

## **The 2010 FIFA World Cup and the Eden District Municipality**

TRACY DANIELS AND KAMILLA SWART

*Cape Peninsula University of Technology, Cape Town, South Africa; Email:*  
*daniels.tracy@gmail.com*

### **Abstract**

Research on sport tourism, mega sport events and the impacts thereof, especially in developing countries, have, in the past, tended to have been overlooked. This article investigates 2010 FIFA World Cup initiatives conducted in the Eden District Municipality (EDM), Western Cape, South Africa, which is situated between the host cities of Cape Town and Port Elizabeth. This region was selected as it expected increased through travel during the World Cup as a result of fans travelling to host cities, is one of the Western Cape's most popular tourism Districts and consists of a number of towns which each showed clear intentions of capitalising on the World Cup. The research focussed on the development of base camps by the accommodation sector for travelling national teams while also considering whether or not planning initiatives being conducted by the District, the individual towns and various establishments were aligned. The research design consisted of self-administered electronic pre- and post- event questionnaires, which were sent to accommodation establishments across the EDM. In addition, pre- and post-event key informant interviews were conducted with representatives from towns in the EDM. The findings of the study reveal that while accommodation establishments anticipated benefits prior to the hosting of the World Cup for most, these were not realised and that planning initiatives in the District were not coordinated amongst the stakeholders involved. For hosting future mega events, it is recommended that regions establish programmes through which interested parties and stakeholders can become involved and they should be communicated more effectively.

**Keywords:** 2010 FIFA World Cup, Eden District Municipality, base camps, non-host area.

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### **Introduction**

Over the past twenty years, there has been a significant growth in the size and popularity of such mega sport events as the Olympic Games and the FIFA World Cup. Horne and Manzenreiter (2006) suggest that this growth is a result of such new technological developments in mass communication as the development of satellite television; the formation of a sport-media-business alliance that transformed professional sport in the course of the twentieth century; and promotional opportunities for cities and regions. Along with said factors, mega events are viewed as opportunities for destinations to elevate themselves to world-class status and to develop potential legacies, whether social, cultural, environmental, political, economic or sporting (Horne & Manzenreiter, 2006).

All over the world global events like the Olympic Games and the FIFA World Cup have given rise to grassroots bidding and development mobilisation of towns and regions, even if they are not directly involved in the core event (Maennig, 2007). Preparations for South Africa's hosting of the 2010 FIFA World Cup were no exception. The FIFA World Cup is, according to viewership, regarded as the largest sporting event in the world and in May 2004 the announcement was made that South Africa won the bid to host the event in 2010, consisting of 32 teams playing 64 matches over 200 viewing hours at 10 stadia (9 cities). This was Africa's first hosting of a mega event. During the month in which the World Cup was hosted, 3.1 million spectators watched the event and 309 000 foreign tourists visited South Africa (Western Cape Government, 2011:16).

The EDM is one of 38 district municipalities in South Africa with a population of 540 000 (SA Routes Bookings and Information Systems, 2005; EDM, 2006) and covers the Kannaland, Hessequa, Mossel Bay, George, Oudtshoorn, Plettenberg Bay (Bitou) and Knynsa Local Municipalities. Its larger centres are George, Mossel Bay, Oudtshoorn, Knynsa and Plettenberg Bay, which are accompanied by 20 smaller towns (EDM, 2006). The Figure below illustrates the location of the EDM as well as the individual municipalities which make up the District.



**Figure 1:** Map of the EDM (EDM, 2006)

Some of the functions of the EDM include planning for the district as a whole and promoting tourism in the area. The Provincial Spatial Development Framework (PSDF) for the Western Cape identified the Eden District as one of three 'growth nodes' in the Western Cape (the others are Cape Town and the West Coast) (Western Cape Government, 2012). As a 'growth node' the EDM is considered a location of high growth potential and human need. The EDM (2006) states that Eden's main strengths lie in tourism, agriculture and

manufacturing niches, and a well developed service and trade sector providing the divergent needs of the region's population. However, like most other regions in South Africa, the area faces the challenge of relatively high unemployment (18%), widespread poverty (30% of the population are below the poverty line), sprawling informal settlements which have inadequate services, growing HIV and crime rates, major income and wealth inequalities as well as bottlenecks in relation to key infrastructure and skills shortages (EDM, 2006).

### **Potential impacts of the 2010 FIFA World Cup on non-host areas: The EDM experience**

Research on the impacts of non-host communities is limited (Bob & Majola, 2011). It is therefore important to examine the impacts, perceptions and concerns of various stakeholders (including government departments, residents, businesses, etc.) in non-host areas. People and communities in non-host areas are likely to be more optimistic and favourably disposed to the hosting of mega events than those in host cities (Atkinson, 2009), possibly because they are less affected by the direct impacts of the event such as overcrowding and traffic. Because of this, non-host communities are more focused on creating opportunities and on reaping the benefits of such events (Atkinson, 2009). For non-host areas, there are typically four spill-over effects as a result of the hosting of a mega event such as the 2010 FIFA World Cup (Atkinson, 2009), namely the provision of base camps and training camps; the development of accommodation 'satellite' towns; the expansion of travel; and capitalising on through travel during the event. In order to act as a base camp, an area, town or city may not be more than an hour from an airport, and must have all the necessary facilities including a first class hotel which meets the privacy and security requirements of the team, and world class training facilities (Atkinson, 2009).

The EDM identified the key development opportunities associated with the 2010 FIFA World Cup, which were in line with the region's strategic objectives, as identified in its Integrated Development Plan (IDP), as being to unite the people of the area, accelerate economic transformation, create a lasting legacy that would benefit soccer promotion and development, market and brand the region in order to impact tourism, refocus the energy of the youth through participation in soccer, improve infrastructure and social services, and showcase the region (EDM, 2007a). For the various towns in the EDM, the 2010 FIFA World Cup opportunities which were identified were the provision of base camps for travelling teams, the development of public viewing areas (PVAs) and community viewing area (CVAs), the establishment of official training sites, the provision of media centres, the provision of accommodation as a satellite town and the opportunity to capitalise on through travel (EDM, 2007a).

The provision of a base camp for a travelling team creates a number of opportunities for non-host areas as base camps also aid in attracting tourism to a region as supporters generally want to base themselves near their favourite team, bringing with them positive economic impacts for the region (EDM, 2007b; Fowles, 2007). Although a number of towns and individual accommodation establishments indicated that they would like to bid as a potential base camp, the only successful towns were Knysna which secured Denmark at Simola and France at Pezula and George which secured Japan at Fancourt. The Paraguay national team showed an interest in Mossel Bay but looked elsewhere as the practice pitch was not up to standard (Eyewitness News, 2010).

## **Methodology**

Prior to the hosting of the World Cup, a structured questionnaire was sent to accommodation establishments in the EDM. The questionnaire made use of both closed- and open-ended items with regard to awareness of 2010 FIFA World Cup planning in the District, levels of interest in becoming involved with 2010 planning initiatives, planning initiatives currently underway by accommodation establishments, awareness of FIFA guidelines for base camps, awareness of MATCH and views on initiatives being conducted by the EDM. After the hosting of the event, respondents to the pre-event questionnaire were sent a number of post-event questions in order to establish what the impacts of the event were perceived to be.

Questionnaires were sent electronically via e-mail to a database of accommodation establishments in the EDM obtained from local tourism offices. From the database every third establishment on the list was selected to make up a systematic sample. The sample consisted of an even distribution of various types of establishments including bed and breakfasts, guest houses, hotels, self catering units, resorts, caravan parks and hotels. The pre-event instrument was sent to a sample of 587 establishments of which 43% (251 establishments) responded and a 31% response rate was received for the post event questionnaire.

Along with the above surveys, 5 key informant interviews were conducted with stakeholders in the EDM prior to the event. After the World Cup, surveys were sent to Pezula, Simola, Fancourt and to key members of local municipalities and tourism boards to establish the impacts of the base camps situated in the EDM. Data from both the pre- and post-event surveys was analysed using the Statistical Package for the Social Sciences (SPSS).

## **Results and discussion**

### *Profile of respondents*

Among the respondents to the pre-event survey, the majority were from Mossel Bay (28%), followed by George (26%), Plettenberg Bay (15%), Knysna (11%), Oudtshoorn (9%), Kannaland (6%) and Hessequa (5%). The majority of respondents had self-catering establishments (32%) followed by bed and breakfasts (31%), guest houses (25%), hotels (6%), other types of establishments (5%) and camp or caravan sites (1%). Of the establishments in the 'other' category, 6 were backpackers, 2 farms, 2 game lodges, 1 game reserve and 1 home stay facility. More than half of the establishments surveyed which were graded had a 3-star grading (34%), followed by 4 stars (30%). A significant number of establishments (24%) were not graded which meant that these establishments were not able to sign up with MATCH or provide a base camp.

### *2010 FIFA World Cup Awareness*

Prior to the event the majority of respondents were unaware of 2010 FIFA World Cup planning initiatives being conducted by the EDM (70%), local municipalities (67%), tourism offices (59%) or local chambers of commerce (94%). When asked the same question after the hosting of the event more respondents were aware of plans that were conducted by their local municipality (58%) and chambers of commerce (55%). The highest awareness levels of planning initiatives were amongst hotels, self-catering establishments and bed and breakfasts. This is probably because these establishments were the best suited to bid to provide a base camp for a travelling team or to provide accommodation for travelling fans. In terms of star grading, these establishments are more likely to be graded and could as a result of their grading have received information on planning initiatives through MATCH. When the survey respondents were asked if they felt that initiatives between the EDM, local municipalities, tourism offices and chambers of commerce were aligned, 65% of respondents indicated that they did not know, while 28% and 7% gave positive and negative responses, respectively.

### *2010 FIFA World Cup Planning*

In terms of interest levels in becoming involved in 2010 FIFA World Cup plans, amongst bed and breakfast establishments, more than half of the respondents (54%) had an average interest in becoming involved followed by a high interest (43%) and no interest at all (3%). For camp and caravan sites, all the establishments surveyed showed an average interest and for guest houses 53% showed a high interest, 32% an average interest and 15% no interest at all. The majority of hotels surveyed expressed a high interest in becoming involved in the 2010 FIFA World Cup (57%) followed by 43% showing an average interest. For self-catering establishments, 48% were keenly interested and the same amount had an average interest. Only 4% showed no interest at all. Of the 251

establishments surveyed, 60% stated that they had their own 2010 FIFA World Cup plans while 40% stated that they did not. Most plans were being conducted by bed and breakfast establishments (20%), followed by guest houses (16%), self-catering establishments (15%) and hotels (4%). The focus was on attracting more tourists to the establishments for the duration of the event (39%), attracting tourists passing through the area while en route to match venues (37%), providing a base camp for a travelling national team (10%), or providing match viewing facilities for locals (10%).

For the establishments who indicated that they were conducting the above plans, 37% of them indicated that these plans were in conjunction with other establishments or organisations in the area, while 63% stated that they would be conducting their plans exclusively. After the World Cup was staged, only 58% of respondents stated that they did in fact continue with their own plans and that the majority of these plans were being conducted exclusively.

### *MATCH*

The majority of establishments surveyed before the event (64%) were aware of the services offered by MATCH while 36% were ignorant. This is of interest as only 60% of establishments indicated that they were conducting 2010 FIFA World Cup planning, which means that 4.3% of establishments were aware of MATCH but were not designing any World Cup plans. Of the 64% of establishments who were aware of the services offered by MATCH, only 37% had signed up with them while 63% had not. The main reasons given for establishments not signing up were that they did not know enough about MATCH (29.1%), they were still waiting for a response from MATCH (9.2%) and that MATCH offers no guarantees (6.8%). Additionally, MATCH terms were deemed to be too stringent. This is significant as it shows that although a number of establishments were aware of MATCH, they still did not have enough information or knowledge to encourage them to register with them.

### *General 2010 FIFA World Cup pre-event opinions*

Table 1 illustrates the opinions of the establishments surveyed on general 2010 FIFA World Cup topics prior to hosting the event. Table 1 also illustrates that most respondents prior to the event felt that the 2010 FIFA World Cup would provide opportunities for accommodation establishments in the EDM; that the EDM had the facilities to provide a base camp for a travelling national team, and that accommodation establishments received information on World Cup plans from their local municipalities and tourism offices. There were mixed responses as to whether or not the EDM offered support and guidance for those who wished to become involved in the event and as to whether or not individual towns in the EDM should develop individual or consolidated 2010 plans.

**Table 1:** General pre-event opinions on the 2010 FIFA World Cup in the EDM

| Questionnaire items                                                                                                           | Level of agreement |         |          |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------|---------|----------|
|                                                                                                                               | Agree              | Neutral | Disagree |
| The 2010 FIFA World Cup will provide various opportunities for accommodation establishments in the EDM (n=251) (in %)         | 75                 | 20      | 5        |
| The EDM has the facilities to provide a base camp for a travelling national team (n=251) (in %)                               | 55                 | 35      | 10       |
| Accommodation establishments in the EDM have received information from the local municipality on 2010 planning (n=251) (in %) | 55                 | 32      | 13       |
| The EDM should develop a consolidated 2010 plan incorporating all stakeholders and interested parties (n=251) (in %)          | 51                 | 37      | 12       |
| Accommodation establishments in the EDM have received information from tourism offices on 2010 planning (n=251) (in %)        | 49                 | 28      | 23       |
| The EDM offers guidance and support to establishments wanting to become involved in the 2010 FIFA World Cup (n=251) (in %)    | 39                 | 34      | 27       |
| Individual towns in the EDM should develop individual 2010 planning initiatives (n=246) (in %)                                | 39                 | 36      | 25       |

In comparison to Table 1, Table 2 presents respondents’ feelings after the World Cup. The opportunities for accommodation establishments did not live up to expectations although more respondents agreed that EDM had the facilities to provide base camps for travelling national teams.

**Table 2:** General post-event opinions on the 2010 FIFA World Cup in the EDM

| Questionnaire item                                                                                                         | Level of agreement |         |          |
|----------------------------------------------------------------------------------------------------------------------------|--------------------|---------|----------|
|                                                                                                                            | Agree              | Neutral | Disagree |
| The FIFA World Cup brought opportunities for accommodation establishments in the EDM (n=31) (in %)                         | 48                 | 29      | 23       |
| The EDM offered guidance and support to establishments wanting to become involved in the 2010 FIFA World Cup (n=31) (in %) | 10                 | 39      | 51       |
| The EDM had the facilities to provide a base camp for a travelling national team (n=31) (in %)                             | 68                 | 29      | 3        |
| Accommodation establishments in the EDM received information from the local municipality on 2010 planning (n=31) (in %)    | 13                 | 48      | 39       |
| Accommodation establishments in the EDM received information from tourism offices on 2010 planning (n=31) (in %)           | 29                 | 32      | 39       |
| Individual towns in the EDM should have developed a consolidated World Cup plan (n=31) (in %)                              | 55                 | 35      | 10       |
| The World Cup increased tourist numbers to the EDM for the duration of the event (n=31) (in %)                             | 29                 | 26      | 45       |
| Local businesses in the EDM benefitted from the hosting of the World Cup (n=31) (in %)                                     | 19                 | 39      | 42       |
| Towns in the EDM felt a sense of unity during the hosting of the World Cup (n=31) (in %)                                   | 26                 | 32      | 42       |
| The hosting of a base camp had a positive impact on local businesses in the EDM (n=31) (in %)                              | 10                 | 45      | 45       |
| The hosting of a base camp had a positive impact on tourism in the EDM (n=31) (in %)                                       | 19                 | 39      | 42       |

Moreover, there was a marked decrease in disagreement as to whether accommodation establishments in the EDM have received information from the

local municipality on 2010 planning and whether the EDM should develop a consolidated 2010 plan incorporating all stakeholders and interested parties, in comparison to pre-event responses. More respondents also agreed that individual towns in the EDM should develop individual 2010 planning initiatives.

The key informants interviewed concurred that there were negative impacts to hosting a base camp in the EDM, including small numbers of fans travelling with their national teams and that the benefits of hosting the base camp were not spread outside of the estates where they were hosted. Representatives of these estates responded that the main positive impact of the base camp was increased local and international media attention, especially at the French camp at Pezula where there was tension inside the team and that the biggest negative impact was that less fans travelled with their teams. In terms of challenges faced, the respondents all felt that the strict FIFA and team guidelines placed a lot of pressure on the estate and did not allow for the involvement of the town's tourism industry and other interested parties. At Pezula, a crowding-out effect was experienced as regular visitors for that period cancelled their bookings. Representatives of the Knysna and George local municipalities felt that they were not very involved in the hosting of the base camp and that their main involvement was through the provision of security and policing.

## **Discussion**

Prior to the hosting of the 2010 FIFA World Cup, accommodation establishments in the EDM had low awareness levels of plans being conducted by the EDM, their local tourism offices, local municipalities or local chambers of commerce, although 54% of these establishments wanted to become involved in some World Cup plans, either capitalising on increased tourism, providing match viewing facilities or providing a base camp for a travelling national team. Hindering this was the fact that only 37% of these establishments had signed up with MATCH and therefore were not officially FIFA accredited.

Of the establishments surveyed after hosting the event, 58% did continue with their own World Cup plans although their opinions of the planning and hosting of the event had changed quite dramatically. Most respondents felt that the event did not provide opportunities for accommodation establishments, that they had not received sufficient 2010 FIFA World Cup planning information from local municipalities or tourism offices and that the EDM did not offer them enough guidance and support.

In terms of the hosting of base camps in George and Knysna, accommodation establishments felt that these did not provide any benefits for local businesses and did not increase tourist numbers during the event. Stakeholders who were involved in the hosting of these base camps felt that this was a result of strict

conditions and guidelines provided by national teams and FIFA which were not inclusive. They felt that the only positive impact of the hosting of the base camp was international and national media exposure for the duration of the event.

## **Conclusion**

For most accommodation establishments surveyed, prior to the hosting of the event they anticipated a range of benefits including increased exposure and profits although the majority did not sign up with MATCH. Before the event, most respondents were aware that the EDM was conducting FIFA World Cup plans but there was almost no alignment with these plans or coordination with the District. Surveys conducted after the hosting of the event showed quite different responses to the pre-event surveys. Respondents had a far less positive feeling about the event and felt that very few of their expectations were met. They also indicated that the guidelines provided by both the national teams and FIFA were restrictive and did not allow for inclusivity and leveraging of opportunities further afield in the District. The main positive impact, however, was the media profiling of the area as a result of the base camps.

The findings highlight that in order to capitalise on opportunities presented by mega sport events in districts such as the EDM, coordinated and integrated planning initiatives need to be conducted along with clear communication between all stakeholders involved. Prior to the event, stakeholders who would like to capitalise on the opportunity need to have clear and realistic expectations that the event can deliver so as to avoid overspending, disappointment and negative post-event attitudes.

In order to leverage opportunities when hosting future mega events, regions should establish programmes through which interested parties and stakeholders can become involved in the plans which they intend to conduct. Through these forums they could also provide support to these establishments where necessary.

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