

A tale of two regions: stakeholder perceptions of tourism legacies and the 2010 FIFA World Cup in Africa

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Abstract

The hosting of sport events, especially large-scale and mega-events is deemed to be an important component of promoting development in relation to economic and social aspects in both developed and developing contexts. South Africa's hosting of the 2010 FIFA World Cup was significant in that it was the first time that such an event had been hosted on the African continent. The subsequent positioning of the event as an 'African World Cup' which ensured the designing of African legacy objectives geared towards achieving a continental legacy, goes beyond the scope of leveraging potential benefits of any known mega-event previously hosted. This study appraises the tourism effects of leveraging the 2010 FIFA World Cup at continental level. Specifically, it examines perceptions of the tourism legacies associated with the hosting of the event outside the host country South Africa. Using a two-country level case study approach, the study focuses on tourism stakeholders in Cameroon and Nigeria. A mixed method research paradigm was adopted in terms of design. Purposive convenience sampling approach was used to target 771 respondents (390 for Cameroon and 381 for Nigeria). The results show positive overall perceptions amongst tourism stakeholders across both case study areas, however, statistical test reveal significant differences exist amongst Nigerian and Cameroonian stakeholders in comparative terms. The study advocate for the need to examine extent to which differences can be attributed to socio-economic profile, geographical location, nationality, and other characteristics of those concerned and how legacy is perceived.

Key words: Tourism, mega-event, legacy impact, 2010 FIFA World Cup, Cameroon, Nigeria



Source:http://4.bp.blogspot.com/_DEvW1x7Yex8/TA9ewqyEzfl/AAAAAAAAABqQ/Zan3n7djoMY/s1600/2010-Header-0.png

Introduction

Hosting global events is increasingly being seen as a contemporary facet in tourism destination development and marketing mix (Nicolau, 2012). Most nations around the world, including those in the developing context, have joined what has often been described as the 'fierce pursuit' of staging sport mega-events, because of the reported legacies usually associated with them (Cornelissen, 2007). Due to their scope and size or magnitude, the events not only have the ability to impact on the host city or country concerned, but their impact can also be experienced in non-host regions through event leveraging initiatives (Tichaawa & Bob, 2015).

According to Brown and Massey (2001: 19), the 'legacy' of an event could easily encompass all the different elements of the impact of a major event. Gratton and Preuss (2008: 1923) put forward the International Olympic Committee's (IOC's) notion of 'event legacy' as "that which captures the value of sport facilities and public improvements that are turned over to communities or sports organisations after the Olympic Games". By comparison, Mann (2008: 2) states that the legacies of mega-events involve "ensuring that as many long-term benefits are generated for the host city, region and nation – well before, during and long after the event".

South Africa's hosting of the FIFA World Cup in 2010 was significant, in that it was the first time that such an event had been hosted on the African continent (du Plessis & Maennig, 2011). The subsequent positioning of the event as an 'African World Cup', which ensured the designing of African legacy objectives geared towards achieving a continental legacy, goes beyond the scope of leveraging potential benefits of any known mega-event previously hosted. According to the African legacy agenda, one key component that was adopted was in the area of tourism and the environment (Tichaawa & Bob, 2015). In terms of this domain projects were to be implemented with full and active participation from key

arts and culture stakeholders, including traditional leaders. Such projects included the training of young curators from different parts of Africa in the field of art, culture and heritage issues; the training of young translators from different parts of the continent in different languages; the establishing of a museum dedicated to the display of contemporary African art; the organising of numerous pan-African arts, craft and music festivals etc. (Department of Sports & Recreation, 2008).

Four years after the hosting of the event in South Africa, this research endeavour adopts a case study approach to examining the event effects beyond the host country South Africa. Specifically, the focus is to critically examine the tourism component of the African Legacy Programme by detailing perceptions from key stakeholder groups in Cameroon and Nigeria.

Tourism and mega-event legacy in context

According to Giampiccoli and Nauright (2010), mega-events are considered important promoters of tourism and figure prominently in the development and marketing plans of most destinations that seek to host them. Fourie and Santana-Gallego (2010) mention that mega-events are intended to attract tourist revenues and, more importantly, national and international media recognition for the host city. According to Kavetos and Szymanski (2008), through marketing and media exposure the host cities of mega-events might be able to attract tourists both during and after such events. As tourists are assumed to spend money in the local economy, their expenditure tends to have an economic multiplier effect. Harris (2011) and Turco, Tichaawa, Moodley, Munien, Jaggarnath and Stoffberg (2012) found that the host expectations of the tourism returns that are linked to mega-events are usually high. For example, Chalip (2002: 5) states that "it was estimated that tourist visits induced by the Olympic Games in Australia would generate just over A\$2.9 (US\$2.7) billion

of extra tourism foreign exports". Chalip (2010) concluded that the Australian authorities used the hosting of the 2000 Sydney Games to develop plans to reap the benefits from long-term tourism, by means of exploiting the media opportunities presented by the event. Table 1 below reveals evidence of some of the long-term positive tourism growth brought about by Barcelona's hosting of

the 1992 Olympic Games. The table shows the improvements made between 1990 and 2001 in terms of improved hotel and room capacity as well as in terms of the number of tourist arrivals and overnight stays. Furthermore, Spain as a country recorded increased visitation from Europe during the time of the Games and post the Games.

Table 1: Legacy benefits of the Barcelona Olympic Games

Legacy benefit	1990	2001
Hotel capacity (beds)	18 567	34 303
Number of tourists	1 732 902	3 378 636
Number of overnight stays	3 795 522	7 969 496
Average room occupancy	71.0%	84.0%
Average length of stay	2.84	3.17
Tourists by origin		
Spain	51.2%	31.3%
Europe	32.0%	39.5%
Other (USA, Japan, Latin America)	16.8%	29.2%

Source: Adapted from Gratton and Preuss (2008)

In the context of Africa, tourism has been consistently and persistently used as a tool for development by many countries on the continent (Dieke, 2009). Furthermore, Rogerson and Visser (2011) contend that African governments have been assisted in tourism-related development efforts by such external agencies as the World Bank, the International Finance Corporation, the British Department for International Development, and the SNV Netherlands Development Organisation. More recently, the role of tourism in economic diversification in Africa has been endorsed by the Economic Commission for Africa for the African Union (Rogerson & Visser, 2011).

Rogerson and Visser (2011) suggest that tourism's contribution to the economic and social upliftment of those living in Africa is highlighted in the New Partnership for African Development (NEPAD) tourism action plan, which states that "[t]ourism is recognised as one of the sectors with the most potential to contribute to the

economic regeneration of the continent, particularly through the diversification of African economies, and generation of foreign exchange earnings" (NEPAD, as cited in Rogerson & Visser, 2011: 252).

The development agenda for Africa's first mega-event (that is, the 2010 FIFA World Cup) contained a special commitment to achieving shared growth in tourism for the entire continent through South Africa's hosting of the mega-event. Tourism was identified as one of the key sectors within the African Legacy Programme. The aim was to leverage the tourism opportunity that the event presented so that the rest of the African continent benefited from it too as previously stated. However, few post-event evaluations of the tourism impact of the 2010 FIFA World Cup have been undertaken so far, specifically in terms of the analysis of the continent-wide effects of tourism.

According to Swart and Bob (2012), the 2010 FIFA World Cup, to some extent,

should be recognised for promoting South Africa successfully as a tourism destination. The authors cite the 2011 Tourism Report, whose data suggest that 8 339 354 tourists visited the country in 2011, representing a 3.3% increase (8 073 552) in the number concerned of those who visited the country in 2010. The data recorded also show that the 2010 event exposed South Africa to increases in the number of tourist arrivals from countries including China, India and the USA. Swart and Bob (2012) argue that the ranking of South Africa as 61st out of 133 in the World Economic Forum Report in 2011 indicates, however, that the event did not positively change South Africa's position in the global tourism market. Horne and Manzenreiter (2006) also found in their study that the 2002 FIFA World Cup that was co-hosted by Japan and South Korea resulted in no change occurring in the overall trends in Japanese tourism. du Plessis and Maennig (2009) observe that hotels in Berlin and Munich reported a vacancy rate of 11.1% and 14.3%, respectively, during the 2006 FIFA World Cup that was hosted in Germany. The post-event analyses referred to above reflect that a key indicator for gauging the tourism impacts of mega-events involves the monitoring of the movement of people in and out of the host destination's entry points, at various stages of the event's life cycle.

However, du Plessis and Maennig (2011) examine the effects on international tourism and awareness brought about as a result of the 2010 FIFA World Cup being hosted by South Africa, using high-frequency data economics. du Plessis and Maennig (2011: 351) caution that "when estimating the impacts of the tournament it is important to distinguish between 'international tourists' and 'overseas tourists', since differences are to be expected between the spending patterns of tourists from other countries in Africa and those from Europe, Asia and the Americas". du Plessis and Maennig (2011: 360) further note that the results of their study confirmed the findings of previous studies on the effects of sport mega-events, in terms of such effects

being "significantly below the effects claimed *ex ante* by their organisers and sponsors and that these events generate scarcely any significant tourism, income or employment impact". On the contrary, in examining the management and the impact of the 2000 Sydney Olympic Games on tourism, Chalip (2002) found that a key economic legacy of the Games was the long-term tourism receipts involved. However, most research that has been undertaken into the tourism impacts of mega-events has cautioned that the analysis of such impacts must consider the crowding-out effects that are justifiably linked to the hosting of such events.

The concept of crowding-out effects or the displacement of tourism as a result of the hosting of a mega-event refers to where those who would ordinarily travel to the country during this period choose to avoid it due to the congestion brought about by the mega-event, including the associated costs (Harris, 2011). This is an important aspect to consider in relation to mega-events. According to studies conducted by Preuss (2007; 2011) and Fourie, Siebrits and Spronk (2011), such high-profile sporting events as the Olympic Games and the FIFA World Cup can result in various effects that can prevent or that can discourage potential tourists from visiting the area while they take place. In addition to the crowding-out effects mentioned above, Bob and Potgieter (2013) argue that tourism has a range of other negative impacts that should be considered when analysing its contribution to destinations that host mega-events. Such negative impacts include loss of income through leakages, environmental impacts, price increases and the unequal distribution of benefits.

As the above review has shown, analyses of the tourism impacts of such events have largely focussed on the host nation or city. Even when such events are leveraged beyond the host nation as was the case with the 2010 FIFA World Cup and Africa, scant research exists that focused on non-host areas. Part of the aim of this research is to close such a gap in existing studies.

Conceptual framework

The stakeholder theory is a theory of organisational management of corporate governance and corporate social performance (Freeman, 2011). According to Donaldson and Preston (1995: 70), “the stakeholder theory is intended both to explain and to guide the structure and operation of the established corporation. It views the corporation as an organisational entity though which numerous and diverse participants accomplish multiple, and not always entirely congruent, purposes”. Kimbu and Ngoasong (2013) suggest that, in recent times, the concept of stakeholder theory has also been applied in the tourism sector for the purpose of planning and managing destinations. According to Currie, Seaton and Wesley (2009: 43), “strategic planning in the tourism industry is crucial in so far as it integrates multiple stakeholders, and remains adaptable to changing environmental, social and economic conditions”. Verbeke and Tung (2013) state that obtaining a clear understanding of the attitudes and interests of stakeholders is a necessary precursor to the planning and the management of sustainable tourism.

According to Hinch and Higham (2011), one key to conducting sustainable tourism development within a community is the involvement of stakeholders. Without stakeholder support, it is difficult to develop tourism in a sustainable manner. Currie *et al.* (2009) underscore the importance of using a common framework to plan, to set goals and objectives, and to evaluate proposed tourism development collectively, with the view of empowering stakeholders from the outset. Therefore, the stakeholder approach intimates that the adopting of plans and the taking of decisions should be done in a way that is cognisant of the stakeholders’ best interests. Moreover, the understanding of stakeholders is of paramount importance to the minimisation of any potential conflict.

Lee and Taylor (2005) suggest that mega-events might appeal to many stakeholder groups in the host destination or region. According to Heere and Parent (2009), mega sporting event organising committees require the involvement of a range of stakeholders to be able to accomplish their preparations to host events, however, they must meet the needs and the expectations of such stakeholders in order for the latter to be willing to become involved. Such stakeholders include the local populace, the government, business, public interest groups that consider the holistic impact of mega-events (Burton, O’ Reilly & Seguin, 2012).

Leveraging the 2010 FIFA World Cup as an ‘African World Cup’ and developing legacy impact projects including for tourism, represents a major change for such stakeholder groups in Cameroon and Nigeria. The stakeholder theory is therefore relevant to this study as using the approach makes it possible to delineate what could have been achieved, and how. In addition, through adopting such an approach, it is possible to determine whether the expectations of such stakeholder groups were met in terms of the tourism legacy benefits pertaining to the event.

Problem statement

There is no known case study and empirically-based research that examines the legacy impacts of mega-events outside the host country. Certainly, South Africa’s hosting of the first mega-event on the continent and the country’s positioning of the event as an ‘African World Cup’ (giving it a continental orientation) provides a unique opportunity for undertaking research in this area. Consequently, the study focuses on stakeholder perceptions in two African countries, which also permits a comparative, critical examination to be undertaken. Such a study will allow for the examination of how attitudes and perceptions change across the

stakeholder groups, and whether significant differences between Cameroonian and Nigerian stakeholder groups exist.

Research method and design

A case study research approach was adopted including both qualitative and quantitative research paradigms. According to Veal (2011), case studies are empirical enquiries that explore a current occurrence within a realistic situation (Veal, 2011). The mode of enquiry is an in-depth examination of a specific phenomenon, dealing with a full body of evidence. Pellissier (2007) puts forward the argument for case studies as being an all-encompassing method or comprehensive research strategy. He maintains that case studies are important,

in that they use multiple methods that are both qualitative and quantitative in nature for data collection. The population of interest in the study included tourism stakeholders and organisations familiar or associated with the hosting of the 2010 FIFA World Cup in Cameroon and Nigeria. This included relevant government departments (sports, arts, culture and tourism) in Cameroon and Nigeria who could provide background information regarding any planned legacies. Furthermore, tourism related businesses in the private sector such as those in the travel and accommodation sector were included in the sample. Cameroon and Nigeria are located between Central and West Africa, and share a common geographical boundary as illustrated by Figure 1 below.



Figure 1: Geographical locations of case study areas relative to the host nation, South Africa
Source: Modified from d-maps.com (2015)

Instrument

A semi-structured questionnaire survey was used to target respondents using a purposive convenience sampling method. The key variables that were included in the questionnaire relate to their demographic variables, understanding of mega-event legacy and perceptions of tourism legacies associated with the 2010 mega-event. Perception questions were based on attribute statements, measured along a 5-point Likert scale. The scale ranged from 1 (strongly disagree) to 5 (strongly agree).

Data analysis

In this study, seven hundred and seventy one (771) respondents were surveyed (390 for Cameroon and 381 for Nigeria). The Statistical Package for Social Sciences (SPSS) software version 22 was used to analyse the quantitative data. The software was used to generate descriptive statistics. In terms of the Likert scale (Strongly agree=SA, agree=A, neutral=N, strongly disagree=SD, disagree=D), the percentages in the results and discussion section has been grouped (SA and A, and SD and D) for a better understanding of the results. Furthermore, bivariate analysis of the data was done with the aim to reveal relationships between responses received from both case study areas.

Results and discussion and implications

Demographic characteristics of the sample

The respondents ranged between 31 and 50 years old, indicating older persons. The gender composition was much more equally balanced in terms of male (55%) and female (45%) representation. The average monthly household income was calculated at R2 551.74 for Cameroonian respondents and at R4 586.38 for the

Nigerians. Many of the respondents had attained a diploma or post-graduate qualification.

Understanding of what constitutes a 'mega-event legacy'

Assessing the respondents' level of understanding of the concept of 'mega-event legacy' is important in analysing the perceptions of the tourism legacy of the 2010 FIFA World Cup. In terms of the respondents' understanding of mega-event legacy, Table 2 below reveals that the vast majority of the respondents (88.8% from Nigeria, and 86.2% from Cameroon) stated 'I don't know'. Respondents in Cameroon and Nigeria, therefore, appear to possess a very low level of understanding of what constitutes such a legacy. This finding raises the question as to how the African legacy linked to the 2010 FIFA World Cup was planned, communicated and implemented.

The findings might represent that the element of educating, and of defining, or of providing a basic understanding of mega-event legacy, was largely missing from the agenda of many African states, despite the adoption of the African Legacy Programme by the African Union. In view of the fact that Gratton and Preuss (2008) and Cornelissen, Bob and Swart (2011) emphasise and caution that legacy impacts for destinations that host mega-events should be measured in the long-term, providing an understanding of mega-event legacy was of essence, given that it was Africa's first ever mega-event, and that it had a continental orientation, which had never before been done with any previous mega-event hosted globally. Therefore, future large-scale or mega-events that are hosted on this scale in Africa should consider such an implication. However, the above results might be contextualised, in the light of the difficulties that prevail in defining the concept of legacy. Preuss (2007) postulates on the idea that the difficulty in understanding the concept of legacy

arises from the tangible and the intangible effects that the use of the term has. Cornelissen et al. (2011) argue that the term 'legacy', in itself, remains controversial in terms of its understanding,

constitution and definition, in relation to mega-events. In this sense, therefore, the above finding that the majority of the respondents did not know what a mega-event legacy was is not surprising.

Table 2: Respondents' level of understanding of mega-event legacy (Multiple responses, in %)

Understanding of mega-event legacy	Cameroon (n=390)	Nigeria (n=381)
I don't know	86.2	88.8
It is important benefits left after a mega-event, for example, stadium	17.1	14.0
It is a very big event, with opportunities for business	13.4	11.2
It is impacts left by a mega-event on a host destination	12.3	9.1
It is a term used to describe the benefits that a mega-event brings	6.7	1.5

However, a range of mega-event legacy definitions were advanced by the respondents from Cameroon and Nigeria. Some of the respondents from Cameroon (17.1%) and others from Nigeria (14.0%) stated 'mega-event legacies are important benefits left after a mega-event', with most citing the tangible example of infrastructure, mainly in the form of stadium.

In a closely related response, a few respondents from Cameroon (6.7%) and a few others from Nigeria (1.5%) expressed their understanding of mega-event legacies as 'a term used to described the benefits that mega-events bring' to host destinations. Furthermore, some respondents (13.4% from Cameroon, and 11.2% from Nigeria) gave, as their understanding of mega-event legacy 'a very big event with opportunities for business', while other respondents (12.2% from Cameroon and 9.1% from Nigeria) said that legacy referred to 'impacts left by a mega-event on the host destination'.

The salient finding in this regard relates to the fact that respondents from Cameroon and Nigeria rather perceived mega-event legacy as positive benefits/ impacts arising from hosting such mega-events. The findings tend to reinforce those of Junod (2006) who suggest that the term 'legacy' is generally understood to having only positive connotations.

Perceptions of tourism legacy

The following findings discussed are in relation to stakeholder perceptions of the tourism legacy associated with the hosting of the 2010 event measured along a line of given statements. When the respondents were asked to rate their level of agreement on whether or not they thought that '*Africa's citizens have benefited from jobs created by the 2010 FIFA World Cup*', the majority of the respondents (75.1% from Nigeria and 72.3% from Cameroon) agreed with the statement. Furthermore, some of the respondents were neutral (17.1% from Cameroon and 13.6% from Nigeria) about the statement that the event created jobs for Africa's citizens. The remaining few respondents (11.5% from Nigeria, and 9.8% from Cameroon) disagreed with the notion.

The results illustrate that the majority of the respondents interviewed displayed extensive positive sentiments regarding the fact that Africa's citizens benefited from jobs created by the event. The results are consistent with those of Achu and Swart (2012) who found in their study of African immigrants in Cape Town that 63.3% of the respondents perceived post the event that Africans had benefited from the jobs that were created by the event. However, previous studies have shown that the much anticipated job creation figures linked to mega-events are often exaggerated and often do not materialise (Zimbalist, 2010).

Furthermore, the data reveals vast majority of the respondents (92.1% from Nigeria, and 91.6% from Cameroon) expressed a belief that *'the successful hosting of the 2010 FIFA World Cup has boosted levels of pride in and the image of, Africa internationally'*. A total of 5.6% of the respondents from Cameroon and 4.7% from Nigeria were neutral about the statement, while very few of the respondents (3.2% from Nigeria and 2.8% from Cameroon) disagreed with the statement. The findings support those of Lee and Taylor (2005) who found that sport tourism events tend to have a strong symbolic function, in respect of evoking a sense of community, excitement and emotion. According to Maennig and Porsche (2008), the 'feel good' factor is one of the intangible effects of hosting a mega-event. Maennig and Zimbalist (2010) assert that such a feeling can be experienced, irrespective of whether or not the individual concerned travelled to the stadiums where the 2010 event took place. Furthermore, they reinforce the findings of du Plessis and Maennig (2011) who reported an increase in international awareness for the host nations South Africa and Namibia post the 2010 event.

The results presented above also raised doubts with regards to the appropriateness of Ginsberg's (2010: 201) statement that "the 2010 'African World Cup' was a missed opportunity to achieve the stated objective of exterminating Afro-pessimism". Overall, the findings of the current study indicate that the respondents were enthusiastic about a positive change in Africa's image, as a result of the hosting of the 2010 event. They served to reinforce the pre-event sentiments echoed that the post-event would be perceived and reflected upon as a moment when Africa stood tall and resolute and turned the tide of centuries of poverty, conflict and the inability to solve its problems (Department of Sports & Recreation, 2008). The legacy objective of increasing confidence in Africa, and of convincing sceptics about the continent's 'capacity' to provide outstanding global events successfully in the future, could have been

achieved. This is summed up by Harris (2011: 418):

Regardless of FIFA's ulterior motives, South Africa largely succeeded in presenting a new image of Africa to the world, dispelling many of the negative images and misleading perceptions of the media. Without betraying its African roots, the country hosted the most profitable World Cup to date.

The 2010 event could, therefore, have helped to instil an enthusiastic belief that the African continent has established a higher international prominence for itself and that mega-events are a potent tool for enhancing place image. Whatever the case might be, it is of vital importance that the good impression made by hosting the 2010 FIFA World Cup in Africa is sustained and used to advance its position in relation to tourism and other economic development imperatives. The recent outbreaks of xenophobic attacks against African nationals residing in South Africa in 2015 could have had a negative impact on such image and tourism.

In another related statement, the majority of respondents, slightly more in Nigeria (82.9%) than in Cameroon (74.6%), agreed with the statement that *'the 2010 FIFA World Cup has increased tourism and investment opportunities in Africa'*. According to Swart and Bob (2012), the 2010 FIFA World Cup witnessed growth in the tourism markets of African countries and contributed to the growth of African states. Hinch and Higham (2011) assert that the tourism sector is a major benefactor from mega-event hosting, and that such benefits can spill over to non-host regions. Malfas, Theodoraki and Houlihan (2004) argue that, the economic contribution that is made by a mega-event is predominantly understood in terms of the scenarios that it provides of the awareness of the host region or city as a tourism destination, and in terms of the knowledge that is developed concerning the potential for investment and commercial activity in the region.

Furthermore, only 14.9% of the respondents in Cameroon and 10.5% of those in Nigeria were neutral about the statement, while very few disagreed with it (10.5% from Cameroon, and 6.6% from Nigeria). In sum, the findings imply that most of the respondents in Nigeria and Cameroon were of the opinion that tourism on the African continent has improved and that investment opportunities have been enhanced post the hosting of the 2010 event. However, the long-term effects of such improvements have yet to be determined. As du Plessis and Maennig (2011) observe, the economic benefits of this nature that are linked to mega-events are often exaggerated and tend to arouse problematic expectations in terms of the growth multipliers that are adopted, as well as the irony of leakages of revenue.

Turco et al. (2012) found in their study on the visitor profile of the 2010 event in South Africa that few visitors who came primarily for the event planned to visit other African countries. In a correlated statement to the above, which was presented to the respondents regarding the notion of increased tourist arrivals, an interesting shift in response was noted in the two case study areas. The majority of respondents in Nigeria (61.7%) compared to Cameroon (38%) agreed with the statement that *'the number of tourist arrivals in their country had increased because of the hosting of the 2010 FIFA World Cup'*. Furthermore, more respondents in Cameroon (31.3%) than in Nigeria (17.8%) were neutral about the statement. Over 30% of the respondents in Cameroon (30.7%) and 20.5% in Nigeria disagreed with it.

The differences that were received in response to this statement from respondents could be explained by the fact that, although it is still in its infancy, tourism development in Nigeria has witnessed steady growth, due to the investments that have been made in relation to planning and policy, infrastructural development and efforts to position the country as a tourism destination of choice through concerted marketing efforts (Nigeria Tourism

Development Master Plan, 2006), in contrast to Cameroon's reluctance to develop and to implement a comprehensive tourism development and marketing plan (Kimbu, 2012), coupled with the government's limited funding allocation to tourism (Commonwealth Business Environment Report, 2009) which cannot be overlooked. When such assertions are taken into account, the findings are, therefore, plausible. In addition, the statistics presented by the World Travel & Tourism Council (WTTC) (2011) indicate that Nigeria received more arrivals than did Cameroon. The result reveals that the respondents in both case study areas were optimistic that their country had increased its number of tourism arrivals, due to the hosting of the 2010 FIFA World Cup. Although the South African Tourism (SAT) (2010) visitor departure survey revealed that more visitors (275) indicated that they had visited Nigeria during the trip compared to the number of visitors to Cameroon (213), it is difficult to estimate the extent of the positive effect that such visits made. Bob and Majola (2011) conducted an empirical study on the impact of the 2010 event in a non-host area, and found that there was a high expectation of the tourism positive spill-over effects pre-event, but that there was no substantial evidence that such effects were realised post the event.

For Africa and the 2010 FIFA World Cup tourism legacy, the number of tourist arrivals over a period of time, and the number of jobs created by the sector, will be important in determining the ability of the 2010 event to have created international awareness of the continent, and to have promoted tourism.

Theoretically, mega-events not only affect the destinations that host them, but they might have a significant impact on the surrounding regions (Bijerk, de Ridder & Donaldson, 2012). Given the extent of the international media exposure that a FIFA World Cup attracts, showcasing the tourism products that the continent has was one way of enhancing awareness of Africa as a tourism destination. When the respondents were next asked to react to

the statement that *'I am more aware of Africa as a tourism destination because of the 2010 FIFA World Cup exposure'*, the majority of the respondents (61.7% of the respondents from Nigeria compared to 49.8% from Cameroon) agreed with the statement. Conversely, more respondents from Cameroon (29%) compared to those from Nigeria (17.8%) disagreed with it. More so, 21.2% of the respondents from Cameroon and 20.5% of those from Nigeria were neutral. Although the majority of soccer fans in Cameroon and Nigeria expressed a belief that the 2010 event enhanced their level of awareness of the continent as a tourism destination, a degree of scepticism was noted when those who disagreed with or who remained neutral were brought into the equation. Jago, Dwyer, van Lill and Voster (2010) stress that mega-events have conventionally been viewed as a component of tourism, and that they have been embedded within national and regional tourism plans and policies. According to Preuss (2007), the host regions of mega-events benefit from the large contingent of media present around the time of the event who transfer images of the destination globally. In this sense, the exposure gained from the media focus on South Africa, and on Africa in general, in the run-up to the bidding of the 2010 FIFA World Cup and during the hosting of the tournament could have influenced the findings of those who agreed with this statement.

However, Atkinson (2009) noted that, if marketed in a proper manner, non-host destinations of mega-events, especially those that are close to the host, might be visited. However, the media focus was largely on the host nation, South Africa, compared to on the entire African continent. This might have given some respondents reason to think that the host nation was the main focus, compared to other nations on the continent. The importance of the continuous development of tourism as an economic sector in Africa is highly significant in terms of the growth strategy that is adopted in terms of developing economies (Dieke, 2009). To underscore the issue further, tourism's

potential for contributing to economic and social upliftment in Africa was highlighted in the NEPAD's tourism action plan, which acknowledged and positioned tourism as one of the sectors with the utmost potential to contribute to the economic renaissance of the continent, mainly through the diversification of African economies, and through attracting foreign exchange earnings (Rogerson & Visser, 2011).

Furthermore, the World Cup was envisaged as benefiting the entire African continent in a number of ways. The results show that most of the respondents (55.9% from Nigeria and 44.6% from Cameroon) agreed with the statement that *'the whole continent has benefited from the hosting of the 2010 FIFA World Cup by South Africa'*. Furthermore, all the key informants in Cameroon and Nigeria agreed with the statement. Based on the results presented in relation to the socio-economic and environmental statements (as discussed above), such a result was to be expected as it mirrors the general trend in responses. In terms of the African Legacy Programme, positive spill-over effects to non-host countries, especially in terms of socio-economic and environmental benefits were anticipated (Department of Sports & Recreation, 2008).

The findings here reflect the fact that leveraging the first ever mega-event hosted in Africa were perceived to by some of the respondents to provide legacy benefits beyond the boundaries of the host country, South Africa. Although the extent of such legacy benefits was not substantial in this study, the finding challenges the conventional thinking that South Africa's positioning of the World Cup in this manner was merely yet another way of appropriating Africa to its own advantage, using it to gain leverage in the bidding process, as the country could then focus on continental, rather than on domestic, paybacks (Tawfik-Amer, 2011). It was also not only a way of scoring an advantage for South Africa's foreign policy to cement and to maintain its economic dominance and diplomacy on the continent (Ndlovu, 2010). Furthermore,

the results show that some of the respondents (36.9% from Cameroon and 24.9% from Nigeria) disagreed with the statement, while a similar proportion of the respondents (19.2% from Nigeria and 18.5% from Cameroon) were neutral. Such respondents might have felt that the event had not benefited them or their countries in any way, or they might simply have lacked an appreciation of the mega-event legacy.

In order to better understand the variations in impact perceptions of stakeholders due to temporal effects, *t*-tests were carried out on 6 impact perception items (see

Table 3). A comparison of stakeholders in Cameroon and Nigeria post 2010 FIFA World Cup and tourism associated legacy perceptions, using the paired samples *t*-test, indicated statistically significant differences ($p < 0.05$) on all attributes. This implies that stakeholders in Cameroon and Nigeria viewed tourism legacies differently. The mean scores for Cameroon ranged from 1.62 to 2.96, and Nigeria from 1.59 to 2.61. The respondents' highest perception attribute was 'the whole African continent has benefited from the hosting of the 2010 FIFA World Cup by South Africa' V6.

Table 3: Means and standard deviations for stakeholder perceptions of tourism legacy post the 2010 FIFA World Cup in Cameroon and Nigeria

ATTRIBUTES		Cameroon				Nigeria				Cameroon vs Nigeria			
		N	Mean		Stat.	N	Mean		Stat.	Mean diff	t-value	Df	p-value
			Mean	Std. Error			Mean	Std. Error					
V1	Africa's citizens have benefited from jobs created by the 2010 FIFA World Cup	390	2.18	0.051	1.002	381	2.24	0.05	0.974	-0.06	-0.061	769	0.47
V2	The successful hosting of the 2010 FIFA World Cup has boosted the pride and image of Africa internationally	390	1.62	0.039	0.763	381	1.59	0.041	0.808	0.03	0.038	769	0.51
V3	The 2010 FIFA World Cup has increased tourism and investment opportunities in Africa	390	2.22	0.048	0.946	381	2.02	0.044	0.863	0.20	0.221	769	0.58
V4	The number of tourist arrivals in my country has increased because of the hosting of the 2010 FIFA World Cup	390	2.9	0.056	1.114	381	2.44	0.062	1.212	0.46	0.395	769	0.65
V5	I am more aware of Africa as a tourism destination because of the 2010 FIFA World Cup exposure	390	2.77	0.058	1.141	381	2.5	0.057	1.109	0.27	0.240	769	0.59
V6	The whole African continent has benefited from the hosting of the 2010 FIFA World Cup by South Africa	390	2.96	0.063	1.238	381	2.61	0.065	1.266	0.35	0.280	769	0.61

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

Conclusion

The overall aim of the study was to critically examine perceptions of the tourism legacy impacts of South Africa's hosting of the 2010 FIFA World Cup in Africa by assessing the pre-defined 'African legacy' objective and intentions in the context of two country-level case studies, namely, Cameroon and Nigeria. The study found perceptions to be largely positive across both study areas although comparatively, significant differences exist in terms of reactions. Considering that this type of study has not previously been undertaken, the endeavour can make a significant contribution to the body of knowledge pertaining to the legacy impacts of mega-events. The theoretical contribution relates directly to articulating and underscoring the need to examine stakeholder perceptions across a range of groups, in order to unpack the extent to which differences can be attributed to socio-economic profile, interest in the sport, geographical location, nationality, and other characteristics of those concerned. Further research is needed to answer key questions with regards to the "African World Cup", and in relation to legacy. For example, which stakeholder groups in Africa benefited most from the hosting of the 2010 FIFA World Cup? What are the lessons learned from the leveraging of Africa's first mega-event continentally?

Scope and limitations of the study

The scope of this study is to critically examine perceptions of the tourism legacy impact of South Africa's hosting of the 2010 FIFA World Cup in Africa. This was undertaken within the framework of the pre-defined 'African legacy' objectives and intentions adopted during the planning and implementation phases in the run-up to the event. Focusing only on two countries (Cameroon and Nigeria) provides limited perspectives and experiences which, however, remain important given that this is the first study on non-host country impacts.

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