

South Africa's marketing strategies towards major African regional economic players: the case of the 2010 FIFA World Cup –was it truly an African event?

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Abstract

This article critically examines the effect and the dynamics of the 2010 FIFA World Cup in relation to major African regional economic players. It was conducted with an assumption that the branding of the 2010 FIFA World Cup as 'Africa's Time', 'Africa's moment', and 'Africa's turn' to the benefit of the continent would be viewed with pessimism, at least by the (Egypt, Algeria, Kenya, Ethiopia, Ghana and Nigeria) major African regional economic players, as an event that did not benefit the continent as a whole but South Africa and the Southern African Development Community (SADC) region.

This article used phenomenological strategy under qualitative methods whereby face to face interviews were conducted from a sample drawn from the pool of diplomatic community and the staff of relevant Non-Governmental Organisations (NGOs) and Inter-Governmental Organisations (IGOs) in Addis Ababa, Ethiopia. The results revealed that an event was a tremendous boost to the pride and confidence of Africa and its people. Credit should be given to South Africa for taking the leading role in marketing an event as African and not as South African. Such marketing strategy did not only ensure African ownership but instilled the sense of African pride.

Keywords: African Regional Economic Players, 2010 FIFA World Cup, South Africa, Marketing strategies, African event

1. INTRODUCTION

Hosting the FIFA World Cup for the first time in Africa brought a lot of expectations. The expectations were not only fuelled by the excitement of Africa's opportunity to host this spectacle, but anticipation of benefits associated with the actual hosting of the event. The international community diverted its attention to South Africa from 11 June to 11 July 2010. Such attention was due to the country's hosting of the Federation of International Football Association (FIFA) soccer World Cup (WC). South Africa is regarded as the modern and the most developed country on the African continent. According to Ridgers (2007: 46), South Africa is a perfectly positioned country that

boasts with the most developed system of infrastructure within an African continent. Ridgers further states that South Africa seizes to take advantage of potential trade and tourism opportunities in both the East and the West given a fact that the country is quite neutral country in terms of geographic location. Moreover, South Africa's historical background, infrastructure and advancement contribute to South Africa's popularity, including its distinctive destination marketing and advertising strategies [1-3].

South Africa's compelling marketing strategies plays a crucial role in the global hierarchy. The country has creatively used sports tourism events and mega events

such as the Rugby World Cup in (1995) and the Cricket World Cup in (2003) to champion her global marketing agenda. In this connection, one would argue that South Africa used the opportunity of the hosting of the 2010 FIFA World Cup to further entrench her global position. However, the reality remains that the 2010 FIFA World Cup placed South Africa at the different level [2].

Since this was the first time for such a big sporting event to be held in Africa, a lot of expectations and assumptions were triggered. Such expectations and assumptions ranged from economic, social and environmental benefits. According to Swart and Bob (2004:1311), major international events are generally associated with high levels of socio-economic and political benefits for host countries. They further, contend that such socio-economic and political benefits are often linked to the accrual of economic opportunities, related infrastructural development, and identity and image building of the host country, as well as to a significant contribution towards future tourism potential. Judging from the above assertion, it would be no surprise that hosting an event of such magnitude could be viewed as undoubtedly providing a unique and advantageous opportunity to market the host country. The World Cup is famous for delivering measurable media value, category exclusivity and a genuine opportunity to reach core consumers while expanding the boundaries of brand loyalty through an authentic marketing vehicle that boosts sales. The question arise whether the 2010 FIFA World Cup branded as 'Africa's Time', 'Africa's moment', and 'Africa's turn' brought benefits to other African countries, especially the major regional economic players, who had high hopes since this was the first mega event taking place in the continent? [4]

This paper focuses on the effects and the dynamics of the 2010 FIFA World Cup on major African regional economic players.

This paper also seeks to examine if, indeed, the African economic regional players viewed the 2010 soccer World Cup as *Africa's moment*, or *Africa's time*, or *Africa's turn*. Through the marketing of the 2010 FIFA World Cup, there were lots of expectations of benefits which are explored in this study. The critical area of focus was on the views and perceptions towards South Africa's hosting of the 2010 FIFA World Cup. The chosen African economic regional players are the Northern, Eastern and Western African regions. Two countries were selected per region. Collectively, these countries were referred to as "*African regional economic players*", and are also referred to as the "*African countries*" in this study. The term '*African regional economic players*' is specifically meant to refer to Egypt and Algeria (Northern Africa), Nigeria and Ghana (Western Africa), Kenya and Ethiopia (Eastern Africa) as the key major role players within their economic regions. In this context, the study will focus on effects of the 2010 FIFA World Cup on the above mentioned countries.

Marketing privileges that often accompany hosting of the event of this magnitude cannot be over emphasized. Suffice to state that individual countries that have the privilege to the host the FIFA World Cup often take advantage of the opportunity and thereby marketing themselves tremendously to the world. The host country (South Africa) was undoubtedly awarded the opportunity to host the event, not only by virtue of her potential but as an African representative. In a nutshell, South Africa was awarded the opportunity due to her being situated in Africa. It would be fallacy to assume that in her bidding process, South Africa was unaware of her comparative advantage. Thus, the organizers capitalized on the comparative advantage of South Africa's location with a view of swinging votes in favour of South Africa. However, such strategy came at a price. According to Desai and Vahed (2009: 162), marketing the World Cup as an African event added pressure on organizers to 'deliver' not only

the myriad of benefits promised to South Africa but also meet the expectations of African countries. In this regard and taking into account Desai and Vahed's argument, one would argue that failure to deliver on the expectations of other African countries could result in the event being viewed with pessimism, at least by the Northern, Eastern and Western major African regional economic players. Such pessimism would be motivated by the assumption that the event will not benefit the continent but South Africa and the Southern region. It is against this backdrop, this study observes the dilemma that would face South Africa in trying to balance its national marketing and development strategy against the continental wide agenda of economic integration [5].

This article provides a brief background of the benefits associated with hosting international events. This exercise will be performed through a historical overview of the gains that were achieved by Germany and Korea-Japan, as a result of hosting the FIFA World Cup. Moreover, this article provides a review of literature with the hope of not only looking at the dynamics of this event, but to also define the effects of 2010 FIFA World Cup on the major African regional economic players. Another significant aspect of this article is the analysis of the reasons as well as predicting the implications of those countries that were unsuccessful and those that backed down during the bidding process. Therefore, this study finds it important to look at the cooperation between South Africa and other economic giants in the African continent for future bids [2].

It is worth noting that this article was conducted through obtaining information from the chosen African countries on their views towards the 2010 FIFA World Cup. The point of departure was to examine and analyze the literature that exists on the effect of the World Cup as a mega event and in relation to an African context. The

understanding and analysis of the views of the major African regional economic players was obtained from the conduct of unstructured interviews to identify themes and motifs. As mentioned earlier that the sample included the representatives of the mentioned countries through their respective embassies in Addis Ababa, Ethiopia. Other interviewees were nationals of the selected countries who work at the African Union (AU) and United Nations Economic Commission for Africa (UNECA). This approach was not only cost effective but served to overcome challenges associated with the feasibility of visiting or travelling to all the selected countries by the researcher within the limited time.

2 LITERATURE REVIEW

2.1 Theoretical framework based on Game and Keynes theory

Mega-events have a tendency to create prospects and assumption that are often linked to the accumulation of economic opportunities, related infrastructural development, identity and image building of the host country, let alone a massive boost to the tourism potential of the country. It appears that South Africa also had her expectations in terms of benefits associated with the World Cup. Hence, it could be argued that the decision for South Africa to host the FIFA World Cup may have been a government strategy aimed at addressing South Africa's peculiar socio-economic and developmental challenges. Moreover, South Africa hoped to utilize the World Cup for long term benefits of attracting investors to the country. In this regard, it is contended that the Keynesianism theory and Game theory offer a better understanding of South Africa's decision to host the FIFA World Cup.

According to Conway (2009:38 see also Case and Fair, 2007: 683), the key to Keynes argument is the idea of the government being responsible for the economy. In his argument, Keynes purports

that the extra cash spent by government would filter through the economy. Thus, the key to Keynes' argument is the idea of the multiplier effect [6]. Keynes also believed that the government had a role to play in fighting inflation and unemployment. He also believed that monetary and fiscal policy should be used to manage macro-economy [7].

Using the Keynesianism idea in relation to South Africa's decision to host the 2010 FIFA World Cup, it could be argued that the government utilized the event to address its economic and development programs and thereby keeping the economy afloat. Thus, within a space of a month South Africa gained unprecedented levels of publicity. Such publicity may go a long way in advertising South Africa as an investor friendly environment. Keynes theory would describe such publicity to investors as long term benefits that were created through government's active involvement by hosting the World Cup event to address economic challenges [2]

South African government used the event as a stepping stone to invest in the long-term capital gains. Indeed, the idea by the government seems to have borne some fruits. According to Mkhondo, the Communications officer of the LOC, the 2010 FIFA World Cup enabled South Africa to achieve her goals in many ways; including an estimated 4% Gross Domestic Product (GDP). He further revealed that through the hosting of the event South Africa managed to create about 159 000 new jobs for the poor. This figure, according to Mkhondo, excluded other temporary jobs from the construction of the stadia and the roads. Based on the above stated socioeconomic and other benefits obtained by South Africa by virtue of hosting, and since the event was dubbed "Africa's moment" one would wonder the extent to which the continent benefited from this event. It could be asked if other African countries received the economic benefits

from this massive event, as it may have been originally anticipated.[2]

However, indications so far are that South Africa remains the sole beneficiary of tangible gains arising from hosting the event. It is against this backdrop that this study anticipates pessimism from other major African economies. Hence, it is argued that major African economies will view South Africa with pessimism owing to her capitalizing on Africa's sentiments for her selfish economic developmental needs.

It is contended that the Game theory assisted in explaining the decision by South Africa to host event. Before delving on the explanation, it is critical to unpack the theory. According to Conway (2009: 190) the Game theory is the science behind human strategy. It is a study that embarks on second-guessing each other's actions and what the ultimate consequences will be. Case and Fair (2007: 314-315) state that Game theorists believe that if two or more people or organizations pursue their own interests and in which no one of them can dictate the outcome, they are playing a game; hence the Game theory. In an attempt to explain South Africa's situation one would argue that the country employed Game theory as a strategy aimed at assisting her to lure support of the continent and the international community at large to host the event [6,7]

The bidding process which was characterized by pan-Africanist sentiments, the logo and slogan 'It's Africa's Turn!', as well as the marketing of an event itself (*it is Africa's time*) one would contend that South Africa appealed to the pan-Africanist ideology for her benefit. Moreover, it should be noted that the official slogan of the 2010 FIFA World Cup was "*KeNako – Celebrate Africa's Humanity*". Using the Game theory to explain South Africa's appeal to pan-Africanism, it would appear that the country second-guessed FIFA and the international community at large. From this premise, one may argue that South Africa employed this

strategy with the thorough consideration of the history of the event. After realizing that FIFA had been alternating between America and Europe but not Asia and Africa, South Africa used that history to her advantage. In this connection, FIFA was plunged in a dilemma between sticking to its guns and face criticism of discrimination or surrender to Africa's demands and risk criticism from the beneficiaries of the status quo. Neither FIFA nor the international community could risk criticism for unfairness on Africa.[8]

South Africa also second-guessed the continent when it came to her serious competitor (Morocco). In this regard, South Africa would appeal to the African Union (AU), a grouping of 53 African countries with the exclusion of Morocco. This approach may have ensured South Africa's endorsement (by the AU) as an African candidate to host the 2010 FIFA World Cup. Arguing in the same premise, one would state that FIFA was made to believe that the event was being awarded to the continent (Africa) and not the country (South Africa). Hence, the '*Africa's moment*' slogan was dubbed. [2,8]

Conway further states that the key to Game theory is that in an art of second-guessing people are forced to second-guess another rational, self-interested human intentions. Moreover, South Africa pulled the cards of the 2010 FIFA World Cup legacy, which is likely to leave the positive effects on the African continent. The legacy by FIFA included a, 'win in Africa with Africa' campaign endorsed by FIFA Congress and the 'Goal program'[6]

Although both Keynesianism and Game theories, seem to offer a better theoretical understanding of South Africa's decision to host the 2010 FIFA World Cup, the setback could be the sustainability of South Africa's strategies. For instance Roche (2000: 8) notes that mega-events tend to send ambiguous messages. In this regard, one would agree with Roche considering that South Africa may have unintentionally sent

mixed messages to the continent. The first message would be that South Africa can always take the continent for a ride in fulfilment of her national objectives; thus, generating the notion that "Africa matters to South Africa when there is something in it for South Africa". Another message could be that South Africa can serve as a representative of Africa in the world. The question arises if South Africa will continue with her strategies of using the continent for her biddings of major international events? Will the major African regional economic players continue to support South Africa for future bids? Will South Africa's game plan backfire? [9]

2.2 An overview of the dynamics and effects of the 2010 FIFA World Cup on major African regional economic players

Since the FIFA World Cup is the most popular and prestigious event in the world, attracting similar international events goes a long way in showcasing the country's potential to the world. Although the general population of Africa expected the hosting of the 2010 FIFA World Cup to contribute to the development of the continent in one way or another, the host country appears to have been a major benefactor in terms of marketing as well as development.

The benefits of hosting the FIFA World Cup are innumerable, as they include the direct and indirect economic, social and environmental benefits. Existing literature shows that costs of hosting a major event are usually underestimated, while beneficial impacts are normally overestimated. Although it is mostly assumed that hosting the World Cup encompasses benefits (ranging from the utilization of economies of scale, new technology, foreign investment, mass media advertising, and increase in tourism, employment opportunities, increase in consumption patterns and other positive effects, Sterken cautions against overestimating the growth impact of large sporting events. Arguing along Sterken's views, one would add that hosting an event

like this often requires serious commitment of resources by the host country to ensure that the standards associated with hosting are met. For instance, in preparation to host an event, the host country is often compelled to invest in its infrastructure, be it the remarkable stadia, tourism facilities, transportation or communication networks. This work may not always be motivated by the desire of the host country to unleash its potential, but the anticipation of heightened economic activity during the actual event.[10] However, others suggest that the sporting events or stadiums have little or no significant impact on the regional income and /or unemployment[11]. The question arises as to what extent has the 2010 FIFA World Cup fulfilled the notion of 'Africa's moment' or 'Africa's turn' or 'Africa's time'? [12].

Mega-sporting events play a huge role on destination marketing. The research by Hinch and Higham [4] reveals that events have become an increasingly significant component of destination marketing and sport is increasingly being used as the focus of strategies to rejuvenate tourism destinations. This can be interpreted as meaning that any sporting event can have a great effect on the lives of the people, organizations and governments. According to Cornelissen and Swart [8] sporting mega-events are complex affairs which originate from specific sets of economic objectives but which have political and social corollaries that usually extend beyond the event itself. FIFA World Cup is not an exception.

Maenning and Du Plessis [11] affirm that potential benefits of hosting the tournament are multidimensional, since they include direct pecuniary benefits associated with activities at the time of the tournaments and expenditure by tourists, teams, the media, and the organizing committee. Therefore, it is not surprising that a number of countries seriously embark on competitive bidding to host the FIFA World Cup. South Africa's 2010 bidding is therefore not an exception

to the above enumerated statements. Countries often bid for the right to host sporting events because of the attached benefits which can include creating better social interactions, stimulating the local economy and showcasing the region to the world, the development of facilities and infrastructure, entertainment and social opportunities, and the sense of pride and identity, as a result of hosting a sport event [12] However, competitions to host mega-events occur on an unequal basis which, for African countries, is worsened by very unfavorable positioning in the international arena [8]. In this connection one would ask if the unfavorable position is enough motivation for African countries to stand together when it comes to the bidding of mega-events or it will make African countries to indulge more on extensive individual competition. FIFA World Cup is one such event that countries often compete to host.

Although, there were other African countries who bided to host 2010 soccer World Cup, South Africa was an eventual winner. According to Cornelissen and Swart [12], once a country is able to break into the international arena of hosting mega-events its desire to attract more mega events usually gets stimulated. In doing so, it means that the host country will continue to get massive marketing through the power of destination branding. Despite the decision to accord Africa a chance, the bidding process remained tedious and complicated. For instance, Cornelissen [12] maintains that for developing countries, the process of constructing their bids, the ways in which these bids are received by the Western World, and the various effects that this might have are significantly influenced by their position in the world. Hence, the African countries FIFA final bids could be understood when placed against the backdrop of the continent's position in a wider international system. According to Grundling and Stynberg [13] five African countries including Nigeria, Egypt, Libya, Morocco, Tunisia and South Africa

presented their bids on 30 September 2003. However, towards the end of 2003 Nigeria withdrew and thereby creating a way for South Africa. Reasons for Nigeria's withdrawal remain unclear.

On the 8th of May 2004, Tunisia and Libya withdrew owing to their joint bid proposal being disallowed. The rejection of the joint bid was due to it not meeting the requirements. This situation meant that the competition would only be between South Africa, Egypt and Morocco. At the end Egypt got zero points, Morocco managed to get 10 points as opposed to South Africa which got 14 points and effectively became the first African country to win the bid to host the most prestigious event in the globe. It has been observed that during the bidding process South Africa and Morocco made an extensive use of an ideological and emotive posturing of 'Africa' [8]. It is important to note that it was not for the first time for both Morocco and South Africa to bid for the FIFA World Cup. They both bided to host the 2006 FIFA World Cup finals but both lost the bid to Germany.

According to Cornelissen [2] one of the most significant qualities of the South Africa's bid was its pan-Africanist basis, characterized by its logo and slogan: 'It's Africa's Turn!' The logo was geared to convey to the remainder of the world the central idea that Africa (a large football region) had never had the opportunity to host a spectacle of this magnitude. Bob, et al. [12] assert that the slogan '[I]t's Africa's turn' has centralized political imperatives regarding Africa's 'right' to benefit from the mega-event industry. Consequently, the pan-Africanist thrust was vitally aimed at gathering as much African support for South Africa's bid as possible. Alegi (2008: 399) purports that South Africa's successful attempts to host the 1999 All-Africa Games and 2003 Cricket World Cup bids constructed 'a particular conception of the African continent'. In this connection it should be argued that South Africa effectively utilized pan-Africanist ideology,

slogans and Africa's past successes as bases for her 2010 FIFA World Cup bidding process.

However, during the bidding process South Africa's strategy was to capitalize on the sentiments that the African continent has never been accorded an opportunity to host the World Cup. Hence, the key message was that "it is Africa's time". Moving from this premise, South Africa became the Ambassador of the continent, a factor that raised expectations that South Africa would host the event on behalf of the continent. Even the continent in general, hoped that the benefits associated with the World Cup would spread to other countries. In this connection, the question that is worth asking is if other major African regional economic players really saw growth and development as initially anticipated. Another question would be, if either South Africa took the continent for a ride with 'its Africa's time' slogan.

Bonnett notes that 'the debate surrounding the role South Africa plays in Africa seems to intensify every time the country wins a continental show piece, be it the rights to the World Cup or the Pan African Parliament. Although the general feeling was that the event was going to benefit the entire continent, but the reality is that South Africa, and to some extent the Southern region may be the only recipients of the tangible benefits associated with the World Cup, as opposed to other African regional economic players. Thus, potential investors (from all over the world) took the advantage of World Cup to explore potential investment opportunities in South Africa and the Southern Africa Region in general but not in Nigeria, Egypt, Ghana, Algeria, Ethiopia or Kenya. Indeed, it would have been practically impossible for this event to benefit the entire continent the same way it benefited South Africa and the Region considering that visiting business community would have identified investments and trade opportunities in South Africa and possibly the SADC region,

not the selected major African regional economic players.

Given the above factors, one would ask as to how we expect major African regional economic players outside the Southern region to be optimistic about an event that will not directly benefit them. It is hard not to imagine that at the end of it all, African countries outside the SADC region will view South Africa as a selfish country that took the continent for a free ride. This pessimistic view could be born out of South Africa's initial bidding strategy (since the bid was made on the basis of a Pan Africanist agenda) and the marketing slogans that were used to promote the event. Thus, South Africa could be viewed as a country that strategically manipulated the continent's political sentiments to further her economic and developmental agenda. Desai and Vahed [5], pose a question as to what did Africa stand to gain from the World Cup in 2010 to warrant its bidding as a pan-African event. They further wonder if this strategy was to 'provide a powerful, irresistible momentum to [the] African renaissance'. This is an indication of scepticism on the event's benefits. However, Desai and Vahed [5] further provide an answer to the above questions by stating that the broad rationale was that the 2010 event would be a boost for South Africa specifically and more generally on the African Renaissance agenda, heralding the growing unity of the continent in its quest to escape the quagmire of poverty.

South Africa was faced with a dilemma for being the host of the 2010 FIFA World Cup and striking a balance between the national economic and development policy as opposed to the continent-wide integration agenda. This observation is based on the understanding that South Africa stands to be the main beneficiary from hosting this event, yet, during the bidding process and during the event itself, South Africa marketed the event as 'Africa's time', 'Africa's moment' and 'Africa's turn'. This strategy may have raised a lot of

assumptions to the rest of the continent, specifically the major African regional economic players. According to Swart and Bob [4] hosting major events depends on the international recognition in relations to economic, social, political capacity. This has a symbolic meaning as it is the fine line that separates adoration and resentment. Hosting an international event has reparations and drawbacks. Expectations tend to be shaped and assumptions are made that create a sense of discerning. It is important that South African government and business entities play a crucial role when it comes to the cooperation between South Africa and major African regional economic players. According to Grundling and Steynberg [13] South Africa as the host of the 2010 FIFA World Cup, will have a unique opportunity to market herself to the world. This can be illustrated by the bigger businesses, especially those in South Africa's sophisticated financial services sector that stood to benefit from the World Cup.

Consequently, South Africa should have no difficulty taking advantage of 2010's economic opportunities. For this reason, a major intervention by the Government of South Africa is recommended to ensure that regional economic integration in Africa goes smoothly, without any hesitation and unhealthy competition within the continent.

3. MATERIALS AND METHODS

This article was undertaken through the utilization of the qualitative research methods. Phenomenological design strategy was used. According to Leedy and Ormrod [14] phenomenological study attempts to understand people's perceptions, perspectives, and understanding of a particular situation. In this regard, since this study seeks to understand the effects of the 2010 FIFA World Cup on the selected major Africa regional economic players. This choice was due to one's conviction that an

understanding of perceptions and perspectives associated with South Africa's hosting of the World Cup could enhance one's understanding of the possible effects of the 2010 FIFA World Cup. Thus, one would seek views, opinions and perceptions on the effect of the 2010 FIFA World Cup on major African regional economic players. Interviews were chosen as a better tool of obtaining people's views and opinions with regard to the 2010 FIFA World Cup. De Vos et al., [15], assert that the focused and discursive nature of in-depth interviews allow the researcher and participant to explore an issue extensively; hence the choice of interviews as a proper tool for the study. Qualitative method has also been chosen because it consists of a subjective relationship between the researcher and participants, meaning that the only reliable source of information to answer a particular question is the person. It should be noted that one key element of phenomenology study is that it requires the person to interpret the action or experience. The researcher must interpret the explanation provided by the person. Moreover, this research method was further chosen because it made things easier for the researcher to represent narrative findings and thereby leading to an understanding of the selected major African regional economic players on the effects and if there were any benefits from the 2010 FIFA World Cup.

3.1 Research design

This article was conducted by means of face to face interviews and consisted of 3 different types of structured questionnaires. One questionnaire was for the experts on trade and industry that may be economists or official representatives of the chosen countries. The second questionnaire was directed to the representatives or nationals of all the selected countries working at the AU and UNECA. The third and last questionnaire was for South African representatives and officials at the South African embassy in Ethiopia. According to

Jennings [16] interviews are conversations with a purpose. In this case, while the purpose was to obtain information from the interviewees on the effects of the 2010 FIFA World Cup, one also ensured that the interviews were conducted with consistency, data confidentiality, and personal privacy (by obtaining informed consent from the interviewees). These face to face interviews tremendously assisted when it came to ambiguous answers, because one had an opportunity to ask for clarity or for more information. To ensure validity a comparison of opinions and views was undertaken, especially with regard to interviewees of the same country. Where necessary, evidence obtained from the interviewees was scrutinised with due cognisance of the Keynesianism and Game theories so as to get a better relationship between the theory and reality. [2]

3.2 Sampling design and description

Prior to the conduct of the article, the chosen African regional economic players' profiles were looked at accordingly, specifically in their involvement and achievements in relation to their expected socio-economic and environmental benefits from the 2010 FIFA World Cup in South Africa. In this connection the sample was drawn from the pool of diplomatic community and the staff of relevant Non-Governmental Organisations (NGOs) and Inter-Governmental Organisations (IGOs) in Addis Ababa, Ethiopia. The target group were individuals from the major African regional economic players namely; Northern region (Egypt and Algeria), Eastern region (Kenya and Ethiopia) and Western region (Ghana and Nigeria). In this context, for official responses from various diplomats at the embassies of the above stated countries in Ethiopia were interviewed. One also capitalized on the advantage of Ethiopia being Africa's diplomatic with multilateral missions (e.g. AU and United Nation's Economic Commission for Africa (UNECA)). These institutions provided an opportunity for one to get unofficial responses through

interviewing officials of the mentioned countries and experts within AU and UNECA. With regard to Ethiopia, in-depth interviews were carried out with the leaders and officials in both government and private sector. Thus, respondents were chosen from Ethiopian Ministry of Youth and Sports, Ministry of Foreign Affairs, the Ministry of Culture and Tourism. Also included is an NGO based in Ethiopia, the Institute for Security Studies (ISS).

Under this arrangement, the description of research participants included the official representatives of Algeria, Egypt, Ghana, Nigeria and Kenya as well as the experts holding key positions relevant to the subject from any country (like the Head of Social Affairs division in AU, who was interviewed regardless of the origin due to the fact that he was dealing closely with the issues surrounding the 2010 FIFA World Cup). Also interviewed were the experts holding relevant positions at the UNECA. This approach was cost effective and it also served to overcome the unfeasibility of visiting or travelling to all the selected countries by the researcher within the limited time.

One would assume that the selected sample would be inhibited by what could be called a 'diplomatic trap' where representatives of selected countries would rather be diplomatic and give the researcher evasive and diplomatic answers, owing to each country's relations with South Africa. However, this trap was overcome through carefully crafted questions. For instance, rather than asking questions about the relations between the selected countries and South Africa or their feelings about the latter, questions concentrated on promises, expectations, and declarations regarding South Africa's hosting of the 2010 FIFA World Cup. It is one's conviction that feelings, perceptions and attitudes of the selected countries could be better gauged by juxtaposing the responses of the participants to the questions on promises, expectations, and declarations regarding

South Africa's hosting of the 2010 FIFA World Cup. The intended outcome of this exercise was to get an understanding of the effects of the 2010 FIFA World Cup on major African regional economic players.

The questionnaires included both descriptive and explanatory surveys to test hypothesis. The questionnaires were open-ended; the respondents had to express their own perspectives and opinions on questions related to the effect of the 2010 FIFA World Cup. The respondents were expected to respond based on their thoughts and facts related to this mega-event.

3.3 Data collection

The data collection method involved multiple sources of information. For instance all the relevant data was gathered through primary and secondary sources. The study contextualized South Africa's decision of hosting the 2010 FIFA World Cup through the Keynesianism and game theories. A detailed literature review was conducted to measure the African regional economic players' attitudes towards the 2010 FIFA World Cup. Unstructured interviews were conducted owing to the wisdom of De Vos et al. [15], that unstructured interviews are used to determine individual's perceptions, opinions, facts and forecast, and their reaction to the initial findings and potential solutions. Data for this study was collected from the 23 representatives of the selected countries located in Addis Ababa, Ethiopia. Data was collected from five embassies (Algeria, Egypt, Kenya, Nigeria and Ghana), 3 Ethiopian ministries and 1 NGO (ISS) as well as 2 IGOs (AU and UNECA). To ensure accuracy of the data collected, during the interview process the researcher was using a voice recorder whilst reading the questionnaire to the respondents and at the same time taking notes. Beside accuracy, this procedure was also geared to ensure data consistency and to avoid biasness and misrepresentation of facts. For data processing, the computer, digital voice recorder, questionnaire, and pen were

utilised. The data was collected from July to September 2010 using a questionnaire.

A series of specific open ended questions were asked to the representatives experts (Trade and industry attaché's or economists) at the selected country's embassies (i.e. Algeria, Egypt, Ghana, Nigeria, Kenya and South Africa) as well as relevant department of the government of Ethiopia. The questionnaires were also directed to the representatives of the selected countries within the AU and UNECA. It was ensured that all individuals understood the questions and were encouraged to express their inner feelings without fear of prejudice.

3.4 Data Analysis

The results were disseminated, interpreted and analysed as per standard norms of conducting a research. For instance, Mouton (2001: 108) states that the aim of data analysis is to understand the various constitutive elements of one's data through an inspection of the relationships between concepts, constructs or variables, and to see whether there are patterns or trends that can be identified or isolated, or to establish themes in the data.

3.5 Limitations

Due to the limited information in the public domain that connects the sport together with continental cooperation especially in an African continent; the study tended to rely more on the information obtained from the interviews. Moreover, there is scarcity of information on the 2010 FIFA World Cup in relation to the balancing of the South Africa's national policy versus the continental integration. This may have contributed to the difficulty of obtaining a consolidated opinion. Also worthy of note is the fact that little is known about the effects of the 2010 FIFA World Cup event and the dynamics of such a mega event on South Africa in relation to the rest of the continent.

3.6 Reliability and Validity

To ensure the quality of the research instruments, utilizing tools such as reliability and validity to enhance the accuracy of the findings was indispensable. Albeit, according to Lee [17] the topics of reliability and validity are somewhat controversial among qualitative researchers. For this study construct validity and internal validity were employed as the tools that heightened reliability and validity. Yin cited in Lee [17], recommends the three specific tactics such as multiple sources of evidence that can be accessed in order to capitalize on the source's unique strengths and to compensate for its weakness. Secondly, the establishment of "chain of evidence" which is a sequential processes that follows a clear, more compelling logic and strong arguments. Lastly, the key informants should review the research report to avoid incorrect interpretation.

Given the above factors, there were multiple informants that were used for this study; the documents such as journals, newspapers articles, formal or official reports and records, personal notes, commercially available data sets, archival records, books, CD's and brochures were examined. The population selected is representative in a way that the views expressed came from all 3 quarters of the continent (Northern, Eastern and Western regions) touching on the issues of concern in the study. Moreover, the sample selected and mentioned above were interviewed at their comfortable environments, be it their places of work or central location in Addis Ababa, Ethiopia where there was no disturbance to ensure veracity, honesty and clarity. However, it must be noted that people's responses may have been influenced by the fact that the interviews were conducted immediately after the 2010 FIFA World Cup, whereby most of them were still enthusiastic about the event. The results of this study are representative of the phenomenon of interest.

For internal validity, in order to reduce the potential for alternative explanations to the researcher's claims of causation, Yin cited in Lee [17], recommends three related tactics. Firstly, pattern should be matched when conducting a study. The second tactic is explanation building and lastly, the time series designs from experiential research must be adopted. It was therefore essential to measure the research claim for this study. The study claimed that the 2010 FIFA World Cup that was branded as 'Africa's moment', 'Africa's time' and 'Africa's turn' to the benefit of the continent could be viewed with pessimism (at least by the Northern, Eastern and Western major African regional economic players) as an event that did not benefit the continent as a whole but South Africa and the Southern region only. Another anticipated generator of pessimism is the feeling by the regional economic players that South Africa capitalized on the sentiments of the continent to achieve her ambitions (of hosting the World Cup as well as addressing her developmental issues). A series of theoretically or conceptually relevant predictions were generated and examined through the findings for its consistency with the theory. Empirical data to test the assumption or claim of the study was collected and examined. Through the above processes, evidence for internal validity was inferred since there is an internally consistent logic and series of designs appears to be stable overtime.[2]

3.7 Ethical considerations

The data collection methods of the study was consistent with ethical principles such as informed consent, disclosure, respect for intellectual property for others, withdrawal etc. To ensure confidentiality, the study was conducted under voluntary participation; where by all the respondents were requested to be interviewed (those who turned down an appeal were never interviewed). Those who wanted to be interviewed under the condition of anonymity, they were interviewed under

such condition. All participants knew the nature of the study and participated willingly with an informed consent. One of the examples is that of a South African and Nigerian ambassadors who were requested to be interviewed, due to their busy schedules, there were appointed officials who were given consent due to their capabilities and knowledge on the subject. Participants were not tricked or forced to participate in the study. Privacy was observed especially because the study was conducted within the diplomatic community where by the all governments of different countries are represented through the embassies and Inter-Governmental Organisations (IGOs) in Addis Ababa, Ethiopia including AU and UNECA

4. RESULTS AND DISCUSSION

The data findings were grouped and categorised in relation to the aim of the study.

Defining the effect that the 2010 FIFA World Cup had on the major African regional economic players

4.1 Responses of experts or official representatives' of major African regional economic players' on the effects of the 2010 FIFA World Cup.

The responses obtained from the interviewees point to various critical factors. For instance, there was a general feeling that the effects of the 2010 FIFA World Cup were experienced at varying social levels in every African country including the major African regional economic players (and more especially the countries that participated during the tournament). Moreover, the 2010 FIFA World Cup also contributed to the marketing policies of many countries in Africa including the major African regional players, one way or the other (e.g. Ghana, Nigeria and Kenya). Thus, the event accorded certain countries an opportunity to learn from South Africa's marketing strategies. The shared

experiences in-terms of the strategies used by South Africa could be interpreted as the manner in which South Africa used the World Cup to provide other African countries an opportunity to refine their marketing strategies by following South Africa's model. Suffice to state that the event contributed in the revival of innovation in marketing.

All respondents mentioned that the event was filled with pride, glory and a sense of Pan-Africanism. Therefore, the event reunited the continent and was characterised by shared sentiments on the successful organization of the 2010 FIFA World Cup. There was a general feeling that the event surpassed the negative perceptions of the international community by showing the world that Africa, most importantly South Africa, has the ability and capacity to host an event of such magnitude. There were shared sentiments on the 2010 FIFA World Cup contribution towards marketing Africa to the potential investors since it had full coverage for the whole month.

However, there seem to be a view that the event was a major boost for South Africa's image and that it was South Africa's moment to shine and not the continent (e.g. Anonymous from Egypt, Anonymous from Kenya, Ethiopian Researcher and the AU national). This view perfectly resonated with the views expressed by Anonymous from Kenyan that "it will be a fallacy if the world associates what was seen on TV during the World Cup with Africa as a whole". Although, there were no signs of discontent against South Africa, it could be argued that the misgivings by the respondents pointed to a factor that not everyone subscribe to the notion that the 2010 FIFA World Cup benefitted Africa in general.

4.2 Responses of the AU and UNECA officials on the effects of the 2010 FIFA World Cup on major African regional economic players.

To others the event presented hope and an opportunity for showcasing an African talent. There seem to have been a general hope (especially with Ghana) that the event may have helped in uplifting some African players from the ruins of poverty to the glamorous and celebrity life of international football players. For example, the event contributed in the development of sports. It also appears that the event was the trend setter for future events (like Olympics) on the importance of putting the emphasis on the Pan Africanist ideals. The hosting of the event in South Africa gave the positive impression that the continent has the potential to host big events. Moreover, the 2010 FIFA World Cup accorded an opportunity for countries to market themselves. However, many opportunities were not fully exploited (e.g. Nigeria representative at AU indicated that they lost out on the opportunity of dispelling negative perceptions during the World Cup)

However, though not explicit, the representative of Nigeria appears to envy South Africa. For instance, his insistence that "Nigeria should have marketed itself as a country that brought stability in the Southern region as well as ending apartheid in South Africa and other countries" is an indication of a feeling of discontent. In this context, one would argue that Nigeria wishes that it should have benefited more on the World Cup, considering that it helped South Africa in the fight against apartheid. Moreover, the Nigerian representative underscored the importance of the role Nigeria plays in the area of peace and security in the continent. By so doing, the respondent indicated that Nigeria deserves more recognition. This could be viewed as a silent protest by Nigeria that South Africa has not done enough in the continent, and therefore the country did not deserve the prize of hosting the World Cup.

Determining the dynamics that the 2010 FIFA World Cup had on the major African regional economic players

Questions regarding this objective were more on the processes in various African countries prior and after the tournament.

4.3 Responses of experts or official representatives' of major African regional economic players' on the dynamics of the 2010 FIFA World Cup

There was a general sense that South Africa did not necessarily manipulate the continental sentiment in her bidding, but rather did what they had to for the success of the event. The 2010 FIFA World Cup contributed to improvement of the confidence on Africa's capabilities. The abilities of the continent were showcased through the event. The direction of the continent in terms of development has been set, thanks to the event.

4.4 Responses of the AU and UNECA officials on the dynamics of the 2010 FIFA World Cup on major African regional economic players

There is a general feeling of appreciation on the role played by the event in marketing Africa to potential investors. This was exemplified by Algeria's response. There seem to be a growing acceptance of South Africa's hegemonic status in the continent as indicated by Algeria and others' willingness to let South Africa lead the developmental and marketing agendas of the continent. Moreover, the event brought the Pan African spirit of togetherness in the continent and contributed to dispelling negative perceptions about the continent. The event was also able to bring cultural exchange to a certain extent. However, there were pessimistic sentiments from Egypt on specific benefits of the country except for the sense of pride. An Egyptian official at the AU Commission revealed resentment on the loss of his country's bidding process, which was evident through his response by saying that the "Egypt started long time before any other African in Africa to participate in FIFA, when we (Egypt) realized that we couldn't be part of

the 2010 FIFA World Cup, we were discouraged and very disappointed". Therefore, the responses from the Egyptian nationals pointed the feelings of discontent against FIFA's decision to allow hosting of the 2010 FIFA World Cup to South Africa. There appears (at least from some in the North) to be a growing feeling that South Africa seeks to dominate the continent.

The support of other African countries towards South Africa as the host of the 2010 FIFA World Cup appeared to be genuine and pure. Almost all the major African regional economic players concurred that the 2010 FIFA World Cup contributed towards the on-going continental integration effort and to Pan Africanism, even though they felt that South Africa did not open the doors enough for them to utilize the opportunity. There was the feeling of African solidarity and Pan African spirit of togetherness. It appears that South Africa succeeded on applying the 'Game theory' through second-guessing Africa and international community's reaction on the technique of using the 'pan-Africanist drive' to garner support for South Africa. This is exemplified through responses from interviewees, that different major African regional economic players ended up supporting South Africa. For example, according to Nigerian respondent at UNECA, "Nigeria stepped down to support South Africa, while Algeria threw its weight behind South Africa after she lost the bid".

Despite this, it appears that South Africa had her reasons other than to boost Africa's image. Thus, she had to boost her image. As noted by a participant from Ghana that "after South Africa was selected as a host country, everything became a South African Affair". It also appears that the event tremendously contributed to the marketing of South Africa in Africa and abroad. Moreover, most countries felt that there was not much cooperation between South Africa and other African countries and that more could have been done with regard to cooperation (e.g. pooling resources together

and form joint programs be it youth programs, advertising etc).

In overall, the major African regional economic players would have liked to contribute towards the maximization of benefits from the event. However, they realized that the geographical distance between them and South Africa made it hard to realize other positive effects of the 2010 FIFA World Cup, unlike the SADC region. However, some countries like Ethiopia and Kenya realized the monetary benefits in terms of tourism. The event was seen as a key gateway to addressing challenges faced by the continent [2]

Views, opinions and perceptions of the major African regional economic players on the benefits of the 2010 FIFA World Cup

4.4 Embassy officials views, opinions and perceptions on the benefits of the major African regional economic players from the 2010 FIFA World Cup

According to the **Nigeria** official representative 1, (19 August 2010), “the 2010 FIFA World Cup was an achievement for Africa due to the level of capacity, attendance and preparations that exceeded the expectations. He further mentioned that, “the attendance by Nigerian leadership, President Jonathan Good luck in South Africa during the World Cup, extended to Nigeria’s benefits because of the business contacts and engagements that Nigeria snatched”. Moreover, a **Nigeria** official representative 1 stated that Nigeria exploited the opportunity presented by the World Cup to market itself. Moreover, the representative revealed that most of Nigerian private institutions utilized the opportunity to their advantage. For example some Nigerian banks, travel agencies, insurance companies etc, used the opportunity to advertise their institutions to the international audience that watched the event.

According to the **Ghana** embassy official 1 “the mere fact that the FIFA football soccer tournament was staged in Africa, that alone gives a certain picture about the continent” (14 August 2010). He further argued that the World Cup event forged unity and boosted the moral of Ghanaians because it assisted them to understand the importance of sport (soccer in particular) and the need to invest on their children in-terms of sports education and development. Moreover, he stated that the event assisted in marketing Ghana to interested expatriate to invest in soccer academies and in promoting the sport within the borders of Ghana. It also played a role in terms of marketing soccer talent of national team players. In his view, the fact that an African country succeeded in hosting the event went a long way in restoring confidence and a sense of pride among Africans as they realized that any African country can do it.

The official 1 from **Ethiopia** (19 August 2010), stated that “Ethiopia was extremely proud with the organization of the 2010 FIFA World Cup for exceeding the perceptions of the international community thereby showing the world that Africa, most importantly South Africa, has the ability and capacity to host an event of such magnitude”. He further mentioned that Ethiopia did not expect any economic benefits. Nonetheless, he stated that there were economic spill over benefits for those who used the opportunity to their advantage. For example, according to official 1, an Ethiopian Airline was able to get economic benefits through providing transportation of Football fanatics and other parties from Asia and Europe to Africa. He argued that the continent generally benefited from the event as it Africa was portrayed in a positive light and the image of the continent was uplifted to international tourists and foreign investors.

An official from the Embassy of **Kenya** reflected that he couldn’t recall any promises of benefits connected to the 2010 FIFA World Cup by South Africa to Kenya.

However, Kenya marketed itself especially its National Airline (Kenyan Airways) as Kenya started long before the 11th of June 2010 to market the country as a stopover to the World Cup in South Africa (02 September 2010). As a result Kenyan Airways flights were fully booked during that period, a factor that led to the addition of more flights during the event.

Perceptions, views and opinions of major African regional economic players' nationals from the AU and UNECA on the benefits of the 2010 FIFA World Cup

For countries like Ethiopia, the expectations were more on the cultural integration in Africa than economic benefits. There was a general feeling that the Eastern region including Ethiopia and Kenya benefited from the 2010 FIFA World. Most respondents believed that the 2010 FIFA World Cup was a tremendous boost to the prestige of the continent. However, South Africa was believed to have benefited economically, socially and environmentally, especially the tourism industry. Most interviewed respondents concurred that the major beneficiary from the 2010 FIFA World Cup was South Africa. There was a growing sense that the successful hosting of the event exposed the continent in the new light and created hopes for future investments in the continent. This further provided valuable lessons for other African countries on how to hold successful major international events. In this regard, the event exposed the importance of investing in infrastructure in order to achieve greater developmental goals.

4.5 Response of the AU Commission Head and Social Affairs, on the effects and dynamics of the 2010 FIFA World Cup on major African regional economic players

The AU indicated that South Africa and FIFA took charge of preparations for the event to the exclusion of interested African parties (e.g. AU and African Artists). The event was

more of a South African event than an African event. Nevertheless, the AU coordinated the African solidarity where necessary. In the end, there was a consensus that the successful hosting of the event generated a sense of African ownership of the event as was witnessed by the AU Heads of State and Government Declaration on 27 July 2010, in Kampala, Uganda.

4.6 Responses of the South African embassy officials in Addis Ababa, Ethiopia on the major African regional economic players' effects and dynamics of the 2010 FIFA World Cup

It appeared that South Africa did not believe that her strategy (of Africa's time) prior to the hosting of the event may have any negative repercussions. The general understanding was that the strategy was used in apposite way. It also transpired that there is a general belief that South Africa is expected to play a leading role in the continent; hence she should use her role as a powerful representative of the continent to address continental challenges. In this regard, it could be argued that it was within South Africa's right to market the World Cup as Africa's event, considering that South Africa was viewed as championing the role of the continent in the international scene. Therefore, as long as South Africa is still perceived as a credible representative of the continent, she will continue to use Africa's name in her international overtures.

Despite this, there is a general consensus that the 2010 FIFA World revived national and continental pride. It also contributed to a positive rebranding of the continent; a factor that may attract foreign investors in future.

Proving or disproving hypothesis of the study:

This study was conducted with the assumption that the 2010 FIFA World Cup

that was branded as 'Africa's moment' to the benefit of the continent would be viewed with pessimism, at least by the Northern (Egypt and Algeria), Eastern (Kenya and Ethiopia) and Western (Ghana and Nigeria) major African regional economic players. It was argued that such pessimism would be the resultant of the realization that, although branded as Africa's moment, the real beneficiaries of the 2010 World Cup were South Africa and the SADC region. Moreover, it was further maintained that the feeling of discontent against South Africa would also be resulting from the other African regional economic players, on the basis that the host has manipulated the continental sentiments to achieve her ambitions. Keynesianism and Game theories were two principal theories that were utilized in the study in an attempt to explain South Africa's strategy in relation to the decision to host the 2010 World Cup.

Using the Keynesianism approach the study claimed that South Africa's decision to host the 2010 FIFA World Cup was a government strategy with the aim of utilizing the event to address the economic and development challenges so as to keep the economy afloat. In this respect the study claimed that the government achieved its objective, as confirmed by Rich Mkhondo (12 July 2010), the Communications Officer of the 2010 FIFA World Cup. For instance Mkhondo stated that the event benefited South Africa in various respects (e.g. urban renewal, tourism, transport and infrastructure, social and environmental sectors). Moreover, he confirmed that the event also presented South Africa with long term investment opportunities while at the same time boosting the South African Gross Domestic Product (GDP) with about 4% between 11 June and 11 July 2010. According to Mkhondo, "through the hosting of the event South Africa managed to create about 159 000 new jobs for the poor". This figure, according to Mkhondo, excluded other temporary jobs from the construction of the stadia and the roads.

With regard to the second approach, the Game theory; this study purported that South Africa's marketing of the event as 'Africa's moment' was essentially to gather as much African support as possible. Thus, South Africa presented itself as a continental candidate. This, according to the study, resulted from South Africa's craftiness to second guess the continent's approach on Pan-African matters. In other words South Africa knew that it was unwise to fly solo in the bidding process, hence she jumped on the Pan-Africanist bandwagon. Indeed, South Africa's strategy worked, as demonstrated by the overwhelming responses from the interviewees that the 2010 World Cup was Africa's moment. Despite, having been the sole beneficiary from the event, South Africa was praised for successful hosting the event on behalf of Africa.

However, the study revealed that although there seems to be no negative perceptions (at least for now) there are some developing signs of envying South Africa. This was proved by the statements made by the Egyptian Anonymous and the Kenyan Anonymous. For instance, the Kenyan respondent categorically stated that South Africa is in the league of its own and that it will be a big fallacy for the world to assume that South Africa is like the rest of Africa. This implies that the World Cup was hosted by another Europe or America and that the event is yet to be hosted by a real African country. The Egyptian respondent felt that the event should have been given to Egypt, considering the countries long track record in FIFA activities. This, according to the study's analysis is a clear sign of Egypt's feeling of discontent against South Africa's fortune (i.e. through hosting the FIFA World Cup). Moreover, the study revealed that, although not explicit, one Nigerian respondent expressed similar feelings like Egypt. For instance, the respondent implied that South Africa owes her independence and the resultant achievements to Nigeria. According to the reasoning, Nigeria played a key role in the eradication of Apartheid in

South Africa and that Nigeria continues to be instrumental in the continental stability. Based on these statements, a deduction can be made that Africa ought to have let Nigeria, and not South Africa, to represent the continent in relation to the hosting of this mega event.

Nevertheless, the study further revealed that the 2010 FIFA World Cup was not necessarily a zero sum game. For instance, while South Africa benefited tangibly by virtue of her successful hosting of the event, the continent also benefited as a result of positive rebranding, dispelling negative perception about the continent as well as reinstalling the dignity of the continent; all thanks to the successful hosting of the 2010 FIFA World Cup in the Africa soil. It is for this reason that there were no overwhelming negative perceptions against South Africa's hosting of the event. One may argue that if the event was, for some reason, unsuccessful perhaps South Africa would have been put under serious scrutiny by various African countries with a particular emphasis on how South Africa benefitted from the World Cup at the expense of the continent. Hence, by ensuring the successful hosting of the event and thereby miscellaneous benefitting the continent, South Africa escaped criticism and negative publicity. In this context, it could be argued that such miscellaneous benefits (e.g. continental rebranding, instilling continental pride and dispelling negative perception about the continent as well as displaying the capabilities of the continent) went a long way in diverting the attention of some African regional economic players from uncovering and questioning South Africa's strategy of relying on the continental sentiments for her ambitions agenda.

However, one would disagree with the above argument on the basis that the findings have also revealed a sense of acceptance that South Africa should assume a continental leadership role (considering her status in the continent and abroad, including her G20 membership).

Thus, whatever strategy South Africa is using, will not matter as long as the continent receives some kind of a boost from South Africa's leadership. Although it sounds valid, this argument fails to recognize that there are other countries, like Nigeria, which seem to believe leading the continent is part of their legitimate right. Therefore, it is inconceivable that, in the long run, there can be no contestation of leadership of the continent among the active countries in Africa.

1.5 CONCLUSION

This study was conducted with the purpose of establishing if the 2010 FIFA World Cup which was branded as 'Africa's moment' to the benefit of the continent would be viewed with pessimism, at least by the Northern, Eastern and Western major African economic regional players. It was argued that such pessimistic view would be essentially due to the realization by the concerned countries that the event, albeit being dubbed 'Africa's moment', did not benefit the continent but South Africa and the SADC region. In essence, the study embarked on establishing whether the 2010 FIFA World Cup had any effect on the major African regional economic players. The fundamental reason for conducting this study was to possibly recommend to South Africa as the country to consider, if need be, a revision of her marketing strategy with due consideration of the feelings and perceptions of other critical players in the continent.

This study highlighted the dynamics and the effects of the 2010 FIFA World Cup on major African regional players. It clarified the opportunities presented by the FIFA World Cup to South Africa and the entire African continent. It further revealed the 2010 FIFA World Cup as having contributed in instilling hope, sense of pride as well as giving the continent an opportunity of being seen on the positive light; and thus creating positive path for future continental

engagement with the international community. Moreover, the study provided related recommendations to the IMC and the government.

The general conclusion was that the 2010 FIFA World Cup brought pride to Africans as it played a role in positively rebranding the continent and thereby marketing the continent to the international community. In a nutshell, the findings pointed to an enhanced sense of pan-Africanism. It also reveals that there are no general feelings of discontent of the select regional economic players against South Africa. This factor led to the conclusion that the event served a greater purpose of dispelling negative connotations while unleashing Africa's potential and capabilities to host events of great magnitude.

However, there were shared sentiments on the social benefits and future benefits that the 2010 FIFA World Cup will bring. Even though the study was intended on understanding South Africa's decision on hosting the 2010 FIFA World Cup and the impacts on the major African regional economic players, the insight gained through conducting the qualitative research, was that the major African regional economic players looked to South Africa as the champion in the continent. The success of the 2010 FIFA World Cup revealed that it brought pride to Africans and played a huge role to the on going continental integration effort because it was a unifying factor for the continent. However, the bigger challenge is how to translate the success of the World Cup in future by focusing its success on the challenges facing Africa as a whole.

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1.6 RECOMMENDATIONS

- South Africa should use her marketing strategies with extreme caution so as to avoid being viewed as taking advantage of the continent to further her ambitious objectives.
- South Africa should develop well thought marketing strategy without necessarily alienating the major regional economic players in Africa
- It is recommended for the IMC, South African government, and other related bodies to consider the results of this research as it provides an insight for South African government to rethink its foreign *investment attraction strategy* that takes due cognisance of other major African regional economic players to ensure longer term continental relations and continental support in her future endeavours.
- It is hoped that this study would be a source of information on how South Africa's strategy is perceived in the continent especially the Northern region (Egypt and Algeria), Eastern region (Kenya and Ethiopia) and Western region (Ghana and Nigeria).
- It is recommended that South Africa should use the 2010 FIFA World Cup learned lessons and share experience in a bid to assist other African countries in destination branding.

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Dr. S. Lebesse from UNISA Graduate School of Business and Leadership and Dr. N. Sifolo at Isele Confidential Consultancy are acknowledged