

# Nelson Mandela Bay residents' perceptions of the socio-economic legacy of the 2010 FIFA World Cup: pre- and post-event comparisons

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## Abstract

Understanding resident perceptions is one way of evaluating the effects of continuously hosting large scale events in a destination. Given the fact that Africa has only hosted a mega-event once (the 2010 FIFA World Cup), empirical analysis of the impacts of such event within the African context is scant. This article departs from the premise that, most studies on the 2010 FIFA World Cup focused on the pre-event expectations with only few on the post-event legacy impacts. This study analysed residents' perceptions of Africa's first mega-event in host city Port Elizabeth. The aim was to compare pre- and post-event perceptions of the event legacy impacts. The study adopted a mixed method research design. Seven hundred and ninety six questionnaire surveys were equally split (398 each) and administered face-to-face with the respondents who resided within a 2km radius of the Nelson Mandela Bay Stadium, prior to and post the 2010 FIFA World Cup. The results showed significant statistical differences and similarities between the pre- and post-event responses in relation to key socio-economic variable questions. Shift in perceptions were noted in terms of comparing both event phases. Overall, residents displayed a slightly higher perception post-event. The study recommends the need to develop legacy indicators to track, monitor and evaluate the long-term effects of the mega-event. In addition the necessity for a longitudinal study that measures changes in perceptions over time is essential.

**Keywords:** Mega-events, legacy impacts, resident perceptions, 2010 FIFA World Cup, South Africa.



<http://www.crownsnest.co.za/content.asp?PageID=454>

## Introduction

Although numerous studies have been conducted on residents' perceptions of tourism developments, there is still a relatively limited number of research investigating the perceptions, attitudes and views of residents on the impacts of mega-events (Kim & Petrick, 2005), more specifically, research undertaken to assess the social implications of mega-events on host communities (Bassa & Jaggernath, 2010). According to Li and Blake (2009), analysis of the impacts of mega-events have incorporated frameworks that assess different impacts under different criteria; for example, separating impacts according to whether they occur before, during or after the event itself. In this case, the authors argue that the pre-event period is regarded as important because it reveals how the event was both intrusive and transformative of a prior situation. Li and Blake (2009) posit that, the focus on pre-event analysis is based on conditions before the event so that it becomes clearer what role the event played and with what effects. Ahmed and Pretorius (2010) postulate that, post-event studies focus largely on legacy, where it is not only interpreted as permanent effects but the readjustments to normality or the adaptation to changed conditions caused by the event on host community residents.

Preuss (2013) argues that despite the heavy investments that are usually made in relation to the hosting of a mega-event, few studies exist that have focused on the post-event effects in a longitudinal manner. Specifically, in the context of the 2010 FIFA World Cup which was hosted in Africa for the first time ever, Swart and Bob (2012) criticise the depth of research that has focused on the post-event impact analysis especially in relation to how communities in South Africa perceived the event. Consequently, this research investigates such perceptions in 2010 FIFA World Cup host city –Nelson Mandela

Bay. The aim was to determine any perceptual differences between pre- and post-event expectation and close the existing gap in mega-event studies in the African context.

## Mega-event and legacy impacts

Mega-events are best understood as 'large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance' (Roche, 2000: 1). The hosting of such events is deemed to be an important component of promoting development in relation to economic and social aspects in both developed and developing contexts. A review of literature concerning socio-economic, socio-cultural, physical and political impacts of mega-events (Olympic Games and the FIFA World Cup) concludes that economic benefits are prime motives for the degree of interest that has been expressed in hosting them (Andreff, 2012; du Plessis & Maennig, 2012).

The hosting of any mega-event is often associated with massive public investments that are justified on the basis of the multitude of positive impacts that the event is likely to generate. There is a significant body of literature that reveals that both positive and negative legacy impacts can emerge (Bob & Swart, 2010; Collins, Jones & Munday, 2009; Cornelissen, Swart & Bob, 2011; Dickson, Benson & Blackman, 2011; Ohmann, Wilkes & Jones, 2006; Preuss, 2007; Turco, Tichaawa, Moodley, Munien, Jaggarnath & Stofberg, 2012) related to social, economic, destination profiling, environmental, sport and management components. Some of the main positive and negative impacts and legacies emerging from the literature linked to mega-events in particular are summarised in Table 1.1 below. These impacts can directly or indirectly have an effect on residents of host community.

**Table 1.1:** Main impacts and legacies emerging from mega-event literature

<i>Positives</i>	<i>Negatives</i>
New event facilities	Investments in non-needed structure
Improvement in general infrastructure	Indebtedness of public sector
Urban revival	Temporary crowding problems
Gaining of international reputation	Loss of permanent visitors
Increased tourism	Property rental increases
Improved public welfare	Only temporary increases in employment and business activities
Additional employment	Socially unjust displacement
Local business opportunities	Crime and terrorism
Renewed community spirit	Environmental damage
Inter-regional cooperation	Inflated prices of goods and services
Production of cultural values	
Education	
Experience and know-how	

Source: Adapted from Cashman (2005) and Preuss (2007)

### **Resident reactions to tourism and mega-events**

Studies of the resident reactions to community tourism first emerged in the late 1980s when event tourism began to be recognised in both the industry and academia; this illustrates the recognition of the significant role that is played by residents in the success of community tourism (Andereck & Nyaupane, 2011). Understanding perceptions of the impacts of mega-events on residents is vital for the overall success of an event (Hiller & Wannier, 2011). Gursoy and Kendal (2006: 606) state that “for a mega-event to be successful, the understanding and participation of all stakeholders in the process is crucial”.

According to Deccio and Baloglu (2002), community reactions to mega-events are largely influenced by the perceptions of the cost versus the benefits (as Table 1 shows) classified in terms of the triple bottom line of tourism (economic, social and environmental). Lorde, Greenidge and Devonish,(2011) hold the view that residents’ perceptions about the nature of mega-event impacts vary. Some might perceive an event as having mainly positive impacts, while others might perceive that the event is bringing about negative impacts.

Furthermore, Gursoy, Chi, Ai and Chen (2011) argue that even though hosting such a mega-event requires considerable investment of human, financial and physical resources from the communities concerned; the communities still compete against one another to host the mega-events because of the benefits that are expected to accrue. However, Maennig and Porsche (2008) suggest that such mega-events suffer in part from the criticism that they tend to raise problems in the areas of security, transport and ecology, and/ or due to them requiring excessive public funding. Such criticisms, when they are echoed in the media, can have a negative influence on public perceptions. According to Gursoy et al.(2011), studies also suggest that mega-events tend to create long-term and lasting benefits for residents through the development of infrastructure and facilities that are necessary to host such events. Such facilities are often used as a justification for the expenditures associated with the hosting of the mega-events. Furthermore, Kim and Petrick (2005) note that, many sports mega-event organisations tend to disregard the residents’ perceptions of the event’s social and cultural impacts. They caution that, if the residents’ perceptions are not examined the loss of support for tourism development, an unwillingness to work in

the tourism industry and hostility towards tourists can be produced.

### **Conceptual framework**

The Social Exchange Theory (SET) has been shown to be a suitable theoretical framework for analysing residents' perceptions of, and attitudes toward tourism development (Latkova & Vogt, 2012). The advantages of using the aforementioned theory are in its potential to explain positive and negative attitudes and investigate exchanges at the individual or communal level (Karadakis & Kaplanidou, 2012). The underlying theory is adopted for this study and deemed pertinent to sport mega-events and in particular community perceptions and support regarding such events.

A number of studies examining residents' reactions to major events utilise the SET as a theoretical base as noted by Kim, Gursoy and Lee (2006). The SET is a social psychological and sociological perspective that describes social change as a process of negotiated exchanges between individuals or groups (Hritz & Ross, 2010).

The authors note that the SET, when used in tourism, postulates that hosts and visitors exchange resources that are valued by both parties. The theory accounts for divergent resident evaluations of tourism impacts primarily in terms of experiential or psychological outcomes (Waitt, 2003).

This theory contends that local residents are likely to form their perceptions based on the expected value of the exchange before the actual exchange occurs (Kim et al., 2006). Waitt (2003) construes that residents evaluate tourism/events as either positive or negative in terms of the expected benefits or costs deriving from the services they supply.

Theoretically, the initial perceptions prior to the event serve as a 'reference point' for future re-evaluations of the impacts (Kim et al., 2006).

### **Community support and involvement of sport mega-events**

Community involvement in sport mega-event planning is a recent phenomenon and research into locals support for hosting these venues is limited (Gursoy & Kendall, 2006). According to Hardy and Beeton (2001) support for mega-events is reliant upon perceptions, especially if the host community is to feel a sense of ownership or connection to the event. Moreover, based on SET, if the host residents perceive that they are likely to benefit from such exchanges without incurring intolerable costs, then these residents are likely to support and participate in exchanges with visitors and to support additional community-based tourism development (Lee, 2012). Nevertheless, Kim et al. (2006) contend that mega-events are no exception to the fact that local residents' support is essential, regardless of any type of tourism development.

Many researchers (Jago, Chalip, Brown, Mules & Ali, 2002) have recognised the importance of the host community being involved in and 'owning' an event, which, in turn, emits positive messages to visitors.

Surveys conducted by Swart and Bob (2009) and Bassa and Jaggernath (2011) on residents' perceptions and attitudes towards the FIFA World Cup revealed that, most of the respondents surveyed from among the residents in close proximity to the competition stadiums in Cape Town and Durban supported the hosting of the 2010 FIFA World Cup and shared a sense of pride in the national achievement. As the distance from the attraction widens, it becomes more unfavourable for those people who stay far from the attraction, as a result their perceptions of the venture that will take place in that attraction will most likely be negative (Jurovski & Gursoy, 2004). On the other hand, Waitt (2003) argues that residents who live in close proximity to heavy tourism concentrations are more likely to be negatively disposed by virtue of their greater exposure to its negative

externalities such as traffic noise, congestion and litter.

### **Statement of the research problem**

The conceptual framework as discussed above has shown, local residents' support is essential in order to stage a successful mega-event. However, Turco, Riley and Swart (2002) have noted the relatively scant research that has been conducted so far with regards to residents of the community where the event takes place. The authors lament the fact that, few impact studies have examined residents' attitudes toward sport tourism events in their community especially in comparative terms.

In the context of South Africa and Africa, there is no known study that has focused on comparing pre- and post-event perceptions of residents on the 2010 FIFA World Cup in a host city, despite residents being an important stakeholder of mega-events. Ultimately, the current research seeks to determine post-event perceptions and provide analysis of a comparison with the pre-event data to effectively gauge any shift in attitudes and reactions of residents in relation to South Africa's hosting of the 2010 FIFA World Cup and the associated legacies in Nelson Mandela Bay.

### **Significance of the study**

The study is comparative in nature, and has gone beyond the scope of many other studies on the 2010 FIFA World Cup for the reason that firstly, a large corpus of studies that have been conducted regarding the 2010 FIFA World Cup have largely focused on pre-event perceptions (Chain, 2010; Pillay & Bass, 2009; Swart & Bob, 2009) to justify such hosting.

However, post-event studies are also important as the cumulative findings and recommendations (pre- and post-event) from this research could provide information that offers greater insight to event managers and event stakeholders to plan and manage future events to be hosted in South Africa and on the African continent more effectively, while taking

note residents' perceptions towards such events. Moreover, the rationale behind pre- and post-event analysis is to compare and contrast with effectively gauging any shift in attitudes and reactions of residents in relation to South Africa's hosting of the 2010 FIFA World Cup.

Ultimately, the post-event findings may assist the local authorities, not only to stress on the positive spin-offs accrued from the event, but to promote practices that ameliorate negative outcomes of future mega-events to be hosted in South Africa.

### **Methodology**

#### ***Design, population and selection of sample***

The research design for this study made use of both qualitative as well as quantitative approaches. Adopting such a mixed method approach is known to increase the validity of the study by examining the same phenomenon in various ways (Saunders, Lewis & Thornhill, 2012). The population of interest in the study involved residents in Nelson Mandela Bay- Port Elizabeth (a 2010 FIFA World Cup host city) who reside within a 2km radius of the Nelson Mandela Bay Stadium. Fredline and Faulkner (2000) indicate in their studies of two major events in Australia that residents living closest to the event were most likely to be affected by the event as opposed to those that resided further away.

Three hundred and ninety eight (398) respondents were interviewed at both phases of the event respectively. The sample size was decided upon based on a table that was devised for determining how large a randomly chosen sample from a given finite population of  $n$  cases should be, such that the sample proportion  $p$  would fall within .05 of the population proportion, meaning  $p$  with a 95% level of confidence (Isaac & Micheal, 1981).

The probability sampling technique was used due to its main characteristic of randomness and to allow for the possibility

to precisely generalise to the study population (Altinay & Paraskevas, 2008).

### ***Instrument***

The main data collection instrument that was used included questions relating to the social, economic legacy impacts based on the generic scale framework developed by Fredline, Jago and Deery (2003) to measure the impacts of events. Given that the 2010 FIFA World Cup was the first of its kind on the African continent, the instrument was modified to suit the local context, with the questions included being aimed at providing insights into how residents perceive the event impact pre- and post-event. The perceptions were measured using a 5-point Likert scale (1 - 'strongly agree', 2 - 'agree', 3 - 'neutral', 4 - 'disagree', 5 - 'strongly disagree'). The scale measured 20 items covering various positive and negative legacy impacts such as benefit of infrastructural development (for example, I think the facilities created for this event could be used long-term by the local community); "price increase" (for example, I think that the prices of goods and services in the area will increase due to the event); "national pride" (for example, I am very proud that South Africa is hosting this event); and "social problems" (for example, the event will cause significant traffic congestion in the area).

### ***Data collection***

The data collection was done in two different phases, viz. the pre-event and post-event phases. During both phases, trained fieldworkers were used to target residents who resided within a two kilometre radius of the Nelson Mandela Bay Stadium using a stratified random sampling technique. A semi-structured questionnaire that measured the expected

benefits and cost of the 2010 event was used to interview residents. The pre-event data was collected 4 year pre-event (June – July 2006) while the post-event was equally collected 4 year post-event (June-July 2014). This type of longitudinal approach has been used by similar studies that compare perceptions over time (Kim et al., 2006) albeit at shorter intervals. Considering that the aforementioned study has been criticised based on the time lag (Lorde et al., 2011), this study considered a longer time lag (4 years intervals). Besides Preuss (2013) argue strongly that, the impacts of mega-events can only be effectively measured in the long-term.

### ***Data analysis***

Seven hundred and ninety six (796) valid questionnaires were collected for both phases of data collection (398 surveys pre-event and post-event respectively). The data representing a 100% response rate, were coded, captured and analysed, using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics was undertaken to meet the study objectives.

## **Results and discussion**

### ***Demographic profile of respondents***

The demographic characteristics of respondents can influence their perceptions towards events (Jackson, 2008). As such, event planners have to be familiar with the demographic characteristics of respondents in order to make effective marketing, promotional and operational decisions to raise perceptions (Kaiser, Alfs, Beech & Kaspar, 2013). In view of this, Table 2 reflects in part, the demographic composition of the respondents in this study.

**Table 2:** Respondents' demographic profile

	Pre-event Total (n=398, in %)	Post-event Total (n=398, in %)
<b>Gender</b>		
Male	57	52
Female	43	48
<b>Race</b>		
Black	54.2	54.1
White	31.3	20.6
Coloured	12	17.6
Indian	2.5	7.7
<b>Age group</b>		
18 – 20	19.3	9.4
21 – 30	39.8	49.4
31 – 40	19.3	18.8
41 – 50	13.3	14.7
51 – 60	3.6	5.3
61>	4.7	2.4

The demographic profile of the respondents surveyed revealed an average age of 27 years old, with a slight male-dominated gender representation, with 57% (pre-event) and 52% (post-event) being males, whereas 43% (pre-event) and 48% (post-event) were females. With regards to race, most of the respondents (54.2% pre-event, and 54.1% post-event) were found to be black people. The data further indicated that most of the respondents were fairly educated, with 39.8% (pre-event) and 33.5% (post-event) being in possession of a certificate/diploma. Concerning the other demographic attributes, the average income of the respondents was R5208.00 per month, with most (47.1% pre-event, and 35.9% post-event) of the respondents being found to be working on a full-time basis.

### **Residents' perceptions**

Various authors (Konstantaki & Wickens, 2010; Lepp & Gibson, 2011; Nunkoo, Gursoy & Juwaheer, 2010) posit that residents compare their pre and post perceptions to determine their overall perceptions with the impacts of an event.

As such, descriptive and bivariate analysis was used to compare residents' with their pre and post perceptions to determine their overall perceptions of the impacts of the 2010 FIFA World Cup. In view of this, Table 3 shows the results for the respondents' mean scores, in terms of the relationship between the pre- and post-event phases. The table also reflects the *t*-tests and standard deviations for the pre- and post-event phase.

**Table 3:** Means and standard deviations for residents' perceptions of economic and social issues pre-and post the 2010 FIFA World Cup

	ATTRIBUTES	MEAN				Perceptio n (Gap)	t- value
		Pre-event (n=398)	SD	Post- event (n=398)	SD		
	<b>ECONOMIC IMPACTS</b>						
V1	The 2010 FIFA World Cup only benefited the rich and big business.	1.65	1.31	1.19	1.18	0.46	4.890
V2	The hosting of the event ensured	1.31	1.01	0.98	0.95	0.33	4.440

	employment opportunities for local community members						
V3	The hosting of the event led to increased spending in the local area, thus ensuring economic benefits to the local community	1.31	1.09	1.18	0.92	0.13	1.692
V4	The event ensured extended shopping hours in the event area.	1.34	1.01	1.18	0.91	0.16	2.208
V5	The levels of black economic empowerment have improved	1.08	1.20	1.07	1.06	0.01	0.257
V6	I think that the prices of goods in the area increased due to the event.	1.09	1.08	1.06	1.06	0.03	0.267
V7	I feel that the use of public funds in support of the event was acceptable.	1.57	1.33	1.36	1.02	0.21	2.626
V8	Too much money was spent on the event that could have been spent on other activities.	1.47	0.95	1.43	1.20	0.04	0.464
	<b>SOCIAL IMPACTS</b>						
V9	The event caused significant traffic congestion within the local area.	1.08	0.95	1.31	1.05	-0.23	3.047
V10	An increase in crime levels was experienced due to the event.	1.05	1.06	1.99	1.13	-0.94	11.362
V11	An increase in vandalism was experienced due to the hosting of the event.	1.29	1.09	2.16	1.11	-0.87	10.478
V12	There was extensive alcohol abuse by persons attending the event.	1.23	1.06	1.54	1.21	-0.31	3.554
V13	Terrorism was a concern during the event.	1.85	1.15	2.03	1.28	-0.18	2.054
V14	The event led to excessive noise levels, which annoyed the local residents	1.27	1.07	1.09	1.29	0.18	9.187
V15	Entertainment opportunities related to the event were provided for the local residents.	1.33	0.95	1.08	0.98	0.25	3.377
V16	The event only benefited some members of the community, and it increased levels of social inequality.	1.65	1.18	1.63	1.06	0.02	0.303
V17	The event stimulated training and skills development for members of the community.	1.72	1.10	1.21	0.88	0.51	6.741
V18	The event was a major boost for national pride and nation-building.	1.09	0.87	0.64	0.87	0.45	6.948
V19	I feel proud that the event was hosted in my town, city or area	1.71	1.31	1.25	1.13	0.46	5.480
V20	The event had NO negative social impacts	1.12	1.25	1.52	1.17	-0.4	1.351
	<b>Overall mean for 20 attributes</b>	<b>1.36</b>	<b>1.10</b>	<b>1.35</b>	<b>1.07</b>	<b>0.01</b>	<b>-</b>

\*t-test (2 tailed Significance)  $p < 0.05$ ; \*SD: Standard deviation  $p < 0.05$

Residents' perceptions (pre and post) were measured on a five point Likert-type scale, where the lower the score, the greater the residents' perceptions on the economic and social impacts of hosting the 2010 FIFA World Cup. The mean scores of residents' pre-event perceptions ranged from 1.85 to 1.05. Thus, residents agreed that terrorism would be a concern during the event. On the other hand, respondents' highest pre-perception item was "an increase in crime levels was experienced due to hosting of the event" (V10). Thus, residents strongly agreed that there would an increase in crime

levels due to hosting of the event. The overall mean score for pre-event perception items was 1.36.

The mean scores of residents' post perceptions ranged from 2.16 to 0.64. The lowest post perception item was "an increase in vandalism was experienced due to the hosting of the event" (V11), which indicate that respondents agreed that there would be an increase in vandalism due to the hosting of the event. Conversely, respondents' highest post perception item was "the event was a major boost for national pride and nation-



building" (V18). The overall mean score for post-event perception items was 1.35. This score indicates that, after the event, respondents slightly strongly agreed that on the economic and social impacts of the event.

According to the results in Table 3, respondents' post perceptions were higher than their pre-perceptions. The narrowest gap was for the attribute "the levels of black economic empowerment have improved" (V5). This low negative gap score implies that there was a small difference between pre-perceptions and post-perceptions on this attribute. Thus, respondents' pre-perceptions were close to the post-perceptions on this attribute. However, the widest negative gap was for the item "an increase in crime levels was experienced due to the event", indicating that respondents' perceptions diminished after the event as they perceived an increase in crime levels due to the event than prior to the event. The findings are consistent with those of Tichaawa and Bama (2012) who found similar perceptions post-event in their research on residents' living close to the Cape Town stadium.

Finally, the overall 'Perception gap' was 0.01 indicating that 'after the event' most of the residents had slightly higher perceptions than 'before the event'. Findings indicate that 'after the event' most of the residents were slightly positive about the economic and social impacts of the event than 'before the event'. These findings are contradict those of Gursoy et al. (2011) and Ma, Ma, Wu, and Rotherham (2013), who argue that, before or during the games local residents tend to have high expectations about the benefits that mega-events will be likely to bring to their communities. However, after the games, locals are likely to become increasingly concerned about the negative impacts of the games because they tend to realise that the benefits that are associated with hosting a mega-event might not be as high as they expected them to be.

In order to better understand the variations in impact perceptions of residents due to temporal effects, *t*-tests were carried out on 20 impact perception items (see Table 3). A comparison of residents' pre- and post-event perceptions of the socio-economic impact of the 2010 FIFA World Cup, using the paired samples *t*-test, indicated statistically significant differences ( $p < 0.05$ ) on 8 of the 20 examined socio-economic attributes.

Results of *t*-tests indicated that there were significant differences ( $p < 0.05$ ) on three economic attributes, namely; 'the 2010 FIFA World Cup only benefited the rich and big business', 'the hosting of the event ensured employment opportunities for local community members', and 'too much money was spent on the event that could have been spent on other activities'. The results imply that residents had negative perceptions on these three economic attributes.

In the same vein of thought, there were significant differences ( $p < 0.05$ ) on five social attributes, namely; 'the event led to excessive noise levels, which annoyed the local residents', 'the event only benefited some members of the community, and it increased levels of social inequality', 'the event stimulated training and skills development for members of the community', 'the event was a major boost for national pride and nation- building', 'I feel proud that the event was hosted in my town, city, or area'. The results imply that residents had negative perceptions on these five social attributes.

The statistically significant attributes require more attention to change the negative perceptions of residents towards events of such a magnitude. The statistically significant attributes illustrate that on these attributes, residents' expectations were not met 'after the event'. However, in contrast to previous studies, in which residents realized, after the events, that they had underestimated some of the costs of hosting a mega-event (Gursoy et al., 2011), only one of those differences in negative items suggested

that the expected cost was higher than Port Elizabeth residents anticipated: 'an increase in crime levels was experienced due to the event'. Nevertheless, after the event, residents realized that the 2010 FIFA World Cup had more positive impacts than negative impacts.

As has been highlighted in previous studies (Jeong & Faulkner, 1996; Gursoy et al., 2011), residents tend to have high expectations about the benefits of hosting a mega-event, although they tend to recognize that some costs will result from it. However, before the mega-event residents tend to evaluate it in a quite more positive way and the post-event allows people to get a much more realistic and less passionate approach to the hosting impacts.

Therefore, results from this study confirm some of the findings of Gursoy and Kendal (2006) but contradict the findings by Kim et al (2006) and Deccio and Baloglu (2002). The decreasing mean values in all the statistically significant attributes show that residents realized that the socio-economic benefits generated by the mega-event were lower than they expected.

## Conclusion

This research endeavour has clearly shown the importance of examining legacy impacts of mega-events more broadly. The focus was to compare pre- and post-event perceptions of the 2010 FIFA World Cup in a longitudinal manner. Overall, the findings indicate residents held slightly more positive perceptions about the event in the post, rather than in the pre context. The generally positive perceptions displayed by such residents could be attributed largely to the successful hosting of the event. Thus the authors posit that, while this study did not look at the tangible effects of individual legacy components, the need for relevant government bodies and stakeholders of mega-events to develop legacy indicators to track, monitor and evaluate the long-term effects of the event is essential. As Preuss (2013)

argues, the legacies associated with the hosting of mega-events usually manifest over a long period of time.

The study is a contribution to the current body of knowledge on the residents' perceptions of sport mega-events in South Africa as a whole. More specifically, the information that is provided in this study indicates that the planners and the organisers of future sport mega-events need to build local support for future large-scale events. On the basis that the study serves as a framework for the comparison of residents' perceptions pre- and post-event in the developing context, the researchers advocate for future research to be undertaken in other host cities, so as to ascertain post-event perceptions of residents concerning the 2010 FIFA World Cup. This is particularly relevant because, stakeholders associated with mega-events might perceive legacy impacts similarly or differently across geographical regions.

## Future research initiatives

The conducting of such studies would provide South Africa with important insights regarding the avoidance of some of the costly mistakes that have been made, as well as how to leverage the key successes that other host cities have experienced through the hosting of the 2010 FIFA World Cup. The findings could prove valuable in relation to the planning of future major events hosted in Africa. This is more salient given the recent announcements that the City of eThekweni – Durban is expected to secure the bid to host the 2022 Commonwealth Games (Mothowagae, 2015), while the South African Rugby Union (SARU) has indicated its intentions to host the 2023 Rugby World Cup (Independent Online, 2015).

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