committee to continuously improve the level of benefits as the respondents indicated that some of those benefits were temporary, therefore the government should ensure that those benefits are sustainable.

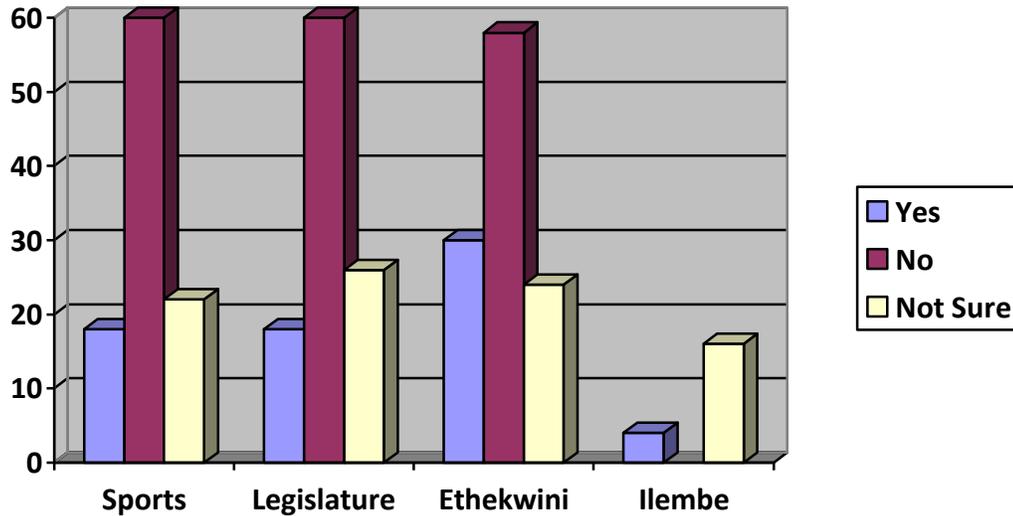
#### 4.6 PERCEIVED PROBLEMS

The third item the study also investigated is about perceived problems brought by 2010 FIFA World Cup. Respondent were asked whether or not the World Cup bring/has brought any problems in South Africa. Respondent were asked to rate their level of agreement with a range of relevant statements. Table 7 below illustrates the result of respondents' perceived problems. The Lickert scale was used with the following options available: Yes = what are those perceived problems? NO and Not Sure. The result indicated that 97 respondents said no, there were no problems, 37 respondents said yes there were problems and the majority of the respondents who said yes, agreed on overspending by the government and said that they are the ones who will pay that money as taxpayers and 34 respondents were unsure about the problems.

**Table 7** How respondents sees in terms of problems brought by the tournament to SA (in %).

	Sports	Legislature	Ethekwini	Ilembe
<b>The World Cup will bring/ has brought any problems to SA?</b>				
Yes	18	18	30	4
No	60	60	58	16
Not Sure	22	26	24	16

**Fig 4** Respondents perceived problems

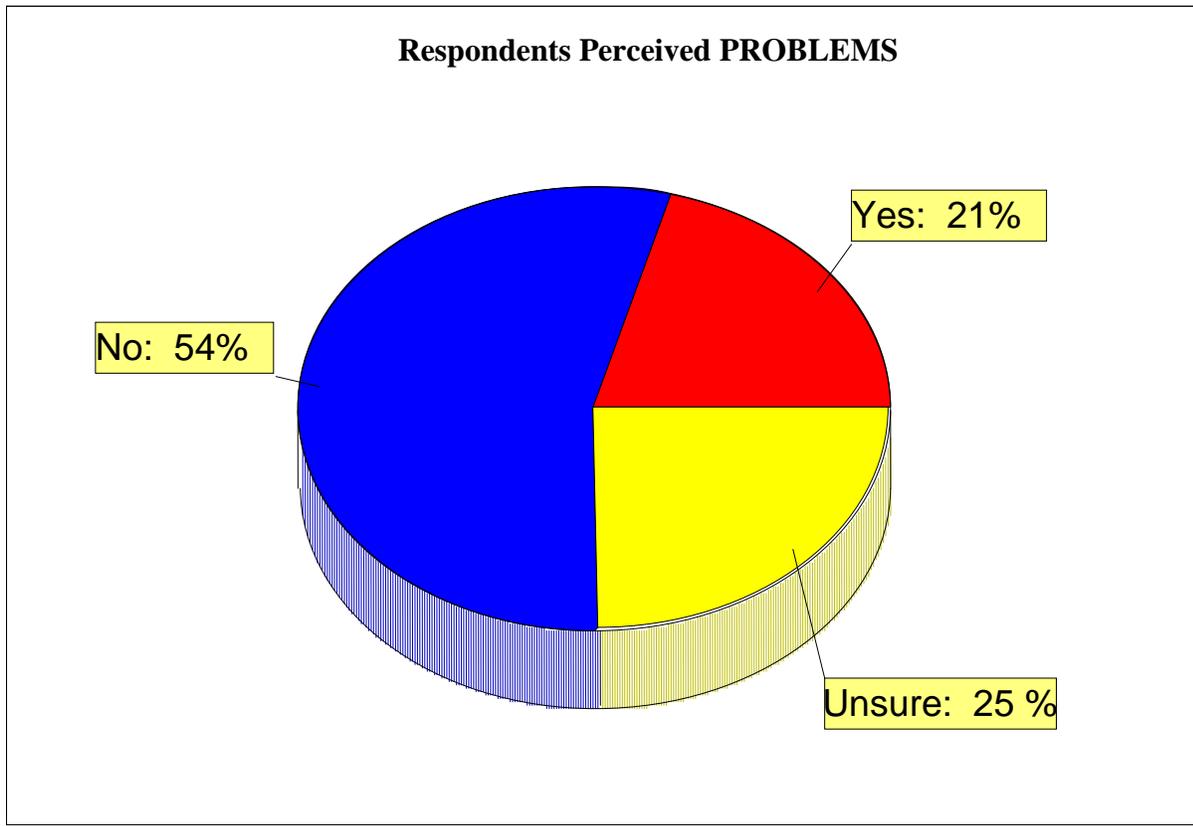


As indicated above the result clearly show that majority of the respondents didn't see any problems that was brought by the event, as the result indicated that only a few agreed in yes 9 (18%) of respondent from SPORTS, 9(18%) of respondent from LEGISLATURE, 15(30%) of respondent from ETHEKWINI and 4 (4%) out of 40% of respondent from ILEMBE agreed that 2010 World Cup brought problems to South Africa. The result of respondent who didn't experience any problem concerning the World Cup 30 (60%) of respondents from SPORTS, 30 (60%) of respondents from LEGISLATURE, 29(58%) of respondents from ETHEKWINI and 8 (16%) of respondents from ILEMBE). The last option was of those respondents who are uncertain and do not know or not sure, 11 (22%) respondents from SPORTS, 13 (26%) respondents from LEGISLATURE, 12 (24%) of respondent from ETHEKWINI and 8 (16%) of respondents from ILEMBE were not sure whether the World Cup has brought any problems to South Africa. Respondent were asked to outline some of those perceived problem in case of their agreement that there are problems that has brought by the tournament.

According to the results it shows that the majority of respondents didn't see any problems its only 20% of the respondents said there were problems therefore it is important for the government/ organizing committee to consider the key concerns raised by the respondents pertain to the use of public funds and disruption to local residents in terms of increasing noise

pollution, traffic congestion and increasing of prostitution and HIV, crime, and increases in the cost of living.

**Figure 4.7**



**Below are major problems that were highlighted by respondent.**

- Human Trafficking.
- Health Diseases from outside (Increase HIV).
- The money that was spent on expensive stadiums should have been spend on more efficient social services like health, clinics and housing.
- Monies were borrowed to funds project, ultimately the tax payers will have to cover these cost.
- Most foreigners did not want to return to their countries (Xenophobia)
- Food, Transport and PSL tickets cost will rise.
- Will all new facilities be use in their maximum potential after the World Cup (Some other stadiums will be useless-waste of money).

- Prostitution increased.
- Government involved in incurring expensive tickets to enable some privileged officials to witness the event. These resources could have been used to address nation issues such as poverty alleviation, security, basic needs of the underprivileged masses, since these officials can afford tickets from their own pockets
- May be I am wrong but the stadiums are not going to be used all the time, that means wasted money especially the one in Nelspruit and Cape Town.
- There were those who thought they were going to get rich and spent their savings on doing up their places to rent out, but they didn't recover that money

The above results tie up with one of the objectives **(to identify what are the perceptions of KZN based Public Sector workers towards potential problems during the World Cup)**. According to the above results, the respondents are mostly dissatisfied about the spending of the government and their concern is why didn't this money used in more efficient social services and respondents were also more concern about people in rural areas.

## **4.7 Comparative Expectation Perspectives**

Comparisons were drawn between respondent's age and benefits, and between respondent's gender and benefits, and between respondent's age and respondents who went to the stadium and does who didn't and race and those who went to the stadium and their perceptions.

### **4.7.1 AGE VERSUS BENEFITS**

As indicated earlier the majority of respondents are between the ages of 20-40 therefore the results on benefits is bias on them. Table 8 indicates the results. According to the result 141 respondents between the ages of 20-40 answered the question of the benefits. Out of 141 respondents 96 (54%) of them said yes, 17 (10%) said no and 28 (16%) were not sure. On the other side respondents who were between the ages of 41-55 were 34 in total and out of them 28 (16%) said yes, 4 (2%) said no and 2 (1%) were unsure. Lastly respondents who were between the ages of 56-70 were 3 in total and out of 3 respondents 2 said yes, 1 said no.

**Table 8** Age Vs Benefits

Age	Yes	No	Not Sure	Total
20-40	96	17	28	141
41-55	28	4	2	34
56-70	2	1	0	3

It is clear that most of the respondents were between the ages of 20-40 and the majority of them said yes the country has benefited from the event. The above section is tie with one of the objective (To categorize their understanding, perception about the 2010 World Cup). Therefore, the researcher can conclude by saying that most workers in higher educational level who are between the ages of 20-40 are more responsive and they are positive towards the benefits.

#### 4.7.2 GENDER VERSUS RESPONDENTS WHO WENT TO THE STADIUM

As the researcher indicated earlier that in generally it has been reported that male are more interested in soccer than females, but the case of the World Cup is different because both male and female went to the stadium and according to this study the majority of respondents who went to the stadium are females with 19 respondents and males with 14 respondents, concluding from the result the researcher can conclude by saying that in general male attended more than the female because out of 114 female respondents only 19 who attended and on the other side out of 64 males respondents 14 of them went to the stadia.

Respondents who went to the stadium: Male = 28%  
Female = 38%

**Table 9**

Went to the Stadium	Male	Female	Total
<b>SPORTS</b>	<b>4</b>	<b>7</b>	<b>11</b>
<b>LEGISLATURE</b>	<b>4</b>	<b>9</b>	<b>13</b>
<b>ETHEKWINI</b>	<b>4</b>	<b>3</b>	<b>7</b>
<b>ILEMBE</b>	<b>2</b>	<b>-</b>	<b>2</b>
<b>Total</b>	<b>14</b>	<b>19</b>	<b>33</b>

#### 4.7.3 GENDER VERSUS BENEFITS

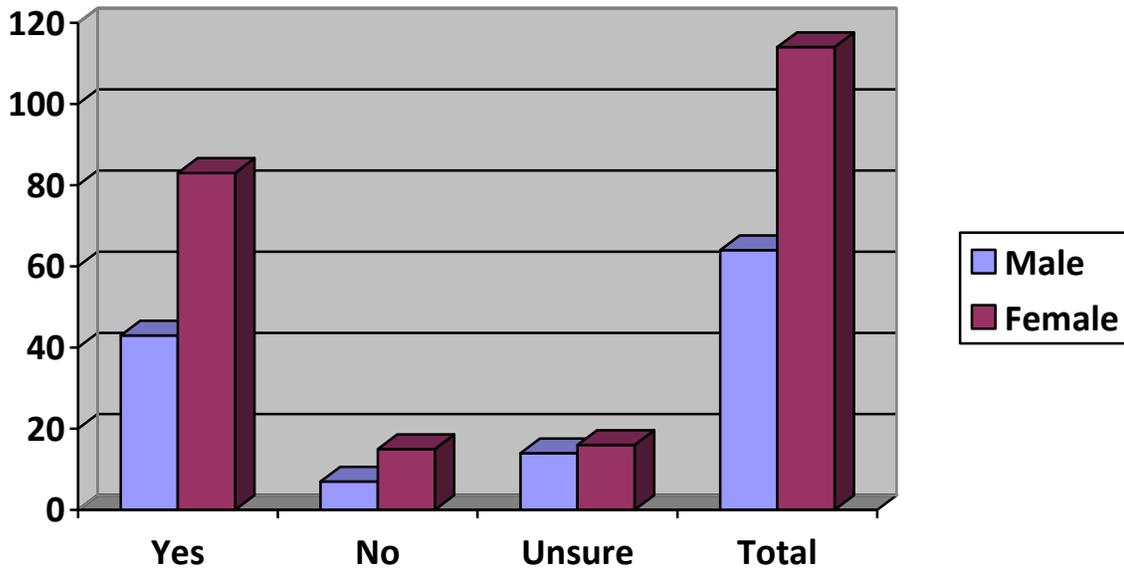
Females were more responding than male. Female respondents were 114 and out of the total 83 of them said yes, 15 said no and 16 were not sure. On the males side there were 64 respondents and out of them 43 said yes, 7 said no and 14 were not sure.

**Table 10** Gender Vs Benefits

Gender	Yes	No	Not Sure	Total
Male	43	7	14	64
Female	83	15	16	114

The chart below is illustrating the result above (Table 9). Its illustrates the gender and the number of respondents who said yes South Africa has benefited, No South Africa didn't benefit and unsure whether South Africa did benefit or not and the total number of both males and females.

**Fig 5** Results of Gender Vs Benefits



4.7.4 AGE VERSUS RESPONDENTS WHO WENT TO THE STADIUM

**Table 11**

Institutions	20-40	41-55	56-70	Total
<b>SPORTS</b>	10	1	-	11
<b>LEGISLATUE</b>	10	3	-	13
<b>ETHEKWINI</b>	3	3	1	7
<b>IEMBE</b>	1	1	-	2
<b>Total</b>	24	8	1	33

Table 8 indicates that the majority of respondents between the ages of 20-40 went to the stadium as the result clearly shows that out of 33 respondents who attended the matches 24 are between the ages of 20-40 and all of them were excited about the whole event. Thus as the researcher indicated earlier most of the respondents are between the ages of 20-40 therefore the result are bias in that age group. The table above also illustrate the respondents who went to the stadium from each Institution and Sports appears as the majority.

**Table 12** Indicates the overall age group and total number of respondents who went to the stadium.

AGE	RESPONDENT WHO WENT TO STADIA
<b>20-40</b>	<b>24</b>
<b>41-55</b>	<b>8</b>
<b>56-70</b>	<b>1</b>
<b>TOTAL</b>	<b>33</b>

#### 4.7.5 RACE VERSUS RESPONDENT WHO WENT TO THE STADIUM

Although Africans generally are the main supporters when it comes to football, but the result clearly shows that the majority of racial group who went to the stadium are both Indian and White. Thus the majority of respondents in this study were Africans but many of them didn't watch the matches to stadium due to the fact that tickets were very expensive and were unreachable.

**Table 12** Racial group and Respondents who went to the Stadium

Respondent who attended matches	White	Indian	African	Coloured	Total
<b>SPORTS</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>-</b>	<b>11</b>
<b>LEGISLATURE</b>	<b>2</b>	<b>10</b>	<b>-</b>	<b>1</b>	<b>13</b>
<b>ETHEKWINI</b>	<b>1</b>	<b>-</b>	<b>6</b>	<b>-</b>	<b>7</b>
<b>ILEMBE</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>2</b>
<b>Total</b>	<b>10</b>	<b>13</b>	<b>9</b>	<b>1</b>	<b>33</b>

## **4.8 SUMMARY**

The main result of the study can be summarized as follows:

### **PERCEPTIONS**

The majority of the respondents were having positive perception toward South Africa hosting 2010 FIFA World Cup. The result clearly shows that 78% of respondents were excited about this event and they were very proud to be South Africans. On the other side only 22% had negative perception towards South Africa hosting 2010 FIFA World Cup and most of those who were negative were not even interested in the whole event.

### **PERCEIVED BENEFITS**

Respondents were having higher expectations big hopes towards the whole events and the majority of them think that South Africa has benefited from the event. The result indicate that 71 % of the respondents think that South Africa has benefited specifically towards social and economical development, 19% think that there were no benefits especially for ordinary people, only those who are business minded benefited from the event and 10% were unsure.

### **PERCEIVED PROBLEMS**

Crime was the main problem before the beginning of the event, but government did miracles to fight against crime, therefore the majority of respondent said no there were no problems and 21% said yes there were problems like human trafficking, traffic and there were those respondents who were uncertainly.

From the interpretation phase, the researcher will be able to summarise findings and make recommendations and conclusion regarding a profile of KZN Public Sector workers towards 2010 FIFA World Cup hosted in South Africa. This will be illustrated in the next section (chapter 5), which is the last chapter of the study.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

The purpose of this final chapter is to summarize the findings of this study and to propose recommendations to be implemented to event's organizers and to the government at the next event/tournament. This discussion will follow the format of the aim of the study and the objectives of this study as identified in Chapter 1, namely:

1. To identify perceptions of KZN Public Sector workers and how well they are informed about the 2010 FIFA World Cup.
2. To assess the varying dynamics that informs their attitudes and perceptions towards the World Cup with regards to benefits of the FIFA 2010 World Cup.
3. To highlight what are the KZN Public servant's perception about potential problems during the World Cup.
4. To make recommendations to the government and future event organizers.

The aim of the study was to conduct research on perceptions of KZN based Public Sector workers (Officials and Support Staff) towards South Africa hosting 2010 FIFA World Cup. This study succeeded in achieving the above objective as perceptions were measured and studied at the KZN Civil servants institutions (4 Government Offices). The next section reveals the research findings and discussion of findings that support the literature. Recommendations for future organizers and for the government are being discussed.

## **5.2. Findings**

**5.2.1. Perceptions** - The key findings from the primary data collected reveal that generally respondents were having positive attitudes towards the World Cup; with most (138) respondents believing that South Africa hosted the best ever World Cup which leave positive legacies for the country, however primary data also reveal that 40 respondents were having negative attitudes towards the event they believed that it was for certain people not for ordinary citizens.

If the World Cup was presented on the idea that the event would benefit ordinary South Africans, then informal trading was one of the main ways in which local entrepreneurs could benefit from the countless visitors at stadiums, fan walks and fan parks. But host cities, at the command of FIFA, demanded that only licensed hawkers be allowed in or near official World Cup areas, and then the question is how can a poor KZN hawker afford to get a license? FIFA's demand to look after its own commercial interests and those of its sponsors and partners marginalised thousands of informal traders. This is an example of how local governments were willing to place FIFA's demands above those of ordinary citizens.

**5.2.2. Benefits** – The result show that the respondents mostly think that South Africa has benefited towards the event as the data reveal that 126 respondents think that the benefit are of social and economic development. These respondents were in agreement with Darkey (2009), the hosting of global mega-events; specifically sports events present the host country and its region with a unique opportunity to boost economic growth and social development in both tangible and intangible ways. Therefore, hosting 2010 FIFA World Cup in South Africa as a developing country was linked to a developmental agenda.

**5.2.2.1. Jobs** - It is clear that the majority of respondents agreed on employment opportunity benefits, infrastructure development and security during the event. Indeed, the World Cup added a total of R93 billion or an estimated half a percentage point to the gross domestic product (GDP). Sixty-two percent of the economic boost will have occurred before 2010 and 28 percent during 2010. The World Cup also directly created about 130,000 jobs and indirectly created 415,000 jobs.

A government report announced that stadium construction alone created 66,000 jobs and generated R7 billion in wages, with R2.2 billion in wages going to low-income households and helping reduce poverty levels. However beneficial the 66,000 jobs might have been in terms of salaries paid and skills accumulated, in the light of the more than R11.7 billion spent on stadiums these mostly temporary jobs could be viewed as an incredibly expensive job creation programme.

Moreover respondents indicated that most of these jobs were temporary, but it can be argued that even if the majority of World Cup-generated jobs were temporary, workers acquired valuable job skills and also one can argue questioning that what the use of having a skill while there are no opportunities.

**5.2.2.2. Safety and Security** – The result show that respondents feel safer during the World Cup as the majority of them were satisfied with security and polices that were deployed all over and they wish this can be a continuous process. Both the organizing committee and the South African government were highly committed in ensuring the safety of football fans, citizens in generally and visitors. The recipe for reducing crime was clearly the large and visible police presence. However, this improved security was concentrated in the host cities and as the majority of respondents were from Ethekwini institutions and Durban was one of the hosting cities, therefore one should question whether the reported drop in crime rates was enjoyed by township dwellers and other marginalised communities in South Africa.

**5.2.2.3. Investment in infrastructure** – It is clear that the majority of respondents were satisfied with the upgraded roads and construction of new roads and airports. Host cities needed bus rapid transit systems. The question is whether World Cup-related infrastructural developments benefitted all South Africans or mainly residents of the cities surrounding the ten stadiums.

**5.2.2.4. Unity** – The result clearly show that the majority of respondents think that there was a mutual relationship among different race and South African citizens are now having a potential of coming together as a nation because of a feel good factor and the spirit of Ubuntu they experienced during the World Cup. The dominant thinking about the mega-sports event is that it

might not have proved financially profitable except for FIFA but the event still proved to be 'profitable' because of the 'feel good' factor and the spirit of Ubuntu it produced.

The 1995 Rugby World Cup was used as a recent example of how a mega-sports event could bridge differences and begin to heal a fractionalised national soul. The World Cup had similar potential to build social cohesion, however the question one may ask is how to keep or sustain this togetherness and is there any think that can be done by the government in making sure that this spirit of togetherness will be of the long term.

The above findings supports the literature of Mxolisi Ndlovu, 2010 as he revealed that South Africa's 2010 FIFA World Cup bid was influenced by the African philosophy of humanism or *Ubuntu*. The values of *Ubuntu* originate from isiZulu proverb " *Umuntu ngumuntu ngabantu*" loosely translated, it means " You are a person because of other people. The proverb itself highlights the importance of communalism and human solidarity of African values. Furthermore, Ndlovu indicated that since the early twentieth century, Seme and other African leaders were already developing a vision of human dignity, non racialism and a more inclusive definition of human rights.

#### **5.2.2.5. Social Cohesion**

The results show that respondents perceived that the World Cup created spaces for integration, in the streets, fan parks and on public transport. This sharing did wonders for national pride and confidence; the good feelings that the World Cup generated may be intangible, but the benefits in terms of social cohesion are clear. However South Africans now need to go a step further than simple flag-waving to turn that temporary outpouring of nationalistic pride into a substantial national effort and dialogue about citizens' shared stake in the country's future.

Thus, post-World Cup reality sets in, promises that the World Cup would benefit all South Africans and boost pro-poor development, look increasingly like empty political public speaking. Although the World Cup ended not long ago but really ordinary South Africans were excluded from much of the economic and infrastructural benefits associated with the tournament. And more importantly, the ordinary public's inability to influence much of the processes related to the hosting of the tournament betrays the poor levels of accountability and transparency that exist

within our democracy. Therein lies a strong lesson for other developing countries who wish to bid to host mega events such as the World Cup.

**5.2.3. Problems** – firstly the result clearly show that only 33 out of 178 respondents went to the stadium that itself clearly shows that there is a problem because 138 respondents were having positive attitudes and were supporting the tournament, therefore the question one may ask is then why most of them didn't go to watch the matches to the stadiums?

**5.2.3.1. Tickets were unaffordable** – The main reason for most of respondents who were unable to go and watch the matches to the stadium was the problem of expensive tickets. More than average of the respondents couldn't afford the ticket others couldn't reach them because of the system. Government really need to address this problem because that is why other respondents said the World Cup was only for rich people, and others were asking real how can the LOC or government expect an ordinary citizen who is earning an income of R6000 to afford the ticket of R1 800 for only one match. The tickets prices deprived the poor.

**5.2.3.2. Stadiums and overspending** – The result clearly show that although some respondents see stadiums as benefit but in the long run the majority think that these stadiums will be the problem as there are no guarantees for host cities that the stadiums will be financially sustainable, for example the maintenance cost of Moses Mabhida stadium is about 1.5 million and Soccer City the maintenance cost is about 15-18 million annual. Therefore, the question is how the building companies are or the government is going to accumulate these funds, as most stadiums are not going to be used all the time that means wasted money. Another key concerns raised by the majority of the respondents pertain to the use of public funds is that the money that was spent on expensive stadiums should have been spend on more efficient social services like health, clinics and housing.

**5.2.3.3. Human Trafficking and Foreigners** – On average respondents that think that World Cup brought some problems agreed on human trafficking. Few respondents said that there were lot of foreigners and some of them don't want to go back to their homes and that may cause xenophobia.

In addition the football World Cup is a monumental logistical challenge that placed enormous levels of pressure on all three spheres of government, as well as on labour and business. The tournament has been hailed a success speaks to the strong levels of accountability that were demanded from all of these sectors by external actors such as FIFA and the international community. But ordinary South Africans were excluded from much of the economic and infrastructural benefits associated with the tournament. And more importantly, the ordinary public's inability to influence much of the processes related to the hosting of the tournament betrays the poor levels of accountability and transparency that exist within South African democracy.

**5.2.4 Respondents who went to the Stadium:** The result of this study clearly show that the majority of respondents who went to the stadium are females with 19 respondents and males with 14 respondents, however, concluding from the result the researcher can conclude by saying that in general male attended more than the female because out of 114 female respondents only 19 who attended and on the other side out of 64 males respondents 14 of them went to the stadia.

Respondents who went to the stadium: Male	=	28%
Female	=	38%

Therefore the World Cup was about overselling and over promising as the literature reveal that at the end of the 2006 World Cup, President Thabo Mbeki announced that the 2010 World Cup would be an African event and also the advent of an African Renaissance. In a May 2010 speech, President Zuma estimated that “3.2 million additional job opportunities will be created during the World Cup but all of this was empty promises as the results shows that although there were jobs but it was of the short term.

### 5.3. Recommendations

One of the objectives of this research study is to make recommendations to the organizers and to the government that would contribute to the improvement of future events. In view of the research findings and results of the data gathered, the following recommendations are made.

**Table 5.1** Recommendations to event organizers and to government officials

Aspects	Recommendations
<p style="text-align: center;"><b>Government</b></p>	<ul style="list-style-type: none"> <li>• The South African government has a responsibility to protect the rights of its citizens so that citizens may also benefit out of these events.</li> <li>• Since respondents were concerned about the free tickets that were given to FIFA members that can afford to buy tickets themselves, therefore it is recommended that the government should refuse FIFA's demand for cover protection of business interests for its partners and sponsors.</li> <li>• It is clear that the majority of respondents were happy during the World Cup and South Africans had more hope for a happy future for South Africa than they did before the event, therefore the government has the responsibility in ensuring that these hopes are fulfilled and happiness is sustained.</li> <li>• Government must ensure that development projects are broadly shared among all South Africans despite of the political view.</li> <li>• The economic stimulus created by World Cup spending must be shared among all South Africans.</li> <li>• Government should put people first and they should consult citizens and check if they are going to afford the tickets.</li> </ul>

**Event Organizers**

- In terms of stadium maintenance it is recommended that the host cities must work with the stadium management companies to develop sound business plans to minimize the risks of city budget losses.
- Organizers must accommodate people with disability because they do not go to fan parks, stadium because its overcrowded.
- In future tickets prices should be low, so that even an ordinary citizen can afford to buy tickets.
- Both government and Organizers should continue to committee their selves in ensuring safety of all citizens.
- South Africans now need to go a step further than simple flag-waving to turn that temporary outpouring of nationalistic pride into a substantial national effort and dialogue about citizens' shared stake in the country's future.

## **5.4 Conclusion**

There is no doubt that the 2010 FIFA World Cup has left a legacy of extensive investment in infrastructure. This study supports Adrienne, 2007 point that examines issues surrounding the hosting of the 2010 soccer World Cup by South Africa. Given South Africa's significant social problems, including unemployment, poverty and high rates of violent crime, the author speculates as to whether the country should spend large sums of money to host the tournament.

Yes, the large expenditure on infrastructure and stadiums significantly boosted the economy and had an impact on job creation, but it was a negligible one. The point is that despite the developmental and pro-poor rhetoric associated with the event, the economic benefits were disproportionately enjoyed by those who have access, in other words, the 2010 FIFA World Cup was the benefits of the fittest. The World Cup did not change the face of an economy directly and it did not favour the ordinary citizens.

However, this study reveals that while the economic benefits of the World Cup and positive perceptions are proven by the majority of the respondents, the positive impact on the cohesiveness of South African society is not. It may also be inappropriate to consider this feel-good factor and the improved integration across racial and class cleavages against the cost of the World Cup.

With the above recommendations, the research study is concluded. The study focused on the perceptions of KZN based Public Sector workers towards South Africa hosting 2010 FIFA World Cup. This was done through a development of a questionnaire and interviews. The respondents in KZN indicated that they supported the event and their perceptions were positive and they think that economically South Africa benefited. The study succeeded in achieving its aim, to conduct research on perceptions of KZN based Public Sector workers (Officials and Support Staff) towards South Africa hosting 2010 FIFA World Cup.

## References:

Adrienne, Blue, (2007) **The race for the cup**, New Statesman 136, 4829

Alegi, Peter, (2007) **The political economy of mega-stadiums and the underdevelopment of grassroots football in South Africa**, Politikon, South African journal of political studies 34, 3: 315-331.

Baade, Robert and Victor Matheson, (2004) **The quest for the Cup: assessing the economic impact of the World Cup**, Regional studies 38,4 : 343-354

Bird Ross and Donaldson Ronnie, (2009), **Sex, Sun, Soccer: Stakeholder opinions on the Sex industry in Cape Town in anticipation of the 2010 FIFA World Cup**, Spring Science and Business Media, University of Stellenbosch, South Africa.

Bohlmann, Heinrich and Jan Van Heerden,(2008) **Predicting the economic impact of the 2010 FIFA World Cup on South Africa**, International Journal of sport management and marketing 3, 4: 383-396.

Breakwell, H. and Fife-Schaw, 1995: **Research Methods**: British Library.

Campbell Malene and Phogo Kedibone, (2008), **The impact of Major sporting events on the economy and the people of a Developing Region: The case of the 2010 FIFA World Cup tournament**, Africa Institute of South Africa, (38), pp 26-33.

Carey David, Smith Geoff, Smith Daniel T, Shepherd John W, Skriver Jan, Ord Leslie and Adam Rutland, (2001) **Footedness in World Soccer: An analysis of France 1998**, Neuropsychology Research Group, Department of Psychology, University of Aberdeen, Old Aberdeen, UK.

Cornelissen Scarlett, (2004) **It's Africa's Turn!! The narratives and legitimate surrounding the Moroccan and South African bids for the 2006 and 2010 FIFA Finals**, Third World Quarterly, (25), pp 1293-1309.

Cornelissen, S. 2004 **It's Africa's Turn!' The Narratives and Legitimations Surrounding the Moroccan and South African Bids for the 2006 and 2010 FIFA Finals**: University of Stellenbosch South Africa.

Cornelissen, Scarlett, (2008) **"Scripting the nation: sport, mega-events, foreign policy and state-building in post-apartheid South Africa**, Sport in society 11, 4: 481-493.

Creswell, W. 2009 Research Methods: **Qualitative and quantitative Approaches**, University of Wisconsin: Whitewater.

Daniel Funk, Makoto Nakazawa, Mahony Daniel and Thrasher Robert, (2006), **The impact of the national sports lottery and the FIFA World Cup on attendance, spectator motives and J. League marketing strategies**, Economic Studies, Japan.

Darkey Dan and Horn Andre, (2009) **Homing in (n) on the Economic Benefits of 2010 FIFA World Cup: opportunities for and Misgivings of Bed and Breakfast Operators in Gauteng**, Springs Science and Business Media, South Africa.

Dart Jon, (2009), **Blogging the 2006 FIFA World Cup finals**, Sociology of Sports Journal, (26), pp 107-126.

Donaldson, Ronnie and Sanette Ferreira, (2009) **(Re-) creating urban destination image: opinions of foreign visitors to South Africa on safety and security?** Urban Forum 20, 1: 1-18.

Florek Magdalena, Breitbarth Tim and Conejos, (2008) **Mega event = Mega impact? Travelling Fans Experience and perceptions of the 2006 FIFA World Cup Host Nation**, Journal of Sport and Tourism, (13) 3, pp 199-219.

Fredline, L. (2004). **Host community reactions to motorsport events: The perception of impact on quality of life**. In B. W. Ritchie, & D. Adair (Eds.), Sport tourism: Interrelationships, impacts and issues. Clevedon Hall: Channel View.

George Richard, (2009) **Visitors perceptions of crime-safety and attitudes towards risk: The case of Table Mountain Park**, School of Business Studies, University Of Cape Town, South Africa

Hae-joang Cho Han, (2004), **Beyond the FIFA's World Cup: an ethnography of the 'local' in South Korea around the 2002 World Cup**, Inter-Asia Cultural Studies, (5), pp 26-43

Horn Andre and Breetzke Gregory, (2009) **Informing a Crime Strategy for the FIFA 2010 World Cup: a Case Study for the Loftus Versfeld Stadium in Tshwane**, Springer Science and Business Media, South Africa

Keim Marion,(2008) 2010 FIFA World Cup: **An opportunity to raise awareness of challenges to social transformation and peace building in South Africa-A coordinated approach**, African Journal for Physical, Health education,(14), pp 343-354

Kersting Norbert, (2007), Sport and National Identity: **A Comparison of the 2006 and 2010 FIFA World Cups**, Politikon, (34), pp 277-293

Labuschagne Pieter,(2008), **The impact of sport on Nation Building: A critical analysis of South Africa and the 2010 FIFA World Cup**, University of South Africa, Africa Institute of South Africa 38(3) pp 3-13 .

Ledgard, Jonathan, (2009) **The year of African football**, Economist 11, 21: 70-71

Lee Campbell, (2005); **The Impact of a Sport Mega-Event on Destination Image: The Case of the 2002 FIFA World Cup Korea/Japan**; International Journal of Hospitality & Tourism Administration, (6) 3. pp 27 - 45

Mabugu, Ramos and Ahmed Mohamed, (2008) **The economic impacts of government financing of the 2010 FIFA World Cup**, Department of Economics and the Bureau for Economic Research, University of Stellenbosch

Maennig, Wolfgang and Stan Du Plessis, (2007) **World Cup 2010: South African economic perspectives and policy challenges informed by the experience of Germany 2006** Contemporary economic policy 25, 4: 578-590

Maguire J and Pearton R, (200) **The impact of elite labour migration on the identification, selection and development of European soccer players**, Journal of Sports Science, (18) pp 759-769

Miller, R. & Dingwall K. 1997 **Research Methodology**, Sage Publications: London

Ndlovu Sifiso Mxolisi, (2010), **Sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa's foreign policy**, South African Democracy Education Trust, Pretoria, South Africa, (11), No 1-2 pp 144-153

Nufer Gerd, (2009) **Sponsoring the FIFA Football World Cup: The good, the bad and the surprising**, ESB Business School Reutlingen, Germany, Journal of Sponsorship (2)3, pp 241-249

Oosterbroek, Athele, (2009) **Fan parks: the way to catch the 2010 wave of opportunity: landscaping**, Imiesia 34, 2: 55-57.

Page, S. J., and Hall, C. M. 2003. **Managing urban tourism**. Harlow: Prentice Hall.

Pillay, U., and Bass, O. (2008). **South Africans believe 2010 can lift them, but how high?** HSRC Review, 6 (1), 12.

Pillay, Udesh and Orli Bass, (2008) **Mega-events as a response to poverty reduction: the 2010 FIFA World Cup and its urban development implications**. Urban Forum 19, 3: 329-346.

Plessiss Stan and Maennig Wolfgang, (2007) World Cup 2010: **South African Economic perspectives and policy challenges informed by the experience of Germany 2006**, Economic Policy, (25), pp 578-590

Portlock Adam and Rose Susan, (2009) **Effects of ambush marketing: Sponsors and non sponsors associated with the FIFA World Cup 2006**, International Journal of Sports Marketing and Sponsorship, University of Reading, UK.

Ritchie, B. W., & Adair, D. (2004). **Sport tourism: Interrelationships, impacts and issues**. Clevedon Hall: Channel View.

Ross Sam, (2008), **World Cup 2010**, Indiana University, Indiana

Struwig, F.W, and Stead, G.B. 2007. **Planning, designing and reporting research**. Cape Town: Pearson Education South Africa.

Swart Kamilla and Jonathan Ncedo, (2008) **Sport tourism event impacts on the host community: A case study of red bull big wave Africa**, South Africa Journal for Research in Sport, 2008, 30(2): 79-93

Urmilla Bob and Kamilla Swart, (2009), **Resident Perceptions of the 2010 FIFA World Cup Stadia development in Cape Town**, Spring Science and Business Media, University of Kwazulu Natal, Westville, South Africa

Vahed Goolam and Desai Ashwin, (2010) **World Cup 2010: Africa's turn or the turn of African?** Centre for Sociological Research, University of Kwazulu Natal, South Africa

Van der Merwe, Justin, (2007) **Political analysis of South Africa's hosting of the rugby and cricket world cups: lessons for the 2010 football world cup and beyond?**, Politikon: South African journal of political studies 34, 1:61-87

Wikipedia, the free encyclopedia. **2010 FIFA World Cup**

**Interviews Schedules**

**Appendix A-E**



A

SECTION A

1. Age: 14-19  20-40  41-55  56-70
2. Gender: Male  Female
3. Race (for Stat purposes): African  White  Indian  Coloured
4. Employed: No  Yes  Self Employed
5. Income estimated per month:
6. Location / Campus:
7. Level of education: Pre Primary  Primary  Matric  Tertiary
8. Did you go to the stadium to watch any of the 2010 matches: Yes  No
9. If no why?

SECTION B

1. How would you describe your perception of the recently concluded World Cup (Please write at the back if necessary):

*It was well-organised.  
The event exposed local people to the international audience.  
The event created an atmosphere of joy and hope.  
It was an experience of a lifetime.*

2. Do you think that 2010 World Cup benefited citizens or South Africa as a whole?

Yes  No  Don't know

3. If yes, please outline some of these benefits? (Please write at the back if necessary)

*Business Opportunities  
Soccer extravaganza  
Tourism  
World Cup legacy projects*

4. Do you think the World Cup will bring/has brought any problem[s] to South Africa?

Yes  No  Don't know

5. If yes, what are those perceived problems? (Please write at the back if necessary)

SECTION A

1. Age: 14-19  20-40  41-55  56-70
2. Gender: Male  Female
3. Race (for Stat purposes): African  White  Indian  Coloured
4. Employed: No  Yes  Self Employed
5. Income estimated per month:
6. Location / Campus:
7. Level of education: Pre Primary  Primary  Matric  Tertiary
8. Did you go to the stadium to watch any of the 2010 matches: Yes  No
9. If no why?

SECTION B

1. How would you describe your perception of the recently concluded World Cup (Please write at the back if necessary):

2. Do you think that 2010 World Cup benefited citizens or South Africa as a whole?

Yes  No  Don't know

3. If yes, please outline some of these benefits? (Please write at the back if necessary)

4. Do you think the World Cup will bring/has brought any problem[s] to South Africa?

Yes  No  Don't know

5. If yes, what are those perceived problems? (Please write at the back if necessary)

SECTION A

1. Age: 14-19  20-40  41-55  56-70
2. Gender: Male  Female
3. Race (for Stat purposes): African  White  Indian  Coloured
4. Employed: No  Yes  Self Employed
5. Income estimated per month: R
6. Location / Campus:
7. Level of education: Pre Primary  Primary  Matric  Tertiary
8. Did you go to the stadium to watch any of the 2010 matches: Yes  No
9. If no why?

SECTION B

1. How would you describe your perception of the recently concluded World Cup (Please write at the back if necessary):

→ It was positive for SA as both Tourism and Investment destination

2. Do you think that 2010 World Cup benefited citizens or South Africa as a whole?

Yes  No  Don't know

3. If yes, please outline some of these benefits? (Please write at the back if necessary)

→ Tourism products exposed globally  
→ Positive perception about South Africa  
→ Legacy Projects like Stadiums  
→ Temporary jobs were created

4. Do you think the World Cup will bring/has brought any problem[s] to South Africa?

Yes  No  Don't know

5. If yes, what are those perceived problems? (Please write at the back if necessary)

→ Soccer Stadiums are not frequently  
→ Not everyone had an economic opportunity as was expected



SECTION A

1. Age: 14-19  20-40  41-55  56-70
2. Gender: Male  Female
3. Race (for Stat purposes): African  White  Indian  Coloured
4. Employed: No  Yes  Self Employed
5. Income estimated per month:
6. Location / Campus:
7. Level of education: Pre Primary  Primary  Matric  Tertiary
8. Did you go to the stadium to watch any of the 2010 matches: Yes  No
9. If no why?

SECTION B

1. How would you describe your perception of the recently concluded World Cup (Please write at the back if necessary):

2. Do you think that 2010 World Cup benefited citizens or South Africa as a whole?

Yes  No  Don't know

3. If yes, please outline some of these benefits? (Please write at the back if necessary)

4. Do you think the World Cup will bring/has brought any problem[s] to South Africa?

Yes  No  Don't know

5. If yes, what are those perceived problems? (Please write at the back if necessary)



SECTION A

*Dele*

- 1. Age: 14-19  20-40  41-55  56-70
- 2. Gender: Male  Female
- 3. Race (for Stat purposes): African  White  Indian  Coloured
- 4. Employed: No  Yes  Self Employed
- 5. Income estimated per month: R16 000
- 6. Location / Campus: EMPANGENI
- 7. Level of education: Pre Primary  Primary  Matric  Tertiary
- 8. Did you go to the stadium to watch any of the 2010 matches: Yes  No
- 9. If no why?

SECTION B

1. How would you describe your perception of the recently concluded World Cup (Please write at the back if necessary):

It has put SA in a world/global map, as SA is a newly formed democracy.

2. Do you think that 2010 World Cup benefited citizens of South Africa as a whole?

Yes  No  Don't know

3. If yes, please outline some of these benefits? (Please write at the back if necessary)

This period created employment opportunities ie. ~~creation~~ construction of Makhida stadium security sector, arts works, musicians, actors etc

4. Do you think the World Cup will bring/has brought any problem[s] to South Africa?

Yes  No  *Dele* Don't know

5. If yes, what are those perceived problems? (Please write at the back if necessary)

People who were staying in shacks nearer to the stadiums were moved to the transic camp. After FIFA world Cup, there has been a delay in bringing or taking them back to proper housing.

## Section B

3.1 ~~Tourism~~ Travel and Tourism industry also benefited as all hotels were fully booked. Transport industry as well was in demand. However, strict rules of FIFA were so stringent that it limited business opportunities for ordinary SA citizens as people wished to sell other business things.

---