

LOCAL RESIDENTS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP™

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ABSTRACT

In this country and around the world, the development of the events sector has resulted in a multitude of different types, which are distinguished by factors such as scale, audience and occurrence. The hosting of one such type, mega events, has become a major honour for host cities and countries. The added benefits of hosting events of this scale include the promotion of investment, infrastructure development and a host of other positive economic, social and environmental impacts. This study determined whether there were any significant differences between the pre- and post-perceptions of local residents of the impacts of such a mega event. The 2010 FIFA World Cup and the capital city of South Africa, the Tshwane Metropolitan Municipality, served as a case study. Research was conducted in 2010 and 2011 in nine areas around the city involving a total of 2095 respondents. Descriptive statistics and factor analyses were applied. In general, the respondents perceived the impacts of the event positively; however, this perception dwindled in the period after the event. This study presents future mega event planners and managers with insight into hosting mega events in order to take full advantage of the positive legacy of these events.

Key words: Mega events; 2010 FIFA World Cup; Impact; Host community.