

Repeat Visitation to a Host Destination Post a Sport Mega-event: South Africa and the 2010 FIFA World Cup™ Legacy

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Abstract

This study seeks to investigate if international football tourists who attended the 2010 FIFA World Cup™ in South Africa had revisited since the country hosted the tournament. The study used a quantitative methodology to survey 391 football fans in France during the 2016 UEFA European Championship, using a spatially based systematic sampling technique. The key findings show that only a minority of the respondents had travelled to South Africa to spectate at the World Cup, while an overwhelming majority watched the tournament on television thus underscoring the role that sport mega-events play in showcasing the host destinations. Furthermore, the findings suggest that the 2010 mega-event led to repeat visits, albeit limited, to South Africa as well as to other African countries. More importantly, the majority of the respondents showed a willingness to travel to South Africa should it host future sport mega-events. These results imply that visitation to a host destination during a specific mega-event lead to sport tourists having intentions of repeat visitation within the context of attending another sport mega-event. The study provides empirical evidence of the repeat visitation legacy of the 2010 FIFA World Cup™ and has wider applicability to sport mega-events legacy research and body of knowledge.

Keywords: Repeat visitation; sport mega-event; football tourists; the 2010 FIFA World Cup™; South Africa.



Introduction

Since its independence, South Africa has emerged as one of the strongest contenders in bidding for sport mega-events after it hosted a series of sport mega-events (Van der Merwe, 2007). Using its bidding experience, it sought to host the 2006 FIFA World Cup™ (Cornelissen, 2004); however, its hopes were dented after losing to Germany in a highly contested bid (Alegi, 2001). South Africa did not give up; it capitalised on FIFA's decision to award the 2010 FIFA World Cup™ tournament to Africa, and in 2004 it was named as the host of the 2010 FIFA World Cup™ ahead of its closest contender, Morocco (Cornelissen, 2004; Pillay & Bass, 2008). Dubbed 'Africa's world cup', South Africa is the first African country to host such a prestigious sport event on the African continent (Achu & Swart, 2012; Tichaawa, Moshoeshe, Swart & Mhlangu, 2015). Despite media speculation in the build-up to the 2010 FIFA World Cup™ on whether a developing country would be able to host a global sport event or not, South Africa defied the odds and successfully hosted the tournament (Cartwright, 2012; Knott & Swart, 2018; Swart & Bob, 2012).

Sport events play a crucial role in attracting tourists to a destination (Chalip, 2018; Dimanche, 2003). With most tourism destinations facing a dilemma of seasonality, hosting sport events during the off-peak season proves to be a panacea (Higham, 2006). This is true in the case of the 2010 FIFA World Cup™ tournament, which was hosted during the winter season as it attracted more than 309 554 international football tourists to South Africa (FIFA.com, 2010). In recent times sport events have become an alternative attraction at many destinations, and such events attract sport tourists more than other types of tourists (Osti, Disegna & Brida, 2012). Despite most sport fans travelling to a host destination specifically to spectate at the event, they may partake in touristic activities during their stay at a destination (Taks, Chalip, Green, Kesenne & Martyn, 2009). If they are satisfied with their experience of the destination they might consider visiting again after the event as well as passing a positive word-of-mouth recommendation to friends, relatives and potential visitors to the destination (Ritchie, Mosedale & King, 2002; Taks et al., 2009).

There is limited research on repeat visitation to host destinations post sport mega-events. According to the researchers' knowledge, to date, there is no study that has covered repeat visitation by international football tourists to South Africa post the 2010 FIFA World Cup™. Moreover, there are few studies presenting empirical evidence of the legacies of mega-events (Preuss, 2019). Therefore, this study seeks to investigate if international football tourists who attended the World Cup in South Africa had revisited South Africa since it hosted the tournament; with the study being conducted six years after the hosting of the 2010 event.

FIFA World Cup football tourists

Sport mega-events such as the FIFA World Cup attract a large number of football tourists to the host destination (Solberg, 2018). These tourists are usually categorised into three groups namely competitors, officials and attendees (Deery, Jago & Fredline, 2004). Unarguably, the majority of tourists who are attracted by the FIFA World Cup are football fans while a minority will consist of other groups of people such as players, coaches, technical personnel and international media personnel (Tichaawa & Bob, 2015).

In their study, Swart, Daniels, Donaldson and Cornelissen (2008) identified three types of FIFA World Cup fans. The first category consists of fans who do not have much interest in football; these fans will only start to show interest when the tournament starts, however, they do not watch more than ten matches for the entire tournament. The second type of fans is deemed to have an average interest in football, these fans usually follow the tournament from the group stages, however, they do not watch more than 20 matches. What's more, these fans are also interested in watching matches between other countries other than their own and in



most cases, they watch these matches at fan zones. The last category constitutes of the true football fans, their primary purpose of travelling to the host destination is to cheer their national teams in the stadiums. These fans travel with their national teams and attend all the matches from the group stages, and they watch more than 20 matches during the tournament.

Sport tourists' travel motives and event attendance

Sport tourists are those visitors whose primary objective of visiting a destination is participating in or spectating sport (Saayman, 2012). Even though their primary purpose is to attend an event, it does not necessarily mean that they have no interest in traditional tourism activities, as during their stay at a destination they can also participate in various tourism activities (Taks et al., 2009). There are certain elements and aspects that directly influence the level of sport tourists' experience of and satisfaction with a destination and those aspects also influence their decisions to travel to that particular destination to a large extent (Walmsley, 2008). Sport-related visitation is affected by both push and pull factors and these work hand-in-hand to determine the sport tourists' travel motives (Kim & Chalip, 2004). Push factors are more intrinsic and are associated with one's needs, motives and interests; conversely, pull factors are attributes linked to aspects at a destination like attractions and facilities (Kim & Chalip, 2004). Kurtzman and Zauhar (2005) suggest that the motives to travel to sport destinations, similar to travel in general, are triggered by some external forces, for example, a word-of-mouth recommendation from friends and relatives as well as different types of media such as travel magazines and travel channels about the destination's attractions and facilities. Whatever information one receives from the above-mentioned sources should be convincing enough to pull tourists towards a specific destination. Lee and Kang (2015) and Walmsley (2008) supports Kurtzman and Zauhar's (2005) contention and suggests that sport tourists are not only limited to the event when deciding to travel, but they also consider a variety of attractions and facilities, for example, touristic activities such as water sports and mountain hiking or a resort with international level golf facilities. Support services and facilities at a destination complement the event taking place, and they enhance tourists' experience of and satisfaction with the destination (Walmsley, 2008). However, Bocarro and Edwards (2016) have a different perspective; they strongly argue that sport travel motives are largely influenced by societal trends. Such societal trends include *inter alia* the increasing role of social media in consumption of sport and experiences, mostly in the developed world; the role of international health promoters who encourage people to travel and participate in physical activities, the growing interest in child and youth development advocating for young people to participate in different sport events, and the globalisation of women's rights which has seen a significant increase in women who travel and participate in sport events (Bocarro & Edwards, 2016).

Nearly two decades ago, sport researchers evinced increased interest in studying the psychological factors that lure individual sport fans to travel to sport destinations and spectate at sport events (Correia & Esteves, 2007; Funk, Ridinger & Moorman, 2004; Robinson & Trail, 2005; Trail, Fin & Anderson, 2003). In a bid to have a better understanding of sport fans' travel motives, various scholars have proposed travel motivational theories (McDonald, Funk & Karg, 2013). One of the earliest theories is that of Wann (1995) who developed a Sport Fan Motivation Scale (SFMS) and suggested that eight common psychological factors drive a sport fan to embark on sport-related adventures: entertainment, family, escape, eustress, group affiliation, self-esteem, and aesthetics. However, Wann's work was criticised by Trail and James (2001), who strongly argue that his research and other earlier theories on sport fan motives lack construct validity and reliability. Consequently, they proposed their own theory called Motivation Scale for Sport Construction (MSSC), an extension of Wann's SFMS that attempted to address the validity and reliability constraints (Kim, Greenwell, Andrewa, Leeb



& Mahony, 2008). Smith and Stewart (2007) adapted Wann’s original theory by separating the fans’ motivational factors into three categories: socio-cultural, social belonging, and psychological categories as depicted in Table 1. According to Smith and Stewart (2007), family needs and group affiliation fall into the socio-cultural category, with eustress, escape, entertainment and pleasure placed in the psychological category. The social belonging category comprises reasons related to connections with tribes and personal achievements.

Table 1: Key dimensions and motives for sport consumption behaviours

Dimension	Motive
Psychological	Eustress Escape Aesthetic pleasure Drama and entertainment
Socio-cultural	Family and social interaction Cultural connections
Social belonging	Tribal connections Vicarious achievement

Source: Smith and Stewart (2007)

Repeat visitation to a destination

Repeat visitation is when a tourist returns to a certain destination he or she once visited (Rittichainuwat, Qu & Leong, 2003). According to Alegre and Cladera (2006), repeat visitors are those tourists who revisit a destination; these tourists are more knowledgeable about the tourist activities and services that a destination offers. Many tourism destinations around the world are dependent on repeat visitors to sustain their tourism revenues (Som, Marzuki, Yousefi & AbuKhalifeh, 2012). From an economist’s perspective, destination managers should always make it a priority to retain tourists who visit their tourism destinations for it is more cost-effective than attracting new tourists, considering the high costs associated with marketing a destination (Lau & McKercher, 2004). This view is supported by Som, Shirazi, Marzuki, and Jusoh (2011), who note that customer retention can cut marketing and publicity costs by more than ten percent.

The existing literature on repeat visitation focuses mainly on three perspectives: (i) destination loyalty, (ii) attributes of repeat visitors, focusing mainly on how their behaviour and motivations are influenced by familiarity with a destination, and (iii) the factors that influence repeat visitation and the impact that tourists’ perceptions of a destination, destination image and levels of satisfaction have on their future travel plans (Court & Lupton, 1997; Gardner, Magee & Vella, 2017; Jeong, Yu & Kim, 2020; Niininen & Riley, 2003; Park, Kim, Nauright & Kim, 2020; Taks et al., 2009). According to Swart, George, Cassar and Sneyd (2018), repeat visitation is triggered by various tourists’ attitudes towards a destination. Swart et al. (2018), identified these tourist attitudes as utilitarian attitude, compensatory attitude, indifference attitude, and placement attitude, as discussed below. With the global recession hitting many economies, travelling is becoming more expensive (Webber, Buccellato & White, 2010). As a result, tourists have developed a utilitarian approach; in this instance, before they decide to travel, they consider the costs of travelling to a destination, the quality of the tourism product and service at a destination, and ultimately the level of satisfaction obtained from those products and services (Gursoy & McCleary, 2004; Petrick, 2004). Similar to the utilitarian attitude is a compensatory attitude, where tourists choose to revisit a destination that satisfied their needs without incurring costs of substitution (Jones, Mothersbaugh & Beatty, 2002). Considering the recent wave of terrorism at many tourism hot spots, tourists will choose destinations with caution, hence they choose to visit previous tourism destinations where there is less risk of uncertainty (Cashman, 2004). Lastly, even though it is less popular, some tourists



have an attitude of placement whereby they choose a destination based on their emotional ties with that particular destination (Jones et al., 2002).

Although repeat visitation is determined mostly by the above-mentioned tourist attitudes, studies have shown that satisfaction overrides most travel decisions, as previous visitation to a destination is affected mainly by the level of satisfaction (Chen & Gursoy, 2001; Chen & Tsai, 2007; Jang & Feng, 2007). Alegre and Cladera (2006) postulate that repeat visitation after a sport event is a very strong indication that one has been highly satisfied with the products and services that a destination offers. Satisfaction is the impression one gets after a purchase with regard to the quality and value for money of a product or service (Weaver, Weber & McCleary, 2007). This view is supported by a study undertaken by Campo and Yagüe (2008), who identified quality as an antecedent of satisfaction; for example, the availability of quality service at a destination will guarantee satisfaction with the overall holiday experience. Rittichainuwat, Qu and Mongknonvanit (2002), in their study on the correlation between satisfaction and repeat visitation in Thailand, found that if tourists are satisfied with the quality of services offered by restaurants and lodges, there is a likelihood of repeat visitation. Customer satisfaction has a positive effect on post-purchase behaviour and it is usually linked to customer loyalty (Weaver et al., 2007). These two are related constructs and it is believed that satisfaction is an antecedent of loyalty (Campo & Yagüe, 2008). Velázquez, Saura and Molina (2011:67) support this notion and argue that "... although satisfaction does not guarantee loyalty, it is true that loyal customers are satisfied". Previous research reveals that a satisfied tourist is more likely to return to the destination in the near future (Choi, Cho, Lee, Lee & Kim, 2002; Szymanski & Henard, 2001; Weaver et al., 2007). In their study, George, Swart and Jenkins (2013) found that tourists who were satisfied by their visit to Rio de Janeiro during the 2013 FIFA Confederations Cup indicated that they were more likely to revisit again in the future. Lau and McKercher (2004) articulate that if repeat visitors are satisfied with a service at a destination, they will play a crucial role in passing on a positive word-of-mouth recommendation to friends and relatives.

Previous travel experience to a destination is another important factor that can motivate one to revisit a destination post the event (Taks et al., 2009). The fact that past travel experiences may allow tourists to be familiar with a destination's attributes could result in their preferring to travel to a destination they once visited (Weaver et al., 2007). According to George and Swart (2015), past travel largely influences repeat visits and there is a likelihood that repeat visitors will return to a destination, compared with their first-timer counterparts. Most tourists believe that it is much safer to revisit a destination one has visited than to visit a new destination, hence their past travel experiences will reduce the risk of unsatisfactory experiences (Osti et al., 2012). Tourists who visited South Africa before the 2010 FIFA World Cup™ appreciated South Africa and they were keen to revisit South Africa during the FIFA World Cup™ or after the event (FIFA.com, 2010; Swart, Moyo & Hattingh, 2019). In addition, destination image plays a crucial role during the destination selection process, as a destination with a positive image has a higher probability of retaining more repeat visitors (Faullant, Matzler & Füller, 2008; Rittichainuwat, Qu & Leong, 2003). In their study, Swart et al. (2018) found that destination image was positively related to tourists' likelihood of repeat visitation to Rio de Janeiro post the 2016 Summer Olympics.

Methodology

This study employed a quantitative methodology, using a self-administered structured questionnaire for data collection. According to Hoy (2010) and George (2011), the quantitative research approach collects numerical data and factual information which is analysed using mathematically based methods to explain a social and cultural phenomenon. This method is



reliable and provides valid summaries of data that support generalisation about a phenomenon under investigation. The population of this study primarily consisted of international football tourists from three of South Africa's key source markets (the United Kingdom (UK), Germany and France) and other international football tourists from various countries across the globe who attended the 2016 Union of Football Associations (UEFA) European Championship. The international football tourists who participated in this study either travelled to South Africa to spectate at the 2010 FIFA World Cup™ or watched the tournament on television at their homes. According to FIFA.com (2011) the in-home television coverage of the 2010 FIFA World Cup™ exceeded 3.2 billion viewership across the globe; this represented about 46.6% of the global population at the time. Hence, the likelihood of international football tourists who had visited South Africa during the event or those fans who watched the tournament on television at their homes would be in attendance at the 2016 UEFA European Championship. The researchers chose the 2016 UEFA European Championship as it was the only global football event taking place at the time of conducting the study that attracted football fans from some of South Africa's key source markets.

This study used a questionnaire which constituted of closed-ended questions. The questionnaire was translated into four different international languages namely English, Spanish, French and German. The questionnaires were self-administered with respondents completing it themselves. Data were collected in France, the host nation of the 2016 UEFA European Championship, in five cities and at five major stadium precincts and fan zones in Paris (Parc des Princes), Nice (Stade de Nice), Saint-Denis (Stade de France), Lille (Stade Pierre-Mauroy) and Marseille (Stade Vélodrome). The above-mentioned stadiums were considered as they hosted matches between some of South Africa's key source markets who were the primary target population for the study.

According to UEFA.com (2016) an estimated 2 427 303 football tourists attended the 2012 UEFA European Championship ($N = 2\,427\,303$). Given this population, a representative sample (n) at 95% confidence level is $n = 384$ (Saunders, Lewis & Thornhill, 2009). Data were collected from 11 June to 6 July 2016 during the tournament and a total of 391 responses were gathered from respondents. Miller (2007) postulates that in sport event research studies, it is difficult to determine a representative sample considering the difficulties in monitoring the movement of fans as well as to anticipate the actual number of fans who will travel to the event in advance. This study used a spatially based systematic sampling technique, a technique often used in scenarios where there is a highly temporary population, for example, during sport events (De Vos, Strydom, Fouché & Delpont, 2005). A systematic sampling method was also used as the researchers distributed the questionnaires to every 20th person who passed by, at various locations throughout the selected stadium precincts. The Statistical Package for the Social Sciences (SPSS) IBM PSS Version 24.0 was used for data analysis.

Demographic profile of football tourists

The majority of respondents originated from some of South Africa's key international source markets, with the bulk of respondents originating from the UK (29.7%), followed by France (21.7%) and Germany (16.9%). Some respondents were from other European countries such as Spain (8.2%), Italy (3.3%), Belgium (2.1%), Albania (1.8%), Ireland (1.1%) and Slovakia (1.0%). The results could be attributed to the fact that these countries had teams participating in the tournament. Those from Brazil (3.3%), the United States of America (USA) (2.0%) and other countries (8.9%) across the globe constituted the remainder of the responses. With regard to gender, the majority (70.8%) of the respondents were male, while only a few (29.2%) were female. It is interesting to note that these findings were similar to those of the football tourists in a study conducted by Knott, Fyall and Jones (2013) during the 2010 FIFA World Cup™

(77% male and 23% female). In relation to age, most of the respondents were aged between 21 and 30 years. The average age of the respondents was 33 years, which suggests that the majority were young adults. The findings of this study were also similar to Knott's (2014) study on football tourists to the 2010 FIFA World Cup™ whose average age was 32 years.

Visited South Africa to spectate at the 2010 FIFA World Cup™ or watched the tournament at home on television

The findings depict that only a minority (10%) of the respondents had travelled to South Africa to spectate at the 2010 FIFA World Cup™, while an overwhelming majority (90%) watched the tournament on television at their homes. These results could be attributed to the fact that the study was conducted six years after the event and the chances of interviewing respondents who actually had visited South Africa during the 2010 FIFA World Cup™ were very slim. The findings nevertheless highlight the importance of the mega-event in creating awareness of a destination (Gibson, Qi & Zhang, 2008; Kaplanidou, Al-Emadi, Triantafyllidis, Sagas & Diop, 2016), and in this instance broadcasting in particular (Knott et al., 2013), which is also discussed further in this section.

Visits to South Africa or Africa prior to the 2010 FIFA World Cup™

The findings presented in Figure 1 show that the bulk (67.8%) of the respondents neither had visited South Africa nor any other African country prior to the 2010 FIFA World Cup™. Only 18.7% of the respondents had visited South Africa prior to the event, while 13.5% of the respondents had visited African countries other than South Africa.

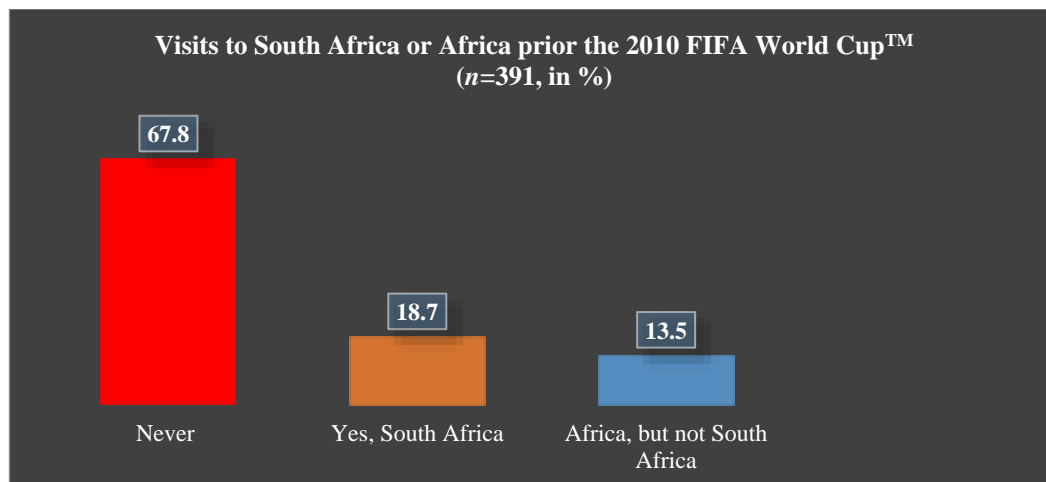


Figure 1: Visits to South Africa or Africa prior to the 2010 FIFA World Cup™

These results could be attributed to the fact that South Africa and the African continent, in general, are long-haul destinations for most of the respondents and have been widely perceived to be unsafe to visit owing to negative media reporting in the build-up to the 2010 FIFA World Cup™ (Du Plessis & Maennig, 2011; Knott et al., 2013). Therefore, the above findings (18.7%) could suggest that tourists who visited South Africa prior to the event were mainly from South Africa's key markets, who were generally more regular visitors to the destination despite negative international media reporting, mainly on safety and security.

Visits to South Africa or Africa prior to the tournament were motivated by South Africa's hosting of the 2010 FIFA World Cup™

Those respondents who indicated that they had visited South Africa or any other African country before the 2010 FIFA World Cup™, were further asked to respond to the question “Would you have travelled to South Africa or Africa at that time if the 2010 FIFA World Cup™ was not being hosted there?” The findings presented by Figure 2 depict very interesting results: almost half of the respondents (48.1%) indicated their visits to South Africa or Africa were motivated by the fact that the 2010 FIFA World Cup™ was being hosted in South Africa, while some (21.7%) indicated the opposite. Surprisingly, 30.2% of the respondents who had travelled to South Africa or Africa were unsure about that question. With nearly half of the respondents indicating that the visit was influenced positively by the World Cup, this suggests that hosting a sport mega-event is a powerful tool that draws visitors to a destination as underscored by Ulvnes and Solberg (2016) previously.

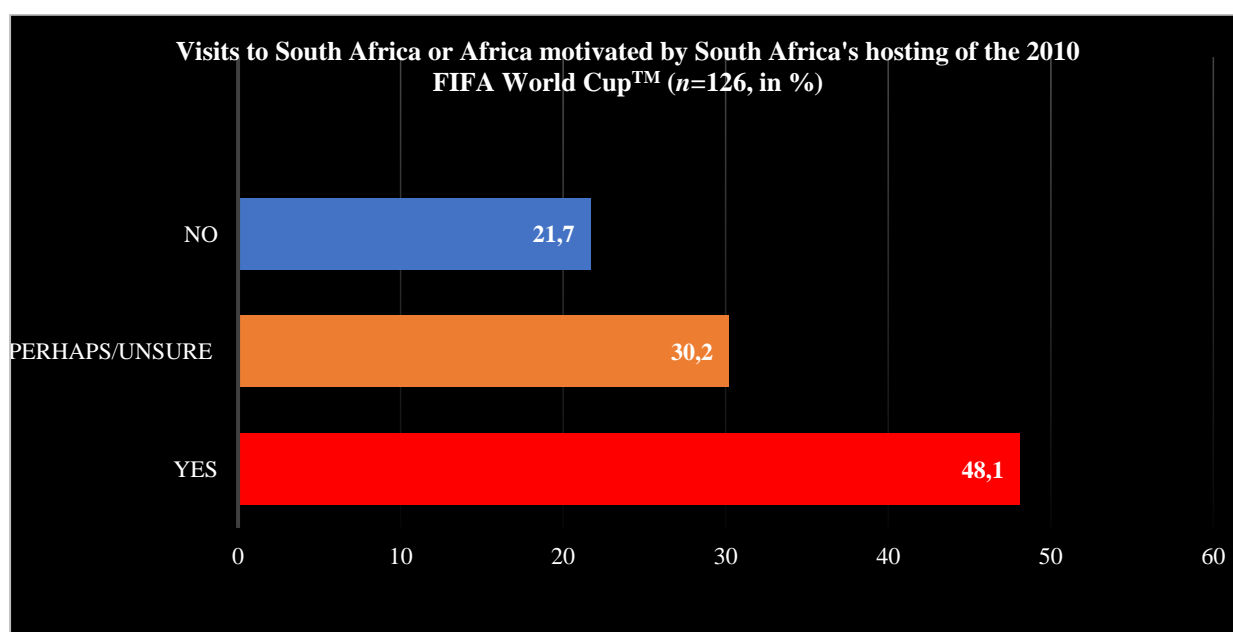


Figure 1: Visits to South Africa or Africa prior to the tournament motivated by South Africa's hosting of the 2010 FIFA World Cup™

Repeat visits to South Africa/ Africa post the 2010 World Cup™

The results presented in Figure 3 show that 40.3% of the respondents did not visit South Africa again, 30.2% of the respondents indicated that they still planned to revisit South Africa, and 11.6% of the respondents indicated that they planned to visit other African countries. The findings show that 9.3% of the respondents had revisited South Africa since it hosted the 2010 FIFA World Cup™, while 8.5% of the respondents had revisited other African countries. The results suggest that not many respondents returned to South Africa six years after the event; however, it is interesting to note that a considerable number of respondents were planning to visit South Africa in the near future. The findings of the current study are similar to those of Knott (2014) who found that international tourists surveyed during the 2010 FIFA World Cup™ showed a strong intention to revisit South Africa; this is a positive sign that repeat visits to South Africa could grow in the long run.

It can be argued that 9.3%, which reflects repeat visits to South Africa post the event, is relatively good considering all the other travel choices that tourists have. Again, it can be claimed that the 2010 FIFA World Cup™ not only led to repeat visits to South Africa but to

other African countries as well, reflecting the impact of the event on Africa which further reflects support of 2010 in creating a legacy for the African continent as well; underscored previously by Tichaawa (2016) and Tichaawa and Bob (2015) from an image enhancement perspective.

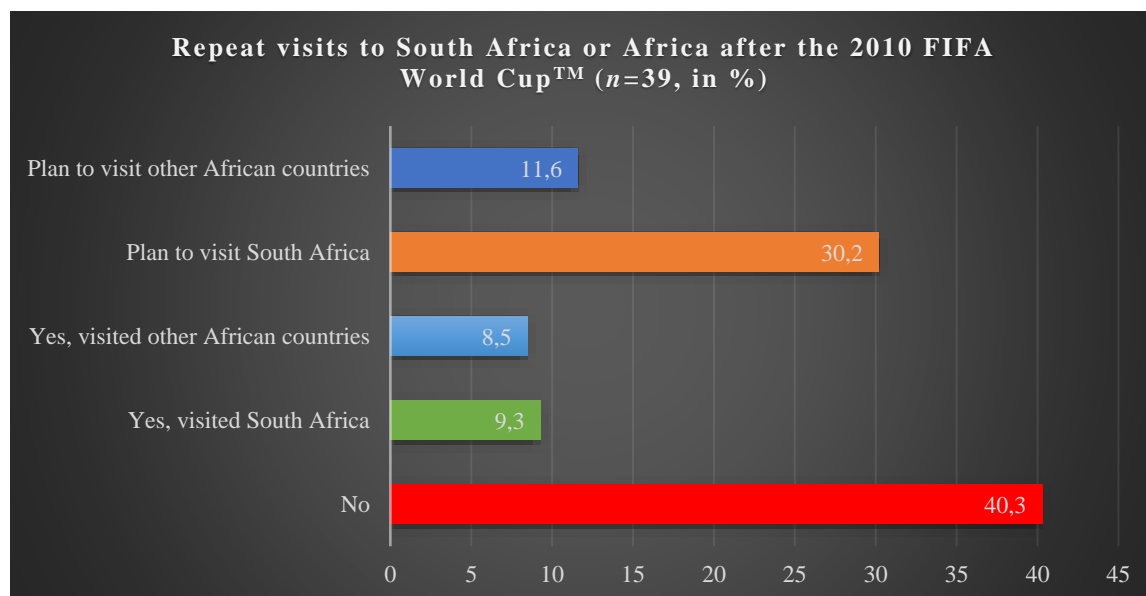


Figure 3: Repeat visits to South Africa/ Africa post attending the 2010 FIFA World Cup™

Visits to South Africa/ Africa after watching the 2010 World Cup™ on television

Regarding repeat visits to South Africa or other African countries after watching the event on television, the results illustrated in Figure 4 show that 22.7% of the respondents indicated that they were not encouraged to visit either South Africa or any other African country after watching the tournament on television. Only 10.4% of the respondents indicated that they visited South Africa after watching the tournament on television, while 10.1% of the respondents visited other African countries. Most (30.7%) of the respondents indicated that watching the 2010 FIFA World Cup™ on television encouraged them to visit South Africa in the future, while some (26%) respondents indicated that watching the tournament on television encouraged them to visit other African countries. The results suggest that while only a few respondents had visited South Africa or any other African country six years after the event, it can be argued that the event created a willingness to travel to South Africa and Africa. Again, as with the above findings, it can be argued that the percentage of 10.4% of the respondents who visited South Africa after watching the tournament on television is relatively good, given respondents' many other travel destination options. These results could be attributed to the fact that South Africa received positive international media coverage during the 2010 FIFA World Cup™ which helped to showcase South Africa as a world-class sport tourism destination; similar to previous findings regarding the short-term impacts of this mega-event (Knott et al., 2013; Swart, Bob & Allen, 2015).

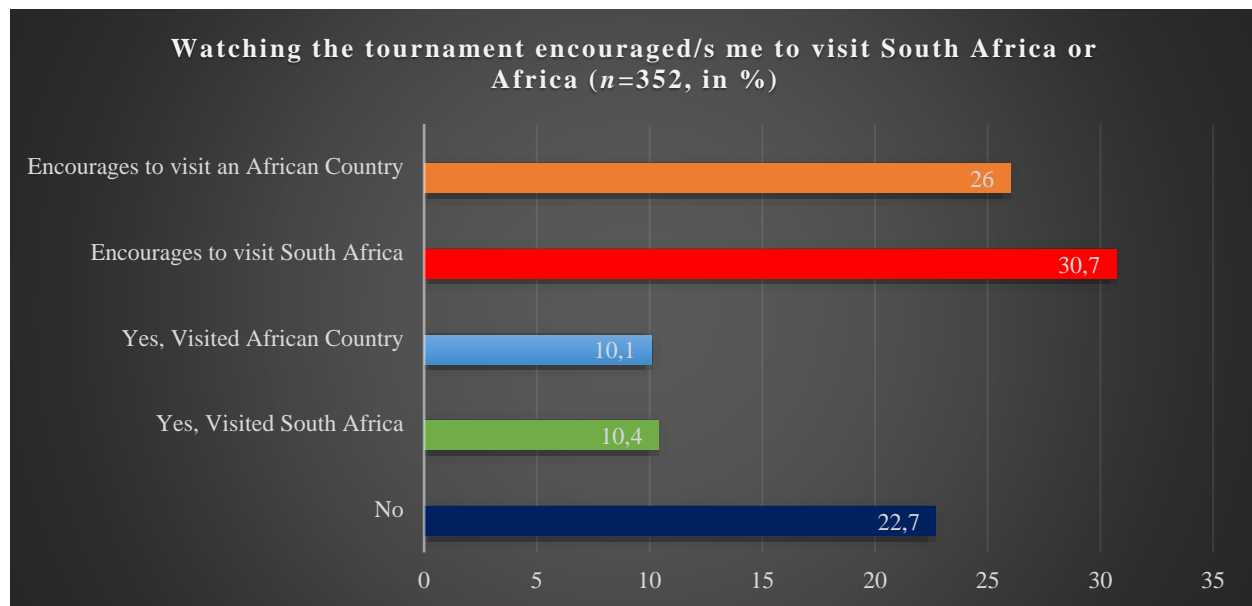


Figure 4: Watching the tournament encouraged/s me to visit South Africa or Africa

South Africa's hosting of future sport mega-events

Respondents were asked if they thought that South Africa was capable of hosting future sport mega-events. The findings in Figure 5 show that an overwhelming majority of the respondents (90.3%) agreed with this statement, while only a minority (9.7%) disagreed with this statement. These results could be attributed to South Africa's success in hosting past sport mega-events such as the 1995 World Rugby Cup and the 2003 Cricket World Cup in addition to the mega-event under study. As has been suggested by the findings of this study, respondents have confidence in South Africa's ability to host world-class sport mega-events given the country's considerable experience in planning and organising these events.

As a follow-up question, respondents were asked if they would like to travel to South Africa should it host a sport mega-event in future. The findings depicted in Figure 5 reveal that the majority (84.6%) of the respondents agreed with the statement, while a minority (15.4%) did not agree with the statement. This correlates with the findings of this study, which suggest that most of the respondents are willing to travel to South Africa in the near future for the purpose of attending sport mega-events. These findings are indeed encouraging as they not only provide support for mega-events such as the 2010 FIFA World Cup™ as a platform in creating awareness of South Africa as a destination but, additionally, it has raised the likelihood to travel to the country to experience other sport mega-events.

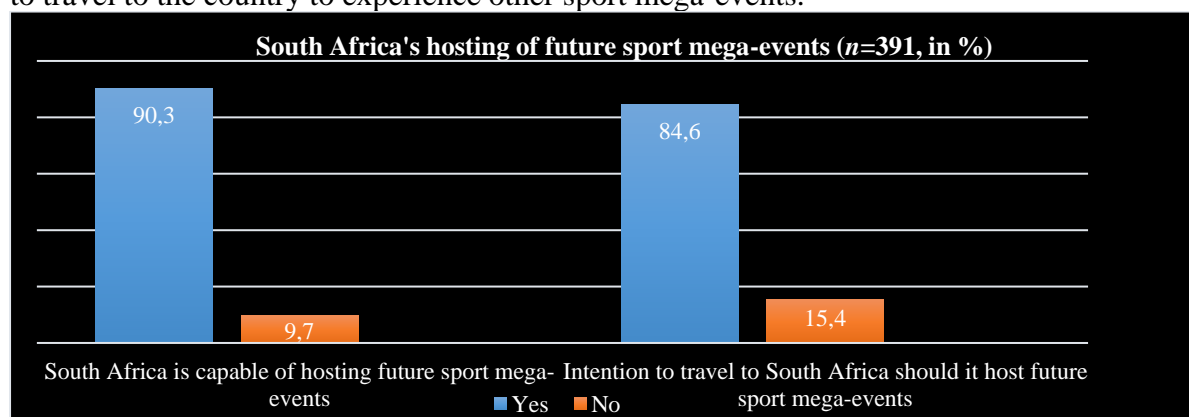


Figure 5: South Africa's hosting of future sport mega-events



Conclusion

This study sought to investigate if the international football tourists who attended the 2010 FIFA World Cup™ had revisited South Africa since it hosted the tournament. Moreover, the study was conducted from the perspective of providing empirical evidence of the legacy of the 2010 FIFA World Cup™ by undertaking a quantitative study six years after its hosting. The study shows that only a minority of the football tourists surveyed visited South Africa during the 2010 FIFA World Cup™ while the majority watched the tournament on television at home. Football tourists who visited South Africa prior to the World Cup were mainly from South Africa's key source markets who were regular visitors to the destination. South Africa's hosting of the 2010 FIFA World Cup™ motivated tourists to travel to South Africa before the tournament even kicked off, this supports the notion that sport mega-events are powerful tools that draw visitors to a destination. While there was very little repeat visitation to South Africa after the 2010 FIFA World Cup™, it can be argued that, the number of repeat visits to South Africa post the World Cup is relatively good considering all the other choices that tourists have. It is also interesting to note that this tournament did not only lead to repeat visits to the host destination but other African countries. These results reflect the impact of the 2010 FIFA World Cup™ in creating a legacy for South Africa and the African continent as well.

The 2010 FIFA World Cup™ was a crucial platform in creating awareness of South Africa as a sport tourist destination, and this triggered a willingness to travel to South Africa and other African countries for those fans who had watched the tournament on television at their homes. These findings underscore the role that sport mega-events play through international media coverage in showcasing the host destinations. South Africa's successful hosting of the 2010 FIFA World Cup™ created an impression that it was capable of hosting future sport mega-events and this encouraged many tourists to visit South Africa in the near future should it host a sport mega-event.

Visitation to a host destination during a sport mega-event does not necessarily translate into repeat visitations; sport tourists have intentions of repeat visitation within the context of attending other sport mega-events. In the case of South Africa, repeat visitations and new visits to the destination could occur once South Africa hosts another sport mega-event such as the Olympic Games. This reflects the importance of a portfolio of events in leveraging opportunities post mega-event period. Therefore, this study recommends that in order for South Africa to capitalise on the goodwill created by the 2010 FIFA World Cup™; the government should make hosting of global events part of their broader diplomacy policy and continue to bid for future sport mega-events in order to attract those tourists who showed a willingness to travel to South Africa if it hosts future sport mega-events.

This study was limited to the attendees of the 2016 UEFA European Championship which was hosted in France, therefore, it is important to note that the findings of the study cannot be generalised to all international football tourists who either travelled to South Africa during the 2010 FIFA World Cup™ or to those fans who watched the tournament on television at their homes. Due to limited financial resources, during data collection, the researchers only covered cities which hosted teams that came from some of South Africa's key source markets. As a result, data was collected only in five cities out of the ten cities which hosted the 2016 UEFA European Championship.

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