

The African sport fan and a mega-event: implications for the Durban 2022 Commonwealth Games in South Africa

Dr. Tembi Maloney Tichaawa*
University of Johannesburg – Bunting Road Campus
South Africa
Email: tembit@uj.ac.za
Telephone: 0027 833429490

Professor Urmilla Bob
University of KwaZulu Natal – Westville Campus
Email: bobu@ukzn.ac.za

Corresponding author*

Abstract

The purpose of this article is to profile African sport fans in relation to the hosting of mega and large-scale events. The aim is to determine their profiles, participation and challenges experienced with a view to inform the hosting of future events such as the 2022 Commonwealth Games in Durban, South Africa. A quantitative methodological approach within a case study design was undertaken in two case study countries (Cameroon and Nigeria). Face-to-face interviews were conducted with 771 soccer fans across both study areas. The findings reveal African fans to be fairly young male and well educated but earning a low income. The data also showed their level of attendance at mega-events was quite low owing to the high level of costs associated with travelling and purchasing tickets for the event. The article recommends the need for the 2022 Commonwealth Games organisers to take cognisance of such challenges when implementing pricing and ticketing strategies. Maximising African fans' participation at future events will require robust thinking in relation to the pricing involved in terms of travel and game tickets.

Keywords: African sport fans, mega-events, travel motive, constraints, 2010 FIFA World Cup, 2022 Commonwealth Games

Introduction

The aim of this study was to profile African sport fans in relation to their participation or non-participation during the 2010 FIFA World Cup. While attempting to reveal the profiles of African sport fans, the broader objectives were to determine how sport fans were made aware of the mega-event, and to detail their experiences and challenges encountered with a view to inform the planning and marketing of the 2022 Commonwealth Games to be hosted in Durban, South Africa to attract African fans to the event. The study focuses on soccer fans in Cameroon and Nigeria.

Literature review

Previous research on sport fans suggests that “attendance motivations are varied and include economic, geographic and socio-demographic factors as well as accessibility, entertainment, performance, attractiveness of the game, emotions and individual preference for the product” (Hall, O’Mahony & Vieceli, 2010: 329). According to McDonald, Funk and Karg (2013: 165), “theoretical and empirical research suggests sport is a highly engaging product with attendance being a strong driver of increased attitudinal loyalty”. Spectatorship

has emerged as an important aspect in tourism over the last few decades, enhanced by the fact that “in the affluent western world, consumers are prepared to pay premium prices to engage with emotionally intense and highly memorable sport event experiences” (Emery, Kerr & Crabtree, 2013: 160). In their research into the mechanisms of delight in watching sports, Oshimi and Harada (2013) found that a sense of spectator delight positively affects the attendance levels at future events. However, Kurtzman and Zauhar (2005: 21) assert that “the decision to travel and participate in or attend sporting activity is intentionally engineered by external forces such as friends, family and media advertising”. As Walmsley (2008) argues, fans look for certain elements that they deem to be important to their experience at a sport tourism host destination, and they consider such elements to influence deeply their decision to travel for sporting events. Walmsley (2008) further postulates that the vast majority of sport tourists, especially mega-event tourists, focus not only on the event when at the host destination, but also seek a wider mix of support tourism facilities and attractions. Because such events are normally hosted in urban areas that are well-developed in terms of tourism and leisure facilities, the event tourists usually engage in the other activities on offer (Kaplanidou & Vogt, 2007). For example, in a study on fans’ travel motives in relation to the 2002 FIFA World Cup in Korea, Kim and Chalip (2004) found that despite the fact that the FIFA World Cup was the main motive for travel, the attractiveness of the host destination still played a key role in the decision to travel. Similarly, in their study of the 2005 Pan American Junior Championships hosted in Canada, Taks, Chalip, Green, Kessenne and Martyn (2009: 138) found:

Participants and spectators who participated in tourism activities during the event had obtained information about the tourism activities prior to coming to the event, and, as such, were likely to return to the host destination, and were strongly inclined to recommend the destination to friends and relatives.

Based on the aforementioned statement, Taks *et al.* (2009) further develop and advance a conceptual framework for the visualisation of successful sustainable outcomes from one-time mega-events (see Figure 1 below.) According to such a framework, it is critical to ascertain the motives that are associated with sport fans attending mega-events. Figure 1 below posits that it is equally important to determine the identities of such mega-event travellers, and to become aware of the purpose of their visit, as well as whether they had previously visited the host destination. This information can eventually serve as a source of information, in turn, for the traveller about the host destination (Taks *et al.*, 2009). The information that is gathered from the three sets of enquiries then assists in the amalgamation of tourism activities that will satisfy the attendees during the event, helping to ensure that they leave the destination with a positive perception not only of the event, but also of the host destination in terms of its competitiveness in respect of tourism activities. The result should be positive word-of-mouth communication about the destination, and therefore, positive recommendation of the venue as a potential tourism destination for colleagues, friends and relatives (Taks *et al.*, 2009).

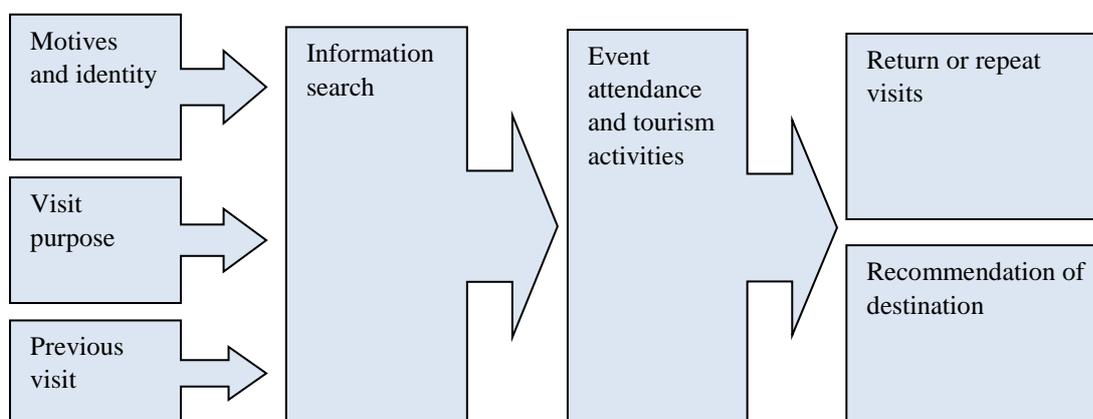


Figure 1: A framework for the identification of sustainable outcomes of events Adapted from: Taks *et al.* (2009)

According to Bouchet, Bodet, Brenache-Assollant and Kada (2011) although fan motivation is a multidimensional construct that is influenced by a variety of variables, avid fans are rather more concerned with the enjoyment of the event itself than with other aspects of their experience. According to Getz (2003: 55), "travel, in general, is motivated by a combination of seeking and escaping from in both personal and interpersonal contexts". In the context of sport events such behaviour has been found potentially to have two generic dimensions. Sport events away from home tend to exert an appeal based on their uniqueness or quality which, when combined with the temptation of providing an opportunity to escape from the familiar and routine, is likely to generate personal benefits, making it worthwhile to spend both time and resources on attending them (Getz, 2012). However, Gammon and Robinson (2004: 224) argue that attempting to pinpoint sport tourism motivators is plagued with a number of difficulties, "the complexity and copious number of motives for participating in sport and tourism events are well documented". Moreover, the fact that such motives tend to change over time, as well as to be evident in broad and contrasting areas of study, further exacerbates the problem (Gammon & Robinson, 2004).

Despite the above, several motivational theories exist that are applicable to the analysis of participation and fan behaviour in sport (McDonald *et al.*, 2013). Although different researchers have used a range of instruments in such analysis, the research that has been conducted across the board has consistently found that the motives of fans are multidimensional with the frequency, the likelihood and the amount of interest exhibited in attendance at events being influenced by and largely predicted by their motives (Kim and Chalip, 2004). Hinch and Higham (2011), Hudson (2012) and Weed and Bull (2004; 2012) acknowledge that motives are concerned with the interaction between people, activities and places, and that these motives, which can change over time, can either be shared or unique to individuals. The authors advance that these motives reflect the participants' characteristics, interests, goals, needs and personality.

Elsewhere in sport tourism related scholarship, Zhang, Pease, Lam, Bellerive, Pham, Williamson and Lee (2001) argue that motivation is an insufficient basis to use in gaining an understanding of the drivers of sport event attendance. They found that identifying the demographic characteristics (such as age, gender and education) of spectators facilitated the prediction of attendance frequency, in contrast to the use of motivational dimensions alone for such predictions. The level of income earned is also often argued as helping to determine the likelihood of attendance at events, as it helps to determine the amount of discretionary income that is available to the would-be spectators.

Kim and Chalip (2004) examined the effects of motives, background and interests of, as well as the constraints on, those fans who tend to travel to the FIFA World Cup events. They identified 'pull' factors, which relate to the attractions that are associated with the host destination, and 'push' factors, which are associated with intangibles relating to the motives, needs and interests of travellers. Furthermore, Bresler (2011) suggest that push factors can be referred to as the motives or as the reasons to travel whereas pull factors are related to external sources, including destination attributes. Kim and Chalip (2004) observe that there are grounds expecting 'push' factors to affect the 'pull' that an event provides. The attractiveness of an event should, at least in part, be a function of a fan's level of motivation, with the higher that a fan's motivation with reference to an event is, the more attractive the event should seem to them.

Kim and Chalip (2004) point out that the destination development that an event stimulates is largely driven by the amount of attendance that it is expected to generate. Hall *et al.* (2010) denote that empirical understanding of the factors that influence sport event attendance is vital for the sustainability of the events, as high attendance levels tend to attract sponsor revenue, and to assist with economic and social development. Furthermore, Getz (2013)

cautions that it is crucial to understand the factors that motivate sport tourist attendance at events, because sport tourists are diverse in nature and their motivations differ as far as comparing individuals to families or to groups of friends, and also according to age groups, gender and cultural groups. Additionally, Spronk and Fourie (2010) and Bladen, Kennel, Abson and Wilde (2012) contend that tourists differ in their sports consumption, in their characteristics, and in their length of stay at the destination, as well as in their expenditure patterns. This is due to the factors that motivate their travel, as well as their attendance levels and their buying behaviour patterns (Yoshida, James & Cronin, 2013).

For Turco, Riley and Swart (2002), several factors influence the sports tourists' engagement in sporting events and indicate that motivators differ among sport tourist classifications. Hall *et al.* (2010) assert that attendance motives include economic, geographic and socio-demographic factors as well as factors relating to accessibility, entertainment, performance, the attractiveness of the game, and the emotional and individual preference of the product. Based on the motives expressed, Turco, Riley and Swart (2002) reiterate that organisers and participants are motivated by the need to obtain monetary benefits from sporting events, with the latter participating in the event as a way of showcasing their preparedness to enjoy the activity.

According to Wann, Royalty and Rochelle (2002), sport fans and spectators can be motivated by any of a number of different factors. Researchers have, however, found that eight motives are quite commonly expressed (McDonald, Milne & Hong, 2002). Wann (1995) developed the Sport Fan Motivational Scale (SFMS) in this regard, which highlights the following motivations: eustress (positive arousal and stress release), escapism, entertainment, aesthetic pleasure (appreciation of the beauty of a sport performance), a feeling of group affiliation, the need to spend time with the family, potential economic gain (to be gained from gambling) and self-esteem (personal enhancement) issues. Similarly, Robinson and Trail (2005: 59) note Sloan's proposal when they state that "most motives for attending sporting events to fulfil related needs tend to fall within the ambit of one of the following theories: the salubrious effects theory; the stress and stimulation theories; the catharsis and aggression theories; the entertainment theory; and/ or the achievement-seeking theories".

Methodology

Design

To satisfy the study objectives, an exploratory case study research approach was adopted incorporating the quantitative research technique. A case study is an empirical enquiry that investigates a contemporary phenomenon within a real-life context (Veal, 2011). The mode of enquiry is an in-depth examination of a specific phenomenon, dealing with a full body of evidence (including documentation and interviews). Babbie and Mouton (2002: 281) underscore the fact that 'case studies take multiple perspectives into account and attempt to understand the influences of multi-level social systems on subjects' perspectives and behaviours. Cameroon and Nigeria represented the case study areas.

Sampling procedure

In both Cameroon and Nigeria, soccer fans were interviewed. The sample size was decided 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 & Michael, 1981). A typical football match in Cameroon and Nigeria can attract an average of 30 000 repeat fans. Accordingly, a total of 758 questionnaires was equally split (379 each) and administered to soccer fans in both case study areas. Such fans were chosen at specific

popular stadiums (the Unification Stadium in Limbe, Cameroon, and the U.J. Esuene Stadium in Calabar, Nigeria) that had been noted as hosting international football matches on a specific game day. On each game day in question, trained fieldworkers were located throughout the stadium's entry points in order to be able to apply the systematic stratified sampling method, according to which every 79th fan was chosen in order to ensure a more representative sample of the population surveyed.

Instrumentation and data analysis

A structured questionnaire survey was used to target the respondents in the study. The key variables measured included the socio-demographic variables in relation to their gender, age, income, employment status and academic qualifications. Other variables focussed upon included the type of sport fans and their travel motives and constraints as detailed by the literature review. A 12-week data collection period was undertaken between December 2013 and February 2014. At the end of the fieldwork, 391 and 381 completed, valid and usable questionnaires were recorded for Cameroon and Nigeria, respectively, resulting in a total of 771 respondents participating in the research. The Statistical Package for Social Sciences (SPSS) software version 22, was used to generate descriptive and inferential statistics. The results are analysed thematically.

Results

Demographic characteristics of the sample

The demographic data collected pertained to age, gender, monthly household income, education and employment status. The age distribution among the respondents showed that the average age of the respondents from Cameroon was 32 years (ranging from 18 years to 71 years) and from Nigeria was 30 years (ranging from 18 years to 60 years). In terms of gender distribution, there was an unequal representation in the survey across both case study areas. The study found that more males (64.9% from Cameroon and 74.3% from Nigeria) participated in the study than did females (35.1% from Cameroon, and 25.7% from Nigeria).

The average monthly household income was calculated at R2 551.74 for Cameroon and at R4 586.38 for Nigeria ranging from under R100 to R66 670. The data showed that soccer fans in Cameroon (63.8%) and Nigeria (72%) are largely citizens with various levels of education with the majority of such fans in both case study areas being well educated with most having attained a certificate/diploma, and undergraduate or postgraduate degrees. In addition, most of the respondents (76.8% from Cameroon and 83.4%) indicated that they were engaged in some form of economic activity to generate income either being employed on a full/ part-time basis or self-employed.

Background information on respondents' interest in football

When asked to describe their interest in football as a spectator, over half of the respondents in Cameroon (57.9%) and in Nigeria (60.6%) said that they considered themselves to be avid fans, who always try to attend matches and who had watched it on television. A further 26.4% of the respondents in Cameroon and 24.2% in Nigeria expressed their interest in football as being interested in the sport and that they watched it whenever they could. Relatively few of the respondents in Cameroon (9.3%) and in Nigeria (10.2%) said that they were not particularly interested in following the game closely, but that they enjoyed watching a game of football when it came to their area. However, 6.4% and 5% of the respondents from Cameroon and Nigeria, respectively, stated that they were not interested in football, but watched or attended games under the influence of their family or friends, who were interested in it.

Attendance at sport mega-events

Given that the Cameroonian and the Nigerian national football teams have represented Africa on seven and six occasions at a FIFA World Cup tournament, respectively, the results shows a significant disparity between the respondents concerned in terms of them travelling to a FIFA event. A total of 99.5% of respondents from Nigeria and 91.5% from Cameroon reported never before having travelled to attend a FIFA World Cup besides the 2010 event, compared to the few (8.5% from Cameroon, and 0.5% from Nigeria) who noted that they had travelled to attend one. In the context of Africa's first mega-event (the 2010 FIFA World Cup), attendance levels were noted to be equally poor, with the vast majority in Cameroon (87.7%) and Nigeria (97.6%) indicating that they did not attend the 2010 tournament.

How respondents were made aware of the 2010 event

Table 1 show that the vast majority of the respondents in this study (89.7% from Cameroon and 89.2% from Nigeria) were informed of the 2010 event via the television. Newspapers were the second most popular means that was used to communicate the event, as reported by 43.6% of the respondents in Cameroon and by a higher number in Nigeria (64.6%). Many respondents (57.2% from Cameroon and 58.8% from Nigeria) said that they were informed by radio. A total of 42.3% of the respondents in Cameroon and 50.1% in Nigeria were informed via the internet, while some (46.4% from Cameroon and slightly less from Nigeria, 28.3%) were informed by friends.

Table 1: Main sources of information about South Africa's hosting of the 2010 FIFA World Cup (Multiple responses, in %)

Source of information	Cameroon (n=391)	Nigeria (n=381)
Television	89.7	89.2
Newspapers	43.6	64.6
Radio	57.2	58.8
Internet	42.3	50.1
Friends	46.4	28.3
Posters	25.9	15.7
SMS	21.0	16.0
Email	13.8	16.3
Community meetings	6.2	2.4

Reasons for not attending 2010 event

Table 2 show that those respondents who reported not having attended the 2010 FIFA World Cup advanced several reasons as a contributing factor to them not having done so. It is evident from the data that 44.1% of the respondents in Cameroon and 37.3% of those in Nigeria stated that they did not attend the 2010 FIFA World Cup because they could not afford to purchase game tickets. High travel related costs (37.7% from Cameroon and 31.9% from Nigeria), preference to watch the games on television (19.2% from Cameroon and 20.5% from Nigeria) and not being able to obtain a visa (22.1% from Cameroon and 8.1% in Nigeria) were other reasons advanced by respondents for not attending the mega-event. Interestingly, crime and xenophobia which are noted to be highly propagated by media were not noted as major concerns.

Table 2: Respondents' reasons for not attending the 2010 FIFA World Cup in South Africa (Multiple responses, in %)

Reasons for not attending 2010 FIFA World Cup	Cameroon (n=346)	Nigeria (n=372)
Could not afford to purchase tickets	44.1	37.3
Travel costs were too high	37.7	31.9
Preferred to watch games on television	19.2	20.5
Visa problems	22.1	8.1
Not interested in soccer	4.1	2.1
Xenophobia	1.3	0.5
Crime	0.8	1.0
Unfriendly people	0.3	0.5
Other (occupied with work and studies)	0.9	0.0

Host cities and duration of stay

Host city Johannesburg was very popular among Nigerian (77.8%) and Cameroonians (76.1%) fans. Few respondents reported spending time in Cape Town and Durban. This result was to have been expected as Johannesburg represented the gateway city in relation to air traffic flow from both case study areas and, therefore, was more accessible and could have been used to travel to the other host cities. The average number of days that respondents said that they had stayed in South Africa was calculated as being 10.9 days. The 2010 FIFA World Cup took place over a period of 32 days. Against this background, the length of stay in South Africa tended to be long, and consistent with the figures given in the South African Tourism (SAT) (2010) 2010 FIFA World Cup departure survey, which had calculated the average length of stay to be 10.3 nights.

Travel group composition

According to Weed and Bull (2004), committed football fans are more likely than are other fans to travel in groups to support their favourite team at games or tournaments. As committed fans, they are attracted to the 'whole package' experience that such an event offers. Sizes of such immediate groups varied from 1 to 11 people. All the respondents from Nigeria compared to over half from Cameroon (63.6%) indicated that they travelled in groups of between 2 and 5 people. Furthermore, many of the respondents from Cameroon (29.5%) said that they had travelled alone, while the remaining groups, comprising 6 to 10 people and more than 11 people, constituted 4.5% and 2.5%, respectively, of the total sample. Interestingly, all those fans who travelled to the event from Cameroon and Nigeria visited a public viewing area (PVA) during the event in South Africa.

Activities engaged in besides participating in the event

Knowing which activities respondents engaged while in South Africa for the World Cup is important for establishing tourism impacts that are linked to mega and large-scale events. The results in Table 3 below show that soccer fans in Cameroon and Nigeria engaged in a range of activities while in South Africa for the 2010 event. The majority of the respondents (63.4% from Nigeria and 52.7% from Cameroon) said that they shopped. The data further

reflect that many of the respondents from Cameroon (59.9%) and Nigeria (52.1) said that they also dined, participated at in adventure-related activities (52.1% from Nigeria and 40.9% in Cameroon), and experienced some form of nature-based activity (37% from Nigeria and 13.1% from Cameroon).

Table 3: Activities in which respondents engaged while in South Africa for the 2010 FIFA World Cup (Multiple responses, in %)

Activities	Cameroon (n=44)	Nigeria (n=9)
Shopping	52.7	63.4
Dining	59.9	52.1
Adventure/ leisure	40.9	33.3
Nature	13.1	37.0
Culture	11.0	-
None/ no comment	6.4	4.5

Discussion and implications for the Durban 2022 Commonwealth Games

Several research endeavours have focused on age as a factor in attending sport tourism events. Correia and Esteves (2007) depart from a premise that an active social life is the time period that ranges from 15 to 65 years old. They note that attending sport events is an activity that decreases in tandem with advances in the aging process. Evidently, the results in this study show that soccer fans in Cameroon and Nigeria are relatively young, tending to be between the ages of 18 and 50 years old. The results are consistent with those obtained by Tichaawa and Swart (2010) who note that the average age of soccer fans attending football games in Cameroon was 30 years old. Research conducted in Nigeria by Ngozi Okonjo-Iweala (NOI) (2012) on the Nigerian Premier League found that most soccer fans were between the age group of 30 and 40 years.

Level of income can have an impact on the decision to travel and attend sport mega-events. As Smith and Stewart (2007) found out, sport tourism diminishes with income, with older people on a higher income being less interested in travelling long distances to attend events than are younger people. Kim and Chalip (2004) found that income is one of the push factors in terms of interest in, and constraints on, travel to attend the FIFA World Cup tournaments. The level of income of the respondents in this study can be described as low. This could indicate that the respondents in both case study areas were engaged in low-income jobs, or that such jobs, in themselves, did not attract high incomes. The data reinforces, to some extent, those of the United Nations (UN) (2011), which shows that about a third of the population (in both Nigeria and Cameroon) was estimated to be living below the international poverty threshold of US\$1.25 a day in 2011.

The results in terms of attendance were unsurprising and reinforce the previous findings linked to travelling and attending international major sporting events among African fans. Again, travel-related costs and the respondents' generally low-income earning power could be contributing factors. According to SAT (2010), a total of 309 554 tourists arrived in South Africa for the primary purpose of attending the 2010 FIFA World Cup, with the African land markets (mostly the Southern Africa Development Community countries) accounting for 32% of such a number. However, those from other African countries who travelled by air were relatively low in number when compared with the number from Europe.

African fans were mainly informed of the hosting of the 2010 mega-event by conventional media. The data compares favourably with those of the SAT departure survey of the impact

of the 2010 FIFA World Cup, in which more than one-third of tourists mentioned 'World Cup-associated media' as their main source of awareness.

Travel and cost related issues were the main deterrent factor for African fans attending the 2010 event. Most fans cited the inability to be able to purchase game tickets as a reason for their non-attendance. This finding is consistent with, and reinforces, those of Maharaj (2011) who found that World Cup tickets were expensive for African fans, which could have prevented their participation in the tournament. According to Tichaawa and Swart (2010), tickets for the 2010 event was priced to cost between R490 to R6 300 each, depending on the category of ticket required. Therefore, the value of the tickets might have proven costly to fans, especially when taking their income into account. As James and Ross (2004) assert, ticket pricing issues have become a central consideration that affects attendance at major sporting events which organisers of the 2022 Commonwealth Games must take cognisance when implementing pricing and ticketing strategies. Therefore, maximising African fans' participation at future events will require robust thinking in relation to the pricing of game tickets. South Africa claimed it was the first country in the history of the FIFA World Cup to issue an event visa to those individuals who were able to provide evidence of a purchased FIFA match ticket, however, such fans were still subject to fulfilling normal visa requirements (Department of Sport and Recreation, 2008). The findings show that visa processing might have been a contentious issue for soccer fans, especially in Cameroon. The problem of experiencing problems with processing travel visas in many African countries is not new. Dieke (2009) postulates that one of the main challenges that inhibits international tourism arrivals in Africa is the cumbersome process of acquiring visas. Okech (2010) emphasises the need to adopt a neo-liberal approach to travel-related policies, including to those concerning the deregulation of visas, especially at regional level, to encourage tourism arrivals within Africa. In the light of the highly controversial new visa regulations for South Africa, a major concern for the Commonwealth Games organisers will be the ability to attract participation at the event.

The findings in this study could also mean that the ability of soccer fans in Cameroon and in Nigeria to travel to attend the 2010 FIFA World Cup in South Africa could have been limited by income. Lee and Taylor (2005) recommend that travel and attendance motives should be viewed holistically and include demographic characteristics of potential event attendees when attempting to forecast their prospect of travel. This should be strongly considered by the organisers of the 2022 Commonwealth Games to be hosted in Durban, South Africa when attempting to attract visitors to the event. Besides, Durban as host cities, Johannesburg and perhaps Cape Town are most likely to benefit from the overflow of the Commonwealth Games tourist as was the case in 2010 as informed by this study. Therefore, the ability to leverage arrival numbers to other cities across South Africa is crucial to ensure that the socio-economic benefits that are usually accrued from the hosting of such event are maximised.

Although the main purpose of the participants' visit to South Africa was to attend a football game or to experience the World Cup, most also visited tourism destinations and attractions during their stay in the country. Shopping, dining and adventure/ leisure-based activities were prominent among those surveyed, although such a finding could be explained by their demographic profile, as the majority were found to be fairly young, making them relatively likely to engage in such activities. The finding compares favourably with, and reinforces, those of SAT (2010), which found in their analysis of the tourism impact of the 2010 FIFA World Cup that the majority of visitors who came for the purpose of the event spent their money on shopping, food and drink, and leisure.

Conclusion

According to Zhang (2007), the cost of events in terms of their entrance fees, accommodation and transportation fees, as well as in terms of other factors, might make

them expensive to access. Fourie, Siebrits and Spronk (2011) ascertain that cost of transportation to regions hosting large-scale sporting events has been identified as a major element of travel costs for tourists as well as travelling sport fans. This study has shown such to be the case with African fans and the 2010 FIFA World Cup. The main issues raised by fans in Cameroon and Nigeria are seen to be applicable in the planning and preparations for the Commonwealth Games in Durban in 2022. Therefore the findings could serve to inform the planning and marketing strategies to boost African participation at future mega and large-scale events held on the African continent.

Limitations

The following limitations should be considered in the context of this study. Firstly, the sample is drawn from two African countries only. Therefore, it could be possible that, a similar study that covers a larger geographic region may yield different outcomes. Secondly, the recommendations made based on the findings may not be totally applicable to all fans attending the Commonwealth Games considering that, the study focused on the views of African sport fans from one sporting code (football) only, while the Commonwealth Games is a sporting event that involves a multitude of sporting disciplines. Although the findings presented in this study had a representative sample at 0.5 percent confidence level, caution should be observed when generalising the findings due to the aforementioned limitations.

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