

# Using sport tourism events as a catalyst for tourism development in the Eastern Cape Province, South Africa

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## Abstract

The recent upsurge in sport tourism development as a socio-economic development tool for Third World countries commands critical consideration. Such deliberation is required because sport tourism exists within a complex network of social, economic, political, cultural and environmental factors that can ultimately determine the impact of sport tourism on certain destinations. In this regard, the current study aims to assess the possibility of using major sport tourism events as a catalyst for development in the African context, using the experiences gained from the hosting of the 2010 Fédération Internationale de Football Association (FIFA) World Cup and the 2013 African Cup of Nations (AFCON) in Port Elizabeth in South Africa, as a case study. The methodology employed involved the use of self-administered questionnaires targeting event attendees during the hosting of both events. The key variables measured surrounded key tourism aspects of the event. The study found similarities and differences in relation to travel motives, demographics and types of tourism activities in which engaged. Interestingly, repeat visitors to South Africa were enthusiastic about revisiting the province, as they recognised the tourism offerings to serve as a drawcard to the area. Additionally, the respondents strongly indicated the desire to promote the province, upon return to their place of residency, by means of positive word of mouth. The study demonstrates the ability of sport tourism events to act as a catalyst for tourism, especially when they are properly leveraged. The article recommends the need for tourism authorities to capitalise upon the opportunity presented by sport tourism events to maximise benefits by way of designing appropriate programmes for marketing and strategy, as well as policy.

**Keywords:** development, tourism, sport tourism, tourism impacts

## Introduction

Sport tourism events have been identified as providing an exciting opportunity to market cities as preferred tourist destinations, and to offer growth opportunities for the respective local economies (Standeven & De Knop, 1999; Emery, 2002; Bob & Swart, 2010; Nyikana, Tichaawa & Swart, 2014; Knott & Hemmonsby, 2015). Such identification is linked to the fact that sport tourism events play a crucial role in shaping national and local tourism offerings, while also transforming destinations to become desirable event-driven economies (Bob & Swart, 2010; Cornelissen, Bob & Swart, 2011; Nyikana *et al.*, 2014). Bawaba (2010) suggests that there are both economic and social benefits to be gained on both national and regional levels from the hosting of sport tourism events. The successful hosting of a sport tourism event can lead to substantial increases in visitation and tourism revenue, as well as to a sense of heightened pride among the community members in the host city (Desai & Vahed, 2010; Tichaawa & Swart, 2010). Moreover, successfully hosting a sport tourism event can also lead to enhanced city visibility and to an improved city image (Nyikana *et al.*, 2014; Knott & Hemmonsby, 2015). Due to such perceived benefits, sport and tourism have grown significantly to become important economic activities in both the developed and developing worlds (Swart & Bob, 2007; Gaffney, 2010; Tichaawa & Swart, 2010; Smith, 2012). In this regard, sport tourism events have become a key focus point for academic debate and for governmental consideration, especially in emerging countries.

Developing countries have displayed an eagerness to bid for, and to host, sport tourism events, with the belief that they can play a major role in the economic and social regeneration of both urban and rural communities in the countries concerned (Swart & Bob, 2007; Gaffney, 2010; Tichaawa & Swart, 2010; Bama & Tichaawa, 2015). Tichaawa, Bama and Swart (2015) note how the developing countries have continuously pushed for the integrating of sport tourism events, particularly in terms of sport mega-events, in their national and urban planning initiatives. They argue that countries like this seek to achieve certain legacy imperatives that are linked to predetermined outcomes for the host cities and countries in general. In the African context, countries have recently strongly emphasised the hosting of sport tourism events as a way of fast-tracking development, and of placing themselves on the global tourism map. The events in question offer a relatively broad category of legacies that mostly include the enhanced image of the specific host city and of the nations in general, especially in relation to the latter's global image, which is assumed to boost both their investment possibilities and their tourism potential (Tichaawa *et al.*, 2015).

Events, which are the most common type of sport tourism activity, are seen by developing countries as being an important vehicle for improving the quality of life of the host communities by attracting visitors, who then contribute to the economic well-being of the locals (Swart & Bob, 2007). Numerous commentators (including Hede, 2005; Humphreys & Prokopowicz, 2007; Nyikana *et al.*, 2014) note how developing countries have identified sport tourism as a shortcut by means of which to gain a certain level of global recognition that is already present in the case of developed nations. Knott and Hemmonsby (2015) identify the increasingly competitive global environment as being a major motivator for developing countries to host sport events, with a view to gaining global awareness, improved city image, and differentiation from other, similar destinations. It is against such a background that the current study seeks to explore the possibility of using sport tourism events as a catalyst for tourism development in the Eastern Cape province of South Africa, using Port Elizabeth's (PE's) hosting of the 2010 FIFA World Cup and the 2013 African Cup of Nations as a case in point.

PE hosted eight football matches for the 2010 FIFA World Cup, including a quarter-final, as well as the third and fourth place play-off games. Likewise for the 2013 AFCON tournament, there was a similar schedule, with eight games being hosted, as well as the quarter-final and third and fourth place play-off games. The hosting of such high-profile games was seen as an ideal platform for advertising the credentials of the Eastern Cape province, and of PE specifically, as a sport tourism destination. Such a platform can be understood on the basis that, in the existing literature (Ciampiciglio & Maresca, 2004; Gaffney, 2010; Smith, 2012; Tichaawa *et al.*, 2015), it is widely acknowledged that sport tourism events are known to provide a wide range of opportunities for development on both a short- and longer term basis. Moreover, sport tourism events can trigger numerous socio-economic and environmental benefits for the host destination (Bawaba, 2010; Giampiccoli & Nauright, 2010; Smith, 2012; Weed & Bull, 2012; Getz, 2013). Consequently, the successful hosting of these and other events in PE has been anticipated to provide a socio-economic development impetus for both the city and the province in general. The 2010 FIFA World Cup and the 2013 AFCON tournament in particular were earmarked as major events that could trigger relatively broad tourism development opportunities for the province. Such earmarking occurred against a backdrop of the province being found to be largely disappointing in terms of performance, as seen from the perspective of international tourism (Nyikana *et al.*, 2014). Currently, the province only manages to attract approximately 5% of the international visitors who come to South Africa (Nelson Mandela Bay Tourism (NMBT), 2011), making for a poor reading in terms of tourism performance. The above-mentioned events could, therefore, serve as catalysts for tourism development when capitalised on.

## Sport tourism in context

According to Ciampicigli and Maresca (2004), sport tourism serves to extend the concept of sport to leisure holiday activities, subsequently leading to the development of complementary services and products. The authors argue that, in recent times, sport tourism has enhanced the experience of sport travel by encouraging the development of associated cultural aspects that have gone far to further the benefits to be derived from the travel and stay concept. Globally, the sport tourism niche has displayed notable growth in significance, with it comprising approximately 4% of tourism as a whole, and exhibiting one of the highest growth rates overall (Ciampicigli & Maresca, 2004; Swart & Bob, 2007). The authors identify the niche of sport tourism as being one of the fastest growing segments within the tourism industry, albeit considering that it is relatively new as a point of focus in destination planning for developing countries. Swart and Bob (2007) note that this niche market, especially in terms of the hosting of sport tourism events, has gained increasing attention in recent years, especially as a tool for urban development and regeneration.

Major and mega-events, in particular, present host cities with a number of tangible and intangible benefits, especially when such events are well planned and managed (Swart & Bob, 2007; Tichaawa & Swart, 2010; Cornelissen *et al.*, 2011; Nyikana *et al.*, 2014; Knott & Hemmonsby, 2015). Among others, the benefits to accrue therefrom include opportunities for a country and its host cities to engage in the high-profile promotion of their products on a global scale, for the development of international standard sporting facilities and related infrastructure upgrades, and for the gaining of a head start for the bidding for other major events. In addition, the benefits are likely to include the learning of useful lessons by governments, sporting bodies and business sector stakeholders, which can assist in the further development of local sport tourism sectors, and, most importantly, the chance to expand the traditional sport tourism markets to encapsulate other sporting codes and to reach relatively large audiences (Swart & Bob, 2007; Tichaawa & Swart, 2010; Bama & Tichaawa, 2015).

Gibson, Kaplanidou and Kang (2012) suggest that the developing countries have, in the past, specifically targeted the hosting of sport events, in the belief that such events will fast-track development in the key economic areas like infrastructure, and present tourism benefits for the host cities, as well as, ultimately, lead to the maintenance of a sustainable sport tourism sector in the countries concerned. However, Ziakas and Costa (2011) caution that not all destinations have the ability to host major and mega-events, because some lack the capacity to host such events, besides which mixed results have been obtained regarding the cost-benefit analysis of such mega-events, especially in the developing context. In this regard, the successful hosting of major and mega sporting events is seen as a way of giving direction to the development of a portfolio of events in support of the sport tourism development goals of developing countries and cities in particular (Gibson *et al.*, 2012). In relation to developing countries, therefore, Csoban and Serra (2014) note that the promotion of sport tourism is seen as a strategic development objective for the respective governments concerned.

### **Overview of sport tourism in South Africa**

In terms of South Africa, sport tourism has been identified as a unique niche product (Bama & Tichaawa, 2015). Swart (2005) notes that sport tourism in the country in question has not always lived up to its true potential, partially due to the sanctions that were placed thereon during the apartheid years. Consequently, the South African government has largely encouraged the provision of facilities, training, marketing, and the promotion of the sport tourism segment of the overall tourism industry nationwide (Swart & Bob, 2007). Accordingly, Cornelissen (2004) argues that South Africa has identified the development of sport tourism as being a possible means of forging a national identity, as well as of serving as a catalyst for the economic growth and development of the country as a whole.

Of all domestic tourism in South Africa, 4% is made up of sport tourism, while approximately 10% of all international visitors come to the country either to watch, or to participate in, a sport event (Swart & Bob, 2007). The researchers in question note, however, that the term 'sport tourism' is limited, in the context of their study, to mean sport events held in the country that can be seen as being based on the existing sport tourism initiatives. They suggest that, for the country to have a comprehensive sport tourism strategy, the promotion of a wider range than at present of sport tourism products and opportunities to maximise the obtaining of socio-economic gains should be considered. However, any sport tourism strategy developed should consider all levels of participation, right down to the local context. Moreover, such a strategy should include a broad range of sport types, and whether they are recurring or once-off (Swart & Bob, 2007). The authors conclude that longer term sustainability, and an extension of the sport tourism calendar for the host destinations concerned, would be capable of being achieved if such factors were to be considered.

South Africa has emerged as one of the leading sport tourism destinations in the world, with the country having recently hosted a number of sport events, ranging from small-scale, recurring events, right up to major and once-off events (Swart, 2005; Nyikana *et al.*, 2014; Achu, Nyathi, Bama & Tichaawa, 2015; Bama & Tichaawa, 2015; Knott & Hemmonsby, 2015). Knott and Hemmonsby (2015) refer to the 1995 Rugby World Cup, the 1996 African Nations Cup, the 2003 Cricket World Cup, the 2009 FIFA Confederations Cup, the annual Cape Town Cycle Tour, the Two Oceans Marathon, and the annual Durban July and Comrades Marathon, among other events, as being some of the most prominent sport tourism events hosted by the country.

The hosting of the 2010 FIFA World Cup in South Africa was seen as an ideal opportunity for leveraging commitment from various stakeholders and with which to begin the process of formulating a strategy for sport tourism development in the country, and for related development in the host cities specifically (Swart & Bob, 2007). Accordingly, the hosting of the 2013 AFCON tournament was seen as a perfect opportunity for furthering the momentum provided by the FIFA World Cup. Both aforesaid events provided the country with the ideal platform for strategising in terms of the nation's long-term sport tourism goals and objectives, and for developing a relatively wide range of holistic sport tourism products.

### **Background to study area**

The current study was conducted in the city of PE in the Eastern Cape Province of the Republic of South Africa. According to the NMBT (2011), the province in question draws only 5% of international visitors who come to South Africa, with PE being the biggest city in the province. As such, it attracts approximately 80% of the foreign tourists who visit the province, making it the foremost tourist destination in the Eastern Cape (Nelson Mandela Bay Municipality [NMBM], 2007; Baines, 2010]. The main source markets for tourists to the city are: the United Kingdom (UK) (51%), Germany (26%), Australia (11%), and countries such as France, the Netherlands, and the United States of America (USA) (NMBM, 2007; Baines, 2010). Baines (2010) further identifies PE as being a strategic destination that can use tourism as a catalyst for economic growth. According to the NMBM Master Plan (2007), tourism contributes 1.6 billion Rands to the economy of the Metropole. Moreover, according to the South African government (2010), tourism growth in the city has been aided by the considerable growth of sport tourism in the city, due to PE's successful hosting of previous sporting events.

A key objective of the tourism master plan of PE is to promote sport tourism in an integrated manner, through the development and promotion of sport tourism events (relating to soccer, rugby, cricket, and water sports activities) (NMBM, 2007). The city currently plays host to approximately 33 annual events, most notably the Spec-savers Ironman South Africa, the Hobie Cat Yacht Challenge, the Boardwalk/Powerade mini marathon, and the Herald VW Cycle Tour, among many more (NMBM, 2007). The historical hosting of the International

Rugby Board (IRB) Sevens World Series South African leg (stretching over a period of 4 years), the Indian Premier League (IPL) T20 cricket games, the 2010 FIFA World Cup, and the 2013 AFCON tournament are also seen as major boosters to the sport tourism credentials of the city. Against this background, PE was deemed an appropriate case study area in the case of the current research, in the light of the city displaying significant potential for sport tourism development.

## **Research methodology**

### **Research design**

The present study employed a case study approach in its research design. Crowe, Cresswell, Robertson, Huby, Avery and Sheikh (2011) define such an approach as being one that allows for the in-depth, multifaceted exploration of complex issues in their real-life settings. The researchers in question suggest that employing a design like this is useful when there is a need to gain an in-depth appreciation of an issue or an event of interest as it is to be found in its natural context. The design of the current study employed both qualitative and quantitative research design methods. Survey questionnaires were used to target the respondents on a face-to-face basis with the aid of trained fieldworkers.

### **Survey population**

According to Veal (2011), a population in research refers to the total collection of elements about which a study is being done, and from which, or whom, a sample can be drawn. For the present study, the population was made up of visitors (non-locals) to the 2010 FIFA World Cup and to the 2013 AFCON tournament held in PE. A screening question was used prior to interviewing the event attendees, so as to ensure that the person was not a local resident of PE, but rather a visitor to the city.

### **Sampling procedure**

A spatially based systematic sampling technique was used to target the respondents during both events mentioned above. De Vos, Strydom, Fouche and Delport (2005) describe a spatially based sample as being one that is employed in cases of highly temporal populations, of which sporting events are a prime example. Altinay and Paraskevas (2008), in contrast, describe a systematic sampling technique as being a periodic process involving the random selecting of the first respondent, after which every *n*th member of the population is chosen. In the present case, *n* was to be a predetermined number for the interval, based on the size of the total population at hand. The combination of the two sampling techniques was deemed to be the best approach towards carrying out the sampling required for the study.

The fieldworkers were placed at specific locations (namely in the Nelson Mandela Bay Stadium precinct for both events, and at the St Georges FIFA Fan Park for the 2010 FIFA World Cup) on every match day of both events. After the first respondent was randomly selected, the 20th person (for the 2010 FIFA World Cup) and the 10th person (for the 2013 AFCON tournament) to pass by each fieldworker was chosen for participation in the study. The nature and differing population sizes of the respective events necessitated the different interval selection, with the 2010 FIFA World Cup attracting a larger number of attendees than did the 2013 AFCON tournament. Due to the nature of the events being highly unpredictable, and for it therefore being difficult to monitor the movements of the attendees, the total number of visitors expected could not be known prior to the hosting of either of the events in question. A total of 2 225 questionnaires were administered during the 2010 FIFA World Cup, whereas 384 were administered during the 2013 AFCON tournament. Post-event figures point to a total of ±350 000 international visitors to the 2010 FIFA World Cup, whereas ±150 000 visitors from abroad were estimated to have travelled to South Africa for the AFCON tournament. In this

regard, the sample sizes collected could be considered to have met the required threshold for a representative sample of the population investigated.

### **Research instrument**

Despite the research instruments used for the 2010 FIFA World Cup and for the 2013 AFCON tournament events that were held in PE being different, they contained identical sections, with, for the purpose of this study, the data being obtained on the basis of the common variables. The variables in question included the demographic profile of the respondents, their travel motives, the nature of the tourism activities in which they engaged while at the destination, their rating of the key tourism aspects of the destination, and, lastly, the likelihood that they would revisit the host city in future. These variables are seen as being indicators of the sport tourism development potential of the study area, as they directly address issues pertaining to the impact of the events. The instruments used for the study contained semi-structured questions relating to the above-mentioned variables.

### **Data analysis**

The two datasets for the different events were analysed separately, using the same testing procedure. Thereafter, conclusions were drawn in respect of the key areas in relation to which measurement took place pertaining to the aspects or variables that formed the focus of the study. The Statistical Package for Social Sciences (SPSS) software, version 20, was used to analyse the quantitative data of the study. This software analyses data by creating summative bar and pie charts, tables and other graphic diagrams in order to display the findings. The qualitative data, in contrast, were grouped and discussed in a thematic manner, based on the constant comparative method.

## **Results**

### **Demographic profile**

In terms of the demographic profile of the attendees to both events, the study found the following similarities and differences. When considering the country of origin, for the 2010 FIFA World Cup the majority of the respondents came from South Africa (34.2%), England (20.4%), Germany (5.6%) and the USA (4.7%), whereas, for the 2013 AFCON tournament, the majority of the respondents were from Ghana (43.2%), South Africa (37.6%), and Zimbabwe (4.8%), with minorities being from the USA and Germany. In terms of the gender of the respondents, the findings were consistent with other similar studies, in that the overwhelming majority were men (with 78.6% being of male gender in the case of the 2010 FIFA World Cup event, and 82.4% being of the same gender in terms of the attendance at the 2013 AFCON). Both sets of respondents were fairly young, with those aged between 21 and 40 years of age making up 70.5% of the attendees at the 2010 event, and 73.2% falling in the same age group in the case of the 2013 event, suggesting that the source markets were similar in this respect. The respondents were also, by and large, highly educated, as the majority at both events had at least a diploma (86.0% at the 2010 FIFA World Cup event, and 71.5% at the AFCON event).

### **Travel motives**

In order to ascertain the motives for travelling to the destination at the time of the events, the respondents were, firstly, asked to indicate their previous attendance at such matches, and, secondly, whether the events were the main reason for them being in PE at the time of the interview. Of the 2010 FIFA World Cup respondents, 74.2% were first-time attendees at the event, whereas 62.2% of the AFCON respondents were attending the event for the first time,

suggesting that there were opportunities for the host city of PE to merge images of the event, with its uniqueness as a tourist destination being reflected in the responses received. Moreover, those respondents who were repeat visitors to an event would have had different images of the city the second time around. In short, a prior successful hosting of the event would have resulted in a positive impression of the city among the repeat visitors.

Expectedly, an overwhelming majority of the attendees acknowledged the events to be of integral importance to their visit to PE at the time of the interview (with 85% in the case of the FIFA World Cup, and 88% in the case of AFCON). Interestingly, in respect of the World Cup, those who had visited the city for other reasons noted holidaying as being their main reason for being there at the time, whereas for the AFCON the main reason for their presence in the city at the time was so as to visit friends and relatives (VFR). Such rationale is critical when considering future marketing initiatives for sporting events attended by those sourced from different markets, or with varied preferences.

### **Tourism activities engaged in while at the destination**

The existing literature on sport tourism events reveals that successfully hosting a sport tourism event can lead to enhanced city visibility and to an improved city image, thereby increasing the tourism potential of a destination (Nyikana *et al.*, 2014). In this regard, the respondents were asked to indicate whether the events had heightened their awareness of the tourism facilities that were available in PE at the time, in response to which notable differences were detected among the attendees at the two events. Only 35.2% of the respondents at the 2010 FIFA World Cup indicated that the event had helped raise their awareness of tourism facilities in the area. In contrast, the 2013 AFCON tournament had assisted in raising the awareness of tourism facilities in PE for 60.9% of the attendees, as reported. Such a disparity perhaps suggests that critical lessons were learnt during the 2010 event that helped in increasing efforts to market the city to the potential attendees holistically, resulting in the objective of raising the city's visibility having been somewhat achieved for the latter event.

In terms of the tourism activities in which the respondents engaged during their stay in PE, besides their football match attendance, notable differences were discerned between the two sets of attendees. The attendees at the 2010 FIFA World Cup indicated adventure activities (64.1%), theme park visitation (48.4%), wildlife viewing (43.5%), beach activities (37.0%), visiting natural attractions (25.4%), and nightlife (16.8%) as their preferred activities in which they engaged in when neither watching the football nor attending the football games. That adventure was the foremost activity for attendees came as no surprise as the province has strategically positioned itself as the "adventure province" of South Africa in its slogan (NMBT, 2011). However, for the attendees at the 2013 AFCON tournament, the major activities outside of their football spectating were VFR (96.6%), engaging in business (94.7%), trading (91.7%), health- (85.7%) or beach-related (44.1%), and the consumption of food and wine (44.0%).

### **Rating of key tourism aspects of the destination**

Against the backdrop of them having sampled the tourism activities available in PE, the respondents were asked to rate their tourism experience in the city. Firstly, both sets of respondents were asked to indicate what information source they used in finding out information about PE as a tourist destination. For the 2010 event, 89.0% of the respondents said that they had been advised by their professionally based colleagues or friends, whereas 60.7% said that they had been informed over the television, with 50.3% stating that they had been advised by their friends who resided in PE. In contrast, the respondents who attended the AFCON tournament in 2013 indicated that their main information sources had been the television (63.2%), the internet (41.6%), and newspapers (33.6%). Such findings point to a need for careful consideration when marketing the city for sport tourism events, in relation to

ensuring that the relevant information sources are covered for the different audiences, instead of using a general approach towards conveying news of such events.

Having ascertained which information sources were used to access event-related details, the respondents were then required to rate the tourism-related facilities that were made available in PE, so as to determine the satisfaction levels of the attendees therewith. The aspects considered in this respect included: the friendliness and helpfulness of those manning the facilities visited; the condition of the transport that they used; the personal safety and security standards upheld at the facilities; the cleanliness of the different venues frequented; and the banking and entertainment options with which they were provided. In addition, whether PE could be regarded as a good value-for-money and responsible tourism destination came under consideration. Generally, most aspects received very high ratings for both events, suggesting that their sound organisation had laid a solid foundation for the hosting of future sport tourism events. However, in respect of the 2010 FIFA World Cup, banking was ranked poorly, as was PE's being a good value-for-money and responsible tourism destination. In a similar vein, the attendees at the 2013 AFCON claimed to have had poor banking experiences. However, that the majority of the aspects that were enquired after were rated highly by the different event attendees stands the city in good stead going forward, in terms of the further development of sport tourism in future. Certain aspects clearly do require improving, however, so as to foster conditions that are supportive of a more visitor-friendly comprehensive sport tourism experience in the city than were available at the time of the events under discussion. Such improvement is especially important in terms of striving to attain PE's goal of becoming a fully-fledged responsible tourism destination, in line with the key principles enshrined in the NMBT Strategic Plan (NMBT, 2014).

### **Repeat visitation opportunities**

Lastly, the respondents were asked whether they would be likely to recommend PE to their friends and relatives as a potential destination to visit. In respect of both of the events, 98% of the attendees indicated that they would definitely recommend the city to friends and relatives. More importantly, 71% of the FIFA World Cup attendees, and 88% of the AFCON attendees, indicated that they would be making a return trip to PE in the near future. Such a finding means that the impression created by the city during the two events under review was favourable, as well as reinforcing the notion that sport tourism events can lead to relatively long-lasting impressions of a city as a preferred tourist destination.

### **Conclusion and recommendations**

The promotion of sport tourism is seen as a strategic development objective for many destinations the world over. However, for the sustainable development of sport tourism, it is critical to plan strategically for the long-term, and to ensure that the behaviour of sport tourists is well understood. In this regard, the current study aimed at investigating the sport tourism potential of PE, using two sport tourism events as case studies. Key findings revealed that, at both of the events surveyed, the attendees were young, mostly men, and highly educated, as well as coming from many different countries. Considering the youthful nature of the attendees at both events, and the fact that they had used such information sources as the internet and other media sources to learn about PE before coming to South Africa, it is important going forward that the marketing efforts of the city be expanded beyond the traditional marketing tools, in order to reach a wider audience than at the time of the events discussed. Such expansion should include the use of appropriate social media platforms.

The majority of the attendees at both events were first-time visitors both to the events and to the host city itself. As such, the impression that was made by PE as a sport tourism destination and as a tourist destination would have been regarded as a unique experience for the attendees. Interestingly, the attendees at the AFCON tournament who had not come for the

event alone indicated that they were there primarily either for purposes of VFR or holidaying, suggesting a potential for long-term repeat visitation, so long as the friends and relatives remain resident in the city. The drawing of such a conclusion is backed up by the fact that many of the AFCON attendees, especially when compared to the number of attendees at the FIFA World Cup, revealed that attending the event had raised their awareness of other tourism activities in PE. A major objective to be achieved with the hosting of the 2010 FIFA World Cup in South Africa was to maximise the tourism value of the country, and to brand South Africa as a powerful tourism destination. In addition, there was a desire to ensure the long-term sustainable development of the existing socio-economic infrastructure and superstructure of the different host cities in the country. In this regard, the fact that the organisers of the 2013 event were more successful in raising awareness about other tourism facilities that were available in the city at the time of the event suggests that lessons had, indeed, been learnt from the 2010 event.

When analysing the nature of the main activities in which the attendees engaged apart from viewing football, major differences in perception were recorded in relation to the two events. In respect of the 2010 FIFA World Cup, the most popular activities were adventure excursions, theme park visits, wildlife viewing, visiting the beach and natural attractions, and participating in the PE nightlife. Such activities were already seen by the local tourism authorities as being the main drawcards of the region/city at the time of the hosting of the identified event, even branding the province 'the adventure capital of South Africa'. In contrast, the AFCON attendees noted VFR, business, trading, health- and beach-related pursuits, and the consumption of food and wine as being their preferred activities when they were not watching football. Such a finding implies that, for future sport tourism events in the city, research should be conducted into the tastes and preferences of the attendees, so as to ensure that the events are planned in such a way as to maximise the tourism potential of the city.

When rating the tourism aspects and facilities of PE, the main concern was the banking facilities and the entertainment opportunities that were available to the attendees of both events. The rating in this respect requires careful consideration going forward, so as to foster only positive ratings in future, and so as to be able to enhance the overall experience of the sport tourists attending events especially of international importance. The attendees at the 2010 event also indicated that they did not regard PE as either a good value-for-money destination, or as a responsible tourism destination. However, the positive rating of such aspects as safety, cleanliness, and the transport network augers well for the future satisfying of the long-term developmental objectives of the city. This is supported by the fact that, all things considered, almost all of the respondents had a strong willingness to recommend PE as a potential tourist destination to their friends and relatives. Moreover, most of the respondents indicated that they intended to return to PE in future. The onus now rests with the local authorities to ensure that they increase their marketing efforts, so as to be able to maximise on the positive impressions made through the hosting of the events. Moreover, the findings suggest that PE is, ultimately, a good sport tourism event host city, and that it should, thus, continue to host other events besides football, while ensuring that the supporting facilities are of a high standard in order to enhance the visitor experience. Achieving the above should have positive implications for the development of the city as a preferred tourist destination, and, in this way, sport tourism will have served as a catalyst of development in PE.

### **Limitations**

The aim of the current study was to use two sporting events (namely the 2010 FIFA World Cup and the 2013 AFCON tournament) as a gauge for whether sport tourism could be used as a developmental tool for the burgeoning of the PE economy. In this regard, and based on the differences in size of the two events, it was not possible to administer the same number of questionnaires at both events. The discrepancy in numbers is, therefore, one of the main limitations of the study, in that the findings made are difficult to generalise, due to the unequal

sample sizes. Moreover, due to the disparity in the dataset, it was impossible to merge the findings, for they had, rather, to be separately analysed, with conclusions then being drawn from the main aspects explored. Besides, the aim of the study was not to compare the events as such, but rather to find evidence for the tourism development opportunities presented by sport tourism events hosted in the Eastern Cape province. The study can, therefore, be criticised for having overlooked such other sporting events as rugby, cricket and water sports. Therefore future studies should make a link in relation to a portfolio of events that address different market segments and then consideration to a broader sport tourism strategy beyond events in the future.

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