

2010 FIFA World Cup: Resident and Visitor Perspectives

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Since the 2000 Sydney Olympics, there has been a shift in conventional thinking about the various impacts that the Games have on host countries – with the primary focus now on the legacies of mega sporting events. While some attention is still given to economic and infrastructural legacies, a growing body of research shows that the long-term outcomes may be primarily social, with contributions to the social infrastructure at both the local and national levels. For the 2010 FIFA World Cup™, the South African government has a developmental agenda, part of which is predicated on “nation building.” Sport has long been associated with building national spirit and generating patriotism.

Understanding the social legacies of a mega-event necessitates a focus on the residents of a nation. In particular, there is a need in such a study for a longitudinal approach, particularly to assess the change in the resident’s perceptions associated with a mega-sports event. This research has multiple phases with the primary goal of identifying the social legacies

(e.g. identity, social capital, and tourism) associated with the 2010 FIFA World Cup™. This focus will help to inform local and national level policy to facilitate the Nation Building goals of South Africa. Data were collected three months prior to the event in mid June 2010, while a follow up will be conducted in January 2011. The sample constituted of residents from five host cities (Pretoria, Nelspruit, Polokwane, Johannesburg, and Rustenburg).

Within this context, the nine host cities attracted an abundance of visitors and created impressions in tourists’ minds about the South African tourism product. Given the importance of the event for the South African Tourism Brand, an additional objective was to evaluate destination and event image perceptions and tourism behaviors of spectators in order to assess the impact of such an event in a country’s tourism development. Data were collected among visitors at all



the nine host cities (Pretoria, Nelspruit, Polokwane, Johannesburg, Rustenburg, Durban, Cape Town, Port Elizabeth, and Bloemfontein) during the World Cup™ which will provide a major source of information about visitor profiles, market segmentation, perceptions and

experiences. Such information would be a useful tool with respect to marketing initiatives to attract additional visitors following the event.

This project is conducted in partnership between the University of Florida (UF) and Tshwane University



of Technology (TUT) in Pretoria, South Africa. The team from the Department of Tourism, Recreation and Sport Management at UF is led by Brijesh Thapa, Director of UF Center for Tourism Research and Development along with Matthew Walker, Kyriaki Kaplanidou, and Heather Gibson. The TUT team is led by Sue Geldenhuys along with Willie Coetzee.

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