



Department of Tourism¹

First Draft

The Socioeconomic impact of sporting events on rural communities: A case study

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To



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1 INTRODUCTION

The contribution of the tourism sector to the South African economy has been well documented. It is also well known that tourism impacts and benefits associated with the hosting of sporting events bolsters economic development at the local level, it could be in an urban or rural milieu. In particular for rural areas, sporting events can be a major generator of tourism since they attract many spectators from different areas. While both direct socio-economic and more intangible benefits of sporting events certainly exist, the presence of sporting events may bring with it some negative impacts as well.

In South Africa, soccer is recognised as one of the country's most popular sport codes. Because traditions of athleticism were a part of African societies, when Europeans came to the South African region, Africans adopted and adapted European sport. British colonial officials, soldiers, traders and missionaries introduced European sports to South Africa in the mid-1800s. They played sports such as soccer, cricket, and rugby and taught the games to the indigenous population. In the late 1850s, the African elite, educated at mission schools, adopted cricket, rugby and soccer, not only because they enjoyed it, but also as a symbol of their education and elite status. Missionaries, government officials, and mine owners at about that time encouraged or organized sport in an attempt to engage Africans in constructive activity, preventing them from what some white people at that time considered heathen, lazy, or destructive behaviour (such as drinking alcohol).

In mining towns and industrial areas that arose in the late 1800s and early 1900s, sport (especially soccer) became an important social organization or association. At this time, the first black sporting organizations were formed. Furthermore, with the influx of soldiers who fought in the South Africa War (1899-1902), soccer and rugby were played by a wider group of people.

Some sports soon became associated with certain races. For example, by the early 1900s, soccer became largely known as the "black sport" in most parts of South Africa. The game was easier to play for poor black people given that the only equipment needed was a ball and was promoted in most areas of the colony by missionaries. Rugby became more associated with white South Africans who were in positions of power in the colonial system. The British in general viewed soccer as a game for the lower classes, and rugby in South Africa as the game for the white people. Cricket, which became a popular sport in the country, was played primarily by white and Asian South Africans.

1.1 Background of Soccer and Football Clubs in Thulamela Municipality

The Premier Soccer League, or PSL, as we know it today, owes its existence to the various changes football development has undergone in South Africa, some of them directly caused by the turbulence of the apartheid era. The first documented football match in South Africa was held in 1862 and was played between two all-white teams, made up of civil servants and soldiers. However, it was only in 1879 that the first football club was established, the Pietermaritzburg County Football Club. The club was for whites only. In 1880 African and Indian soccer clubs were also founded.

The first football association, for whites only, was started in 1882 and had a league made up of four clubs. The number of clubs grew to 10 within a year. At this point integrated sport was banned by law. The South African Football Association (SAFA) was established 10 years later, though it became known as the Football Association of South Africa (FASA) in 1956. This too was a whites only association. In 1961, FIFA back-tracked its decision and suspended the FASA, which led the association to include some black players within its own structure. The SASF, which represented the black, coloured and Indian population, started its own association football league in that year. It was known as the South African Soccer League (SASL).

The National Premier Soccer League was founded in 1971. South Africa was formally expelled from FIFA in 1976 and the National Football League folded the next year. In 1985 the breakaway National Soccer League (NSL) was launched in accordance with anti-apartheid principle. In 1992 the SAFA was accepted back into FIFA and domestic football was reorganised along non-racial, democratic principles. South Africa re-entered international football and beat Cameroon 1-0 in their first international match.

The Premier Soccer League, the trading name of the National Soccer League, was established in 1996 by Irvin Khoza, Kaizer Motaung, Raymond Hack and Jomo Sono. The league was made up of 18 teams but that number was reduced to 16 during the 2001/2002 season to avoid fixture congestion.

Since its inception, the PSL has helped raise the standard of club soccer in South Africa, providing the sport with better media coverage and improved revenue through sponsorship deals. It has also helped local players make their mark overseas, which was a privilege unavailable to players in the past because of the divided league system forced on the country by law.

Thulamela has several towns or semi-rural or semi-urban areas. There are three towns that became of interest to the study. These are Malamulele, Thohoyandou and Tshifulanani. The first town is a venda speaking town surrounded by rural-like communities of Tsonga speaking people. The last two are

towns surrounded by rural-like communities of Venda speaking people. There are three teams that have had their base in each of these communities. Firstly, there is Black Leopards, which was based in Thohoyandou. The club was founded in 1983 by business people in Venda. In 1998 the club was taken over by the Thidiela family. After just two seasons of campaigning in the National First Division, Black Leopards were promoted to the elite division of the country. They were then relegated to the First Division in 2008 after seven seasons in the Premiership. In 2011 Leopards returned to the PSL. Secondly, there is Platinum Stars FC (previously called Silver Stars) which was, just like Black Leopards, founded in Venda and had their base in Tshifulanani. Between 2001 and 2006, the club was located in Polokwane (Pietersburg). It then moved to Rustenberg in Northwest province before the 2006/7 season after being partially purchased by the Royal Bafokeng Nation. It was only after the 2006/7 season the club was renamed Platinum Stars. This is homage to the long history of platinum mining in the region. Lastly, there was Dynamos that uses a stadium in Malamulele. The team was relegated from the Premier Soccer League in the 1998/99 season.

1.2 Problem Statement

In his seminal article on the subject, Robert Baade (1996) asked the question “Do Professional sports increase income and create jobs in amounts that justify the funding of stadiums by cities?” This is a relevant question to ask when the residents of a community agitate for the use of public funding to build facilities to attract a sporting franchise. In most African countries, soccer remains the major source of entertainment and leisure for both urban and rural communities. Mirroring the rest of Africa, South Africa currently has 16 PSL soccer franchises, mostly based in urban centres. The Black Leopards soccer franchise, a PSL club formerly rurally based in Thohoyandou and playing all their games at the Thohoyandou stadium has recently relocated and is now based in Polokwane, the capital city of the Limpopo Province. The consequences of this relocation are twofold: First, soccer being the major source of entertainment for many rural residents of the host municipality of Thulamela means that the social impact could be significant on the municipality; and secondly the loss of economic benefits and opportunities from the under or non-utilization of existing soccer infrastructure in particular the Thohoyandou stadium could be substantial. The question that arises is: What should rural municipalities such as Thulamela do to attract soccer franchises to locate in their communities? That is, what are the benefits forgone for no longer hosting a PSL soccer franchise? Research is necessary to answer this question for municipalities to be able to make informed decisions about hosting a soccer franchise.

1.3 The Aim of the Study

The aim of the study is to investigate the socio-economic impact of mega sporting events, in particular soccer, on rural communities. By adopting a case study approach, this study will focus on investigating the socio-economic benefits that accrue to rural communities when PSL soccer games take place in the vicinity of the communities. Such research will augment existing research done on rural and community-based tourism. For example, the South African Local Government Association (SALGA) is already collecting information on best practice examples of successful community-based and community-benefiting tourism projects, and is documenting these to assist other communities.

It is anticipated that the study will highlight:

- the significant local economic development potential that can be derived from optimal utilization of existing sporting venues and facilities for mega sporting events; or
- the lost opportunities from neglecting and underutilization of public sporting infrastructure for mega sporting events.

The study should ideally culminate in high level recommendations for local government to unlock the potential benefits for socio economic development in rural communities as a result of hosting mega sporting events.

Objectives of the study

The objectives of the study are:

- review literature on the development of rural sport tourism;
- identify the role of soccer, in particular the PSL tournament in developing rural sport tourism;
- describe and assess the socio-economic impact of PSL soccer games on communities surrounding the match venues; and
- describe the success factors and lessons for local municipalities in the development of rural sport tourism, with particular reference to the hosting of PSL soccer games.

The required activities

Activity 1: a review of literature on the development of rural sport tourism;

Activity 2: the identification of the role of soccer, in particular the PSL tournament in developing rural sport tourism;

Activity 3: a description and assessment of the socio-economic impact of PSL soccer games on communities surrounding the match venues; and

Activity 4: a description of the success factors and lessons for local municipalities in the development of rural sport tourism, with particular reference to the hosting of PSL soccer games.

2 LITERATURE REVIEW

The purpose of this literature review is to highlight the positive and negative impacts of sports tourism on an economy in general and to illustrate how influential this market segment can be for local economies and rural communities such as the Vhembe District Municipality (VDM), in particular.

It is widely acknowledged that the concept of sport tourism is not totally a modern phenomenon. According to Bull and Weed (2004), and Saayman (2004), the earliest documented example of sports tourism is that of the Olympic Games which date from 776 BC. The touring aspect was an important element of the sport. The participants were professional sportsmen and toured in order to win prizes. In addition, thousands of spectators travelled to support their athletes and the prestige of their city, possibly in similar fashion that modern-day soccer supporters travelling to support their teams (Bull and Weed, 2004). Undoubtedly, some of the motivations which may influence current sports tourism activity could have been present several thousand years earlier.

The last two decades of the twentieth century was marked by a growing recognition of the impact that sports events have on the local economy (Baade and Dye, 1988; Euchner, 1993; Johnson, 1993; Weed and Bull, 1997; Anderson, 1992; Berg et al, 2000; Saayman, 2004). In a review of the literature, Collins and Jackson (1998) identified a number of positive and negative impacts of sports tourism on an economy. The potentially positive impacts of sports tourism include: 1) the provision of new and valuable (both social and economic) use for other surplus land – thus it can strengthen rural economies; 2) strengthening of national heritage, identity and community spirit as community people join together to promote their culture; 3) it can also provide a vehicle through which visitors can come and know foreign people and their culture; 4) it can act as a stimulus to develop and improve the built infrastructure and the natural environment; 5) sports tourism can instigate the regeneration and preservation of cultural traditions. The negative effects of sports tourism are: 1) it can lead to modifications to cultural practices to accommodate tourism; 2) it can also contribute to loss of cultural identity and heritage; 3) it can result in crowd disorder at events; 4) excessive violence can be related to sports tourism; 5) the attraction of more remunerative of sports tourist employment opportunities can erode traditional communities and adversely affect the balance of a local economy.

Obviously, sport events can play a critical role in developing local communities. It is an economic, environmental, social, and political phenomenon as well as attractive mixture of both sport and tourism (WTO, 2001; Bull and Weed 2004; Standeven, and De Knop, 1999). Consequently, the measurement and evaluation of the benefits and costs of sporting events to host destinations and communities has become a focus of increasing interest to a number of groups, especially policy makers and sporting officials. Based on the proven economic benefits and impact that sport has delivered to a number of countries, governments worldwide have become increasingly supportive of further investment in sport as an industry.

Mason (1999) argues that professional sports have emerged as a lucrative business, with many opportunities for sports marketers to flourish. For example, professional sports teams unite to produce a league product which, initially, is aimed at providing entertainment for spectators, is later sold to four distinct groups. The first group is fans who support leagues by attending games, following games on television and other media, and purchasing league- and team-related merchandise. The second group comprises television and other media companies which purchase the right to show games as a programming option. The third group is local communities which build facilities and support local clubs. The fourth group is businesses which support leagues and clubs by purchasing teams outright, or providing revenues through sponsorships or other associations. Unmistakably, professional sports leagues provide a unique environment for marketing decisions and processes to occur, in a number of markets and at a number of levels, and should continue to be a growing segment within the broader, global, entertainment industry.

According to Rinaldi (2011) research into sport tourism has been expanding, particularly in relation to the impacts of sport events on the host country or city and the characterization of sport tourists. Ntloko and Swart (2008) examined the management and social impacts of sport tourism events (the Red Bull Big Wave Africa), on the host community (Hout Bay) in Cape Town. The study focused on the host community's involvement, perceptions, attitudes and an understanding of costs and benefits linked to the event. In addition, the study examined management aspects of the event and impacts evident from the host community's point of view. A questionnaire with a Likert-type scale was used, ranging from strongly disagree (SD), disagree (D), neutral (N) and agree (A) to strongly agree (SA). This was complemented by interviews and direct observations. Data was collected from 200 residents in six local communities - Hungberg; Imizamo Yethu; Mount Rhodes; Llandudno; and Hout Bay Heights. Two community leaders and one organizer took part in the investigation. The results indicated that the event

has entertainment value, provides economic benefits in particular for local businesses, and promotes community pride.

Other studies concerned with sports tourism provide valuable insight into the impact of events on the local community. For example, Ritchie and Adair (2002) found a growing recognition of sports tourism as both a popular leisure experience and important economic activity. Moreover, academic institutions and other organizations have also responded to calls for integrated research on the links between sport and tourism. It is therefore not surprising that an increasing number of universities in the United States, United Kingdom and Australia now offer degrees and certificate programmes in sports tourism and management. Indeed, the online Journal of Sports Tourism encourages research and discussion on the topic, and conferences dedicated to sports tourism have been appearing more regularly.

Many commentators (Redmond, 1990; Weed and Bull, 1997; Standeven & De Knop 1999) have highlighted the interdependence of sport and tourism. For example, Weed and Bull (1998) claim that nearly a quarter of all holidays have sport as the primary purpose of the trip with approximately 50% of domestic holidays including some form of participation in sport. Also, Keller (2001) observes that sports, especially large-scale sporting events dating back to the ancient Olympic Games, have long influenced travel. Reeves (2000) study provides useful insights into a number of different types of sports tourists, including casual holiday sports participants, athletics spectators, those involved in outdoor pursuits and elite track athletes. The results from these studies were subsequently used as the basis for the development of a 'Sports Tourism Demand Continuum', early versions of which were described by Reeves (2000) and Collins & Jackson (1998) and Jackson and Weed (2003).

The economic impact of sports tourism was carried out by Hudson (2003) who reviewed 13 economic impact studies of USA sport teams. The findings revealed a number of issues, namely, differences between sports, regional geographical differences, standard of stadia, inconsistent application of multipliers, failure to differentiate between additional and displaced spending, failure to allow for time switchers, and inconsistent consideration of geographical boundaries.

There is reason to believe that social and economic benefits accrue as a result of sports tourism. For example, Dobson and Gratton (1997) found that sporting events can generate economic benefits for local communities. Work by Bale (1989) support this assertion by demonstrating that retail outlets near soccer grounds can increase their revenues by up to 500% on match days. Similarly, Yardley, McDonald and Clarke (1990) examined visitor spending and behaviour at a veterans tournament in

Canada and found that an average family attending a three-day 'Old Timers' hockey tournament spent between 200 and 300 Canadian dollars. Weed (1999) has highlighted a number of socio-economic benefits of sports tourism. These include urban-based sports facilities and developments that can be used for locally-based sport. Notwithstanding these benefits, there are also potentially negative effects of sports tourism. For example, the introduction of 'nuisance activities' to the country side, especially mechanized sports such as trail biking, jet-skiing, and skidooing, has the potential to cause significant social and environmental impact.

Dasarath (2010), similarly used stakeholder theory, collaboration theory and social exchange theory to examine local residents' and businesses the perceptions of the 2010 FIFA World Cup stadia development in the eThekweni Municipality. Face-to-face interviews were conducted with 100 households and 20 businesses spanning interest, understanding, awareness and involvement in the 2010 FIFA World Cup. In addition, respondents' perceptions relating to social, economic and environmental issues were measured on a Likert scale. The results revealed a number of interesting findings such as the perceived proliferation of criminal activities and the increase in the cost of living associated with hosting the 2010 FIFA World Cup. Also economic benefits were anticipated by the businesses and were keen to reap the benefits.

In conclusion, the literature reviewed above demonstrates that sporting events can have socio-economic, environmental and other effects on the host (town/city) and the general community.

3 METHODOLOGY

3.1 Study Setting and Potential Sources of Data

The study was carried out in Thulamela, the municipality that use to host soccer matches. Three towns, Thohoyandou, Malamulele and Tshifulanani, were therefore selected based on stadiums were Black Leopards, Dynamos and Silver Stars use to play. Usually, most towns or cities are eager for any economic stimulus they can get and one of these is hosting of major sporting events. The obvious ways a city/town benefits from hosting sporting events is a surge in hotel reservations, restaurants and bars, transport industry, fuel stations and car washes amongst others. These locations and/or places become a natural setting and selection for the study as potential sources of information.

The study requires both economic data on issues pertaining to lost opportunities from neglecting and under-utilization of public sporting infrastructure for mega sporting events such as football. This data was obtained from commercial establishments. In addition, some social data, collected from households, was required to be triangulated with the economic data to probably provide a

socioeconomic view. However it has to be noted that the study heavily relies on economic data more than on social data without losing sight of the fact that a sport may be supported in a locality with economic losses but social gains.

3.2 Data Collection and Sampling Design for Social Impact Assessment

The research aims to find out the social impacts of the soccer games that used to take place in the Thulamela municipality. This was done by assessing leisure and entertainment activities of households during the time when Black Leopards, Dynamos and Silver Stars used to play their matches in Thulamela and after. The households that agreed to having had soccer as part of their entertainment were asked to rate their new form of entertainment (outside of soccer) versus that of soccer they had when these three teams used to have their matches in the municipality. Also, the study sought to obtain the residents' perceptions and attitudes on issues such as: *the event as entertainment, social benefits and costs of the event; the event and development of infrastructure; the event and the promotion of community pride*⁷. The Municipality managers' views came in handy especially in assessing the city's image and awareness during times when Black Leopards used to play in the city and after they had departed.

In each town that was selected for study, systematic random sampling was used. One in every 10 households around and near the each stadium we selected. To determine the sample size of households to be selected in each town, we used the method below:

$$n = \frac{\left(\frac{P[1-P]}{\frac{A^2}{Z^2} + \frac{P[1-P]}{N}} \right)}{R}$$

Where:

n = sample size required
 N = number of people in the population
 P = estimated variance in population, as a decimal: (0.5 for 50-50, 0.3 for 70-30)
 A = Precision desired, expressed as a decimal (i.e., 0.03, 0.05, 0.1 for 3%, 5%, 10%)
 Z = Based on confidence level: 1.96 for 95% confidence, 1.6449 for 90% and 2.5758 for 99%
 R = Estimated Response rate, as a decimal

Therefore, basing on this formula, we analysed the variation from the first 15 households that we sampled on day one and found out that the variability in given answers was about nine. Hence given 100,000 as population, with a variability of 10%, the sample size can be 58 at +/- 5% margin of error.

⁷ Please see questionnaire in annexure 1.

We then rounded up this figure to 60 and as such, in each of the selected towns we targeted 60 households, yielding a sample size of 180.

3.3 Data Collection and Sampling Design for Economic Impact Assessment

To assess the economic impact of the soccer games on Thulamela's economy, our main interest was to link jobs created (reduced) as a result of hosting soccer games (or moving away of soccer games) or the sales related to soccer games or both in commercial establishments. Because the collection of this data was based on the perceptions, we had to create many other generalised variables (see annexure 2) along with our variable of interest so that we could increase the robustness of our data. We found this to be very important because there were a lot of ill-feelings associated with the neglecting of, especially Thohoyandou, stadiums and shifting away of soccer matches from Thulamela.

Our main commercial establishments were those that can be directly linked to activities in the tourism sector. These were, accommodation, service/petrol stations, food and beverages and car washes. Three main questions were used to be the bases of our analysis of economic impact. One, what prompted the start of the business in the area? This question intended to establish if we could get commercial establishments that were started solely, or at least partly, because of prospects of demand from visitors (supporters of teams) during soccer matches. Second, what sales pattern where specific to certain events? Here, we intended to establish if we could link a spike in sales to soccer matches. Lastly, we sought to investigate if jobs, or at least extra or over time hours, were created by soccer events⁸.

We collected data from all commercial establishments of interest to our study along routes to Thohoyandou Stadium (where Black Leopards used to play); to the stadium in Malamulele (where Dynamo used to play); and to the stadium in Tshifulanani (where Silver Stars used to play). Because of this methodological design, the issue of sampling size is of no concern, neither is the issue of getting to know the population sizes of all commercial establishments of interest in our study in the Thulamela municipality.

3.4 Data Collection Techniques

The principal data collection techniques that were used are:

- (a) *Face to face interviews*: commercial establishment and household surveys were carried out through face to face interviews by trained data collectors conversant with local languages.

⁸ Please see the questionnaire in annexure two.

- (b) *Key informant interviews*: these were used to gather social benefits and costs of soccer games used to be held in the municipality.

3.5 Data Analysis and Ex-post Estimation

The study employed an *ex post* analysis to assess the impact of soccer games in Thulamela. The main challenge in using *ex post* economic analysis is that even significant economic event such as soccer games may be difficult to isolate within a large municipality's economy in which they take place. Any income gains as a result of the games may be obscured by the normal fluctuations in the municipality's economy (Matheson, 2006). However, it is argued that if the event can be isolated within a space and time, potential impact is more likely to be identified. In the case of this study, the socio-economic impact of soccer games was assessed by limiting its impact on Thulamela (space) and by banking on historical re-collection of business owners as well as residents on activities that took place some years ago. SPSS was used to analyse the gathered data and we mostly use frequencies and cross-tabulation for our analyses.

3.6 Ethical Aspects

The conduct of any scientific investigation particularly in the social sciences is often concerned with collecting data from people. Invariably, this raises questions about the way in which people who provide data should be treated by researchers, and such questions are often ethical in nature. As required by UNIVEN ethics policy, ethical clearance was obtained from UNIVEN RPC as well as the Thulamela Municipality. To ensure confidentiality of the data, respondents' names, and any other identifying information was excluded from the questionnaires. All questionnaires and filed notes will be kept in a locked drawer until no longer required. It is possible that the data may be used for secondary analysis. In this case identities of participants will be protected.

4 FINDINGS

Findings of social and economic impacts are presented separately below.

4.1 Social Impacts

The results and analysis of the survey conducted in local communities neighbouring the stadiums and interviews with managers or owners of commercial establishments is presented in the next section.

Location and demographic profile of respondents

From a target of 180 households, 173 positively responded from a total 196 that were approached. In our sample, Malamulele and Tshifulanani both had 34% of respondents, with the remainder of 32% having been drawn from Thohoyandou. The sample had 68.8% males who also happened to be the

head of the sampled household. Many respondents (61.7%) were already residents in these three towns by 2000, the time at which all the teams were based in Thohoyandou. In particular, 66% of the sampled households in Thohoyandou were already residing next to the stadium when Black Leopards was formed in 1998. By the time Black Leopards were promoted to the elite division of the country in 2000, 78.7% of the sampled households were already residing next to the stadium. As such, most households had relevant history and information relating to the study. 19% of households had more than one member of the family who liked soccer and these were surveyed as well to hear their opinions.

Leisure/Entertainment

In all three towns combined, 60.7% of the respondents said they used to watch football from the stadium. Thohoyandou had the majority of the respondents (70.9%) watching from the stadium, followed by Tshifulanani (64.4%) and Malamulele had the least (47.7%). It definitely seems the high number of spectators watching from the stadium in Thohoyandou is reflective of the fact that Black Leopards has been in top flight football for a long spell, even at a time when it was based in Thohoyandou. As a result, it is interesting to find out what alternatives these spectators have had since Black Leopards relocated to another base. Almost all respondents who used to watch soccer from the stadium resorted to watching on TV when Black Leopards left Thohoyandou and started playing in Polokwane. However, 45.5% of these respondents expressed that watching soccer on TV is not as good as watching from the stadium. A few of the respondents (18.2%) have found an alternative that is as good as watching soccer from the stadium and 23.6% have a better alternative. Interviews with Thulamela Municipality officials revealed that the Thohoyandou stadium used to be full (25000) during big games when Black Leopards played teams such as Orlando Pirates, Kaizer Chiefs and Mamelodi Sundowns. During non-big matches, attendance averaged 8000 per match.

Social Costs and Benefits

Local communities hosting any sporting events usually have different perceptions and attitudes towards the sport. This was especially noted by Soutar and Mcleod (1993) who stressed that sporting events give rise to a variety of expectations in the neighbouring communities. As such, the study set out to understand the residents' perceptions on the social costs and benefits of hosting soccer. The sampled residents were asked to rank different social costs that are associated with hosting soccer events. Littering was ranked by 31.8% of the households as the most social cost that was associated with the time when Black Leopards used to play in the neighbourhood. 14.5% of the households ranked noise

as the most significant followed by property damage which had. There were some households (11.6%) that felt that hosting the sporting event resulted in congestion while 10.4% said it disrupted their lifestyle in one way or another. It appeared that some households were happy that hosting the sporting event made public transport available most of the times and so this was a social benefit for these households.

Table 1. Ranking by residents on Social Costs of having soccer matches in Thulamela

Social Costs	Percentage of Households who Ranked it as more Significant
Littering	31.8
Noise	14.5
Property damage	12.1
Traffic congestion	11.6
Disruption to lifestyle	10.4
Vandalism (different from property damage)	9.8
Illegal parking	9.2

In terms of public facilities (see table 2), 61.3% of the respondents indicated that they at least agree with the statement that the event promoted the development and better maintenance of public facilities such as roads and sports stadium. The interview with the Thulamela Municipality officials also revealed that 40% of funds from the budget were allocated to sports within the municipality and some of it was used to maintain and renovate the stadium. On the other hand, there is always going to be some disruption and inconvenience in hosting sports events, hence 46.3% at least agreed to this statement. But again, 38.2% of the households at least disagreed with the fact that hosting sports event brought disruption and traffic congestion. It could be that this is the group that felt like transport improved during weekends with soccer games.

On issues relating to the promotion of community pride, the respondents indicated a high level of agreement, with more than three-quarters (76.9%) expressing that the event made locals feel proud of their community. Almost the same number of respondents (72.9) at least agreed that the event made them feel like their city image is being marketed. Only a few respondents (5.8%) disagreed with the

statement that “I had ill feelings when the PSL soccer matches moved to other venues” and there was not anyone who strongly disagreed to this statement.

Table 2. Perceptions and Reactions to Impacts of the Soccer Event

	SD	D	N	A	SA
Use of public facilities					
The event promoted the development and better maintenance of public facilities such as roads, and sports stadium	16.2	11	9.2	34.7	26.6
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding	14.5	23.7	12.7	30.1	16.2
The event and promotion of community pride or image					
The event made locals feel good about themselves and their community	3.5	2.9	14.5	38.7	38.2
The event made locals feel like their city image is being marketed	4.0	8.1	12.1	32.4	40.5
I had ill feelings when the PSL soccer matches moved to other venues	0	5.8	12.7	31.8	47.4

SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree and SA = Strong Agree

4.2 Findings on Commercial Establishments

Data was solicited from different commercial establishments in Thohoyandou for purposes of ascertaining economic impacts. A total of 24 commercial establishments of interest to the study which were along routes to the three stadiums were surveyed. Of these commercial establishments, 11 were service or petrol stations, hotel and lodges and food and beverages were 4 each, and car washes were 5. Overall, 57,9% of all the interviewed commercial establishments were already present by 2001, a sign that they understand the historical dynamics of their businesses. However, one commercial establishment in the hotel and lodge business line was set up in 2010, but the manager claimed that he knows the historical dynamics that probably influenced them to start the business. As such, we continued with the interview. Two of the car washes started operating in 2012, but however, had employees who were already employed before in other car washes who were familiar with the dynamics of the history we were research about. As such we used these senior employees instead of the owners in these circumstances. However, the owners were also ask the same questions to

understand what led to the start of their businesses and what sales patterns do they experience. The findings from these are presented below.

What Prompted the Business to Start Operating in the Area?

This question was asked to ascertain if there is any business along routes to the stadium that was started solely, or at least partially, based on prospects of demand from visitors/spectators who come to watch soccer games in the area. We present findings for each commercial establishments of interest in table 3 below.

As seen in the table, one third (8 out of 24) of the commercial establishments strongly disagreed to the fact that they might have started their business basing on prospective demand from soccer games. This is in sharp contrast with the reasons for starting the business given the prospective demand from increased population, easy accessibility and being generally comfortable with the area the business is operating in⁹. For the two reasons, no commercial establishment disagreed while only one disagreed to the third reason.

Table 3: Whether Prospective Demand from Soccer Games Prompted Start of Business

	Prospective demand from Soccer Games					Total
	No response	SD	N	A	SA	
Business type Hotel and logdes	0	2	0	1	1	4
Petrol stations	1	5	2	2	1	11
Food and beverages	0	1	2	1	0	4
Car wash	0	0	0	2	3	5
Total	1	8	4	6	5	24

Intriguingly, there were 11 commercial establishments that at least agreed to the question under study. Of these, five were car washes, 3 were service/petrol station, 2 were hotels and lodges and 1 was the food and beverage. The study was mostly interested in hotels and lodges. A follow up analysis of these two business type was therefore important. The commercial establishment in the hotel and lodge businesses agreed to having been established to target government activities, strongly agreed to the fact that there is easy accessibility and no competition. One petrol station strongly disagreed to the

⁹ See annexure three for a listing of other reasons that were related to the question – “What prompted the business to start in the area?”

point that it could have started operating in the area because there was no competition. It, however, strongly agreed to the fact that there are neighbouring businesses and there is cheaper labour that could have influenced it to start operating in the area and as such it is benefiting from these.

Are Sales Patterns Specific to Certain Events?

With this question, the study intended to establish what event influences sales of commercial establishments of interest to the study more than any other. In particular, we intended to investigate if soccer events that used to take place in Thulamela municipality had any influence in the sales pattern more than any other event.

Table 4: If Weekends with Soccer Games Influence Sales Patterns More than any other Event?

		Weekends with Soccer Games					Total
		SD	D	N	A	SA	
Business type	Hotel and lodges	0	0	2	0	2	4
	Petrol stations	1	2	0	3	5	11
	Food and beverages	1	0	1	0	2	4
	Car wash	0	0	0	0	5	5
Total		2	2	3	3	14	24

Of 24 surveyed commercial establishments, 20 at least agreed that weekends had more business than weekdays, and 17 at least agreed that those weekends with soccer games had more sales compared to those without. One of the managers recalled and estimated that during the weekends when there were Black leopards games, the occupancy rate was 60% versus 40% on weekends without games. The manager of the other hotel expressed that Black Leopards used to hire a space in the hotel to hold some of their meetings. One of the two hotel and lodges managers, who were neutral on the fact that weekend with soccer games had sales exceeding those without, indicated that the hotel was not affected by the games played at the stadium as their target customers were not soccer fans.

Two petrol station managers interviewed asserted that during the PSL matches on weekends, the traffic volume increased and that resulted in increased sales. *Sales did not increase in fuel products alone, said one manager, but in the tuck-shops as well.* One of the managers of the petrol station closest to the Thohoyandou stadium lamented that he has never had his store rooms full of beverages as the time when matches were played in Thohoyandou and he claims that they would all be bought.

Which Event Created More Part-time Jobs or Overtime from Existing Staff?

The event with high sales could, in a way, indicate that it may demand overtime from existing staff or more part-time employees. However, a direct question in relation to which event created more part-time jobs or overtime from existing staff was asked as the last question to ascertain robustness of responses from our respondents. Data from hotel and lodges was robust. Even if we expected political events to be attributed for in the creation of jobs given that all managers of the hotel and lodges at least agreed that sales were high when this event took place, however religious events were chosen (see table 5). This response was so spurious given that three of hotels and lodges had at least agreed that religious events increased sales. We also found data from car washes to be very robust in relation to sales and jobs created. In table 5, we see that 4 out of 5 car washes affirmed that weekends with soccer games created part-time jobs. All car washes had strongly agreed that weekends with soccer games led to high sales compared to any other event. One owner of the car wash recalled that on weekends with soccer games, there used to clean more than 30 cars compared to less than 20 on weekends without games. As such, his five permanent employees could not meet the demand hence he used to appoint further part-time employees during weekends with soccer games. The other owner expressed that he could have as high as 70 customers during weekends when there were games.

Table 4: Which Event created Part-time Jobs or Overtime than any other?

		Creation of jobs					Total
		No response	Weekends with PSL	Religious Events	Political Events	Other	
Business type	Hotel and lodges	0	1	3	0	0	4
	Petrol stations	5	1	1	1	3	11
	Food and beverages	2	1	0	1	0	4
	Car wash	1	4	0	0	0	5
Total		8	7	4	2	3	24

We find data from service/petrol stations and food and beverages to a bit spurious. In both occasion, we could not tie responses of sales attributed to events in question to jobs in relation to the events in question. The one manager of a service/petrol station we found to be authentic in the data claimed that after the departure of soccer games, his petrol station has since transferred several employees to their

new petrol station on the other part of the town because they were redundant. This is the same manager who had sales in the tuck-shop booming during weekends with soccer games.

5 INTERPRETATION AND DISCUSSION

The findings from the study identified three specific areas for discussion and each is presented separately below in the context of success factors and lessons for local communities in hosting of soccer games.

5.1 Transport

Public transport, conventionally called taxis, is the common transport mode for an average person in in each of the three cities. When the taxis are at the rank, they do not depart until passengers have reached the required number. As such, from the findings, quite a number of households did not view congestion as a social cost. Instead, they were happy because during weekends of PSL soccer league, there will be a lot of people on the streets and taxis will not be delaying to depart from the rank to their respective destination.

It could be that the view on traffic congestion would have been different if households sampled where made of the upper-class. However on average, high traffic volumes were beneficial not only to the sampled households, but to commercial establishments as well, service/petrol stations in particular. Consequently, we interpret this to mean that high traffic volumes have socio-economic benefits that outweigh costs.

5.2 Role of soccer in Boosting Community Pride

There is no doubt from findings that soccer had a great role in boosting the community pride , making residents feel good about themselves and in marketing their town. This is very important given that there are parts of South Africa that do not know about the towns under study in Thulamela municipality. But again, despite this fact, it appears the residents were feeling good about receiving and hosting people from other towns and cities who came to support their teams. It is in this sense that we unsurprisingly found that most households had ill feelings when Black Leopards shifted their games to Polokwane.

These sentiments are still harboured not only among households associating themselves with Black Leopards, we believe, but to commercial establishments and the general public. We also believe that these ill-feelings could have contributed in commercial establishments' exaggerating their perceptions on business during the time when Black Leopards used to play compared to when they had shifted to

Polokwane. If this exaggeration is looked at in a positive sense, hosting of soccer matches in these townships can lead to a “psychic income” for the inhabitants. As Lee (2001) denotes, increasing community visibility may lead moral boosting which is necessary for positive income. Also Chalip (2004) contends that sporting events can be useful beyond the period of the event itself if they are built into the destination’s marketing communication mix.

5.3 Lost business and employment opportunities

If commercial establishments were not influenced by ill-feelings of soccer teams shifting to play elsewhere, there could be a genuine case for lost business and employment opportunities, at least in some business types we sampled. It would appear that hotels and lodges, especially in Thohoyandou, were not very much affected by the shifting of Black Leopards and there were signs that they had many customers outside those from soccer fans. In all towns, a follow up on hotels and lodges that appeared to rely on soccer games for their customers showed that they had no competition in the area, were located where there is ease of access, and had government and general population demand. Moreover, these did not feel that the soccer games created extra or part time employment save for one. At least using this one out of the four could somehow indicate a slight effect on lost employment. However, given the fact that there are soccer fans who were their customers, it shows in a way that there is lost business. The petrol stations and car washes could have been significantly affected in terms of their businesses hence on employment opportunities as well. However, we interpret this finding cautiously, realising that the study is based on perceptions instead of actual data of commercial establishments.

6 CONCLUSIONS AND RECOMMENDATIONS

The research has studied the socio-economic effects of hosting soccer games using Thulamela as our case municipality. The municipality has rural vilages and has had soccer teams as their base location but eventually moving to other municipalities, Black Leopards among other soccer teams we studied being the imminent example. There is no doubt that a lot of households used to enjoy supporting their teams to an extant of these teams being their community pride. While some residents have found other sources of entertainment, soccer remains close to their hearts. Of course, there is a downside to hosting soccer events. Residents felt that littering was the most social evil that came along with hosting a soccer game. Based on these benefits and costs of soccer games, it is recommended that that the Municipality should consider incentivising potential soccer clubs to locate in the area, as there appears to be a lot of social benefits than costs in having a soccer club resident. To start with, the municipality may sponsor any local soccer club, with the hope of nurturing the soccer game in Thulamela. Once a

soccer team has been identified, definitely the budget will be forced to accommodate renovations of the stadium. This is also a reflection echoed by residents that hosting soccer events will lead into facility improvements.

Not hosting soccer games in the municipality definitely translates into lost business, and as a result lost employment opportunities, lost service charges potential for the city and lost taxes for the national government. In the transport sector, both residents and businesses appeared to suffer on weekends without games. A day like a Sunday has slow business for the transport sector, but with soccer games, this could be different. The soccer games inject the spike needed for movements of residents and higher sales for the transport sector. For a place like Thulamela, with the vast of businesses made up of vendors, movement of residents is vital for their businesses. The same can be said to bigger commercial establishments such as hotels and lodges, though to a less extent. These seem to depend also on government demand. It is in this context that the study recommends that the government as well as municipality and district offices should utilise hotels and lodges within the municipality for their workshops and other activities. Should it not be so, together with the lost customer base from soccer events, most of the hotels and lodges may be negatively affected.

We find our social effects lessons being easier and robust to be generalised to other semi-urban or semi-rural areas like Thulamela. Why we say this is because most of the social impact studies in sports tourism base on perceptions. However, the economic studies of the impact of sport tourism are unfortunately a technical area, involving concepts, methods and models in economics that demand actual than perceived data. This is where our study falls short. First, we used perceptions to gather data that we employ to analyse impact. Second, sales and/or job impacts, generally, can be quite misleading as they all depend on seasonal positions – yet we use these in our study. As a result, we argue that this study has shown that the potential value to the local economy in hosting soccer games is encouraging. However, we recommend that serious research be conducted to look at the actual amounts (expenditures or revenues) that the local economy may gain from hosting such events. This could be done first by estimating the number of tourists. This requires a clear definition of who is a tourist. Then, the spending patterns of the tourists (visiting soccer fan) in the area will have to be ascertained. Lastly, efforts may be spent on estimating direct effects of tourism. While multiplier effects may be necessary, they may complicate issues.

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Annexure 1: Social Impact Questionnaire

Questionnaire on Social Impact

Introduction

- 1) *Greet the person you are interviewing, and introduce yourself*
- 2) *Mention which elders and/or administrators have given us permission to do the survey*
- 3) *Explain where you are coming from: You are coming from the Sport Tourism Initiative, organised by the National Department of Tourism in collaboration with the University of Venda.*
- 4) *Explain the purpose of the study: This research project aims to capture household views on the social effects of hosting sports in local economies.*
- 5) *Ask if the person you are speaking to has any questions for you before continuing.*
- 6) *Ask if the respondent is willing to be interviewed. If they agree, start the interview. If they are not willing, do not ask any of the questions and move to the next household.*

Household Identification

No. **Name**

District

Town

Suburb/Village

Interview Identification

Name of the Interviewer:

Date of Interview:

Start Time:

End time:

Checked:

Name of Data Entry Clerk:

A. Household Profile

(1) When did your household start living in this area? *(write year)*

(2) Who is the head of the household? *(circle one)* Male: 1 Female: 2

Please tell us if you have any member(s) of your household (including yourself) who like's watching football.

ID Code (3)	How related to head of household? <i>(write code)</i> (4)	Male [M] or Female [F] <i>(circle one)</i> (5)		Is s/he present <i>(circle one)</i> (6)		How old is s/he? <i>(write the age in years)</i> (7)
		M	F	Yes	No	
1		1	2	1	2	
2		1	2	1	2	
3		1	2	1	2	
4		1	2	1	2	
5		1	2	1	2	
6		1	2	1	2	
7		1	2	1	2	
8		1	2	1	2	
9		1	2	1	2	
10		1	2	1	2	
11		1	2	1	2	
12		1	2	1	2	

Codes: How related to head of household?

01 = household head

02 = wife

03 = son/daughter of head or wife

04 = son-in-law/daughter-in-law

05 = grandson/granddaughter

06 = father/mother of head or wife

07 = brother/sister of head/wife

08 = other relative of head/wife

09 = adopted

10 = non-relative/servant

B. Leisure/Entertainment

If the member of the household who like's soccer is present and is over 18, then ask to interview him/her from this section onwards. If not, skip this section and proceed to section C.

(8) When there used to be PSL soccer matches in Thulamela, did you use to watch from the Thohoyandou stadium? Yes: 1 No: 2 (if no go to section C)

(9) Please can you tell me, your alternative source(s) of entertainment since Black Leopards left Thohoyandou

.....

.....

.....

(9) How does your alternative source compare with PSL (Black Leopards) soccer games in terms of entertainment value to you?

The alternative source is (please tick one):

- 1 As good as PSL soccer game in entertainment value
- 2 Better than PSL soccer in entertainment value
- 3 Worse than PSL soccer in entertainment value

C. Social Costs and Benefits

(10) Please rank (1 being most significant and 7 least significant) the social costs of having soccer matches in Thulamela.

Reasons	Rank
Disruption to resident lifestyle	
Traffic congestion	
Noise	
Vandalism	
Crowding	
Property Damage	
Any other	

(11) Please say if you strongly disagree (SD), disagree (D), not sure (N), agree (A) or strongly agree (SA) to the following: *(tick where appropriate)*

	SD	D	N	A	SA
Use of public facilities					
The event promoted the development and better maintenance of public facilities such as roads, and sports stadium					
The event denied local residents access to public facilities such as roads and/or public transport because of closure or overcrowding					
The event and promotion of community pride or image					
The event made locals feel good about themselves and their community					
The event made locals feel like their city image is being marketed					
I had ill feelings when the PSL soccer matches moved to other venues					

NB: Key informant interview guide will be prepared after a pilot.

Annexure 2: Economic Impact Questionnaire

Questionnaire on Economic Impact

Suburb s/Location

Name of the Interviewer:

Start Time:

End time:

Checked:

Commercial Establishment

(1) The line of business of commercial establishment is (*circle number where appropriate from below*)

Accommodation (Hotel and lodges, etc)	1
Service/Petrol Stations	2
Food and Beverages	3
Car washes	4
Other (Please indicate)	5

Start the face to face interview process from here!

(2) When did your commercial establishment start operating in this area? (*write year*)

(3) Please say if you strongly disagree (SD), disagree (D), not sure (N), agree (A) or strongly agree (SA) to the following: (*tick where appropriate*)

	SD	D	N	A	SA
What prompted you to start business in this area?					
It is an area you are generally comfortable with (convenient to where you leave)					
It is an area you grew up in ('your town') and thus you favour businesses in your own neighbourhood					
It is a safe area					
You found yourself operating here because of					

inheritance					
There were/are no competitors					
Neighbouring businesses are likely to attract customers who will also patronize your business					
Rent and other operating costs are cheaper here					
Availability of cheap labour and/or good employees					
Government economic incentives					
The area is zoned for your type of business					
Easy accessibility to pedestrians and automobile traffic					
Convenient for suppliers to make deliveries					
Prospects of demand from increased population in Thulamela Municipality					
Prospects of demand from visitors/supporters during PSL matches					
Prospects of demand from visitors/supporters during 2010 World Cup matches					
Prospects of demand from the government and government related activities					
Prospects of demand from any other activities (not asked previously)					
Strategic partnership					
Sales Patterns Specific to Certain Events					
During weekdays, sales are high during peak hours					
Weekends has more business than weekdays					
Weekends with PSL events had significant impact on sales in your business than weekends without					
Weekends with musical shows had significant impact on sales in your business than weekends with PSL					

Religious events that (or that have) take(n) place in Thulamela have (had) significant impact on sales in your business					
Political events that (or that have) take(n) place in Thulamela have (had) significant impact on sales in your business					
Any other					

(4) Please indicate which events, according to your views, created more part time jobs or extra hours from existing staff, in your commercial establishments

Event	Tick where appropriate
Weekends with PSL events	
Weekends with musical shows	
Religious events that (or that have) take(n) place in Thulamela	
Political events that (or that have) take(n) place in Thulamela	
Other.....	

Annexure 3: Data on Commercial Establishments

Business type * area comfortable with Cross-tabulation

Count

		areacomfortablewith				Total
		D	N	A	SA	
Business type	hotel and logdes	0	0	0	4	4
	petrol stations	1	1	5	4	11
	food and beverages	0	0	3	1	4
	car wash	0	0	4	1	5
Total		1	1	12	10	24

Business type * area grew up in Cross-tabulation

Count

		areagrewupin				Total
		SD	D	A	SA	
Business type	hotel and logdes	0	0	3	1	4
	petrol stations	3	0	3	5	11
	food and beverages	0	1	2	1	4
	car wash	0	0	1	4	5
Total		3	1	9	11	24

Business type * safe area Cross-tabulation

Count

		safearea					Total
		SD	D	N	A	SA	
Business type	hotel and logdes	0	0	0	1	3	4
	petrol stations	2	0	0	8	1	11
	food and beverages	0	1	1	1	1	4
	car wash	0	0	0	2	3	5
Total		2	1	1	12	8	24

Business type * place inherited Cross-tabulation

Count

		placeinherited					Total
			SD	D	A	SA	
businesstype	hotel and logdes	0	3	0	0	1	4
	petrol stations	1	7	0	2	1	11
	food and beverages	0	0	1	1	2	4
	car wash	0	4	1	0	0	5
Total		1	14	2	3	4	24

Business type * no competitors Cross-tabulation

Count

		nocompetitors				Total
		SD	D	A	SA	
businesstype	hotel and logdes	1	0	0	3	4
	petrol stations	3	1	3	4	11
	food and beverages	1	2	0	1	4
	car wash	3	0	2	0	5
Total		8	3	5	8	24

Business type * neighbouring business Cross-tabulation

Count

		neighbouringbusiness					Total
		SD	D	N	A	SA	
businesstype	hotel and logdes	1	0	0	1	2	4
	petrol stations	0	0	0	6	5	11
	food and beverages	0	1	1	0	2	4
	car wash	2	0	0	2	1	5
Total		3	1	1	9	10	24

Business type * rent cheaper here Cross-tabulation

Count

		rentcheaperhere					Total
		SD	D	N	A	SA	
businesstype	hotel and logdes	4	0	0	0	0	4
	petrol stations	1	0	3	4	3	11
	food and beverages	1	1	1	1	0	4
	car wash	4	0	0	1	0	5
Total		10	1	4	6	3	24

Business type * availability of cheap labour Cross-tabulation

Count

		availabilityofcheaplabour						Total
			SD	D	N	A	SA	
businesstype	hotel and logdes	0	1	0	2	1	0	4
	petrol stations	1	0	0	2	7	1	11
	food and beverages	0	0	1	0	2	1	4
	car wash	0	3	0	0	2	0	5
Total		1	4	1	4	12	2	24

Business type * government economic activities Cross-tabulation

Count

		governmenteconomicactivities				Total
			SD	D	A	
businesstype	hotel and logdes	1	1	0	2	4
	petrol stations	0	11	0	0	11
	food and beverages	0	1	1	2	4
	car wash	0	5	0	0	5
Total		1	18	1	4	24

Business type * area zoned Cross-tabulation

Count

		areazoned					Total
			SD	N	A	SA	
business	hotel and logdes	0	0	0	0	4	4
	petrol stations	1	0	1	3	6	11
	food and beverages	0	0	0	1	3	4
	car wash	0	3	0	0	2	5
Total		1	3	1	4	15	24

Business type * easy accessibility Cross-tabulation

Count

		easyaccessibility			Total
			A	SA	
business	hotel and logdes	0	1	3	4
	petrol stations	1	5	5	11
	food and beverages	0	1	3	4
	car wash	0	1	4	5
Total		1	8	15	24

Business type * convenience Cross-tabulation

Count

		convinience				Total
			SD	A	SA	
business	hotel and logdes	0	0	1	3	4
	petrol stations	1	0	4	6	11
	food and beverages	0	0	2	2	4
	car wash	0	3	1	1	5
Total		1	3	8	12	24

Business type * prospects of demand population Cross-tabulation

Count

		prospects of demand population			Total
		N	A	SA	
business type	hotel and logdes	1	3	0	4
	petrol stations	0	10	1	11
	food and beverages	0	4	0	4
	car wash	3	2	0	5
Total		4	19	1	24

Business type * prospects demand World Cup Cross-tabulation

Count

		prospects demand World Cup						Total
			SD	D	N	A	SA	
business type	hotel and logdes	0	2	0	1	1	0	4
	petrol stations	1	4	1	1	2	2	11
	food and beverages	0	1	0	1	0	2	4
	car wash	0	2	0	1	2	0	5
Total		1	9	1	4	5	4	24

Business type * prospective demand government Cross-tabulation

Count

		prospective demand government				Total
		SD	N	A	SA	
business type	hotel and logdes	1	0	0	3	4
	petrol stations	2	2	6	1	11
	food and beverages	0	0	2	2	4
	car wash	1	1	3	0	5
Total		4	3	11	6	24

Business type * prospective demand other Cross-tabulation

Count

		prospective demand other					Total
			SD	N	A	SA	
business type	hotel and logdes	0	1	1	0	2	4
	petrol stations	1	2	5	3	0	11
	food and beverages	0	1	1	2	0	4
	car wash	0	0	2	1	2	5
Total		1	4	9	6	4	24

Business type * strategic partnership Cross-tabulation

Count

		strategicpartnership						Total
			SD	D	N	A	SA	
businesstype	hotel and logdes	1	0	0	1	0	2	4
	petrol stations	3	3	0	2	3	0	11
	food and beverages	2	0	1	0	1	0	4
	car wash	2	1	0	0	0	2	5
Total		8	4	1	3	4	4	24

Business type * during weekdays Cross-tabulation

Count

		during weekdays				Total
		D	N	A	SA	
business type	hotel and logdes	0	3	1	0	4
	petrol stations	1	0	5	5	11
	food and beverages	2	0	2	0	4
	car wash	2	0	3	0	5
Total		5	3	11	5	24

Business type * weekdays Cross-tabulation

Count

		Weekends without any events				Total
		D	N	A	SA	
business	hotel and logdes	0	2	0	2	4
	petrol stations	2	0	2	7	11
	food and beverages	0	0	1	3	4
	car wash	0	0	1	4	5
Total		2	2	4	16	24

Business type * weekends with music Cross-tabulation

Count

		weekendswithmusic					Total
		SD	D	N	A	SA	
business	hotel and logdes	0	1	2	0	1	4
	petrol stations	1	4	1	0	5	11
	food and beverages	1	0	2	0	1	4
	car wash	1	1	0	2	1	5
Total		3	6	5	2	8	24

Business type * religious activity Cross-tabulation

Count

		religiousactivity					Total
		SD	D	N	A	SA	
business	hotel and logdes	1	0	0	2	1	4
	petrol stations	1	1	0	5	4	11
	food and beverages	1	0	1	1	1	4
	car wash	1	2	0	2	0	5
Total		4	3	1	10	6	24

Business type * political activity Cross-tabulation

Count

		politicalactivity					Total
		SD	D	N	A	SA	
businessstype	hotel and logdes	0	0	0	3	1	4
	petrol stations	2	1	1	4	3	11
	food and beverages	0	0	0	3	1	4
	car wash	0	3	1	1	0	5
Total		2	4	2	11	5	24