

Introduction

Mega sporting events have increasingly become activities that are highly targeted and

planned for by both some of the developing countries as well as developed countries as they proceed towards event-driven economies (Stuart and Robert, 2009). South Africa, compared to other African countries in particular, aggressively promoted itself as a host destination for major international sport events (Collins, 2005). And much to the excitement of South Africa, in 2004, South Africa was selected as the host country for the Federation

Internationale de Football (FIFA) 2010 World Cup Championships and a sport infrastructure revamping and expansion programme was set up to oversee the planning proceedings. The

major long-term outcome associated with this opportunity was the multiple potential

infrastructure benefits South Africa would realize and the global recognition. This event was

therefore considered as a rare opportunity to further the country's agenda of using sporting

functions to attract global recognition while promoting socio-economic development. The

most important task this programme was charged with was stadia development; both

construction of new and upgrading of existing stadia.

Identification of case problem

To showcase the best facilities and leave a legacy, countries hosting the FIFA World

Cup event usually invest a significant amount of money on establishing architecturally

dazzling stadia and other spectacular infrastructure that will generate economic activity and

attract investors (Whitney and Hayley 2009). Organizers of the sporting event therefore

ensure that the stadia selected are multi-use with multi-modal capability which will increase

exposure to a wide variety of sports, that they are well located to attract a large audience

conveniently and that the stadia are flexible to provide iconic reflection of sports hence

ensuring they take relevant measures to select the best stadium to showcase their country. In

discussed in case
include what will be

South Africa, Newlands stadium was proposed as a potential venue for the World Cup and

formed the basis for discussion between South Africa and FIFA. However, later as part of the process to select the best stadium to showcase the beauty and variety of South Africa, the city

and provincial officials convinced the leadership to propose Athlone as the World Cup venue

since it was believed to be more beneficial for its strategic location. And later on, after

following all the local and national requisite processes. Athlone stadium was decided upon as

the venue for the sport. During the inspection of the grounds for the venue, the programme

planners also showed FIFA delegation the Greater Green Point Urban Park stadium that was

scheduled to be used as a training venue before the games. However, after due processes of

inspecting the venue, FIFA was unwilling to consider Athlone as an option and expressed

surprise that Green Point was not the initial selection as as the competition venue since it was

the prime location to profile South Africa as neither of the other stadiums, Athlone or

Newlands were suitable for a semi-final. Notably, after much debate, Green Point Stadium,

near Cape Town's South Africa's most popular tourist attraction, the V&A Waterfront, was

identified as the competition venue while Athlone was identified as a Western Cape 2010

Legacy Project used to host international warm-up matches. (Western Cape Government &

COCT 2007) Yes but CT was more scheduled for 9

Analysis and Evaluation of Issues in the Case *was being considered*

Information on the issues involved in the venue selection process are derived from

Bayette Development Consulting's study (2006). The study was to assess data from

information acquired after evaluation of the competing venues in Cape Town that had the

potential to host the 2010 World Cup and was limited to a 1-km radius around the stadium in

order to maximize information acquired from the residents living in close proximity to the

stadium. The two regions were; Athlone, a historically coloured residential area with an

unemployment rate of 18% and a poverty rate of 22% located approximately 10-km East of

reference throughout program not just at end

by whom? OF Venue SAFA, as a bid code
No this was why they wanted Athlone - since it was believed to be more beneficial for its strategic location. And later on, after it was for kickstarting socio-economic development
in a more developed area
the venue for the sport. During the inspection of the grounds for the venue, the programme planners also showed FIFA delegation the Greater Green Point Urban Park stadium that was scheduled to be used as a training venue before the games. However, after due processes of inspecting the venue, FIFA was unwilling to consider Athlone as an option and expressed surprise that Green Point was not the initial selection as as the competition venue since it was the prime location to profile South Africa as neither of the other stadiums, Athlone or Newlands were suitable for a semi-final. Notably, after much debate, Green Point Stadium, near Cape Town's South Africa's most popular tourist attraction, the V&A Waterfront, was identified as the competition venue while Athlone was identified as a Western Cape 2010 Legacy Project used to host international warm-up matches. (Western Cape Government & COCT 2007) Yes but CT was more scheduled for 9
Green Point. This only happened when Green Point was being considered
you have to integrate all referees in programs

Central Cape Town from the City Centre with a designated study area of a population of 128,484 in four wards, and the other region was Green Point, a historically white residential area, with lower unemployment rates of 6% and lower poverty rates of 12%, located close to the City Centre with a designated study area of a population of 63,473 in two wards (which is notably almost half of the population in Athlone). Already, compared to Athlone, Green Point Stadium appears to be a relatively better-off residential area.

there is a date

Case Study:

In December 2005, face-to-face interviews were conducted with 200 households, 100 each in Athlone and Green Point (Swart & Bob, n.d.). Questionnaire based on Fredline and Faulkner's (2002) study were the primary survey instrument and the questions were modified to suit the context of South Africa using random sampling on a spatially based approach. The targets of this case study were households within the set 1-km radius from the venues and the intention was to focus on the views and concerns of these residents living much closer to the competing venues. Therefore, a list of all the households within the identified and demarcated areas was compiled and a random table was used to select the required 100 households in each area. For the households selected but unavailable or unwilling to participate, the researchers interviewed the neighbouring household instead.

Aspects to consider when selecting alternative venue sites for a sport facility:

Demographic Profile

Most of the respondents in both Athlone and Green Point were male, 76% and 73% respectively. The reason was that whenever the household members present learned that the survey was related to the 2010 FIFA World Cup and stadia, they generally let the male head of the household to participate, which may be an indication of sports in general and

particularly, football being considered male-dominant.

yes but how does this relate to criteria for selecting an alternative site?

as per previous comment, this information is collected but how does it relate to selection criteria for Socio-economic status of the people

The results depicted further that in Athlone, most of the households were established because a large number (44%) of the respondents had lived there over 20 years and a smaller number (21%) had lived there for 16-20 years while in Green Point the residents were less

established since the findings indicated that majority of the respondents, (36%) had lived in the area less than 5 years and 24% had resided there for 6-10 years. This infers that the non-

Whites living in Green Point were generally from middle and higher income backgrounds, who only moved into the area over the past 10 years. The higher socio-economic status of

Green Point in comparison to Athlone is also reflected in the relatively higher educational levels among Green Point respondents as; majority of respondents in Athlone indicated

completion of primary education (29%), secondary education (36%), certificate or diploma (17%) and only 11% had an undergraduate degree while in Green Point, majority of the

respondents indicated completion of secondary education (33%), certificate or diploma (19%), undergraduate degree (23%) and postgraduate degree (13%).

Location of Stadium and 2010 facilities
Residents' support is a ~~important~~ ^{residents' support} ~~criteria~~

There was strong support by respondents in Athlone (46%) to have the stadium

located in Athlone while (29%) of the respondents identified Green Point and only 5% stated

both Athlone and Green Point to be modified into stadia. In Green Point, majority of the

residents, (73%) identified Green Point as the competition venue, 18% of the respondents in

Athlone and 21% of the respondents in Green Point indicated that they were not sure or did

not know where the competition venue would be located in Cape Town (Swart & Bob, n.d.)

In terms of the legacy stadium, in Athlone, majority of the respondents identified Athlone

(33%) and Green Point (41%) as the proposed legacy stadium while in Green Point, 51%

identified Green Point and 18% identified Athlone as a legacy venue (Swart & Bob, n.d.)

This is about awareness of the know in Athlone

to me 2 different locations

you should focus on the support for the location

The large number of the respondents in Athlone and Green Point who indicated that they

were not sure or did not know the location for the legacy venue, clearly illustrated that many

of the residents were unsure and not aware about the location of the Cape Town stadia to be

used in 2010. This shows inadequate communication to the residents on important decisions

regarding the stadia developments ahead of the World Cup yet their lives and livelihoods

were likely to be impacted by the activities scheduled to occur close to their homes. This

further raises an alarm concerning the means of communication and dissemination of

information in relation to events planning and decision making.

Yes this is no major making decisions about stadium location interest in event

The responses illustrate that there is a significant support of football in both the

communities under study. Slightly more respondents in Athlone (68%) watched football

matches as compared to Green Point (64%). Most respondents' interest in football as a

spectator was that they were avid fans of the sport and always try to attend or watch it on

television (67% in Athlone and 45% in Green Point). Only 6% of the respondents in Athlone

and 12% in Green Point had no interest at all in football. The results show that there is a

higher level of interest in football among the respondents in Athlone as compared to Green

Point. So what does this mean in relation to the location of the stadium?

Event Support

More respondents in Athlone (69%) intended to attend 2010 football matches than in

Green Point (54%). The results further showed that more respondents (83% in Athlone and

88% in Green Point) would consider watching the game at dedicated spectator locations on

big screens. Furthermore, the majority (74% in Athlone and 72% in Green Point) stated that

they would attend these spectator locations if a fee is attached. There was also massive

support for stadium development by resident households from both areas by resident

This is the focus!

households living in close proximity to the venues with 90% of respondents in both

communities stating that they were in favour of a 2010 stadium being located in the area

where they reside. The main reasons for the support were that it would; bring them an

exciting lifetime event, assist in improving soccer in the area thus contributing to sport

development, create job opportunities and boost the local economy and that it would provide

an opportunity to watch matches live.

Perceptions and Attitudes of the public towards Aspects Relating to Venue Selection

Most of the respondents in both Athlone and Green Point, 80% and 81% agreed and

strongly agreed that the 2010 FIFA World Cup would be the best and leave positive legacies

for South Africa. This indicated that most of the respondents had a positive impression about

the event with regards to 2010 legacies that would accompany the building of stadia for

hosting the 2010 World Cup. Thus, supporting the assertion that the stadia would have lasting

external effects for the economy (Allmers & Maennig, 2008)

Communication on funding of preparations for the event

The responses indicate that while most residents generally supported the 2010 event, a

significant proportion of the residents interviewed questioned the use of public funds.

Concerns relating to public expenditure on the infrastructure needed for mega events emerges

in several resident studies (Kim et al. 2006), and it is therefore important for government,

prior to the event, to provide people with information as to how these infrastructures will be

utilised once the event is completed (Kim et al. 2006).

Environmental Impacts also on NB considerations

Results indicated that 77,4% of the respondents strongly agreed and agreed that pollution

would occur close to the stadia while 15,7% strongly disagreed and disagreed with this

statement (Chain & Swart, n.d.). This showed that the residents were concerned about

there is a link

case
to explain more
be needs to be considered
this is a selection of stadium but it needs to be explained more
to explain more

how does this relate to the stadium
communication on funding of preparations for the event
for air?



red

destruction of the physical and natural environment as well as the perceived negative physical and environmental impacts as a result of the influx of visitors to a host city *

Economic Benefits

In terms of economic benefits, majority of the respondents in Green Point agreed and

he

strongly agreed that the event would be good for local business by increasing turnover. And most respondents in Athlone and in Green Point agreed and strongly agreed that the event

would be a major boost for economic development in the areas where stadiums were located.

The findings illustrate that most residents believed that the 2010 FIFA event would result in

economic opportunities at the local level. *again relate it are specific to the case, re 2 benefits*

Social Impacts

Almost the same number of respondents from Green Point and Athlone supported and

disagreed with the statements presented regarding the disruption of local residents during the

2010 event. Thus, a significant proportion of the respondents (ranging from 40% to 54%)

agreed and strongly agreed with the statements that the 2010 event would disrupt the lives of

local residents and create inconvenience, that the event would cause traffic congestion and

parking difficulties and that the event would create excessive noise in the community. These

responses indicate that slightly more respondents in Athlone supported the statements as

compared to Green Point meaning that locals mostly perceive social impacts to be one of the

main sources of both potential event values and problems (Chalip, 2006).

Community Benefits

Most of the respondents agreed and strongly agreed with benefits attributable to the

community that the event would stimulate training and skills development for members of the

community in localities where events are held and improve the standards of living for

communities located close to the stadia during the 2010 World Cup. Most of the respondents

agrees how do these criteria relate to selecting a venue

therefore associated with the 2010 event generally and the stadia development in areas where they resided more specifically with a wide range of community benefits.

Legacy Impacts

The findings further indicate that respondents have positive attitudes towards the

World Cup, with most believing that South Africa will host the best World Cup which will leave positive legacies for the country.

to select a venue

Recommendation on Effective Management Strategies

a legacy

Mega event organizers and co-ordinators should review their strategies in order to

attract audiences and make their events a success. In this case, the issues raised were mostly

on perceptions of residents regarding the events. It is important that effective communication

strategies and consultation mechanisms be strategized by event organisers and activity co-

ordinators to inform residents of event developments. They should put up measures to protect

the environment from degradation and pollution resulting from the influx of visitors and also

ensure heightened security policies to reassure the public of protection from social ills. To

encourage more people to attend the events, the organizers should also subsidize the prices of

tickets to a level that will facilitate massive attendance from the public. Further, to raise

interest in the event, the planners should come up with ways to advertise efficiently, raise

awareness on the event and include additional acts, such as contracting renowned musicians

or icons to attract an audience. Further, the planners and government officials should ensure

proper resources allocation to effectively boost the perceived positive attitude and impacts by

local residents and lower their perceived negative impacts (Kim & Petrick, 2005).

Conclusion
and had final post event
Stadium marketing

This study reveals that residents generally prefer hosting of events in their localities

and they even purpose to support them as they appreciate the infrastructural development;

?

Stadium management
to reduce

with pp

✓
✓

Yes but again how does this relate

stadia in this case, associated with them. However, they highly value tangible benefits

resulting from these events such as exposure and future investments and other social and

economic benefits. Also, they raised reasonable social concerns showing they do not

appreciate disruptions to their livelihoods in the form of increase in the cost of living during

the event, economic benefits being unequally distributed, and the environmental and social

degradation associated with such events. The respondents also expressed disappointment that

they are not informed about events since the planners do not communicate. Maybe if in future

the organizers of these events communicated in a timely manner the details of the events,

the attendance will be boosted. yes this is all based on the

1 article but you failed to integrate

the main case as per the

Executive Summary which was also
attached which refers specifically
to stadium management challenges

post the event

as you did not specifically outline

the selection criteria which needs to
be taken into account when selecting
a stadium

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