



Cape Peninsula
University of Technology

**AN INVESTIGATION OF THE MANAGEMENT AND
SOCIO-ECONOMIC IMPACTS OF THE 2006 OLD MUTUAL TWO
OCEANS MARATHON**

by

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Thesis submitted in fulfilment of the requirements for the degree

Master of Technology: Tourism and Hospitality Management

in the Faculty of Business

at the Cape Peninsula University of Technology

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**Cape Town
November 2007**

DECLARATION

I, Xin Zhang, declare that the contents of this thesis represent my own unaided work, and that the thesis has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

Xin Zhang

Signed

19 NOV 2007

Date

ABSTRACT

South Africa is a fast growing and developing sport tourism destination and has hosted various international sport tourism events. With specific reference to the 2006 Old Mutual Two Oceans Marathon (OMTOM), which is considered one of the most beautiful marathons in the world, this study focuses on different stakeholders' perceptions concerning the management and socio-economic impacts of sport tourism events.

Questionnaire surveys for spectators ($n=200$), participants ($n=200$) and residents ($n=400$), as well as key informant interviews for established businesses ($n=20$), stallholders/exhibitors ($n=20$), sponsors ($n=4$), the event organiser ($n=1$) and the destination marketing organisation ($n=1$), were designed specifically for this study. Spatially-based random sampling for spectators and participants, was implemented, while purposive sampling for residents, stallholders/exhibitors, established businesses, sponsors, the event organiser and CTRU, were adopted to collect data. Volume counts were undertaken to estimate the number of spectators, while the number of participants was provided by the event organisers.

The direct economic impact of the total of the event's contribution to the local economy was ascertained by utilising spending patterns of the spectators and participants. The contribution of the event to the local economy is estimated at R44.7 million, which is relatively significant. The event is diverse in terms of spectators and participants. The stakeholders were generally satisfied with the event organisation. Engendering community pride, utilising a sport tourism event as a regional showcase and providing economic opportunities for local businesses in terms of leveraging opportunities, were key benefits for local businesses and residents in close proximity to the race route. However, problems such as traffic congestion and insufficient parking were raised by all stakeholders and there is still room for improvement in this area as well as the management on the day of the event.

The study reveals that there is a greater need to consider attendees' motivations, spending patterns, perceptions and attitudes, demographic profiles, the dire need for community involvement, as well as current and possible event leveraging opportunities for local businesses to enhance the management and positive impacts of sport tourism events. Furthermore, this study also provides holistic information to manage sport tourism events and to retain standard service quality, fulfill customer satisfaction and generate more economic, socio-cultural benefits for the tourist destination in a sustainable manner. Stakeholders can share information, which would improve relevant performance problems in the sport tourism event industry, moreover, effectively make management decisions and assess the socio-economic impacts of sport tourism events.

ACKNOWLEDGEMENTS

I wish to thank:

- Dr. Kamilla Swart, for her inspiration, guidance, encouragement and tremendous support.
- My co-supervisor, Ms. Deborah Johnson, for her assistance throughout the completion of this study.
- My parents for all their support and love.
- My friends who always supported me.
- The Centre for Tourism Research in Africa (CETRA) for making research facilities available to me at all times.
- The CETRA research team for their cooperation and hard work.

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GLOSSARY

ABEs	Affirmable Business Enterprises
ASA	Athletics South Africa
BCA	Business Club Australia
CETRA	Centre for Tourism Research in Africa
CPUT	Cape Peninsula University of Technology
DCAS	Department of Cultural Affairs and Sport
DEAT	Department of Environmental Affairs and Tourism
EIA	Environmental Impact Assessment
FAQ	Frequently Asked Questions
FIFA	Fédération Internationale de Football Association
GDP	Gross Domestic Product
HDCs	Historically Disadvantaged Communities
IAAF	International Association of Athletics Federations
IEG	International Events Group
IOC	International Olympic Committee
IT	Information Technology
JMI	Joint Marketing Initiative
MICE	Meetings, Incentives, Conferences and Exhibitions
NGOs	Non Governmental Organisations
NRF	National Research Foundation
OMTOM	Old Mutual Two Oceans Marathon
PAPI	Paper and Pencil Interviews
PAWC	Provincial Administration of the Western Cape
PSA	Public Service Announcements
ROE	Return on Event
ROI	Return on Investment
SABC	South African Broadcasting Corporation
SAPS	South African Police Service
SAT	South African Tourism
SATSA	Southern African Tourism Service Association
SMMEs	Small Medium and Micro Enterprises
SPSS	Statistical Package for Social Sciences
SRSA	Sport and Recreation South Africa
UAE	United Arab Emirates
UCT	University of Cape Town
WTO	World Tourism Organisation
WCDEDT	Western Cape Department of Economic Development and Tourism
WSSD	World Summit on Sustainable Development
VFR	Visiting Friends and Relatives

CHAPTER ONE

INTRODUCTION

1.1 Introduction

In recent years, tourism events have become one of the fastest growing types of tourism attractions within a destination, particularly sport tourism events, which increases visitation (Ritchie, 1984), reduces the seasonality of tourist flow (Higham & Hinch, 2002), improves a destination's position within the market (Brown, Chalip, Jago & Mules, 2002) and fosters destination development (Bramwell, 1997). In order to maximise the impacts of sport tourism events for host destinations, it is important to investigate and understand the influential factors for successful management and the impacts of sport tourism events, particularly socio-economic impacts. Therefore, strategies that were generated from the research, can be used for an improved performance of sport tourism events.

The 2006 OMTOM is the chosen case study because of its popularity and worldwide reputation, which provides opportunities to investigate the management and socio-economic impacts of sport tourism events. It is also part of a broader study funded by the National Research Foundation (NRF), which focuses on a comparative analysis of the management and impacts of sport tourism events in the Western Cape and KwaZulu Natal.

This chapter provides a brief introduction of this study, which includes clarification of key terms and concepts mentioned in the study, the problem identification, the background, research questions and research aims of this study, the research methodology for this study, the expected outcomes, as well as a study outline.

1.2 Clarification of key terms and concepts

1.2.1 Tourism

The World Tourism Organisation (WTO) (2003) defines tourism as "... comprises the activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited".

1.2.2 Sport tourism

Sport tourism includes travel to and participation in or attendance at predetermined sport activity (Turco, Riley & Swart, 2002:3). The sport activity can include competition and travel for recreation, entertainment, business, education and/or socialising (Turco *et al.*, 2002:3).

1.2.3 Special events

Special events describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives (Bowdin, McDonnell, Allen & O'Toole, 1999:15).

1.2.4 Mega-events

Mega-events are events that are expressly targeted at the international tourism market and may be suitably described as 'mega' by virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities and impact on the economic and social fabric of the host community (Hall, 1997:5) such as the Olympic Games and the Fédération Internationale de Football Association (FIFA) World Cup.

1.2.5 Hallmark events

Ritchie (1984:2) defines hallmark events as: "Major one time or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short term or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention".

1.2.6 Major events

Major events are events that, by their scale and media interest, are capable of attracting significant visitor numbers, media coverage and economic benefits (Bowdin *et al.*, 1999:18) such as the Wimbledon Championship, and Formula One Motor Racing.

1.2.7 Sport tourism events

Sport tourism events comprise those events in which the primary purpose for travel is participating in or viewing of sport (Turco *et al.*, 2002:74).

1.2.8 Ultra marathons

An ultra marathon is any running event, which is longer than the traditional marathon length of 42.195 kilometres, however, it typically begins at 50 kilometres and can extend to enormous distances (Blaikie, n.d.).

1.2.9 Half marathons

It is half of the distance of a traditional marathon, which is 21.1km and is usually run on road surfaces (Hauman, 2006).

1.2.10 Event marketing

Hall (1997:136) provides the following definition of marketing in the context of events: "Marketing is that function of event management that can keep in touch with the event's participants and visitors (consumers), read their needs and motivations, develop products that meet these needs and build a communication programme, which express the event's purpose and objectives".

1.2.11 Sponsors

Bowdin *et al.* (1999:156) define sponsorship as a commercial contract in which the event promises to deliver certain benefits and rights to the sponsor in return for cash or goods and services in kind, which is known as in-kind sponsorship.

1.2.12 Service

A service is an activity or series of activities of a more or less intangible nature that normally, but not necessarily, takes place in interactions between the customer and service employees and/or systems of the service provider, which are provided as solutions for customer problems (Grönroos, 1990:27).

1.2.13 Economic impacts of sport tourism events

Economic impact is defined as the net change in a host economy, which is directly attributed to a sporting event or operation (Turco *et al.*, 2002:53).

1.2.14 Leveraging

'Leveraging' can be defined as the processes through which the benefits of investments are maximised (Boulton, Libert & Samek, 2000; Slywotzkey & Shaprio, 1993 cited in Chalip, 2004)¹.

1.3 Problem identification

Since the 1994 elections, the tourism industry has created numerous opportunities for South Africa. Sport tourism, in terms of various sport activities and sport tourism events, is a fast developing tourism segment that has huge potential to generate positive benefits for the country. The OMTOM, with its unique atmosphere, continues to attract tourists from all over the world to Cape Town and South Africa. However, several performance problems such as insufficient sport tourism event marketing, sport tourism event organisation and a lack of communication among various stakeholders (for example, participants, spectators, local

¹ Slywotzky, A.J. & Shapiro, B.P. 1993. Leveraging to beat the odds: the new marketing mind-set. *Harvard Business Review*, 71(5):97-107.

residents, local businesses, events sponsors, the event organiser and the public sector), face the sport tourism industry in South Africa, which has limited the industry from reaching its potential. Moreover, the management and socio-economic impacts of the OMTOM have not been fully investigated. As a result, event organisers and stakeholders do not have ready access to adequate or relevant information with which to effectively make management decisions. This research has attempted to provide holistic information for sport tourism events with specific reference to the 2006 OMTOM in order to assist the event organisers to retain standard service quality, fulfill customer satisfaction and generate more economic, socio-cultural and environmental benefits for the tourist destination, in a sustainable manner.

1.4 Background to the research problem

South Africa has experienced hosting huge events such as the 1995 Rugby World Cup, the 2003 Cricket World Cup and the 2003 Presidents Golf Cup and will host the FIFA World Cup in 2010. Sport tourism events receive massive media exposure internationally, which not only provide reports on the event, but also projects a positive image of South Africa and its people (Anon, 1999).

In order to qualify to host mega events, different areas should be upgraded and improved such as stadia, infrastructure, accessibility, transportation, facilities, services, entertainment and safety and security. In addition to improving infrastructure and sporting facilities, several management issues that influence each other, should also be ascertained. For example, event attendance is essential for a sport tourism event. It is influenced by a consumer's background, motives as a participant and motives for travel. The challenge for event marketing is to identify the means to capitalise on motives and background in order to optimise event interest, while minimising the perception of constraints and then to convert event interest into travel and attendance (Kim & Chalip, 2004). Furthermore, sponsorship, as an important component of a sport tourism event is not always obtained cheaply. With many events and causes seeking sponsors, the cost of research, preparing proposals, administering contracts and serving sponsors (including accountability reports), can be substantial. Insufficient event marketing, poor attendance and/or service quality and a lack of safety and security, to name a few, could lead to event failure and might reflect badly on the image of the event organisation and even the host communities. All these factors can affect new and/or repeat attendance and sponsorship for the future.

With regard to the impacts of sport tourism events, economic, socio-cultural and environmental impacts, should be addressed. Sport tourism events create numerous benefits in terms of creating opportunities for cultural exchange, revitalising local traditions, increasing the quality of life and improving the image of the community, as well as increasing the quality of life of the community (Besculides, Lee & McCormic, 2002). Getz (1993) adds

that the success of sport tourism events not only depends on natural or built attractions at the destination, but also on the enthusiasm of the local community, participants, spectators and event organisers. Sport tourism events also provide incentives for businesses to become involved in the community because they provide promotional opportunities for businesses (Gursoy, Kim & Uysal, 2004:173). However, a sport tourism event may also cause negative social impacts on the community such as community alienation, negative community image with regard to safety and security issues, substance abuse and loss of amenities (McDonnell, Allen & O'Toole, 1999). Other costs include increases in the prices of goods and services, an increased level of crowding in shops and streets, traffic congestion and parking problems (Jeong & Faulkner, 1996). Swart and Bob (2005) point out that in South Africa, the value of residents' perceptions is not fully recognised by event organisers and the scope of social impact data is limited. It is important to consider the social implications of events in a community context and it is imperative for event organisers/tourism planners to consider ways, which would enhance community participation at events to ensure ongoing support (Swart & Bob, 2005).

Gursoy *et al.* (2004) stress that the development of sport tourism events reveals a series of research questions regarding the economic, socio-cultural and environmental impacts of sport tourism events on local communities, the dynamics of local community and sport tourism event organisers' relations, the operations of organisers and community partnerships, the changing relations between key stakeholders, as well as the scope of community involvement and so forth.

The OMTOM is one of the biggest races in South Africa and is also part of the event marketing strategy for Cape Town and the Western Cape. The OMTOM has contributed to the tourism value and image of a destination over the years, however, the socio-economic impacts and the perceptions of key stakeholders, which are involved in the event, have not been holistically investigated to date. Ascertaining this kind of information can assist with addressing problems that are related to the event. In addition, co-operation among key stakeholders, can be developed.

1.5 Research aims

The aim of this study is to investigate the management and socio-economic impacts of the 2006 OMTOM.

The specific research objectives of this study are to:

- Identify spectators' and participants' motivations, spending patterns and demographic profiles in order to understand who are the target markets. Furthermore, to ascertain their

perceptions, attitudes and level of awareness regarding sport tourism imperatives concerning the 2006 OMTOM.

- Assess the contribution of spectators' and participants' direct economic impact for local economies at the 2006 OMTOM.
- Examine to what extent the key informants (established businesses, stallholders/exhibitors/sponsors, event organisers and the destination marketing organisation) support and benefits from the 2006 OMTOM, as well as to ascertain their perceptions, attitudes and level of awareness of the event.
- Investigate current patterns and trends in terms of sponsorship and sponsor perceptions in relation to the OMTOM.
- Ascertain how residents who are in close proximity to the race route respond to and perceive the 2006 OMTOM.
- Make recommendations in relation to improving the management of the event in order to ensure that benefits are generated to the host destination.

1.6 Research questions

In order to assess the management and socio-economic impacts of the 2006 OMTOM, the following research questions have guided the case study:

- What are spectators' and participants' motivations, spending patterns, demographic profiles, perceptions, attitudes and level of awareness regarding sport tourism imperatives concerning the 2006 OMTOM?
- What is the contribution of spectators' and participants' direct economic impact for the local economies at the 2006 OMTOM?
- In what ways do key informants (established businesses, stallholders/exhibitors/sponsors, event organisers and the destination marketing organisation) support and benefit from the 2006 OMTOM and what are their perceptions, attitudes and level of awareness of the event?
- What are the current patterns and trends in terms of sponsorship and sponsor perceptions in relation to the 2006 OMTOM?
- How do residents who are in close proximity to the race route respond to and perceive the 2006 OMTOM?
- How can the management of the event be enhanced to ensure that benefits are generated to the host destination?

1.7 Research design and methodology

Both standard quantitative methods and qualitative methods were utilised to collect data in order to meet the research objectives. This was done through primary and secondary data sources, which are presented next.

1.7.1 Primary data sources

Primary data sources that were used for this study include questionnaire surveys, key informant interviews, volume counts to estimate the total number of spectators at the event and economic impact calculations in terms of the contribution of spectators and participants to the local economies at the 2006 OMTOM. Details are presented as follows:

1.7.1.1 Questionnaire survey

Structured questionnaire surveys were conducted with spectators, participants and residents to gather information that formed part of the analysis.

1.7.1.2 Key informant interviews

Semi-structured key-informant interviews for established businesses, stallholders/exhibitors, sponsors, the event organiser and the destination marketing organisation were conducted in order to gain their views on sport tourism event initiatives including planning, management, implementation and socio-economic impacts.

1.7.1.3 Volume counts

Volume counts were utilised in order to estimate crowds and attendance amongst spectators, which was limited to entrance and exit counts at the Expo, as well as at the start or end of the race venues at which the crowd was more controlled than along the route, since the race entries were used to estimate the number of participants.

1.7.1.4 Economic impact calculations

The contribution of spectators and participants on the direct economic impact for the local economies at the 2006 OMTOM, were also ascertained.

1.7.2 Secondary data sources

The research methods that were chosen for this topic comprised of literature reviews as well as other existing information, correspondence with stakeholders and communication with research bodies that are active in the sport tourism management sphere.

Systems theory was utilised in order to recognise the reasons for current research problems. Information was extracted from books, journals, articles, as well as reports from international tourism organisations, publications by the public sector and various private sector organisations and local tourism offices, which were obtained through Internet sources and local libraries with regard to sport event tourism initiatives locally and worldwide.

1.7.3 Selection of the sample

The target population in this study included spectators, participants, residents, established businesses, stallholders/exhibitors, sponsors, event organisers and the destination marketing organisation. Different sampling methods were used. A detailed methodology and sampling approach of the key stakeholders is presented in the methodology chapter (Chapter Five).

1.7.4 Data analysis

The computer software package, Statistical Packages for Social Sciences (SPSS for Windows), was used to input and analyse the quantitative data. The key findings and recommendations of the study were generated through this analysis of the data.

1.8 Expected outcomes

With specific reference to the 2006 OMTOM, the recommendations that are based on the analysis of the collected information, were made to identify areas that require attention and to generate strategies, which would limit the negative impacts and maximise the positive socio-economic benefits through sport tourism events. It is also expected that the above-mentioned stakeholders can share information, which would improve relevant performance problems in the sport tourism event industry, moreover, effectively make management decisions and assess the socio-economic impacts of sport tourism events.

1.9 Study outline

This dissertation comprises the following seven chapters:

Chapter One of the dissertation comprises the aims and objectives, as well as the scope of the study.

Chapter Two discusses the conceptual framework within which sport tourism and sport tourism events are discussed and researched, as well as previous research that has been conducted by scholars in the fields of sport tourism and sport tourism events. Chapter Two also attempts to locate the sport tourism event sector within a global and national, provincial and local level within South Africa. In addition, it provides a summary of the history, background and unique features of the OMTOM.

Chapter Three presents a literature of sport tourism event management in terms of sport tourists' motivations, sport tourism events marketing, sponsorship, management and evaluation.

Chapter Four discusses destination branding, the economic, socio-cultural and environmental impacts of sport tourism events, as well as event leveraging.

Chapter Five outlines the research methodologies and procedures, which were utilised during the research process.

Chapter Six comprises the presentation, analysis and interpretation of the data that was collected from various stakeholders at the OMTOM.

Chapter Seven, which is the final chapter, summarises the key findings of the research study, proposes recommendations, outlines the limitations of the study and proposes room for future research.

CHAPTER TWO

OVERVIEW OF SPORT TOURISM EVENTS AND BACKGROUND OF THE OLD MUTUAL TWO OCEANS MARATHON

2.1 Introduction

Sport tourism is regarded as a niche sector for the tourism industry (Commonwealth Department of Industry, Science and Resources, 2000). The WTO and International Olympic Committee (IOC) represented a defining moment in the recognition of the relationship between sport and tourism by the leading international organisations for sport and tourism at a major international conference, namely, "World Conference on Sport and Tourism" in February 2001 in Barcelona, Spain. Here they expanded upon tourists who seek sport experiences, the expanding industry's response to demands, as well as the increasing body of academic research and publications in the field of sport tourism (Hinch & Higham, 2003:3). South Africa, with its unique geographical features and cultural diversity, attracts both international and domestic tourists. Sport tourism events have become an important component of tourism and has the potential to generate social-economic benefits for South Africa. However, there is not much literature, which analyse specific links between sport and tourism, as well as socio-economic impacts and management issues (Ritchie & Adair, 2002:1).

The OMTOM, which is an annual sport tourism event that is held in Cape Town, is recognised as one of the most beautiful marathons in the world. It has its own unique features and characteristics and, therefore, provides an ideal case study on the management of sport tourism events, as well as the socio-economic impacts on a tourism destination. Perceptions of different role players that are involved in sport tourism events, are crucial to the success of this industry. An evaluation of the case study will also provide evidence to generate strategies that are concerned with an improvement of sport tourism events in the future.

It is important to have a basic understanding of the background of the sport tourism events industry globally and nationally, so that the benefits to the country can be maximised. This chapter presents an overview of sport tourism and sport tourism events from an international, national and local perspective, while the background of the OMTOM is provided.

2.2 Overview of global sport tourism and sport tourism events industry

According to Gibson (1998b:50), travelling, in order to take part in sport or to watch sporting events, is not a new phenomenon. It can be traced back to 900 BC when the Greeks had travelled to participate in and to watch the Ancient Greek Games (Gibson, 1998b:50).

However, Gibson (1998b:58) points out that placing the concepts of tourism and sporting events together and calling this sport tourism events, is relatively new, while limited research has focused on the economic impact of such events.

In order to understand sport tourism events, holistically, from a management and impacts perspectives, it is important to understand the definitions of sport, tourism, as well as sport tourism and their relationships. According to Standeven and De Knop (1999:7), sport is an experience of physical activity. Although there is no universally accepted definition of sport, sport is often thought of as being highly competitive and organised. On the other hand, Coakley (1990) points out that in North America, non-competitive activities are considered as recreation. Therefore, sport may be defined differently according to different socio-cultural backgrounds and criteria. For example, in North America, characteristics of sport require a complexity of physical skills and vigorous physical exertion; it involves some form of rule-governed competition; and has organised and structured relations, while it maintains a sense of freedom and spontaneity (Coakley, 1990). According to the Council of Europe (1992:1), sport is defined as all forms of physical activity through casual or organised participation, which is aimed at improving physical fitness and mental wellbeing, forms social relationships, or obtains results in competitions at all levels. Furthermore, sporting events often involve tourism numbers in the form of spectators, participants' family and friends, media personnel and officials (Burgan & Mules, 1992:701). Tourists may not know about the events in advance, but are gravitated to areas where attractions, services and events are concentrated (Getz, 1997).

The WTO (2003) defines tourism as "... comprises the activities of persons travelling to and outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". Bennett (1995:6) summarises the elements of tourism as, namely activities that are concerned solely with aspects of daily life outside the normal routines of work and social commitments; travel and transportation to and from the destination; activities engaged in during the stay at the destination; and facilities that are provided to cater for the needs of tourists. Tourism is a complex process, which requires the cooperation and coordination of different sectors in order to contribute to tourists' experiences. Standeven and De Knop (1999:7) conclude that tourism involves an experience of travel and place. Since sport has a huge worldwide market, which attracts tourists, tourism authorities are also eager to use sporting events as part of their promotion as a tourist destination. For example, according to Burgan and Mules (1992:701), Australia embarked upon a programme of "theme years" to promote its tourism, and had proclaimed 1983 as its year of sport.

Sport tourism is a component of tourism, which involves both sport and tourism. However, it is not a simple combination of sport and tourism, since definitions of sport tourism and sport tourists may vary owing to their characteristics, complexity and different perspectives. The definitions of sport tourism and sport tourists are presented in the following text.

2.2.1 Definitions and categories of sport tourism

According to Gammon and Robinson (1997:10), a hard definition of sport tourism is sport tourists who travel outside their usual environment for the primary purpose of active participation, either as a participant, organiser or official, or in the form of passive engagement in the form of a supporter or spectators, at a competitive sport event. On the other hand, they define a soft definition as sport tourists who travel outside their usual environment for the primary purpose of active engagement in a recreational sport in the form of participant or spectator.

There is an international divide in the field of sport tourism, which comprises two distinct perspectives: active or participatory sport tourism and event-based sport tourism (Gibson, 1998b). Standeven and De Knop (1999:12) define sport tourism as “all forms of active and passive involvement in sporting activity, participated in casually or in an organised way for non-commercial or business/commercial reasons that necessitate travel away from home and work locality”. There may be a third form of sport tourism, namely celebratory sport tourism, which centres on sport halls of fame, stadia, cruises and themed eating and drinking places (Gibson, 1998a).

Chalip and McGuirly (2004:268) point out that the event destination provides attractions that bring visitors to an event and that attract event visitors to stay beyond the period of the event. The extension of sport tourists' stay can be achieved through visiting alternative attractions, for example, famous scenery spots at the destination, prior to or after the events. According to Hinch and Higham (2003:25), sport tourism could be one of three categories of attractions, which are primary attractions, secondary attractions and tertiary attractions. They further explain that primary attractions have the power to influence a visitor's decision to travel to a destination, based solely on that attraction. For example, as primary attractions, event participants visit the host destination primarily for the event. Secondary attractions are known to a person prior to their visit and, therefore, plays a critical role in decisions concerning their travel itinerary. In these circumstances, travellers know about the sport activities or sporting events before they arrive at a destination, however, their interests are more focused on other attractions, such as physical or cultural attractions. Lastly, Leiper (1990) defines tertiary attractions as those that are unknown to travellers prior to their visit but, which may serve as centres for entertainment or activity once the visitor is at the destination.

Travellers might not be aware of the sport tourism attraction prior to their visit, however, when they arrive at a tourist destination, they may become involved in the event, incidentally, without pre-arrangement and, therefore, also want to participate in the events. Hinch and Higham (2003:28) suggest that targeted promotions can, therefore, be used to correspond to primary, secondary and tertiary levels of the attraction hierarchy in order to successfully market destinations as opposed to a more traditional approach.

According to Weed and Bull (2004:123-125), categories of sport tourism are defined as "tourism with sport content, sport participation tourism, sport training, sport events and luxury sport tourism". Similar to the three categories of attractions summarised by Hinch and Higham, the categories of sport tourism are highlighted by Weed and Bull (2004:123-125) below:

- **Tourism with sport content**

Within this context, sport is not the primary purpose of the trip. Tourism involves sport as an incidental activity rather than the primary purpose of the trip. This can often be sport tourism at its simplest and most unorganised form (Weed & Bull, 2004:124). As discussed previously, in this scenario, sport tourism could be considered as tertiary attractions.

- **Sport participation tourism**

According to Weed and Bull (2004:127), sport participation tourism essentially refers to sport holidays and encompasses the remainder of multi-sport or single-sport participation tourism and only a few providers in this section tend to be drawn from the commercial sector. Sport tourism is likely to be the primary attraction in this circumstance.

- **Sport training**

Weed and Bull (2004:130) explain that sport tourism trips where the primary purpose is sport instruction or training and provision can be made by both the commercial and public sectors, with public sector provision often being for elite athletes. Sport training ranges from a weekend instruction course for beginners, to an elite training camp at altitude for a national athletics squad (Weed, 2001). Similar to sport participation tourism, sporting training can also be considered as the primary attraction.

- **Sport events**

Weed and Bull (2004:131) note that provision may be by the commercial or public sector or by a partnership of the two and, in most cases, sport organisations are involved, so there can be voluntary sector involvement. This definition will be further explained in the next section.

2.2.2 Sport tourism events and sport tourism event market

According to Turco *et al.* (2002:6), sport tourism events are contests and activities that sport tourists visit to participate in, organise, officiate at or observe. These are the most common types of sporting activities for sport tourists. In addition, sporting events can be the celebration or commiseration of an event, which is won or lost (Turco *et al.*, 2002:6). The primary purpose of the trip is to participate in sport events, either as a participant or a spectator. The size of sport events range from mega-events to small-scale events, but they all attract both participants and spectators.

As discussed previously, a sport tourism event is an important category of sport tourism. Watt (2003:2002) asserts that sport events can have a significant effect on the local economy by promoting "sport tourism". Therefore, it is essential to understand the concept and potential of this market. Hinch and Higham (2003:44) state that, "Event sport tourism includes non-elite competitor events, where the number of competitors may be large and the number of spectators negligible or non-existent". They add that, in some instances, elite and non-elite competitors are accommodated in a single event that creates elite athletes, spectators and non-elite competitors. A separate analysis of sport tourism events, such as marathon races, of the markets, promotional possibilities, infrastructure requirements, tourist behaviours, travel patterns and associated tourist experiences of each of these, should be justified and contrasted.

Sport tourism markets differ from one event to another. With regard to elite sport tourism events, it is important to understand the travel motivations and pre-and post-event itineraries of sport tourists; at the same time, the sport and tourism product at the destination, the supply and demand for sports facilities and services, as well as tourism experiences before, during and after the event should also be investigated (Hinch & Higham, 2003:46). Hinch and Higham (2003:46) further suggest that for some destinations, which are unable to host large-scale sporting events owing to capacity constraints, they may consider attracting non-elite support tourism, where tourists may participate in less competitive sport events, but are more likely to take advantage of opportunities, which engage in tourist activities at a destination. Carmichael and Murphy (1996) suggest that sport event tourists should be differentiated on the basis of spectatorship and participation including athletes, officials and coaches in order to distinguish between tourists who attend elite sport events and those who participate in non-elite sporting competitions in terms of having insights of visitor origins, their length of stay, expenditure patterns, number of friends and relatives accompanying participants and their intentions to return to the host destination.

Special events of all kinds have increased in number, size, and diversity worldwide (Getz, 1997). The sport tourism event market is another indication of the significance of the

increasing proliferation of new international events. Getz (1998) further notes that factors that influence this trend include the desire of media to cover new, exciting events, the investment of sponsors who utilise sponsorship to reach their consumers, and competition among destinations to attract events. Hosting and bidding for events have become integral components of the overall tourism product of many countries. Organisations such as Event Corporations and Sport Commissions have been established whose sole mandate it is to develop and manage event strategies on behalf of the city or region (South Africa, 2002).

2.2.3 Sustainable sport tourism

Hinch and Higham (2003:58) point out that “the achievement of sustainable sport tourism requires a balance between social goals, economic goals and environment goals”. They suggest that a healthy sport tourism economy and socio-cultural practices should support and enhance the social/cultural dimension of the community, as well as play a similar role in the natural environment. Figure 2.1 below illustrates a model of sustainable sport tourism (Hall, 1995 cited in Hinch & Higham, 2003:59)².

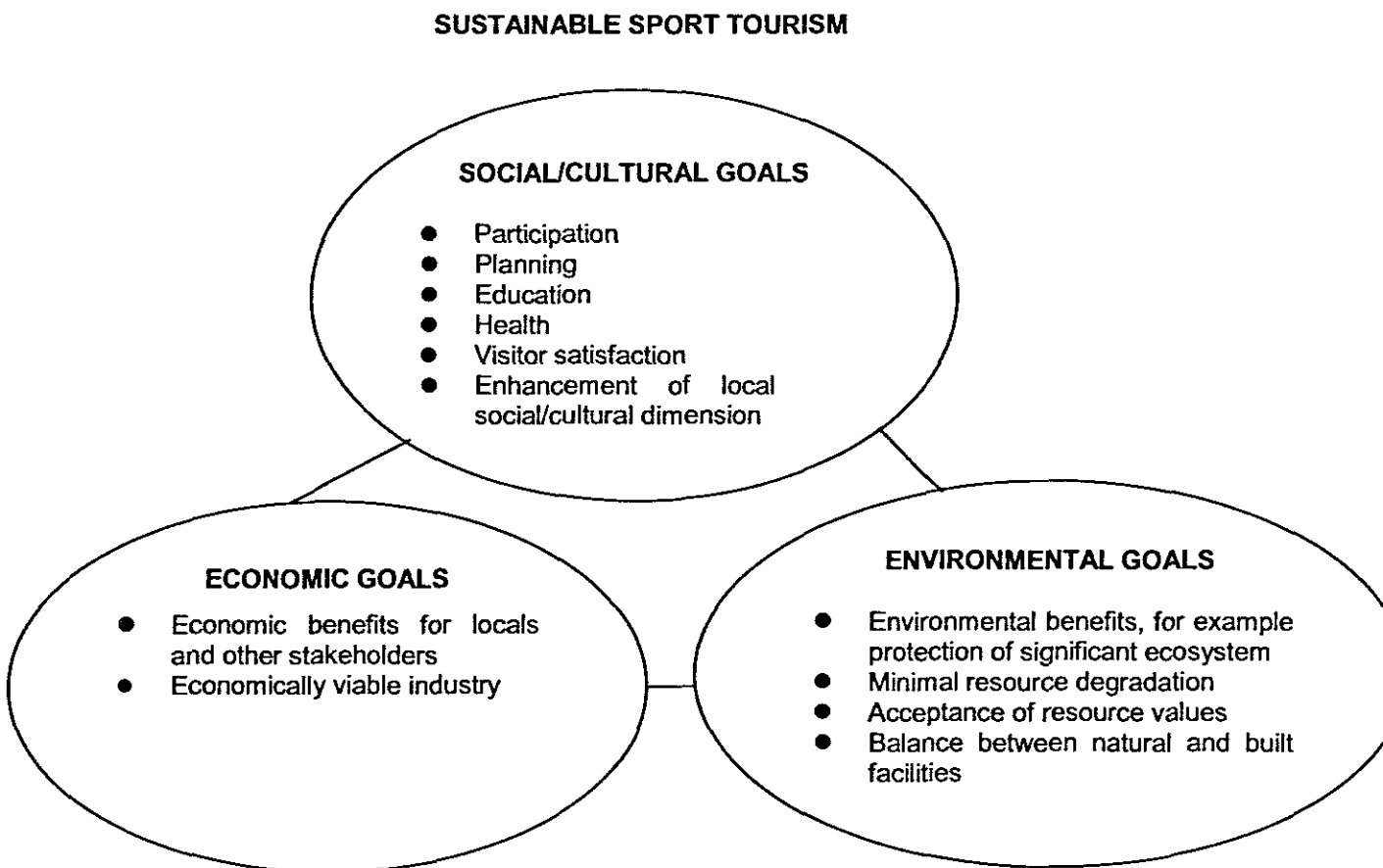


Figure 2.1: Sustainable sport tourism
Source: Hall (1995 cited in Hinch & Higham, 2003:59)²

² Hall, C.M. 1995. *Introduction to tourism in Australia: impacts, planning and development*. 2nd ed. South Melbourne: Addison Wesley Longman Australia.

Successful sport tourism planning and organising depends on a number of conditions. Different aspects of the sport tourism environment, such as commodification and authenticity, globalisation and the need to form strategic alliances and partnerships, should be considered (Hinch & Higham, 2003:60). Therefore, it is necessary for sport tourism organisers to understand the abovementioned aspects and issues in order to ensure sustainable sport tourism development.

2.3 Overview of sport tourism and sport tourism events in South Africa

According to Swart (1999:5), the tourism and sport industries in South Africa have not reached their potential in terms of generating economic development owing to the apartheid policy. However, since the first democratic election in 1994, tourism has become a fast growing economic sector in South Africa's economy. Presently, owing to South Africa's geographic and cultural uniqueness, it attracts tourists both nationally and internationally. The tourism industry also increases tourism-related employment opportunities and increases contributions to the Gross Domestic Product (GDP). Furthermore, events have contributed positively towards tourism growth and the economy of South Africa. According to Sport and Recreation South Africa (SRSA), tourism is widely recognised as a major growth sector internationally and it is estimated that 30% of all tourism comprises sport tourism (SRSA, 2006). A survey, which was conducted by Standard Bank (SRSA, 2006), has found that tourism outstripped gold earnings as a revenue generator for South Africa. The White Paper on Development and Promotion of Tourism in South Africa states "Encourage the development of sport tourism and encourage the provision of facilities, training, marketing and promotion to give emphasis to the development of this segment of the industry" (South Africa, 1996:40). As the 2010 FIFA World Cup nears, there will be tremendous economic and socio-cultural opportunities and challenges that face South Africa. An overview of sport tourism and sport tourism events in South Africa from a national, regional and local perspective, is presented below.

2.3.1 National initiatives of sport tourism and sport tourism events

On a national level, the Ministry of Environmental Affairs and Tourism, in association with the Ministry of Sport and Recreation, launched "South Africa Sports Tourism" in October 1997 (Swart, 1999:8). It aimed to attract foreign visitors to the country and to enhance the national image abroad in terms of international promotion (Mokaba, 1997). However, the campaign faced a number of obstacles such as a lack of government financial support, lack of communication between tourism and sport industries and a lack of forward planning and communication by tourism bodies (Swart, 1999:8). In 2003, SRSA, which facilitates interaction between national federations that host international sport events in South Africa,

various government departments and other stakeholders, further launched a major sport tourism project in order to develop South Africa's sport tourism industry substantially (SRSA, 2003). The project is based on the following pillars:

- Promote “home-grown” events internationally to attract more foreign participants and spectators to South Africa (SRSA, 2003). Events such as the Comrades Marathon, Midmar Mile, Dusi Canoe Marathon, Cape Argus Pick’n Pay Cycle Tour, the Old Mutual Two Oceans Marathons, amongst others, are promoted abroad at major international events with the assistance of Foreign Missions with a view to attracting foreign participants.
- Assist potential hosts in bidding for and hosting major international events in South Africa (SRSA, 2003). The hosting of major sport and recreation events has become a substantial industry internationally. New temporary and permanent jobs, as well as foreign revenue for the country, can be generated through hosting such major events.
- Negotiate better tourist packages for spectators who accompany international sport teams that visit South Africa (SRSA, 2003). Large numbers of spectators accompany international sports teams when they are on tour. Therefore, SRSA has a responsibility to negotiate with relevant stakeholders, including the airlines, tour operators and other role players in the hospitality industry to develop tour packages that will ensure that spectators are able to attend events of their choice, as well as enjoy South Africa's tourist offerings.
- Market South Africa as an “out of season” training venue for northern hemisphere athletes” (SRSA, 2003). It is necessary that SRSA launch a marketing campaign for this potential market in conjunction with all the relevant stakeholders to market the country's wealth of resources.
- Promote South Africa as a destination of choice for social participants in sport and recreation. South Africa's wealth of facilities, as well as its natural environment, provide inestimable opportunities for those who participate in sport and recreation socially, while they benefit from what the country has to offer (SRSA, 2003).

Similarly, according to a South Africa Sport Industry Overview, which was conducted by South Africa Tourism (SAT) (SAT, 2005), it is important for sport to link with tourism, so that sport and tourism can have strong interconnections to create positive feedback in South Africa. The importance of linkages with tourism is further discussed in the report (SAT, 2005): firstly, from a sport tourism event perspective, attending or participating in sport tourism events

create value for local businesses, such as local hotels, restaurants, shops, curios and so on; event destination branding can be strengthened by viewership and positive experience; event attendees may extend their stay even after the sporting event for tourism, which could include visiting scenic spots and places of interest; and sport tourism events provide a source of growth in domestic tourism demand, which drives competitiveness and innovation within the local tourism cluster, and to help address challenges such as seasonality.

Secondly, from a tourism point-of-view, regarding benefits for domestic tourism, bundling of sport activities and other tourism activities, help to increase event attendance rates and, hence, event revenue, sponsorship, support of local teams, interest in sporting codes and so on; for international tourism, similarly in terms of benefits for domestic tourism, the benefits of hosting sport tourism events can be considered, since the clustering of sport activities and other tourism activities helps the overall value proposition, which is relative to other leisure destinations; hosting sport tourism events drive the creation of support infrastructure, for example, hotels, restaurants, public transit and safety; and positive perceptions of South Africa, as a destination allows for more competitive bids that are relative to other sites with similar infrastructure. Lastly, the benefits of hosting sport tourism events for economic growth are addressed. Sport and tourism can support local businesses, job creation and the creation of tax revenue, amongst others. The leveraging opportunities may spread economic growth across geographies or over time and support transformation goals. Furthermore, economic value, which is generated via sport and tourism, can be reinvested through government, private sector, sponsors, talent development, infrastructure, research and development.

Marketing South Africa as a MICE (Meetings, Incentives, Conferences and Exhibitions) destination, has become an alternative strategy to grow the tourism industry. However, most of the events have occurred in the absence of a nationally co-ordinated strategy inclusive of MICE, sport and cultural events (South Africa, 2002). Therefore, South Africa has developed an event tourism strategy. According to the South Africa National Event Strategy (South Africa, 2002), if managed and co-ordinated effectively, a thorough event strategy has the potential to bring the following benefits and achieve the following goals for a city (region and even country):

- Provide a means to reinforce a city's benefits and attributes and generate a favourable image for the city as a tourist destination;
- Establish a city as a major tourist destination by attracting high yield visitors, especially repeaters;
- Enhance a city's competitive position within a country and place it on the global map;
- Generate an increased rate of tourism growth;

- Bring a city to life, showcasing its brand personality and instilling confidence and pride in its local community;
- Maximise the use of, and revenue for, existing facilities;
- Favourable incidental media coverage through the event platform, which extends the normal communication reach;
- Improve the organisational, marketing and bidding capability of the community; and
- Increase community support for events.

Product and market development strategies, infrastructure and physical environment improvements, policy formulation, roles and responsibilities, as well as funding sources, are key elements that are necessary to address for an effective National Event Strategy for South Africa (South Africa, 2002). It is also necessary to ensure that planning and management is focused, coordinated and aligned with other areas of tourism development and urban management (South Africa, 2002).

The services that require attention in order for South Africa to be considered as an event-friendly destination, particularly for sport tourism events, include the following (South Africa, 2002):

- Relevant and up-to-date infrastructure and information in terms of public transport, facilities for the disabled and safety measures, amongst others;
- Role of various stakeholders, such as government, destination marketing organisations, as well as tourism authorities;
- International marketing and communication; and
- Improving service standards require skilled and informed personnel as an essential factor, as well as the provision of qualitative services and programmes before, during and after the events in order to satisfy customers, such as printed material for participants and spectators.

However, linkages between sport and tourism in South Africa are limited and the following challenges for the sport and tourism industries, should be overcome (SAT, 2005):

- Poor communication and coordination with necessary sectors within tourism is not likely to be consistent, while major sports events are not often aware of the tourism industry;
- Limited cooperation between the sport and tourism industries, for example, tourism and sport do not sufficiently leverage each other's channels into target markets;
- No channels for input, such as smaller event organising committees, which often lacks representation from tourism;

- Appropriate packages and channels for disseminating information for fans have not been well developed by the tourism industry;
- Potentially misaligned incentives exist, for example, certain sporting events, such as cricket, focus on increasing local support instead of encouraging international tourists; and
- Poor alignment of calendars lead some sport tourism events not to coincide with periods of low tourism seasons where the required services are more easily accessible.

In order to ensure successful events and tourist destinations, South African Tourism and the Department of Environmental Affairs in South Africa (South Africa, 2002) have outlined the following key factors, which influence successful events and tourist destinations, which also apply to sport tourism events:

- **Role of government**

Agency co-ordination is a critical task in the planning of major events, while the major goal of agencies in the planning of major events would be to ensure the maximum degree of co-operation and co-ordination between the various levels of government (South Africa, 2002). Co-ordination is a key element to minimise competition, therefore, the central problem in achieving this objective is that of reconciling individual and agency interests with the objectives of the collective (South Africa, 2002). Hall (1998) advises that co-ordination would be assisted by the formation of inter-governmental committees or the appointment of significant individuals who are responsible for the co-ordination and implementation of event functions. As addressed in this strategy (South Africa, 2002), the provision of funds or the widening of powers to agencies and government bodies also further assist co-ordination. While each event will have its own particular planning challenges, inter- and intra-governmental relations should be enhanced in order to improve the planning and co-ordination of the event. Furthermore, it is important that different spheres of government that are mandated with tourism-related responsibilities, can be sufficiently trained in various aspects of sport tourism events. Training and capacity-building should also be extended to other businesses and local communities that are targeted for development (South Africa, 2002).

- **Partnerships**

A proactive approach to partnerships between institutions is fundamental for the promotion of events (South Africa, 2002). It is addressed in the strategy that strong alliances with the private sector assist in corporate fundraising and extend budgets beyond the limited contribution of government (South Africa, 2002). Developing and enhancing strategic alliances with tourism and non-tourism industry partners can be used to maximise the promotion of South Africa internationally. Effective partnerships will require that

responsibilities be clearly identified, clarified and allocated amongst agencies and associations within both the private and the public sectors (South Africa, 2002). Furthermore, conflict resolution mechanisms should be established.

- **Communication**

Communication with all stakeholders is critical for buy-in. Awareness of this strategy and approach should be created across a broad spectrum so that one can work towards co-operation, common interest and mutual benefits, moreover, reporting to the public on a regular basis, is further required (South Africa, 2002).

- **Co-operation and networking**

Collaboration with partners who have the expertise should be encouraged, which will assist in alleviating the fierce competition amongst cities and regions. On a national level, it is necessary to avoid the leakage of energy that occurs, since 50% of the marketing energy is spent on internal competition as opposed to marketing internationally (South Africa, 2002). On a provincial and local level, one should perhaps consider incentives for provinces or communities that work together.

- **Incentives**

Incentivised schemes should be used as seed funds to secure an event. This should be reviewed in conjunction with a national fund for the bidding of events (South Africa, 2002). Incentives could also be considered for established events, for example, the Comrades Marathon and Cape Argus Pick'n Pay Cycle Tour, which would enhance their international profile and appeal (South Africa, 2002).

Financial viability is a key point of the feasibility study. Corporate sponsorship plays a large and continually growing role in event revenue support (South Africa, 2002). Public and private sector partnerships in the hosting of the sport tourism event are increasing. Risk assessment is vital at this stage and factors such as cost escalation, might lead to a failed event (South Africa, 2002).

- **Readily accessible databases**

It is critical that information held by different departments and organisations on different levels, for example, service providers, sport facilities, conference venues, researchers and technical expertise, should be co-ordinated into a more readily accessible and centralised database (South Africa, 2002).

- **Provision and maintenance of world class facilities**

The demand for events is largely influenced by facility provision (South Africa, 2002). This relates to both the event infrastructure and the tourism-related services. It will be necessary

to constantly improve and maintain the facilities. While events will tend to be hosted in cities and regions with the best facilities, it will also be necessary to use events to launch developments in other regions (South Africa, 2002).

- **Leadership**

Central government together with the private sector, should stimulate sport tourism associations, which would draw international associations, such as FIFA, to South Africa (South Africa, 2002).

- **Event environment**

In addition to the physical infrastructure, other attributes of the destination, which influence the hosting of events include safety, cleanliness and natural beauty. Due consideration should also be given to developing an environment that is conducive to promoting a tourist-friendly culture at all levels. In terms of events, specifically, it is imperative that a strategy is established to develop a spectator-culture, particularly amongst previously disadvantaged groups and communities (South Africa, 2002). In this regard, it is important to highlight the need for locals to develop a sense of ownership of events and be willing to pay for entertainment where necessary (South Africa, 2002).

- **Community participation**

Participation in the event and tourism planning should take into consideration the needs of the host community. There are excellent financial reasons to adopt a model of community participation for hallmark events (Hall, 1989). Community involvement encourages greater variation and local flavour in the nature of the tourist destination, assists in the protection of the tourist resource and reduces opposition to tourism development (South Africa, 2002).

Local residents should be involved in the consultation and decision-making process because residents have to endure with the negatives that are associated with an event, such as congestion, noise and environmental damage, amongst others (Getz, 1997). On the other hand, whether local organisations with enthusiasm support sport tourism events and whether there are volunteers from the community to assist in sport tourism events, is essential for the success of sport tourism events. It is also important to enlist the support of governmental agencies and politicians in order to facilitate event functioning (South Africa, 2002).

- **Building human capacity**

It is important to emphasise the need for training and skills development, which will require utilising existing capacities while developing capacities among previously disadvantaged individuals. This should include the development of event tourism research capacity (South Africa, 2002).

2.3.2 Provincial and regional initiatives of sport tourism and sport tourism events

It is not only at a national level, but also at a provincial level, that strategies towards the enhancement of sport tourism and sport tourism events have been developed. The Department of Cultural Affairs and Sport (DCAS) is responsible for organising, promoting and funding sports in the Western Cape (Cape Gateway, 2007). Their mission includes the promotion and transformation of sport culture for the benefit, well-being and unification of the people of the Western Cape (Cape Gateway, 2007). The DCAS began to re-focus its way of operation in the fashion of reviewing and strengthening the policy and legislative environment in order to develop an effective sport and cultural tourism strategy, as well as contribute to strategic infrastructure development in terms of updating and reviewing a 5-year development and maintenance plan for sport and cultural facilities (DCAS, 2005). In addition, the department with the support of the National Department of Environmental Affairs and Tourism (DEAT) also promotes tourism through hosting major sport and cultural events (DCAS, 2005).

CTRU, the official destination marketing organisation for Cape Town and the Western Cape, which was created in April 2004, is an amalgamation of Cape Town Tourism and the Western Cape Tourism Board (Tourism Cape Town, 2006b). The strategy of the CTRU is to further develop the tourism infrastructure to ensure that tourists enjoy their visit to Cape Town and the Western Cape (Tourism Cape Town, 2006b). CTRU has five focus areas, namely leisure tourism, events, conferencing and incentives, visitor services and product development (Tourism Cape Town, 2006b). Moreover, the body provides strategic direction and marketing support to the province's tourism industry (Tourism Cape Town, 2006b).

CTRU has formed a strong working relationship with the City of Cape Town's Tourism Development Directorate, Cape Town Tourism and the Western Cape Department of Economic Development and Tourism (WCDEDT) (CTRU, 2006). Their marketing efforts are also aligned with the strategies of the DEAT, which develops tourism and ensures that it benefits all South Africans. Besides building partnerships with the public sector, in order to fulfil its tourism objectives for Cape Town and the Western Cape, CTRU has also formed a relationship with a number of private sector bodies, such as the South Africa Tourism Service Association (SATSA), the Cape Town Press Club, and the Cape Regional Chamber (CTRU, 2006)

The Provincial Administration of the Western Cape (PAWC), which incorporates the City of Cape Town, has developed a single brand through the Joint Marketing Initiative (JMI), since events is one of the key sectors of the JMI (City of Cape Town, 2007b). The objective of the JMI is to develop a branding and global marketing strategy for the City of Cape Town and the

Western Cape, as well as a co-operative marketing framework, which is supported by an appropriate organisation that is focused on the sectors of investment promotion, trade and export promotion, tourism promotion, major events and film (City of Cape Town, 2007b). Four broad steps are identified, which reviews the mandates, strategies, business plans of existing institutions, developing a joint marketing strategy, agreeing on preferred institutional options and launching the implementation process (legislation, organisational restructuring, budgeting and so on) (City of Cape Town, 2007b).

One of the JMI short-term targets was achieved by the end of 2001 (City of Cape Town, 2007b). The implementation of the JMI, the city and even the region, will benefit from destination branding, image creation and marketing.

CTRU has created a brand for Cape Town and the Western Cape as a year-round holiday destination that has world-class urban and rural offerings (Tourism Cape Town, 2007a). The main motive for this is to attract international and domestic tourists to Cape Town and the Western Cape during the low season months (from April to September), especially tourists who are on a short visit to the region, and to make it a globally recognised, world-class destination 365 days per year. Therefore, a programme called "Cape 365", which focuses on sporting, culinary, eco-tourism, arts and culture, and pampering tourism experiences, was launched at the Access the Destination Workshop that was hosted by CTRU in Cape Town on 12 September 2006 (Tourism Cape Town, 2007a).

Major events in Cape Town are currently dominated by successful sport events. Examples of these are include, the OMTOM and the Cape to Rio Yacht Race, to name a few (South Africa, 2002). However, until recently, the event calendar has not been co-ordinated to maximise benefits to the city and, more significantly, there exists a high degree of seasonality with roughly 25% of the events occurring during the busiest two months of the year (March and April) (South Africa, 2002). For example, the J & B Met (Premium Horse Race) and Argus Pick' n Pay Cycle Tour are held annually in January and March, respectively, while the Old Mutual Two Oceans Marathon is in April. Sport tourism events could seldom be organised in off-peak season in Cape Town owing to weather constraints, as the rain season is in winter time (May to August).

Cape Town faces two challenges, namely how to present events that are comparable to the best in the world, and how to ensure that as many people as possible benefit from economic and social rewards. It is, therefore, the mandate of the provincial and local government to promote sustainable economic development that will simultaneously reduce poverty and strengthen global competitiveness (South Africa, 2002).

The 2010 FIFA World Cup is nearing and it will present another example of integration and cooperation between sport and tourism. The success of the 2010 FIFA World Cup will partly be determined by the capacity that helps to create, not only in physical stadia, but also in the area of building construction and related industries, which could near a natural peak around that time. It is, therefore, the responsibility of every person and organisation that resides in the Western Cape to play their role in creating a welcoming, hospitable, safe, value-for-money, service-orientated environment, which entices for tourists, and offers them a wide-range of world-class, accessible and differentiated experiences, which will lead them to spend and visit Cape Town and the region (Tourism Cape Town, 2007a). Therefore, by 2010, Cape Town and the Western Cape aim to be recognised as a world-class event destination that delivers significant economic and social benefits to its citizens through hosting events (South Africa, 2002).

2.4 Background of the Two Oceans Marathon

The OMTOM comprises of two major marathons, namely the ultra marathon (56km) and half marathon (21.1km). In comparison to the traditional marathon, an ultra marathon is any running event, which is longer than the traditional marathon length of 42.195 kilometres, however, it typically begins at 50 kilometres and can extend to huge distances (Blaikie, n.d.). Ultra marathon racing is much older than the marathon, which originated with the first modern Olympic Games in 1896, however, the sport has only recently been recognised by the International Association of Athletics Federations (IAAF) (Blaikie, n.d.). In 1991, the IAAF officially recognised the 100-kilometre event (Blaikie, n.d.). An ultra marathon can either cover a fixed distance (such as 56km, 100km or more) or a fixed period of time (such as 24 hours, 48 hours, or more. The OMTOM ultra marathon applies to the former. Many of these races are run on roads, trails and tracks (such as those participants that run across Champman's Peak at the OMTOM), while there are aid stations at certain distance apart (such as the five and fifteen km marks) where runners can replenish with light foods and drink or take a short break (Blaikie, n.d.). At the 2006 OMTOM, runners were required to show their refreshment cards at each refreshment point (OMTOM, 2006a) in order to qualify for the refreshments on offer.

Ultra marathons are run all over the world. For example, one of the most famous Australian ultra marathons was the Westfield Ultra Marathon, an annual race between Sydney and Melbourne that was contested between 1983 and 1991 (Cassidy, 2003). One of the most popular ultra marathon in North America is the Eastern States Endurance Run, the world's oldest 100-mile trail run (The Western States Endurance Run, 2007). South Africa hosts the world's oldest and largest ultra marathon, the 89km Comrades Marathon, as well as the 56km Two Oceans Marathon, which is held in Cape Town (OMTOM, 2006f).

With regard to half marathons, it is a road running event comprising 21.1 kilometres (Hauman, 2006) and is half the distance of a traditional marathon that is usually run on road surface (Hauman, 2006). The famous half-marathons worldwide include the Brentwood Half Marathon in the United Kingdom (UK) (Brentwoodhalf, 2007) and the Garry Bjorklund Half Marathon during Grandma's Marathon weekend in Duluth, the United States (US) (Grandmasmarathon, 2007).

In order to investigate the uniqueness and characteristics of the OMTOM, firstly, it is essential to understand what type of event it is. Events could be characterised according to its size and scale, form or content (Bowdin, Allen, O'Tolle, Harris & McDonnell, 2006:15-18). Bowdin *et al.* (1999:18) define major events by scale and media interest, which are capable of attracting significant visitor numbers, media coverage and economic benefits. They further explain that many top international sporting championships fit into this category and attract national sporting organisations and governments in the competitive world of major international events. Three elements are for classification as a major sporting event (UK Sport, 1999:4)³. Firstly, it involves competition between teams and/or individuals representing a number of nations. Secondly, it attracts significant public interest, nationally and internationally through spectator attendance and media coverage. Thirdly, it is of international significance to the sport(s) concerned, and features prominently on their international calendar. The OMTOM can be defined as a major event, since it is annually held on the Saturday of the Easter Weekend, and attracts participants, spectators and media coverage around the world; for example, at the 2006 OMTOM, there were over 1,200 international runners from 60 countries that participated.

From its form or content, the OMTOM can be defined as a calendar sport event. According to UK Sport (1999)³, calendar events require no bidding, are commercially successful, and play a regular part in the international calendar of that sport, such as The Championships (Wimbledon) and the British Formula One Grand Prix.

Saayman (2001:116) categorises the Two Oceans Marathon as a national sport event. However, owing to the scope of the event and wide range of attendance, it has turned into an international sport event. In addition, according to the length of an event, Kotze (2006:292) classifies the OMTOM as a one-day, small-scale sport event. Although the main race day of the OMTOM is one day, the programme extends over the Easter Weekend. Therefore, the OMTOM can be defined as a major international sporting event.

³ UK Sport. 1999. A UK Strategy: major events – a 'blueprint' for success. London: UK Sport.

2.4.1 History of the Two Oceans Marathon

The Two Oceans Marathon, firstly, was intended as a training run to enable Cape Town runners to prepare for the Comrades Marathon. The first race began on Saturday, 02 May 1970 (OMTOM, 2006f). There were twenty-six runners who were the pioneers of this event, joining the 35-miler from Impala Park, where there were 15 finishers and the winner, Dirkie Stevn ended, in a time of three hours fifty-five minutes and fifty seconds (OMTOM, 2006f). In 1972, the race was officially named the Two Oceans, and in 1973, the race was held over the Easter Weekend for the first time (OMTOM, 2006f). Theresa Stadler, who was 40 years old at the time, was the first female runner to enter the Two Oceans Marathon in 1974 (OMTOM, 2006f). In 1975 the government of the time had a policy that allowed different race groups to mix, provided permission had been obtained to attend a 'multi-national' event. The then-minister of Sport, Dr P G J Koomhof, gave his official approval on condition that the 'different race groups would not mix unnecessarily' (OMTOM, 2006f). In 1976, Gabashane Vincent Rakabaele became the first black runner to win an ultra marathon in South Africa (OMTOM, 2006f).

In 1991, the 22nd Two Oceans Marathon attracted 9227 entrants. Rondebosch High School made its school premises available to accommodate underprivileged runners - this was the start of a new tradition and many other schools had since offered their premises in the years that followed (OMTOM, 2006f).

In order to increase the previous qualifying time and attract more runners to be part of the event, the first Two Oceans Half Marathon was introduced in 1998, which attracted 3593 entrants in the first year (OMTOM, 2006f).

According to the statistics of the 2005 Two Oceans Marathon, 29% of runners finished the race between 11:30-12:00 and 32% in the last hour. The averages indicate an 89% chance of finishing, with 3.4% of the field obtaining silver glory (OMTOM, 2006f). The above statistics show that the Two Oceans is a harder race compared to the Comrades Marathon with a smaller percentage of athletes finishing in the silvers (9% of athletes finish in the silvers at the Comrades) (OMTOM, 2006f). Sixty-nine percent of the field came from outside the Western Province with runners from Gauteng comprising 32% of the field and KwaZulu-Natal 13% (OMTOM, 2006f). Up-country runners usually appreciate the support they receive from the thousands of locals who give enthusiastic encouragement along the entire route. Twenty-six percent of the field ran the Two Oceans for the first time in 2005 with women runners now increased to 22%, while there were also 879 international runners from 50 different countries (OMTOM, 2006f).

2.4.2 The 2006 OMTOM and its unique features

The OMTOM occurs annually towards the end of the high tourist season of the Western Cape, during the Easter weekend (Kotze, 2006:288), while 2006 was the 37th consecutive running of the race. The event was organized by the Mr. Price Celtics Harriers Club. The local organising committee for the 2006 event consisted of 19 individuals, each managing particular portfolios related to the successful staging of the event. The 2006 OMTOM drew approximately 18,000 participants, which included 7875 participants in the 56km ultra marathon and 9669 runners in the 21km half marathon (the biggest field and half marathon in the country) (OMTOM, 2006b). In general, there were over 1,200 international runners from 60 countries and it was the biggest overseas contingent in the history of the event, which included 638 in the half marathon and 642 in the ultra (OMTOM, 2006b).

According to the 2006 OMTOM media release, 21.8% of the field were women and 74% of the field were from outside the Western Province (OMTOM, 2006b). Furthermore, in the half marathon, 42.3% of the field were women and 41.5% of the field were from outside the Western Province. Seventy percent of the entries were received online (OMTOM, 2006b).

The OMTOM is known as one of the most attractive marathons in the world. The unique features and characteristics of this sport tourism event are presented in the next section.

2.4.2.1 Date and race start time

The 2006 OMTOM consists of both the ultra (56km) and half marathons (21.1km), which occur on 15 April 2006, while the fun runs, on 14 April 2006 (OMTOM, 2006d). The ultra marathon and half marathon both begin in Main Road, Newlands and end at the Jameson Plaza at the University of Cape Town (UCT) (Kotze, 2006:288-289).

2.4.2.2 Route

One of the reasons why the OMTOM is recognised as one of the most attractive marathons in the world is because of its unique scenic route. For the 56km ultra marathon, the 2006 route was the same as that used in 2004-5. Runners veer left onto Noordhoek Road (Chapman's Peak Drive) at the foot of Ou Kaapse Weg after passing through Sun Valley, and then head through Noordhoek and Hout Bay to Constantia Nek (OMTOM, 2006I). Chapman' Peak Drive re-opened in December, 2003, which was nearly four years after the scenic road was closed owing to dangerous rock falls. Additional safety features that cost approximately R157 million, are included in the new road, such as 1560 metres of high energy catch fences and two curved canopy structures, totalling 81 metres in length (OMTOM, 2006I).

As indicated on the green line on the map in Figure 2.1, the 56km race begins in Newlands along the Main Road to Fish Hoek, Chapman's Peak Drive, Hout Bay, Constantia Nek,

Rhodes Drive and Union Avenue and ends at UCT. An IAAF-graded course measurer has certified the route. The ultra marathon route is actually quite flat for the first 28 kilometres, and then begins to climb quickly as one approaches the start of Chapman's Peak. From Hout Bay, the route climbs again to the highest point at Constantia Nek. Thereafter the route is undulating until the end at UCT's Jameson Plaza (OMTOM, 2006).

Referring to the map on which the route is outlined in red in Figure 2.1, the half marathon of 21.1km began in Newlands and followed the scenic route through Claremont, Kenilworth, Wynberg over to Constantia down past Cecilia State Forest and Kirstenbosch Botanical Gardens, ending at the Jameson Plaza at the UCT (OMTOM, 2006).



Figure 2.2: Route map of the 2006 OMTOM
Source: OMTOM (2006)

2.4.2.3 Fun runs and activities

Based on Walo, Bull and Breen's study (1996), Gibson (1998b:60) states that hosting sport events may promote tourism beyond the event itself. People who attend the event may return for a vacation, or those who watch the event on television may decide to visit the destination later, as well as nostalgic sport tourists who wish to visit various venues that are associated with an event. Applying this issue to the OMTOM, in addition to ultra and half marathons, the OMTOM has also introduced a series of fun run challenges leading up to the main event, which take place on Easter Friday (OMTOM, 2006b). Moreover, choices can be made from various options, including a 56m Nappy Run for children under three years, as well as 2.5km, 5km and 8km fun runs on 14 April 2006. Furthermore, activities organised during the period of this event included a comedy festival hosted by Mark Loterring at the Baxter Theatre on 11-13 April 2006, concert and family picnics at Spier Wine Estate on 16 April and Old Mutual helicopter trips to viewpoints around the Cape Peninsula between 10-16 April 2006 (OMTOM, 2006b). Hence, referring to the above-mentioned activities, this event provided opportunities for runners, as well as for everyone who wanted to experience the spirit of sport and have fun beyond the sport as well.

2.4.2.4 Sponsors and partners

Old Mutual became the title sponsor of the Two Oceans Marathon since 2000 (Hauman, 2000). OM is the largest and most well established financial services provider in Southern Africa (Old Mutual, 2002). According to Old Mutual (2002), the social investment form is part of their broader corporate citizenship transformation programme. Moreover, Old Mutual develops social investment activities through the Old Mutual Foundation, which strives to promote holistic, and ultimately sustainable, community development. While undertaken primarily for marketing purposes, Old Mutual's sponsorships also incorporate a strong social dimension to nation-building, as well as to growing and developing South Africa's people (Old Mutual, 2002). Old Mutual is one of the founding sponsors of the Proudly South African consumer awareness campaign, which promotes South African made products and services with a view to instilling a sense of national pride, while simultaneously promoting economic growth and job creation (Old Mutual, 2002). The Proudly South African logo is visible at all Old Mutual sponsored events (Old Mutual, 2002).

In addition, the presenting sponsor is Nike, while other sponsors include Coca Cola, Powerade, Friendly Stores, Netcare 082911 and AVIS Car Rental, amongst others (OMTOM, 2006j).

Besides sponsors, the event also has partners. GijimaAst (then known as AST-Abraxas) was appointed as a technology partner and implemented an online entry system via the

Internet for the first time in 2001(OMTOM, 2006a). GijimaAst as a technology partner, was responsible for online registration, the feeding of information, as well as the co-ordination of end results. Regarding travel partners, Penthouse Travel was the official travel partner and provided travel information and travel arrangements for event visitors. Cape Town Tourism offered online accommodation bookings, and provided information for event visitors. Championship was responsible for time-keeping on the day in terms of a chip, which as placed on their running shoes. Other partners include Shawn Benjamin Ark Images and ActionPhoto, amongst others (OMTOM, 2006j). Furthermore, overseas tour operators were also involved in the event in terms of organising tour packages for overseas visitors, such as Top Trail Tours in Germany (OMTOM, 2006j).

2.4.2.5 Exhibitors

For the first time in 2006, the Expo and Race Registration was not at the same venue as the start and finish, but had moved to the Good Hope Centre in Cape Town. Previously, the expo took place at the UCT's Sports Hall, while and registration took place on the rugby fields. The Cape Getaway Show partnered the OMTOM Expo at the Good Hope Centre, which took place from 12-14 April 2006 (OMTOM, 2006c).

The Expo and compulsory number collection (registration) opened during the following hours:

Table 2.1: OMTOM Expo opening times

Wednesday	12 April 2006	12:00 – 19:00
Thursday	13 April 2006	10:00 – 19:00
Friday	14 April 2006	09:00 – 19:00

Source: OMTOM Expo (2006)

According to event organisers, the new venue offered exhibitors and visitors to the expo far more space and allowed the expo and registration to take place under one roof. Moreover, the expo is the largest running-related expo in the Cape and organisers plan to expand it into more of a lifestyle expo, rather than merely exhibit products and services that are related to running (OMTOM, 2006c). The Two Oceans Expo attracts 30,000 visitors annually (Getaway to Africa, 2006). Entrance to the Show is free, which made the expo more accessible to visitors (Getaway to Africa, 2006). According to the expo organisers, 60% of the Two Oceans Expo visitors travelled to Cape Town from other areas of the country and their demographic profile was similar to the target market, which was active, outdoor-loving people (Getaway to Africa, 2006). Furthermore, at the Expo, visitors could research new destinations and products, book trips and take advantage of show specials on gear, clothing and equipment.

This Expo boasts over 90 exhibitors and acts as the only registration venue for all participants of the OMTOM. This combined partnership means that runners and their families are able to take advantage of the special Getaway Show exhibitor offers. The show provides a range of destinations and accommodation providers to the public. The show includes outdoor gear and related products; adventure activities and equipment, such as Gravity Adventures, which provides white water rafting and kayaks and Dirtopia Mountain Bike Adventures. Tourism organisations/offices of various countries, such as the Indian Tourism Office, the Zimbabwe Tourism Office and the Seychelles Tourism Board; as well as tourism product suppliers, such as cruise companies, Seychelles Airway, Venture Afrika and Venture Forth, which specialises in eco-tourism adventure, climbing trips, team building, climbing and abseil training (OMTOM, 2006b).

2.4.2.6 Charity angle and social responsibility of the OMTOM

The OMTOM has a strong relationship with social development in South Africa. As discussed previously, as the title sponsor the Two Oceans Marathon, Old Mutual develops social investment activities through the Old Mutual Foundation in order to promote sustainable community development. In addition, as the official charity of the OMTOM, Habitat for Humanity works in partnership with communities to reduce poverty housing in South Africa. National and regional organisations, working through local affiliates, operate community development schemes that help families that live in poverty housing to build and own simple, decent and affordable houses (OMTOM, 2006e).

According to the organisers' record, the first community programme that was inspired by the London Marathon that started in 1994, as well as the primary reasons of the OMTOM, were aimed at developing a social responsibility programme (Mailing, 2007). During the first year, the OMTOM raised R49,000 and the beneficiary was the St. Luke's Hospice (Mailing, 2007). It was used to help the people who were unable to partake in the annual Two Oceans Marathon owing to disability (Mailing, 2007). Since 1994, the OMTOM has supported a charity each year and each year the funds that were raised, increased (Mailing, 2007). Charities, which the OMTOM has supported, include the Cancer Association of South Africa, Child Welfare, Sports Foundation and Habitat for Humanity (Mailing, 2007).

The 2006 OMTOM helped to raise close to R234 000 to assist Habitat for Humanity to build houses around the country, two of which were built in Wallacedene from 23 to 27 October 2006 (OMTOM, 2006e). It is known as "sweat equity" and builds community spirit and a sense of ownership. Wallacedene is a settlement that is situated 40km from Cape Town, which has a population of 30 000 people (OMTOM, 2006e). The area is faced with numerous challenges, which include low household earnings, 85% households are informal, a high crime rate and gangsterism, as well as high unemployment (OMTOM, 2006e).

Building costs are kept to a minimum by the extensive availability of volunteers from outside the community who come from different backgrounds and give their time and energy to build the homes. The families pay off the costs of the materials for their homes through interest-free, non-profit “mortgages”. The repayments are channelled into a revolving fund and are then used to build more homes in the same community. This provides for long-term sustainability of the project (OMTOM, 2006e).

2.5 Summary

Sport tourism is a growing sector within tourism presently. Sport tourism events, in particular, have become increasingly important for tourism destinations in terms of contributing social and economic benefits to host cities, regions and countries. In South Africa, event strategies have been developed on a national, provincial and local level. Cape Town, as one of the top tourist destinations, has event facilities and the potential to host sport tourism events. However, the way in which different role players coordinate, as well as the manner with which event staff deliver services at sport tourism events, are both important. The OMTOM as a fast growing annual event, has great potential, not only on the sports field, but also within the tourism industry, in order to provide job opportunities, improve the quality of life in the local communities, and generate more socio-economic benefits for the communities and the City of Cape Town. Therefore, the management process and socio-economic impacts that are generated from the event, are required to ensure the sport tourism event's success, customer satisfaction, as well as the assurance that the benefits to the host community, are maximised.

CHAPTER THREE

MANAGING SPORT TOURISM EVENTS

3.1 Introduction

In recent years, events and sport tourism events, in particular, have become one of the fastest growing types of tourism attractions in a destination. They are used to increase visitation, reduce the seasonality of tourist flow, lengthen the life cycle of a destination, improve a destination's position in the market and foster destination development (Kim & Chalip, 2004:695). The South African tourism industry has realised the benefits of tourism and also sport tourism events as a tool to market and boost the South African tourism industry (Saayman & Saayman, 2006:211).

However, Emery (2002:316) states that the environment of managing major sport tourism events, is more complex and typically involves organisational complexity, resource complexity and technical complexity. Therefore, it is necessary to consider the breadth and depth of stakeholders that are involved in most major sport tourism events (Emery, 2002). Furthermore, it is necessary to review important factors and aspects that may influence sport tourism events management in order to educate event organisers, as well as to ensure successful sport tourism events.

3.2 Characteristics of sport tourism events

Special events describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives (Bowdin *et al.*, 1999:15). Based on the study of special events in South Australia, Wallis-Smith (1989:205) summarises the characteristics of special events within the context of sport tourism events, which is the sector of special events, while the characteristics that are presented below, refer to the OMTOM:

- The major demand generated by the special event mostly is not the demand for the event, but demand for a range of related services such as accommodation, food, transport and entertainment (Wallis-Smith, 1989:205). During the OMTOM period, accommodation, particularly close to the event venue, is relatively fully booked, especially in the area close to the race area. Moreover, other services are also demanded relatively more during the event period.

- According to Wallis-Smith (1989:205), the demand is condensed into a relatively short period of time, from a single day to a few weeks and, as services cannot be produced ahead of time and stored, this leads to the “peaking” problems that are experienced in the main service industries, such as hotels, airlines and tour companies. “Peaking” influences both the level and distribution of benefits, which are received from the event. Due to perishability of tourism products, services are intensively demanded, produced and consumed in a certain time period, which may cause an unbalance of demand and supply and, therefore, it is necessary to plan and organize this issue properly in order to avoid problems. Similarly, the OMTOM is held during the Easter Weekend each year; therefore, services are intensively demanded during this short time period.
- Wallis-Smith (1989:205) states that the net impact of redirecting local funds towards special events, is relatively small; through the export of goods and services, particularly services, benefits could be delivered from the attraction of new funds from outside the region. He further points out that outsourcing is a barrier to maximise events business leveraging, however, this can be overcome in terms of providing more job or business opportunities for local residents and local businesses. Meanwhile, it is necessary for locals to improve themselves in terms of education levels and skills. Furthermore, stakeholders, such as the public sector, private sector and Non Governmental Organisations (NGOs), should also facilitate the development by funding or sponsoring relevant programmes such as funding craft factories in historically disadvantaged communities.

Shone and Parry (2004:13-18) further broaden the characteristics of special events, which also apply to sport tourism events:

- **Uniqueness**

According to Shone and Parry (2004:14), uniqueness is a key element of all special events. This does not mean that the same kind of event cannot be repeated many times. However, the participants, the surroundings, the audience or any number of other variables may differ and make the event unique (Shone & Parry, 2004:14). Within the context of the OMTOM, as discussed previously, the OMTOM is considered as one of the most beautiful marathon races in the world because of its scenic race route. In addition to the ultra and half marathons, there is a series of secondary activities such as fun runs and the comedy festival, which

entertain attendees during the event period. The OMTOM also provides branding opportunities for the tourism industry and local businesses through exhibitions at the Expo. The OMTOM contributes to the social development through raising funds to help Habitat for Humanity, an official charity of the event, which builds houses around the country. The aim of the programme is to reduce poverty housing in South Africa; meanwhile, it also builds community spirit and provides a sense of ownership.

- **Perishability of events**

As mentioned earlier, an event is perishable. Shone and Parry explain (2004:15) that event organisers and event venue managers may use a variety of services. Some services are offered at special prices, however, if the services or products are not used within the validity dates for those special prices, the prices for certain services might be back to normal prices, hence, it will make the event more expensive.

- **Intangibility**

Shone and Parry (2004:15) note that events are intangible, such as the atmosphere and the services that are offered by event organisations. However, they also point out that special tourism events are also associated with tangible items such as physical appearances, infrastructure and facilities, which assist in sustaining tourists' idea of how an event could be up to standard. Furthermore, Shone and Parry (2004:14) add that both intangible and tangible items interact with each other to ensure the sport tourism event's success.

- **Ambience and service**

Shone and Parry (2004:16) assert that ambience, as an intangible item, is one of the most important characteristics for the outcome of an event. An event organiser should try to ensure the event's success by careful attention to detail and by trying to encourage the desired outcome.

- **Personal contact and interaction**

According to Shone and Parry (2004:16), within service situations, customers have frequent contact with staff, which often determines the quality of the experience. Customers that attend events, frequently become part of the process (Shone & Parry, 2004:16). Therefore, it is important for event organisers to be able to not only pay attention to overall customers' needs, but also, specifically, to care more for individuals' needs in order to improve the service quality.

- **Labour-intensiveness**

Shone and Parry (2004:17) explain that the more complex and more unique an event is, the more likely it is to be more labour-intensive, both in terms of organisation and operation. They further explain that the organisational issue relates to the need for relatively complicated planning, which would enable the service delivery to be efficient, or put more simply, for the event to be up-to-standard. On the other hand, the operational element may also require high levels of staffing in order to deliver the event properly (Shone & Parry, 2004:17). Since sport tourism events require labour with different skills, such as Information Technology (IT) persons and technicians, it is important to group labour into different departments according to their tasks. Each department and each individual should maximise their efforts through effective organisation and cooperation.

- **Fixed timescale**

Programmes and timescales should be established properly to minimise the negative impacts on events (Shone & Parry, 2004:18). A sport tourism event might clash with other major sport tourism events during the same time period such as the FIFA World Cup, Olympic Games or the Grand Slam, while it will affect audience rating when the event broadcasts on television.

3.3 Defining and categorising event stakeholders

Getz (1997:15) states that “stakeholders are people and groups with a stake in the event and its outcomes, including all groups participating in the event production, sponsors and grant-givers, community representatives, and anyone impacted by the event”. Stakeholders’ categorisation, by their functional role (administration, marketing, and production), can help event managers to obtain the “big picture” of the event and, therefore, they should be able to identify problems and apply solutions to specific recipients. From a financial management perspective and budgeting procedures, the proposed stakeholder categories can be a useful tool to monitor forecasted and real expenses/income.

The model, which was developed by Bowdin *et al.* (1999:50-58), includes six major event stakeholder groups, which are the “host organisation”, the “host community”, the “co-workers” and the “event sponsors”, the “media”, as well as the “participants and spectators”.

With reference to the 2006 OMTOM, the “host organisation” is the organisation, which is responsible for running the event. For example, the host organisation of the OMTOM is Mr. Price Celtic Harriers Club. The “host community” is the geographical meaning of the term, which relates to impacts of an event on its host community. In this instance, the City of Cape Town, and more specifically the area along the race route, is the host community of the OMTOM. The term “co-workers” refer to both the administrative and production staff of the event, which include paid and voluntary staff that work at the event. The co-workers’ relationship with the host organisation includes their labour and support for the event, in exchange for payment or any other type of reward. The “event sponsors” provide money or in-kind benefits to the event and seek acknowledgement through it, for example, Old Mutual and Nike. The “media”, such as South African Broadcasting Corporation, not only play an important role in the advertising of the event, but also seek self-promotion. “Participants and spectators” comprise the event’s audience, who either attend the event free of charge or pay a fixed price to attend the events and seek quality content and service from the organisers. It is concluded that events are judged by the event stakeholders’ “success in balancing the competing needs and interests of a diverse range of stakeholders” (Bowdin et al., 1999:50).

Even though sport tourism management and organisations may vary from event to event, provision for sport events in the majority of cases should take place through a partnership of the public, commercial and voluntary sectors (Weed & Bull, 2004:132). For certain sport tourism events, commercial companies own the patent to the event name, and while the public sector may be involved in terms of street closures or stadium subsidy, the events are organised along commercial lines for profit rather than any ‘public benefits’ (Getz, 2003).

Mega-events are events that are expressly targeted at the international tourism market and may be suitably described as ‘mega’ by virtue of their size in terms of attendance, target market, level of public financial involvement, political effects, extent of television coverage, construction of facilities, as well as impact on economic and social fabric of the host community (Hall, 1997:5) such as the Olympic Games and the FIFA World Cup. For mega-events, a country or city is normally the named host. Government support is essential to winning the rights, but the most centralised of governments would not attempt to stage a wholly publicly-funded mega-event, while the commercial sector’s involvement would include sponsorship, management expertise, facility provision and equipment supply (Getz, 2003). In addition, the voluntary sport sector, through sport governing bodies, will be required to oversee the technical side of the sports competition (Weed & Bull, 2004:132).

Mid-size events, such as national championships in less high profile sports will require suitable facilities at a destination (Getz, 1997). Weed and Bull (2004:132) add that mid-size events also required the public sector, private sector and sport organisations to cooperate together, however, public sector support may be less important. Most events depend, to some extent, on commercial sponsors and almost all events involve some form of involvement from sport organisations.

Regarding small events, Stewart (1993) comments that it is important to have some level of commercial sponsorship, which involves the public sector in terms of permission to hold the event.

Spiropoulos, Gargalianos and Sotiriadou (2006:181) recommend policies of coordination and cooperation among various stakeholders. Specifically, it is essential to keep the organisation's financial records, budget and chart of accounts categorised under the administration, marketing and production function. Furthermore, it should adapt a functional organisational structure (at least for those organisations at an initial stage) and involve younger generations in strategic decision-making processes about the management and content planning of the event, thus making it more relevant to them. Lastly, it should include metropolitan media to pass on its message to a wider audience, other than the specific community.

3.4 Behaviours of participants and spectators

In order to investigate the behaviours of sport tourists, it is necessary to understand the definition and categories of sport tourists. Gammon and Robinson (1997) define sport tourists as individuals and/or groups of people who actively or passively participate in competitive or recreational sport, while travelling to and/or staying in places outside their usual environmental, with sport as the primary motivation of travel. Sport tourists are not only for mega or major events such as Formula One Racing and the Grand Slam, but also for local sporting events, for example, soccer or rugby leagues, where fans of certain teams could support and follow the teams they like. In sum, Maier and Weber (1993:38) summarise types of demand groups, demands and required facilities, which are presented below in Table 3.1.

Table 3.1: Sport tourism demand groups and requisite visitor facilities

DEMAND GROUPS	VISITOR DEMAND AND REQUIRED FACILITIES
Top performance athletes	Efficiency is the main aim during holidays. Access to competition and suitable training conditions and facilities are priorities for these travellers. When meeting the priorities of this group, tour organisers and destination managers should give consideration to specific accommodation and dining demands, as well as access to physicians, injury rehabilitation facilities and other performance-related services.
Mass sport	Preserving health and maintaining fitness is the aim of this demand group. Performance targets are individually fixed. The accessibility of holiday regions and the quality of sport facilities are key considerations for this market segment.
Occasional sport persons	Compensation and prestige play greater roles than sporting ambitions in the pursuit of occasional sport. This demand group gives preference to less demanding sports, such as recreational skiing and bowling. Sporting activities receive no greater priority over cultural sightseeing and other interests within this market group.
Passive sport tourists	No individual sport activities are pursued. The focus of this group lies with mega-sport events and distinguished sport sites. This group includes coaches and attendants to high-performance athletes, as well as media reporters. This group requires high-volume infrastructure to accommodate the needs of large numbers of event sport attendees.

Source: Maier and Weber (1993:38)

On the other hand, Baloglu and McCleary (1999:87) summarise that “image is mainly caused or formed by two major forces: stimulus factors and personal factors”. The former are those that stem from the external stimulus and physical object, as well as previous experience (Baloglu & McCleary, 1999:87). Personal factors, on the other hand, are the characteristics (social and psychological) of the perceiver (Baloglu & McCleary, 1999:87). In addition, the customer’s interest in an event and the consumer’s perception of constraints (such as financial constraints and risk, particularly health and safety) on attendance, each have an effect. Furthermore, according to Formica and Uysal (1996), the motivation factors of “socialisation” and “entertainment” are identified as significant differences between locals and out-of-the region visitors owing to residents tending to be more motivated by the “socialisation” factor, while nonresidents are more likely to be driven by the “entertainment” factor.

Similar to Baloglu and McCleary’s theory, Kim and Chalip (2004:705) point out that events are affected by consumers’ background, motives as a participant and motives for travel. The challenge for event marketing is to identify the means to capitalise on motives and background in order to optimise event interest, while minimising the perception of constraints

and then to convert event interest into travel and attendance (Kim & Chalip, 2004:705). Furthermore, it is important to understand event attendees' motivations to attend the events and limit the barriers. McIntosh, Goeldner and Ritchie (1995:238) summarise the following social barriers, namely stimulus factors and personal factors, which are likely to prevent tourists from attending events:

- Cost of events may be expensive to access, such as unaffordable entrance fees, accommodation fees and other expenses;
- Lack of time could affect events' attendance. Many people cannot visit a sport tourism event because they cannot leave their business, jobs or professions;
- Health limitations in terms of poor health and physical limitations keep many persons from an event;
- Family stage is a major concern. Parents of young children do not often travel owing to family obligations and inconveniences that are associated with travelling with children;
- Lack of interest in terms of unawareness of travel destinations or events; and
- Fear and safety of a destination, which is a concern for most tourists and would influence their decision making.

The four motivation scales (team identification, eustress, group affiliation and self-esteem enhancement) are developed as generic sporting event motivations, while each scale incorporates several motivation items (Uysal, Backham, Backham & Potts, 1991). Spectators may attend events to pursue their favourite team. In terms of the attendance of OMTOM, fulfilling self-esteem could be one reason why participants attend the race and supporting participants could be a reason why spectators participate in this event. Moreover, Mohr, Backman, Gahan and Backman (1993) studied a hot air balloon festival and concluded that motivations were found to be a function of visitor types. Mohr *et al.* (1993) further identify that there are significant differences, which exist between first-time and repeat visitors with respect to the motivation dimensions of "excitement" and "event novelty", as well as their corresponding satisfaction levels. According to Li and Petrick (2006:242), first-time visitors are far more likely to be motivated by "curiosity" than repeat visitors.

Regarding characteristics of sport tourism events' attendance, Mazitelli (1989:197-198) states that unique characteristics of sporting event tourists could be of considerable benefit to the development of the tourism industry. He explains that the fundamental characteristics

include visitors to major sport tourism events that tend to equal or exceed the average length of stay of other holiday makers, and are likely to use accommodation options that are equal to or exceed the cost of those options that are used by average visitors (both domestic and international). In addition, visitors to major sporting events incur a level of per diem expenditure, which equals or exceeds that of average visitors (both domestic and international) (Mazitelli, 1989:198).

In addition, according to Gibson (1998b:58), the research on sport event spectators' spending patterns, as an indicator of the economic impact of the event for the local community, has not been done sufficiently. The expenditure may include sport club expenditure, the production of the sport, as well as expenditure generated by local and non-local spectators (Hinch & Higham, 2003). Due to differences in the length of stay and spending patterns, Carmichael and Murphy (1996) suggest separating sport tourists into two groups, namely spectators and participants. Figure 3.1 and 3.2 below illustrates a breakdown of participant and spectator expenditure at domestic and international sport tourism events during 1999 in South Africa (SAT, 2005). The survey focused on the impact of sport on the different spheres of society (SAT, 2005). Among the items, tournament travel costs and overnight expenses included accommodation, airfares and catering. Travel to and from club refers to petrol, bus, taxi and train.

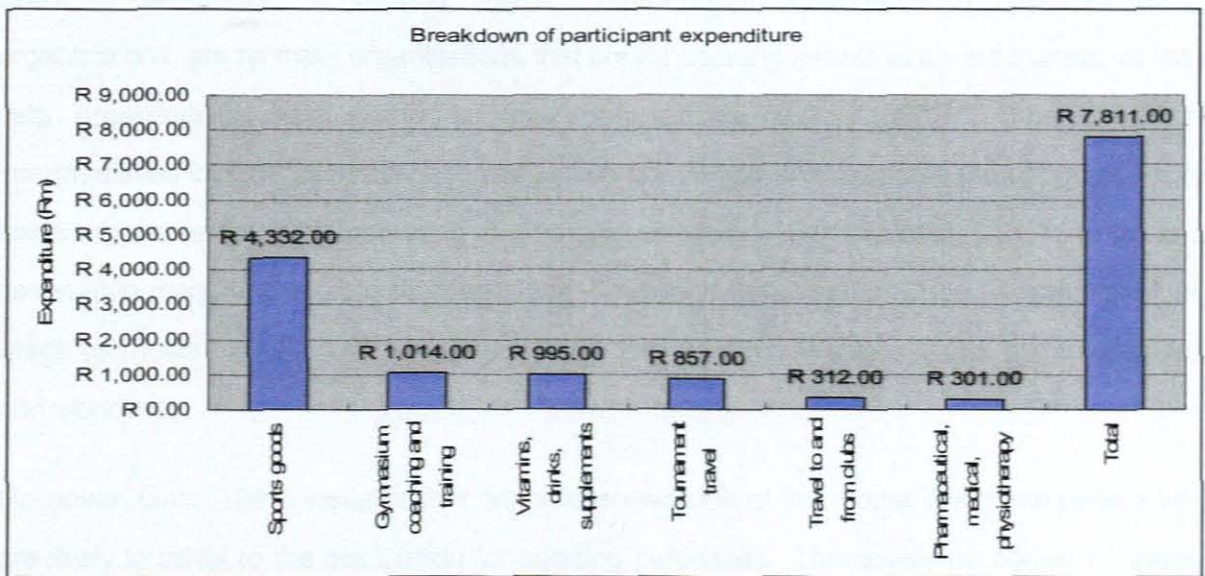


Figure 3.1: Breakdown of participant expenditure
Source: South African Tourism (2005)

Figure 3.1 presents that participant expenditure was mainly on sport goods, followed by gymnasium coaching and training for participants, as well as vitamins, drinks and supplements for participants. The surveyed participants spent the least money on travelling to and from clubs.

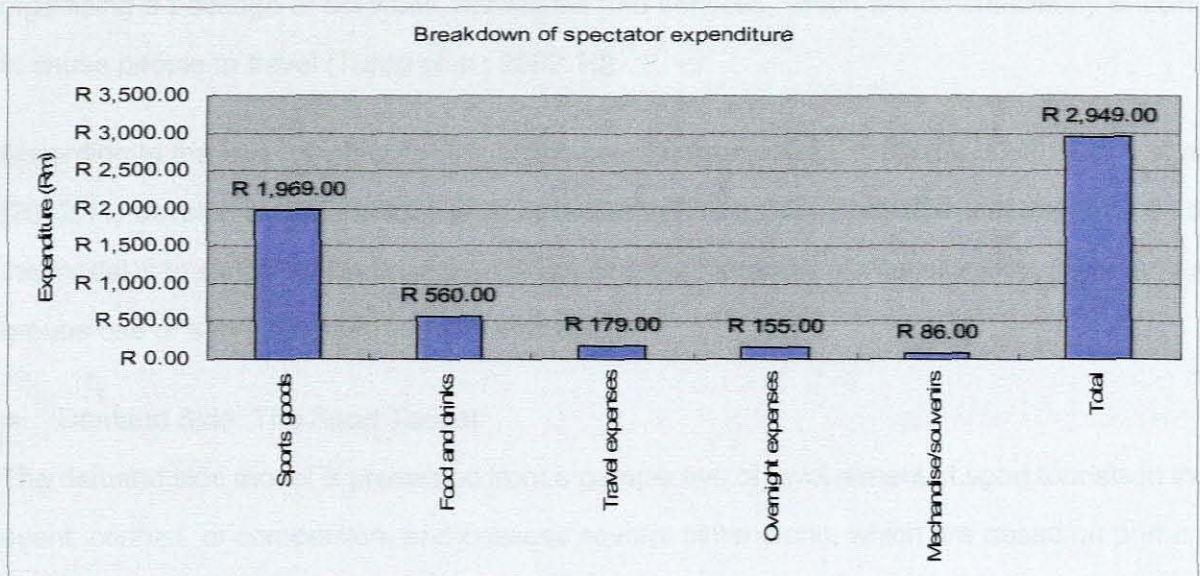


Figure 3.2: Breakdown of spectator expenditure
Source: South African Tourism (2005)

Spectator expenditure was also mainly on sport goods, followed by food and drinks. The surveyed spectators spent the least money on merchandise/souvenirs.

Getz (1998) offers a sport tourism model that connects the supply side of the sport tourism industry with the demand side. He states that intermediaries link the sport tourist with the event or destination in various ways. Furthermore, intermediaries such as event organisations, are typically organisations that create sporting events to attract tourists, or they help organisations lure events to their destinations (Getz, 1998). Other types of intermediaries include communication organisations, which communicate the opportunities to tourists by advertising or promoting events and activities. For example, CRUT, which is a destination marketing organisation for Cape Town and the Western Cape, is a stakeholder, which promotes the OMTOM and other special events in the Western Cape, both nationwide and worldwide.

Moreover, Getz (1998) explains that on the demand side of the model, are those people who are likely to travel to the destination for sporting purposes. The governing bodies of sports, teams, individual participants, officials, spectators and the media, should be "lured" to the event or activities. Each group has different motivations and seeks different benefits through their attendance. Suppliers and intermediaries should market and promote these segments accordingly. On the supply side of the model, are the event or activity organisers, hospitality services, and local media and participating sponsors. These entities are responsible for

organising a package of activities, attractions and services, which will be sufficiently enticing to cause people to travel (Turco *et al.*, 2002:10).

According to the level of intensity with which people are involved in sport tourism, Turco *et al.* (2002:11) develop another model of sport tourism (Figure 3.3). They add that the purpose of the model is to simplify a description of describing the hierarchy of intensity with which various groups use or serve the sport tourism industry.

- Demand Side: The Sport Tourist

The demand side model is presented from a perspective of involvement of sport tourists in the event, contest, or competition, and possess several dimensions, which are based on primary involvement (active participation); another, on secondary involvement; and a third, on spectator involvement (tertiary participation) (Turco *et al.*, 2002:11).

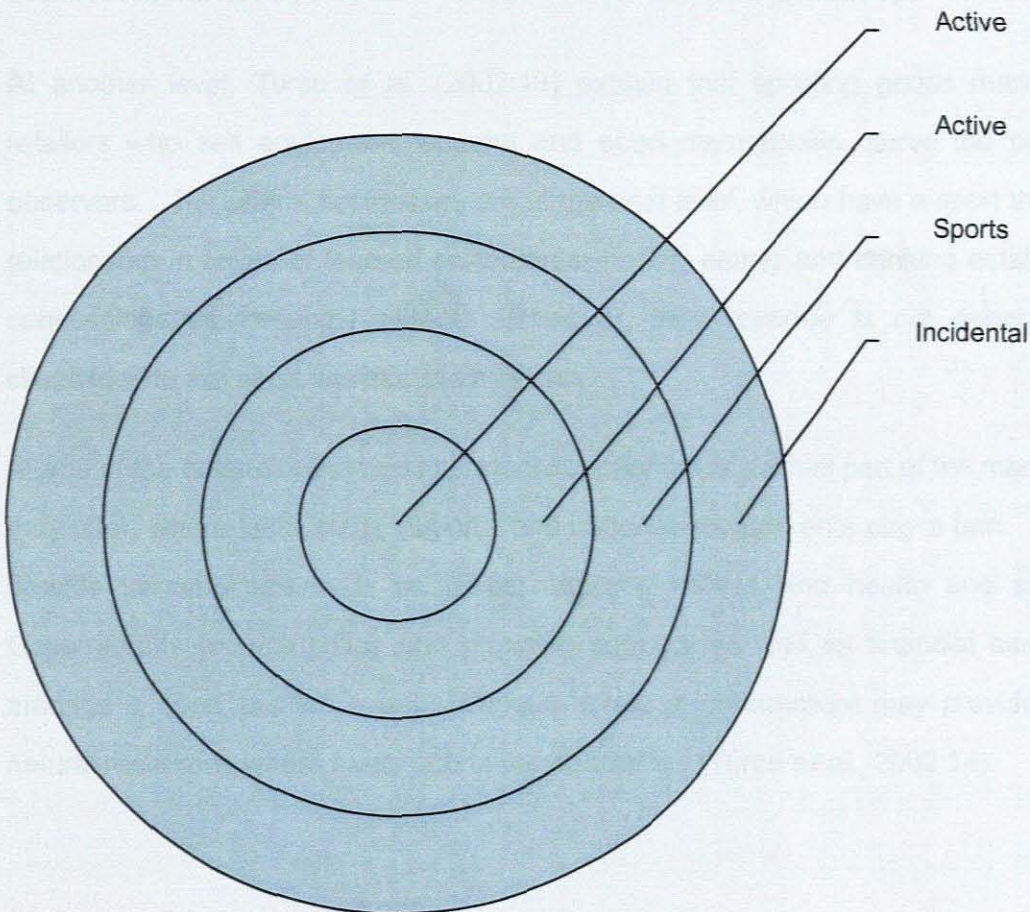


Figure 3.3: Demand side sports behaviour
Source: Turco *et al.* (2002:11)

- Supply Side: The Sport Tourism Supplier

Figure 3.3 presents the involvement in supplying sport tourism services. Turco *et al.* (2002: 12) state that “participants in the sporting activity are both demanders of sport tourism services and suppliers of the same.” Without their participation, a sport tourism event will not exist. It provides entertainment and competition opportunities to both participants and spectators. On the other hand, sport participants, as customers, demand services from a sport tourism event in order to fulfil their satisfaction.

At the next level, sport organisations and associations, sport commissions, and local, regional, and national ministries of sport, which have direct involvement in the production of the sporting attraction and service, are the links between the sport and other tourists that maintain the status of the activities on a year-round basis. In the third concentric circle, are the tourism suppliers such as tour operators or travel agents, who get the tourists to their destinations, however, they do not focus entirely on either sport or sport tourism.

At another level, Turco *et al.* (2002:13) explain that sporting goods manufacturers and retailers who sell equipment, apparel and sport memorabilia, serve the participants and observers. Peripheral businesses are at the next level, which have a sport theme or a sport relationship in terms of themed restaurants, hotels, eating and drinking establishments and concessionaires, amongst others. However, their revenue is not generated much by clientele who are sport tourists, but by locals.

At one of the outer circles is an important supplier but is a small part of the many services that they offer, where local, state, regional and national governments play a part. These entities provide infrastructure such as roads, airports, utilities and health and safety services. Governments provide policy and planning support, as well as financial assistance, which manage a sport tourism event. Various levels of government may provide and maintain natural resources where many sports are conducted (Turco *et al.*, 2002:14).

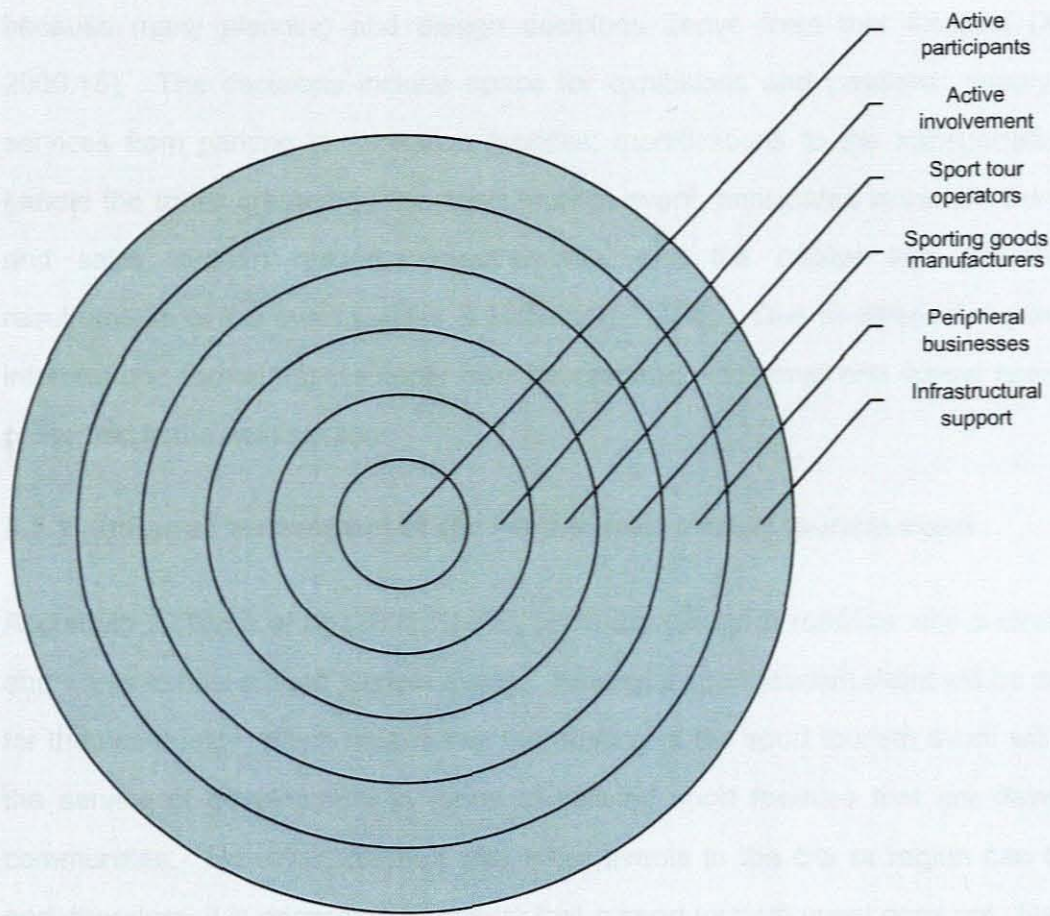


Figure 3.4: Supply side sports behaviour
Source: Turco et al. (2002:13)

3.5 Forecasts for sport tourism events

Many issues should be taken into consideration when organising sport tourism events, such as ensuring safety and security, adequate infrastructure and capacity of an event venue, as well as proper marketing on different levels (local, regional, national and international). Communication prior, during and even after the event is crucial to avoid unnecessary inconvenience and misunderstanding. Sufficient resources and staff training in event management are important to service quality. Well-programmed sport tourism events will impress customers and affect the events' success, which some events may face problems of a lack of financial resources/sponsorship; therefore, it is essential to arrange them accordingly before events are actually held.

The successful hosting of a sport tourism event involves a complex process. The forecasts are important, not only as a measure of the potential appeal of the proposed event, but

because many planning and design decisions derive from that forecast (Xie & Smith, 2000:15). The decisions include space for exhibitions and pavilions; supply of essential services from parking to sanitation facilities; modifications to the transportation system to handle the traffic created by the sport tourism event; anticipated revenues from admissions and sales; human resource requirements, and the capital and operational budget requirements of the event (Mules & McDonald, 1994). Due to different requirements, both informal and formal assessments may be required. Informal and formal assessments are presented in the next section.

3.5.1 Informal assessment of the need to host a sport tourism event

According to Turco *et al.* (2002:74-75), there are plenty of reasons why a city/region needs and wants to host a sport tourism event. Hosting a sport tourism event will be developmental for the community, which means that the hosting of the sport tourism event will be placed at the service of development in terms of utilising sport facilities that are developed in the communities. However, clashes with other events in the city or region can be disastrous and, therefore, it is necessary to ensure that a sport tourism event does not clash with others at the most appropriate times. Furthermore, the geographical location/venue of a sport tourism event is a crucial factor in the measure of a sport tourism event's success. They should be accessible. It is also important for an event organisation to know if the funding is ready to proceed at an early stage, since the event organisation and management may be affected by insufficient funding. In addition, it is necessary to consider how the event will be achieved and to define key stakeholders that are involved in the event. Lastly, a proper organisation structure and an achievable plan will ensure the success of a sport tourism event.

3.5.2 Formal appraisal of the need to host a sport tourism event

The formal appraisal process is based on undertaking a feasibility study and specifying the aims and objectives of the event (Turco *et al.*, 2002:75). A business plan is required to include key points such as background of the organisation of the event, plans for developing and improving the event, as well as marketing and communications strategies and financial management plans, which is useful in strategic planning and budgeting. A comprehensive business plan and its development will influence higher levels of management competency within the organisation and should lead to better cost-revenue management (Turco *et al.*,

2002:95).

Furthermore, Wallis – Smith (1989:209) mentions that timing is essential for sporting events. He explains that a suitable time of sport tourism events can attract maximum participation by competitors and allow sporting associations that are involved, an opportunity to schedule suitable venues and to provide the necessary number of officials to conduct the events. For example, mega events such as the Olympics and the FIFA World Cup, normally involve political officials from the host country, officials from sport associations, as well as celebrities. They are also an eye-catching point and are likely to influence the image and importance of the event.

Turco *et al.* (2002:76-80) further cite feasibility studies, which consist of a number of questions and positive answers that will lead to more detailed planning:

- **Type of event:** The type of event is attractive or does not depend on a number of factors such as geographic location, size and age of population, weather, ability of the organisers and facilities and services available (Turco *et al.*, 2002:76-77). The OMTOM is considered as one of the most beautiful marathons in the world owing to its unique route and scenic beauty of the race (OMTOM, 2006g).
- **Weather:** Weather can strongly influence the timing and success of the event, even if the event is staged indoors. Weather is an important consideration for outdoor sport tourism events, and it would be necessary to analyse weather patterns over a significant period of time. According to Higham and Hinch (2002:181), atmosphere and entertainment value are influenced by weather and these factors could be considered to attract “new” spectators to attend the event. In case it rains during the OMTOM time period, it is necessary for event organisers to provide shield or umbrellas for spectators.
- **Competition:** Even though the activities planned may not be in direct competition, careful consideration and attention should be given to all events that occur around the proposed time of the event. Major national occasions will affect local attendance. In addition, small to midsize communities may be at an advantage to host sport tourism events because the diverse groups and interests present in larger communities, may not be as prevalent, while larger cities may have too many competing events that detract attention from the specific sport tourism event (Catherwood & Van Kirk, 1992; Turco *et al.*,

2002:77). In general, it is important to decide on a sport tourism event time by consulting resources such as event calendars, local and national sporting bodies, tourism and convention bureaus, as well as the Internet (Turco *et.al.*, 2002:77). As mentioned previously, the OMTOM is held during the Easter weekend each year, and during this holiday period, domestic travellers, especially from the north, such as the Gauteng Province, are attracted to the event (OMTOM, 2006b).

- **Population:** The event radius varies depending on whether it is a city or regional event. Factors such as average income, age strata, unemployment percentages, minority groupings and predicted growth or decline patterns for these factors should be taken into consideration in order to determine whether there will be enough people that are interested in the proposed events (Schmader & Jackson, 1997).
- **Attitudes:** How targeted participants or attendees actually feel about the proposed events is important. Turco *et al.* (2002:78) note that well-designed, personal interview strategies are a way to ascertain the attitude profile. Interviewees should be selected from a wide range of key stakeholders such as the private sector, community organisations, local, regional and national sport bodies, which are involved in the sport tourism event (Turco *et al.*, 2002:78). Due to the importance, this study also contains key stakeholder interviews, which investigate their attitudes towards the OMTOM.
- **Community reputation:** Cities and region's reputation in terms of reasonable accommodation, food and merchandise price structure and low crime rates affect whether or not a tourism event destination has a better chance of hosting subsequent events. Safety and security is an important factor for tourists to decide if they will visit South Africa, which is labelled the 'crime capital of the world' (George, 2003:576). It is necessary for event organisers to coordinate with the South African Police Service (SAPS) and security companies to build a good safe and secure environment for everybody.
- **Facilities and services:** Turco *et al.* (2002:79) assert that services should be efficient and facilities should be adequate. They add that personnel are another requirement that influences the success of a sport tourism event. In order to link to the characteristics of sport tourism events, it is important to ensure that there is sufficient accommodation during the event period.

- Environmental impact assessment (EIA): Getz (1997) notes that the EIA should be used to assess the environmental impacts of a sport tourism event on a host destination. The elements of the EIA contain descriptions of all actions that are likely to have environmental impacts (on land, water and air resources; on the built environment; on social/cultural circumstances and ecological systems). Determination or prediction of the possible kinds of impacts and related uncertainties and risks, are also obtained. Furthermore, determination or prediction of the probable direction (positive or negative) and severity of impacts, as well as plans for avoiding and curtailing possible negative impacts achieving positive impacts, and improving any consequent problems, are included. Lastly, evaluation of benefits and costs of the project, in lieu of impact predictions and plans, is required.

If the outcome of the feasibility is positive, it will reveal that it is suitable for the host community to support the event (Turco *et al.*, 2002:81). Watt (1992) further states that the feasibility study will outline the way forward to achieve the event, detailing structures, personnel requirements, financial resources and an event achievement timescale.

3.6 Sport tourism events marketing

Sport tourism event marketing requires a high level of skills to undertake it properly. Hall (1997:136) defines a definition of marketing in the context of events: "Marketing is that function of event management that can keep in touch with the event's participants and visitors (consumers), read their needs and motivations, develop products that meet these needs, and build a communication programme, which expresses the event's purpose and objectives". Event marketing is a process, hence, initially, it requires event organisers to understand the target market for their event. Furthermore, Ritchie, Mosedale and King (2002:43) assert that profiling sport tourists that attend sport events, can provide insights into market segments that have a tourism potential. However, according to Ritchie *et al.* (2002:33), little research has been undertaken to examine the profile of sport tourist market segments and their potential as a tourism market. Shone and Parry (2004:163) state that by understanding how to market an event, would help the event marketers understand how to raise awareness, advertise, promote, improve an image or maintain the event's impact in the media, while it is also important to understand what kind of activities customers would enjoy, or what publicity

material target markets might respond to.

The knowledge, which is gained from evaluation, should enable improvements or changes to be made for the future. Furthermore, it is useful for marketers to bundle sport tourism events with the host destination's overall mix of tourism products and services (Bramwell, 1997; Chalip, 2001). The details of the marketing mix for sport tourism events are presented in the following section.

3.6.1 Marketing mix for sport tourism events

Kotler, Armstrong, Saunders and Wong (1999:111) define the marketing mix as “the set of controllable tactical marketing tools that the firm blends to produce the response it wants to in the target market”. Getz (1997:250) states that “marketing events is the process of employing the marketing mix to attain organisational goals through creating value for clients and customers”. Goldblatt (2002:253) identifies the following five P-mix that applies to marketing for events that are catalysts for sales:

- **Product**

Goldblatt (2002:253) states: “Every event product combines history, quality and value to produce a unique programme”. Repeat events may have the same theme each year, but the programme may vary and the quality may be different owing to a changing environment or other circumstances. He adds that every event product should convey not only perceived value or profits, but also added-value in terms of spending additional time with the client to better understand his or her needs, and so on. This can be achieved through attracting event visitors to participate in secondary activities such as visiting scenic spots, shopping and entertainment.

- **Promotion**

Middleton (1995) points out that the most visible of the four Ps of the marketing mix is *promotion*. Goldblatt (2002:254) specifies several ways to measure promotional efforts. Firstly, event organisers should measure the awareness of the target market. The amount of anticipation of the event may be similar to ultimate participation. Next, actual attendance and the resulting investment should be measured to evaluate the promotional efforts. Finally, the post-event attitudes of the event's promotional activity could be used to review the promotional efforts.

Bowdin *et al.* (1999:116) state that potential consumers could be motivated by events' promotions to purchase the leisure experience that is offered by the event. A variety of the marketing communication techniques of advertising, personal selling, sales promotions, merchandising such as T-shirt sales featuring the event, publicity and public relations, as well as direct mail, are normally utilised to promote events (Bowdin *et al.*, 1999:116). However, it is necessary to select proper media outlets that would be appropriate for certain events.

Firstly, advertising is an essential means to create awareness of a sport tourism event. The essence of "advertising" does not only concern the cost, but also the specific messages that are delivered in a predictable and repetitive manner over mass media (Getz, 1997). Event management includes a clear understanding of the types of television coverage that is at hand and the effective implementation of television coverage when it becomes available (Wilkinson, 1988). Wilkinson (1988) further states that television is an important issue as it can assist to increase public awareness of the event and generates the opportunity to promote the sponsors' and/or suppliers' involvement and contribution to the event. However, television advertising is relatively costly and can be adopted when there is sufficient budget for sport tourism events. The OMTOM has a partnership with SABC 2 and broadcasts the race live on television on the day of the event, while advertisements for the event appear during commercial breaks (Anon, 2006). In addition, the OMTOM is also promoted and broadcasted on Heart 104.9 FM, which is a local radio station, prior to and during the event (OMTOM, 2006g). Tagging advertising involves a marketing partner adding a line of copy to their regular advertising placements, which promote the event, such as "Official supporter of XXX event", while tag lines may appear in both print and electronic advertising (Goldblatt, 2002:264). "Title sponsored by Old Mutual and presented by Nike" is a tag line that appears on various advertising, which promotes both the event and key sponsors.

Secondly, the publicity strategy should include pre-event, event and post-event activities, photography opportunities and advertising and television potentialities, as well as follow up (Wilkinson, 1988).

Thirdly, according to Goldblatt (2002:264), "cross promotion is a way to allocate market resources in the most efficient manner in terms of incorporating marketing partners into the campaign". The organisations may contribute money or in-kind services or other valuable

components to the campaign. The advertising and marketing activities of compatible businesses in the host area should be studied to seek marketing partners to develop a cross-promotional strategy. Goldblatt (2002:264) further explains that event organisers should determine which activities will benefit their events, then develop a proposal that clearly describes the resources that can be brought to the event and finally, present the proposal to prospective marketing partners and answer any questions that they may pose.

Getz (1997) asserts that destinations can use imagery of the sport tourism event to show the tangible culture, to convey the impression of variety and to leave the impression of activity and sophistication. On the one hand, scenes from sport tourism events can represent family fun, community spirit, or recreational excitement; on the other hand, sport tourism events can convey the image of a destination that provides access to residents and a look at their way of life (Turco *et al.*, 2002:137). A lack of information, lack of marketing efforts and, consequently, a failure to produce a strong brand and strong image, will inevitably lead to a lack of interest and an inability to attract tourists to a sport tourism event.

The OMTOM launched a new-look website that featured the latest marketing campaign, namely "Dream it. Do it" for 2006 (OMTOM, 2006b). As a result of feedback received from many local and overseas runners whose dream is to complete the 56km ultra event and to be a part of the world's most beautiful marathon, the 'Dream it. Do it' campaign was introduced (OMTOM, 2006b). According to the marketing manager for the OMTOM, Stefanie Schultzen, the website needed a fresher look and feel, as well as offer easier navigation around the site to find relevant information, while the 'Dream it. Do it' campaign was implemented throughout the marketing campaign for 2006 (OMTOM, 2006b).

● **Public relations**

Public relations is defined by Getz (1997:310) as the actions and communications of the organisation that are aimed at fostering awareness, understanding and positive attitude toward the organisation and its operations. Positive publicity may attract more spectators now or in the future, while, on the contrary, negative publicity may affect a sport tourism event's success.

Goldblatt (2002:263) asserts that public relations activities for an event may include *designing, printing and distributing media kits, producing public service announcements (PSA) for radio and television, producing and distributing audio and video news releases or*

utilising the Internet.

According to Goldblatt (2002:263), "a PSA is a written or prerecorded audio or video announcement about an event", in this case, the PSA for the updated information of the OMTOM, is broadcasted on SABC 2, Good Hope FM, KFM 94.5 and Heart 104.9 FM prior to and during the event (OMTOM, 2006b). In some cases, the broadcaster may provide help as a further public service in producing these announcements. The audio or video news release is one of the most effective ways to distribute the event message. There is a media release section on the OMTOM official website where news about the event, is released. News programmes are often the most watched segments of television programming, which is why this type of public relations has the potential of reaching a large, well-targeted audience in a credible and cost-effective manner (Goldblatt, 2002:263).

Goldblatt (2002:264) states that two chief goals of public relations are to inform and persuade by using collateral materials, public service announcements and audio and video news releases, as ways to accomplish the goals of an overall marketing campaign.

- **Price**

Market research is likely to help event organisers determine price in terms of conducting a competitive analysis study of other organisations, which offer similar event products. Goldblatt (2002:121) lists the following categories to show how different events are designed for different purposes as outlined in Table 3.2 below.

Table 3.2: Categories of events

CATEGORIES OF EVENTS	
Profit-oriented events	In this type of event, revenue exceeds expenses. Typical examples are events that are produced by corporations for the purpose of generating new sales.
Break-even events	In this type of event, revenue is equal to expense. In this case, event professionals should budget the event, keeping the break-even assumption in mind. Admission fees should be calculated at a rate that will cover all expenses and breakeven.
Loss leaders or hosted events	These events are designed from the beginning to lose money. These events are usually organised for the purpose of promoting a cause or agenda and are not designed to break even or generate a profit.

Source: Goldblatt (2002:121)

Goldblatt (2002:255) identifies two factors that determine price. First, the event manager should determine the financial philosophy of the event. Once the philosophy is clear, the event manager may be able to determine price which should reflect the cost of all goods and services that are required to produce the event, as well as a margin of profit or retained earnings. If the event is non-profit, event organisers may not concentrate on making profits. The perceived competition from similar events is the second factor. Competitive price is necessary, but it does not mean lowering ticket prices, however, it may require raising the perception of value in order to justify the price. Besides the cost of doing business and the marketplace competition, the general economic conditions, not only within the host community, the region, the country, but also the world, may also influence price.

As the OMTOM is an open sport tourism event, there is no entrance fee required. In order to make the Two Oceans Expo more accessible for visitors, entrance to the show was also free in 2006. However, visitors may have other expenses such as transport and/or caterers.

- **Place**

A place marketer can construct a new image of the place to replace either vague or negative images that were previously held by residents, investors and visitors (Page & Hall, 2003). The sport tourism event becomes part of the image-making process and every event is an indispensable part of the destination region's image enhancement. Therefore, if an event attended by a visitor is a bad experience, it can have negative consequences for the entire region in terms of poor impression and low repeat visitation, amongst others.

Goldblatt (2002:257) explains that place not only implies the taste or style of the event, but also defines the type of person that will be persuaded to invest in the event. He suggests convening a focus group or conducting a survey to determine who is likely to attend the event when there are a variety of location choices. An analysis of the event location will be costly and time efficient for event organisers throughout the entire event marketing process, while the location of the event often determines the channels of distribution (Goldblatt, 2002:256). If the event is located in a rural area, it might be difficult to promote the event owing to limited media resources and so that visitors can access the event. The location of an event may also determine the marketing efforts which would drive sales (Goldblatt, 2002:256). Furthermore, Goldblatt (2002:257) points out that events that are connected to other nearby attractions or infrastructures, may also draw more attendees owing to the time efficiency of

the destination. For example, the OMTOM, as an open event, by using existing infrastructure, attracts nearby residents to watch the race along the route.

3.6.2 Internet marketing for sport tourism events

The Internet is increasingly utilised by event organisers worldwide. Goldblatt (2002:282) states that major marketing concepts, which are enhanced by online tools, include brand building, direct marketing, online sales and online commerce, customer support, market research and product or service development and testing.

Event organisers and events can be linked to or searched for by placing their logos on the banners of search engines, online databases or partners' websites (Goldblatt, 2002:283). By placing well-designed information and advertisements about the event on the Internet, the target market group may be connected directly. For example, the OMTOM website has been linked to Cape Town and the Western Cape official event website (Tourism Cape Town, 2007c) in the form of a distinct event logo for browsers to click on and visit the actual website. Since the OMTOM launched the new website, it has generated more marketing opportunities. As mentioned in Chapter Two, 70% of the entries for the 2006 OMTOM were received online (OMTOM, 2006b), which shows the potential of Internet utilisation by sport tourism events.

According to Goldblatt (2002:283), event organisers can also benefit from the Internet's electronic commerce features, which can conduct registration, ticket sales and the distribution of materials. He further points out that security of clients' personal financial information is crucial, therefore, it is important to ensure that this data is protected. Registration forms and on-line bookings for the OMTOM are available on the OMTOM website. Participants could do on-line reservations at anytime instead of going to the physical office in person.

By adding event customer support, an event organisation can achieve much more personalised customer service and can also collect valuable data about its clients (Goldblatt, 2002:284). Goldblatt (2002:284) explains this point in detail: by adding a Frequently Asked Questions (FAQ) Web section, common issues can be presented to everybody who visit the website and are not necessarily repeated to the person. Customers can also enquire via email. Furthermore, websites can be used to conduct market research by surveying visitors, but many websites require users to complete online registration forms. As a result, users often submit incorrect information or simply ignore the forms owing to privacy. Therefore, it

is necessary to build a sense of trust between the event organisation and its clients. An event organisation can post information about a sport tourism event that it is planning to organise online and monitor on the Internet. Event organisers can see a market's reaction to the sport tourism event before they invest large amounts in actual planning. Special technical features such as chat rooms, live broadcasting and time-sensitive promotions, can leverage this point. It provides opportunities for participants and visitors to share information and experience. The Internet also allows marketing professionals to change and update content at any moment which would ensure that customers have the most recent information.

In summary, Table 3.3 presents the four Ps of the marketing mix and considers the variable elements of each (Bowdin *et al.*, 1999:118).

Table 3.3: Event marketing mix

FOUR Ps	ELEMENTS
Product	
Design characteristics/packaging	Location, staging, entertainment mix, food and beverage provision, seating, queueing, decoration, theme, lighting, and so on
Service component	Number of service staff, degree of training, uniforms, standard of service quality, and so on
Branding	Prominence given to name of event and what the name means to consumers
Reputation/positioning	Where event will be positioned in terms of consumer demand-up-market to mass market
Price	
Time of consumption	Discounted prices at times of low demand
Promotional price	Concessional prices for certain target markets
Promotion	
Advertising – television, radio, newspapers, magazines, outdoor, Internet	The promotional mix
Sales promotion – merchandising, public relations	-
Flyers and brochures	-
Personal selling via a sales force	-
Place	-
Channels of distribution	Tickets available through an agency such as Ticket master, Internet sites (for example, events official websites) or sold by mail from a mailing list

Source: Bowdin *et al.* (1999:118)

3.6.3 Marketing and sustainability

It is important to maintain normal target markets and to develop new markets for sport tourism events in order to achieve sustainability. Various activities should be programmed for people who would want to stay longer and spend more (Saayman & Saayman, 2006:220). Taking ownership of sport tourism events is an important element, which could sustain the sporting activities. The community, local businesses and local government should be involved in part of the planning process.

Furthermore, Shone and Parry (2004:155-158) distinguish between marketing for a new event and marketing for repeat events and new editions. In the case of marketing for a new event, objectives are essential. Event organisers can have an understanding of the environment through analysis. Event components' mix and target markets should be recognised before proper strategies can be applied to different markets. The marketing budget, which the marketing process is based on, is a key issue, while event marketing should be done sufficiently within a budget. It is important to understand that many activities have different lead times, therefore, the marketing schedule can be used to utilise various activities at different stages and follow up different activities. For example, if brochures do not attract more attention to the event, they could be replaced by radio or television advertising that has more effects for promotion.

Records of visitor numbers and where they are from can be done by sampling surveys or by getting people to complete their details as part of the booking process (Shone & Parry, 2004:160). It will help to promote the event in the right places in future. Details of spending and use patterns should also be investigated in order to show event organisers how the event management can be improved. For example, after research, if certain activities or components such as entertainment activities at the events do not play as important a role as was expected after the research, those activities or components can be removed or reset in the next edition. By understanding marketing effectiveness, event organisers could utilise more common and more acceptable ways for new editions. If visitors are influenced mostly by Internet advertising, the Internet advertising could be more intensively used for the new edition. Customers' expectations and satisfaction help to identify strengths and weaknesses and increases the potential number of visitors attending, by knowing what went well and what did not (Shone & Parry, 2004:163).

Goldblatt (2002:276) coins Return On Event (ROE) as a quantitative system for evaluating marketing response. ROE is the term, which identifies the percentage of earnings that are returned to an event organisation sponsoring the event based on marketing efforts, regardless of event size. It is helpful to assign a unique code to each marketing response item, for example, to allocate different codes to mail, phone, newspaper, radio and the Internet (Goldblatt, 2002:278). By identifying the response ratios from each marketing channel, it will be better for event organisers to adjust the marketing efforts during the promotional period prior to the event and to evaluate where to place the marketing budget in future.

3.7 Event sponsorship

Bowdin *et al.* (1999:156) define sponsorship as a commercial contract in which the event promises to deliver certain benefits and rights to the sponsor in return for cash or goods and services in kind, which is known as in-kind sponsorship. Furthermore, Bowdine *et al.* (2006:228) state that, "most sponsors are investors who expect to see a direct impact on their brand equity (enhanced awareness and imagery), as well as increased sales and profits". The organisation can then use this direct association to achieve its corporate, marketing or media objectives (Sandler & Shani, 1989).

Sponsors usually require a return on their investment. According to Turco *et al.* (2002:140), increasing sales of sport tourism events can maximise benefits for event sponsors. The more successful the event in meeting sponsors' goals are, the more can be received by sponsors in exchange. According to the discussion of changing the starting time of the OMTOM in 2006 (Mr. Price Celtic Harriers, 2006), fundamental to this return is the fact that large numbers of runners participate in the event. Therefore, adding the extra numbers to the event, maintains the OMTOM as an attractive proposition for sponsors, meanwhile it provides the income that allows organisers to cover costs and present an event that runners can enjoy. However, the income of the event organisers (both from sponsorships, as well as race entry fees of the ultra marathon, half marathon and fun run), is on par with their expenses (Mr. Price Celtic Harriers, 2006). Therefore, the event organisers should do everything possible to ensure that large numbers enter the event.

According to the 2006 OMTOM media release, the start time of the 56km ultra marathon changed from 06:00 to 07:00, with the half marathon starting at 06:20, five minutes earlier

than in 2005 (OMTOM, 2006d). Due to darkness, which was experienced at past events, a portion of the first half of the race could not be televised, therefore, television broadcast was one reason behind the new start times (OMTOM, 2006d). Event organisers believed that the new start time could allow the race to be broadcast live from start to finish, while it would also benefit sponsors who could get more exposure as a result (OMTOM, 2006d). Moreover, event organisers believe that changing the race's starting time can ensure happier sponsors and, in turn, support towards making the OMTOM a memorable race for the runners (Mr. Price Celtic Harriers, 2006). However, some runners have complained that the temperature would be higher during the ultra marathon (the race time changed from 06:00-12:00 to 07:00-13:00) while the half marathon runners had to run most of the race in the dark and there were large portions of the route that had no street lighting owing to the early start time (OMTOM, 2006d). Therefore, it is important to balance the needs of various stakeholders (in this case, such as sponsors and participants) to ensure the quality of the event.

3.7.1 Sponsorship categories

Bowdin *et al.* (2006:228) point out that "sponsorship is a strategic marketing investment, not a donation (philanthropy) or a grant (a one-off type of assistance) that means events must view sponsorships as working business partnerships". Partnerships between different sponsorship category companies, all of whom are sponsoring one sport tourism event, does not only bring down the cost of a sponsorship, but synergies between different products can also be explored, especially from an advertising and marketing point-of-view (SRSA, 2001). The categories of sponsorship are explained in detail as follows (Skinner & Rukavina, 2003:33):

- Title sponsor: the sponsor is part of the name of the event. Bowdin *et al.* (2002:261) add that a key benefit is the profile, which is achieved by incorporating the company logo with the event logo on all literature and banners throughout the event and its promotion. For example, Old Mutual is the title sponsor of the Two Oceans Marathon (OMTOM, 2006a);
- Presenting sponsor: this is mentioned after the name of the event (such as "the 2006 Old Mutual Two Oceans Marathon, presented by Nike"). It is not as valuable for the sponsor as title sponsorship, since most times the media that writes about the event, will not use the name of the sponsor;

- In-kind sponsor: cash is not provided, but service is. This is often as good as cash, since money is saved on things that would have been purchased (airline tickets, food, beverages, to name a few). For example, Adcock Ingram Critical Care provided T-shirts and Golf-shirts and CHEP South Africa (Pty) Ltd provided a loan of distribution equipment for the OMTOM (OMTOM, 2006j);
- Official sponsor: a product that is an event's exclusive sponsor. For example, Emirates Airline is the official sponsor of the 2007 Rugby World Cup, which will be held in France in 2007 and was appointed as the Official Tournament Airline (Rugby World Cup, 2007);
- Media sponsor: print, radio, television, web site sponsors such as SABC 2 (Anon, 2006) and Heart 104.9 FM (OMTOM, 2006g); and
- Co-sponsor: company that is part of an event with other sponsors.

Commercial activity in the sport industry, in the form of sponsorships, has demonstrated strong growth driven by the spectatorship and participation levels, which individual sports command (SAT, 2005). Key factors that affect sponsorship decisions are presented in Table 3.4; however, utilisation of financial inputs into the industry, is unclear. Thus, in the future, the utilisation of financial inputs should be investigated in order to understand to what extent financial inputs are utilised in sport tourism events.

Table 3.4: Key factors that affect sponsorship decisions

KEY FACTORS	SPONSOR (IN %)
Sports spectator profile and demographics	68.00
Sports' fit into marketing objectives	51.00
Amount and quality of media exposure	42.00
Positive fit and association with brand	29.00
Sports' reach into the community	25.00
Popularity ranking of the sport	19.00
Sports participant profile and demographics	17.00

Source: SAT (2005)

3.7.2 The benefits of sponsorship

Sponsorship differs from event to event. Turco *et al.* (2002:170) summarise the primary reasons for sponsorship, which companies have revealed include the benefits of a corporate

affiliation with sports, access to intercollegiate athletic events, media exposure through signage within the venue, ticket access to sport tourism events; and product/service exclusivity within the sporting venues. In addition, they further address the supplementary reasons, which include a desire to increase the corporate consumer base, ability to develop tie-in programmes, enhancement of the corporate image and tie-ins with the current advertising campaign.

Similarly, Bowdin *et al.* (2006:235-237) summarise the following benefits of event sponsorship, which could be gained by corporate sponsors:

- Access to specific niche/target markets;
- Corporate brand image creation/enhancement: for major service providers such as banks, while the lack of a tangible product complicates the task of brand imaging. Sponsorship of events is, therefore, a valuable form of corporate image enhancement;
- Building brand awareness for organisations and its services/products;
- Influencing consumer attitudes about a product or service brand;
- Associating a product or service with a particular lifestyle;
- Improving relationships with distribution channel members: a corporation may seek to develop stronger relationships with agents or firms that currently distribute its products or services or to establish new distribution outlets;
- Achieving product sales and merchandising opportunities: for companies with a product (rather than an intangible service), high sales targets can be set for an exclusive in-game presence at sporting events;
- Demonstrating product attributes: sponsors that demonstrate new products or technology primarily use many festivals and events;
- Providing employee rewards and recognition: organisations often perceive the sponsorship of a sporting or cultural event as a way of giving their employees access to a corporate box and/or tickets to reward or motivate them;
- Creating goodwill and a climate of consent for an organisation's activities: companies as diverse as mining organisations, energy providers, banks and pharmaceutical manufacturers, all support charity events to create an image within the community of being good corporate citizens; and
- Entertaining key clients with corporate hospitality: corporate hospitality is an important drawcard for sponsors, particularly those with business-to-business clients. Where

working relationships are quite intense, corporate hospitality events can break down the barriers and create social bonds that forge a better relationship between suppliers and clients.

Not only does the service determine values for tangible assets like signage, identification on event collateral materials, advertising, and the like, it also determines value for intangible assets such as prestige of the property and protection from ambush by competitors (Skinner & Rukavina, 2003:184-185). Valuation Service of International Events Group (IEG) goes further than merely analysing these intangible benefits and it also values the intangible benefits of a property (Skinner & Rukavina, 2003:186):

- Prestige of property: a property can create value by building equity in its own brand;
- Recognisability and awareness: focus on increasing the likelihood that placement of a property's marks and logos on packaging or in sponsor promotions, will move a product;
- Audience loyalty: demonstrate that the audience's affinity for the property is high;
- Category exclusivity: more value is added if a sponsor is the only one of its type that is associated with the event;
- Protection from ambush: ensure that nonsponsors cannot get the spotlight and look like sponsors;
- Degree of sponsor clutter: keep value as clean as possible so that each sponsor is noticed;
- Ability to activate: deliver turnkey promotions that allow sponsors to engage the audience;
- Networking opportunities: offer opportunities to sponsors to cross-promote and/or identify new distribution channels;
- Media coverage potential: drive media to cover the event; and
- Established track record works toward a high sponsor renewal rate: fulfil everything that was promised and overdeliver.

There are successful cases of tourism sectors that sponsor sport tourism events. For example, Emirates Airlines has an impressive global sport sponsorship portfolio and has gained benefits from sponsoring various sporting events. In addition to rugby, Emirates also supports football as a sponsor of the Arsenal Football Club. Arsenal's home ground is called the Emirates Stadium, while they also sponsor Hamburg Football Club and is an Official Partner of the FIFA Football World Cup, and is also involved in golf, cricket, horseracing and

sailing (Rugby World Cup, 2007).

Another example is MasterCard. With marketing objectives to increase brand preference and usage, MasterCard considers sponsorship platforms as a critical part of its marketing mix (MasterCard, 2007). They believe that sponsorships provide the contents for many marketing programmes, which MasterCard executes, and brings assets and associations that cannot be found elsewhere (MasterCard, 2007). MasterCard Worldwide began its alliance with the FIFA World Cup in 1990 as the Official Card and Official Product Licensee of Italia 1990. Based on the success of the sponsorship platform, since then, MasterCard was an Official Sponsor of the 1994 FIFA World Cup (USA), the 1998 FIFA World Cup (France), the 1999 and 2003 FIFA Women's World Cup (USA) and the 2002 World Cup (Korea/Japan) (MasterCard, 2007). MasterCard has received unprecedented media exposure through supporting these mega-sporting events. As an official sponsor of these sporting events, MasterCard's category exclusivity includes all real and/or virtual payment and/or account access systems (including credit cards, charge cards, ATM cards and networks, as well as travellers cheques). MasterCard and its participating member financial institutions have an extended window to leverage the commitments to international football, as well as regional football events for more localised marketing programmes (MasterCard, 2007).

3.7.3 Sponsorship platforms and sponsorship evaluations

Marketing agencies such as BMI-Sport Info (Pty) Ltd that focuses on the market for sport and sponsorships in South Africa, assists potential sport tourism event sponsorships by investing in suitable events and getting the maximum return on investment through cooperation with most of South Africa's major sponsoring companies, television channels, sport goods companies, sport controlling bodies and sponsorship management companies (BMI, 2007).

BMI's main services consist of a series of specific products, which are designed for various strategic purposes, which satisfy most of the information needs of clients in the sponsorship and sport markets and ad-hoc projects that are done for clients on request, where the need for information goes beyond that, which are available through different products (BMI, 2007).

BMI has developed a basic framework for developing a sponsorship strategy that is illustrated in Figure 3.5 below to assist with potential sport tourism event sponsors.

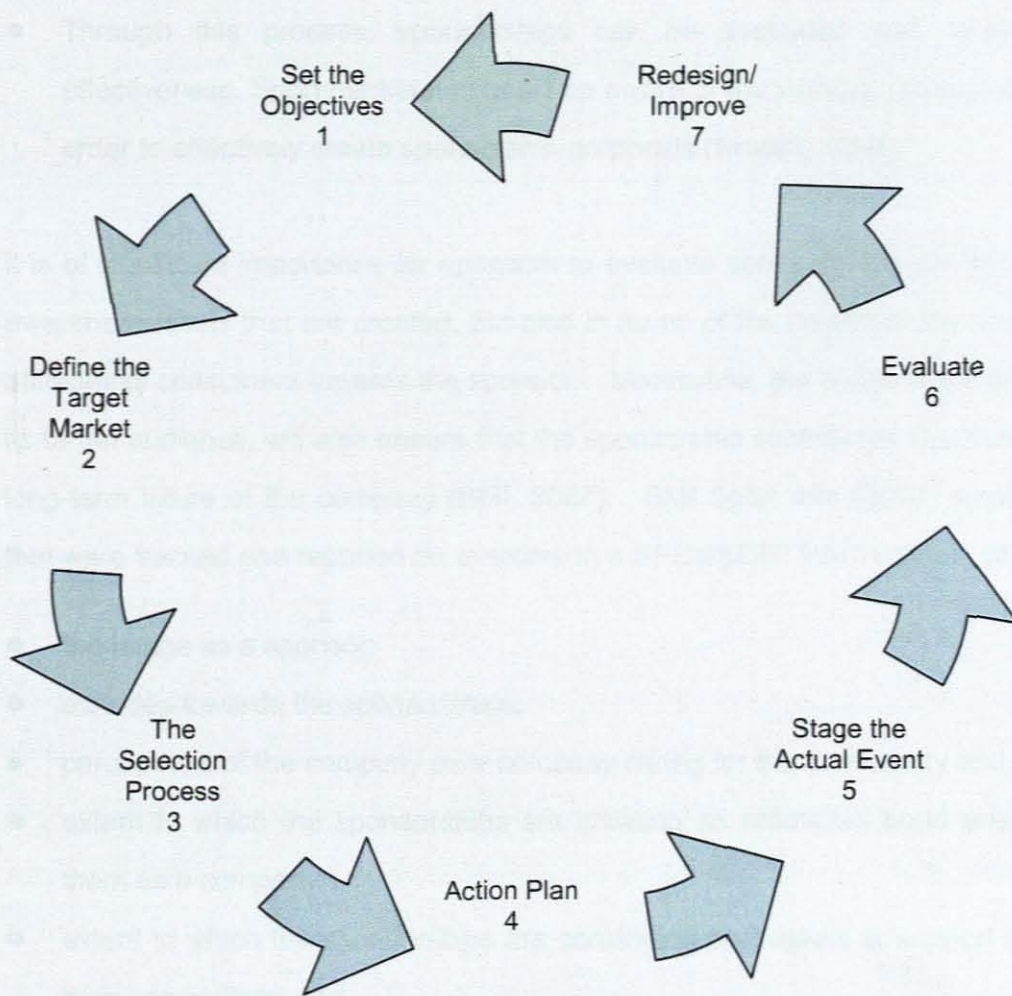


Figure 3.5: Basic framework for developing a sponsorship strategy
Source: BMI (2007)

Whether the sponsorship management goals were met, is important to sponsors' satisfaction levels. Sprint Sponsorship Vision Project is a system that includes both a pre- and post-evaluation, which is weighted accordingly (Turco *et al.*, 2002:149-150):

- Revenue opportunities for the company;
- Ability to integrate the product into the sporting event;
- Costs of the sponsorship;
- Exposure to the company's target market;
- Company image enhancement gained from the sponsorship;
- Company's competitive advantage gained in the market place through sponsorship;
- Hospitality/entertainment opportunities for the company that are gained through the sponsorship;

- Sponsorship opportunity to show the company's commitment to the community; and
- Through this process, sponsorships can be evaluated and ranked in order of effectiveness. Sport marketers should be aware of the various decision-making criteria in order to effectively create sponsorship proposals (Brooks, 1994).

It is of significant importance for sponsors to evaluate sponsorships not only in terms of the awareness levels that are created, but also in terms of the impact of the sponsorship on the attitudes of consumers towards the sponsor. Meanwhile, the image of the sponsor, amongst its target audience, will also ensure that the sponsorship contributes significantly towards the long-term future of the company (BMI, 2007). BMI Sport Info (2007) summarises aspects that were tracked and reported on overtime in a SPONSORTRACK report, which include:

- the image as a sponsor;
- attitudes towards the sponsorships;
- perceptions of the company as a company caring for the community and its people;
- extent to which the sponsorships are creating an emotional bond and loyalty towards them as a company;
- extent to which the sponsorships are convincing consumers to support them rather than their competitors; and
- level of perceived entertainment value of the events that they sponsor.

According to Sports Colloquium Sponsorship (SRSA, 2001), there are challenges, which face sponsorships in South Africa. Firstly, major sport tourism events receive the bulk of available sponsorships, the most funding and mass audiences, but small or relatively unknown sport tourism events are not paid equal attention (SRSA, 2001). Secondly, divisions exist between the business ethic and professional operations of a business and the (often) volunteer-based, civil society-based nature of a sport organisation (SRSA, 2001). A skill transfer from the sponsor to the sport organisation is required to benefit the latter in a tangible way.

3.8 Strategies for implementation of sport tourism events

It is easier said than done to organise successful sport tourism events. In addition to proper planning, the implementation of plans, ideas or comments, is also crucial to sport tourism

events. Hence, it is necessary to generate strategies to assist with the process.

Key strategies and basic principles for implementation can be applied to all events. In the context of sport tourism events, firstly, administrative strategies concerning personnel and financial and legal matters, as well as risk management, will be highlighted. Secondly, strategies that are related to the improvement of community involvement and service quality of the event, will be reviewed. Thirdly, various aspects of the operations plan that deal with implementation of the event, will be described. These include aspects such as medical services, ticket operations, accreditation, transportation, security, and the like. Public relations and marketing strategies are further highlighted. Finally, attention is paid to wrap-up and evaluation strategies of the sport tourism event.

3.8.1 Personnel and volunteers

Staff working for a sport tourism event can be considered as internal clients of the event and, therefore, it is important to fulfil their needs to ensure the quality of service. Normally, the staff consists of paid staff and volunteers. Recruiting, training and maintaining volunteers, are essential to clarifying their duties (Turco *et al.*, 2002:112). Getz (1997) explains that training attempts to ensure that all recruits and existing personnel can fulfil their responsibilities, grow within the organisation and develop their potential. At the OMTOM, volunteers were especially needed at refreshment stations to assist runners (OMTOM, 2006a).

3.8.2 Financial planning

For major events, there will be both income and expenditure. The careful monitoring, recording and control of these incomes and expenditures, is an important concern of clients, organisers, co-ordinators and finance officers of all kinds (Shone & Parry, 2004:96). Shone and Parry (2004:97) add that the setting of objectives is important for the entire event, as well as the key to what should be done financially. They further point out that event organisers may be faced with a range of financial choices, depending on what has been decided concerning the objectives. Care, time and effort may need to be expended at an early stage, which would ensure effective financial management and that all the possible kinds of expenditure and income have been identified (Shone & Parry, 2004:97). It is also useful to understand the links between the original setting of the objectives and to follow those through

into the financial management and budget (Shone & Parry, 2004:97).

Shone and Parry (2004:100) summarise some common budgeting mistakes, hence event organisers should take the following into consideration to avoid mistakes:

- Ignoring the objectives of the event when setting the budget;
- Plucking a figure out of the air for ticket sales before finding out how much the event will cost;
- Not involving everyone concerned in the budget preparation and failing to identify the full range of costs accurately;
- Being over-optimistic about demand for the event, or failing to find a venue with sufficient capacity to do it properly;
- Overlooking subsidiary issues such as the costs of ensuring safety and security, or the effect of having to add tax;
- Not having sufficient capital or start-up funds to establish the event, given the need for deposits or advanced payments of various kinds; and
- People spending money but not getting receipts or invoices, so the money is unchecked and there is no control evidence on their actual spending.

Furthermore, Goldblatt (2002:121) notes that an event budget should be based on the factors such as marketing projections and estimates; the general history of previous identical or similar events; the general economy and the forecast for the future; the income expenses that are reasonably expected with the resources available (return on investment; and type of financing that is chosen to use to finance the event (borrowed funds, prepayments, existing funds).

Additional income is often needed for events. An auction of pledges is another way to generate income. Sources of additional revenue, in addition to ticket or admission prices, are listed by Shone and Parry (2004:97) as follows:

- Programmes/brochures/guidebooks;
- Catering/fast food/sales stalls;
- Retail/souvenirs/clothing/merchandising;
- Corporate hospitality area/lounges/chill-out areas;
- Photography charges/photography sales/video;

- Car parking/transport services;
- Concessions/stalls/stands/pitches/franchises/rentals/contracting;
- Raffles/lottery/tombola/games;
- Broadcast rights (usually major sporting events only); and
- The use of 'membership'-type subscriptions to encourage repeat visits (where appropriate).

It is easy to see who is responsible for cost control within budgets, however, the raising of additional or extra revenues is often overlooked, while events vary considerably in how they are funded. It is important to recognise that many events have more than one source of income or revenue (Shone & Parry, 2004:112). In fact, there might be as many sources of income as there are costs that are associated with the event.

3.8.3 Legal issues and considerations for implementation

Sport tourism event management is geared towards gaining a working knowledge of relevant legal issues, since applicable laws will vary depending on the jurisdiction.

- **Venue contracts**

Regardless of the type of sport tourism event, a venue is always required. In order to avoid any unnecessary inconvenience, in terms of the venue contract or agreement, it should indicate accessible facilities and the duration of the facilities for the sport tourism event, amount and terms of payment, stipulation of use of stadium, arena, fields, and/or other facilities, accountability for all set-up work and post-event clean-up, venue insurance, access to venue signage and permits that are required from the appropriate agencies (Levine, 1988).

- **Sponsorship contracts**

Important issues regarding sponsorship and authorities require consideration between event organisers and sponsors in order to avoid unnecessary inconvenience and conflicts. For example, specific dates of events, exclusive right to associate the name of the sponsor's choice with the event, exclusivity for the main sponsor, trademark/registered user agreement, complimentary tickets and/or boxes that are arranged for sponsors and stipulation regarding appropriate signage and cost of signs should be indicated and acknowledged by both parties (Levine, 1988).

- Sport-governing bodies

Turco *et al.* (2002:121) suggest that it is possible for the organiser to contract directly with a sport association in order to obtain rights to an event. According to the OMTOM official website (OMTOM, 2006a), for the ultra marathon, South African entrants should be current licensed members of a club that is affiliated to Athletics South Africa (ASA). Regarding the half marathon, South African entrants do not have to belong to a club; however, in this event they should purchase a temporary license (OMTOM, 2006a).

- Media coverage and promotional rights

Turco *et al.* (2002:121) note that the event organiser should arrange a license agreement with the broadcaster, which grants the right to broadcast the event. They further recommend that the organiser retains some advertising time on the broadcast for itself and the sponsors of the event. Due to the high demand for accreditation, journalists should work for a legitimate and established news outlet, which is assigned to cover the Two Oceans Marathon in order to receive media accreditation. These accreditation tags normally provide access to the media rooms and finish areas, as well as allow route access in provided transport (OMTOM, 2006j).

According to the OMTOM official website (OMTOM, 2006b), regarding general advertising at the OMTOM, no items with logos or identification, other than that expressly approved by the IAAF may be taken into, worn or placed in the arena. No advertising display of sponsors of the athletes in the form of "Athlete X sponsored by Company Y" or similar, may be displayed or appear on the athletes or, otherwise, anywhere within the competition arena. It is important to note that the application of temporary tattoos, are stamped quite firmly as they are typically in the form of ambush advertising (handed out by someone who is not a direct sponsor of the race) (OMTOM, 2006b).

3.8.4 Risk management/safety and security

Although the organiser does not have to protect the spectator or participant from conceivable risks, it is still necessary for them to exercise reasonable care to protect a spectator from the most serious cases (Turco *et al.*, 2002:121). An organiser of a sport tourism event may face numerous potential liabilities and, therefore, it is imperative that the organiser assesses and takes measures, which should prevent risks from occurring and establish adequate insurance coverage (Levine, 1988). According to the OMTOM official website (OMTOM, 2006a), marshalls were on duty to direct runners along the race route, while a security firm was

employed throughout the period of registration and on race day along with the police who were also in attendance.

Turco *et al.* (2002:122) define risk management as the process of anticipating, preventing, or minimising potential costs, losses or problems for the event, organisation, partners and guests. Tarlow (2002:114) lists a comparison of risks in a city as opposed to risks at a major event in Table 3.5 below.

Table 3.5: Comparing risks in a city to risks at a major event

MAJOR EVENT	CITY
Secondary events often produced	Neighbourhood areas are separated from major downtown centre
Fire equipment needed	Fire equipment needed
Composed of subcrowds	Composed of subpopulations
Coordination needed among medical, fire and security services	Coordination needed among medical, fire and security services
Potential for crisis	Potential for crisis
Specific site	Specific city limits
Control of streets essential	Control of streets essential
Chain of command needed to control crowds	City government needed to assure secure environment in which to live

Source: Tarlow (2002:114)

Berlonghi (1990) suggests the following generic risk management strategies to prevent risks:

- Avoidance: pursue methods to anticipate, avoid or reduce risks;
- Reduction of hazards: minimise hazards through better management, training or operations;
- Reduction of severity of damages and losses: emergency response procedures and contingency plans are available as problems arise;
- Diffusion: consider spreading risks among stakeholder or over space and time;
- Reallocation: completely reallocate risks; and
- Insurance: coverage necessary to protect against risks.

Furthermore, Tarlow (2002:116-119) suggests that event risk managers should consider the following factors to limit event risks:

- Type of event;
- Location, size and layout of event;
- Availability of shade if event is held outdoors and in summer;

- Political situation (likelihood of attracting opponents);
- Number of people attending the event;
- Number of personnel available, as well as backups;
- Geographic considerations (for example, types of walkways, hills, places where one can fall);
- Distance of parking from event;
- Time of day;
- Weather conditions;
- Resource budget;
- Aid from other sources; and
- Type of response team.

Tarlow (2002:122) further advises a risk prevention checklist, which would allow event risk managers to offer quality services (see Table 3.6).

Table 3.6: Risks prevention checklist

INSPECT	LIAISON
Quality of water/food	Local health officials
Loose carpeting or other underfoot hazards	Site engineers, maintenance crews, sanitation crews
Safety of building	Safety inspectors
Loose rocks and obstacles on paths	Grounds department
Quality of lighting	Electrical personnel
Quality of public sanitation services	Health sanitation, waste management services
Debris around the site	Janitorial sanitation services
Condition of warning systems	Fire and police departments
Condition of communications systems	Federal Communication Commission, telephone communications consultants

Source: Tarlow (2002:122)

3.9 Sport tourism events in action

Sport service providers should fulfil customers' expectations. Turco *et al.* (2002:86-87) summarise ten components of service quality as defined by Zeithaml, Parasuraman and Berry (1990), which are relevant to sport tourism marketing, as well as the characteristics of sport tourism events' focus on what customers expect from a service. These components include the following:

- Tangibles: appearance of physical facilities, equipment, personnel, and communication materials;

- Reliability: ability to perform the promised service dependably and accurately;
- Responsiveness: willingness to help customers by providing prompt service;
- Competence: possession of required skills and knowledge to perform the service;
- Courtesy: politeness, respect, consideration, and friendliness of contact person;
- Credibility: trustworthiness, believability, honesty of the service provider;
- Security: freedom from danger, risk and doubt;
- Access: approachability and ease of contact;
- Communication: keeping customers informed in a language that they can understand and listening to them; and
- Understanding: making an effort to know the customers and their needs.

Zeithaml *et al.* (1990) further narrow some of these that are mentioned above and listed five distinct dimensions:

- Reliability: ability to perform the promised service dependably and accurately;
- Assurance: knowledge and courtesy of employees and their ability to convey trust and confidence;
- Responsiveness: willingness to help customers and provide prompt service;
- Empathy: caring, individualised attention with which the agency provides its customers; and
- Tangibles: appearance of physical facilities, equipment, personnel and communication materials.

The reasons why sport tourism marketers should consider service quality are because it measures consumer satisfaction, provides better services to consumers, justifies marketing resource allocation decisions, identifies and describes present/prospective markets and tailors the marketing mix accordingly, determines promotional effectiveness, as well as aids in securing/retaining sponsorship (Turco *et al.*, 2002:88).

According to Shone and Parry (2004:139), ambience is significant to a successful sport tourism event. The physical setting of an event, which deals with various design and staging activities, is primarily intended to look after the event's surroundings and the visitor's responses to them in terms of visitors responding to stimulus of their senses of smell, sight, touch, hearing and taste (Shone & Parry, 2004:141). Different types of events require different support functions, which can be supplied directly by the organisers or contracted out.

(Shone & Parry, 2004:120). Hence, it is essential to understand the logistics of organising events, which also applies specifically to sport tourism events. Shone and Parry (2004:120) assert that getting everything in place for an event is not only a matter of behind-the-scenes efforts in terms of logistics, organisation and preparation; it is also crucial to the atmosphere and ambience that they want. The efforts that they may have to make in order to create an attractive ambience at a venue, in some circumstances, might make its staging difficult but may ensure that an enjoyable atmosphere is created (Shone & Parry, 2004:121). The issues for an event organiser in creating a well-organised and enjoyable event require a range of techniques and tactics. The details of sport tourism events ambience are discussed at a later stage in the chapter.

The business of getting an event ready involves considerable time, effort and hard work. Once a sport tourism event begins, the number of people and the quantity of resources that are involved, will begin to increase along with the workload. The pace of preparation and development also increases, for example, the venue is identified and orders are placed for equipment, facilities and services (Shone & Parry, 2004:120). Shone and Parry (2004:120) further advise that the logistics of ensuring that all these items arrive in time for the event, in their proper place, in good condition and in the style or format that they were ordered, represents a considerable effort on the part of the event co-ordinator.

A useful tool is used by Shone and Parry (2004:124) in the range of techniques that are available to (see Figure 3.6). It links to the service quality, therefore, it is important to assure that those techniques are available for a sport tourism event (activities of the event listed in time order).

Objectives
Planning
Organising and preparing Development activities, preparation and deadlines: timing/preparation schedules Venue-find
Venue preparation arrangements Licence and permit applications/insurance/booking and contracts Risk analysis/set-up of emergency procedures
Logistics and supply functions Special power and utilities suppliers Specialist supply items/equipment hire/food and drink ordering/linen hire and uniforms/ signs/audio-visual requirements/backdrop and staging/security/decoration supplies/ dressing rooms/public and crew facilities
Implementing the event Operations, control and action Communications, problem-solving on the day
Divestment/legacies Close-down: evaluation, feedback and recording Refuse, equipment and services removal/cleaning/contracts acquittal and payments Site restoration/handover

Figure 3.6: The event management process: the organisational and logistical activities
Source: Shone and Parry (2004:124)

The issues that should be taken into account when events, particularly sport tourism events take place, are presented in the following section

3.9.1 Logos, graphic, design and signage programme

The appearance of a sport tourism event assists in attracting spectators and sponsors to the venue (Turco *et al.*, 2002:142). Wilkinson (1988) states that the graphic design programme varies in terms of one logo or a complex myriad of symbols for each site, event, sponsor, and operational element. Signage should be eye-catching, easily and inexpensively manufactured, assembled and dismantled (Wilkinson, 1988). According to Wilkinson (1988), signage consists of the provision of signs at a sport tourism event that assists to provide directions, give sponsors exposure and display information. He further maintains that the signage programme should accomplish the smooth and free movement of pedestrians, spectators, participants, staff and all vehicles into, around and out of the site of the sport tourism event.

3.9.2 Setting/creating the ambience

As discussed previously, ambience often influences the success of an event. Shone and Parry (2004:139) state that an event with the right ambience can be a huge success, however, an event with the wrong ambience, can be a huge failure. Therefore, in the context

of sport tourism events, it is important to create the right ambience for the right event.

Getz (1997) identifies six event settings, namely assemblies, processions, linear-nodal, open space, exhibition/sales and activities. According to the aims and the programme of the sport tourism event, the suitability of a specific setting should be considered. Getz (1997) states that visibility will influence customers if they decide to attend to more spontaneous factors. High visibility may be a factor to attract customers, particularly for open-air events.

Assembly settings is mostly utilised for organising conventions, formal ceremonies and spectator sports. Present facilities, which have their own management systems, can be used (for example, exposition halls, auditoriums and arenas). Parks, plazas and closed streets are often used for events with open-space settings because they create free movement, but they usually contain subareas for assembly, procession and exhibitions/sales (Turco, *et al.*, 2002:105). Furthermore, they add exhibitions/sales settings that are planned to lure entry and circulation, browsing and sales. Sports and certain other activities frequently require purpose-built facilities, although many can be combined with other settings. The type of sport tourism event and facility availability within the host region, may limit venue selection. Most sport tourism events require a range of support spaces and facilities, while a necessity for any of these will, in part, determine the suitability of the setting.

In addition to the setting of the sport tourism event and its surroundings, there are various service factors that are perceived by the customers. Many events are operated by amateurs and volunteers and this may be a key part of the experience, for example, volunteers were obtained at each refreshment point at the OMTOM. On the other hand, if the event is a cooperative one, which is hosted by volunteers in their spare time and by their own efforts, the expectations of the event and its service standard may be quite different. Service at the event might be thought of more in terms of procedural and conviviality characteristics (Shone & Parry, 2004:141-142)

3.9.3 Location/venue

Significant conditions such as visibility, accessibility, centrality and clustering, amongst others, should be considered (Getz, 1997). Accessibility to reach the event will help to ascertain suitable location. Means of transport (such as public transport in terms of buses and trains and private transport in terms of cars) and event location, should be taken into

consideration. The location should be able to handle surplus demand such as adequate provision for additional parking areas. Easy connections to airports, free ways and public transport terminals, are essential when targeting tourists and shuttle services from parking areas or public transport stations, which are recommended if accessibility is anticipated to be a problem (Getz, 1997). A central location within a community is preferred and how the accessibility to various locations is related to target markets should be analysed (Getz, 1997). However, Turco *et al.* (2002:106) criticise centrality as it often results in clustering. New factors, which include facility sharing, changing access to infrastructure and travel nodes, as well as proximity to tourism and service developments, also influence the status of sports locations (Stevens, 2001). Event organisers should ensure the accessibility of a sport tourism event for potential customers, visitors or participants by using typical modes of transport, as well as ensure that there is suitable and adequate access, both for them and goods and in case of an emergency.

According to Shone and Perry (2004:121), venue-find is one of the most important aspects of the development phase of an event. Site visits are useful for event organisers after having ideas of the event requirements. Hinch and Higham (2003:84-85) then suggest, for example, that a marathon course should be located to take advantage of concentrations of population, distinctive urban landmarks or unique scenic settings. As discussed previously, the OMTOM is considered as “the most beautiful” marathon in the world because of its unique race route (especially via Champman’s Peak). Moreover, it is a way to save public money and time by utilising existing infrastructure (such as roads and the Good Hope Centre as the Expo venue) and facilities at this event. The theory of sport locations is presented in Table 3.7 below (Bale, 1989:78):

Table 3.7: Theory of sport locations

Theory of sport locations	
1	The main function of sport location is to provide sport outlets for a destination. Sport facilities are, therefore, centrally located within their market areas.
2	The greater the number of sports provided, the higher the order of the sport location.
3	Low-order sport locations provide sporting facilities that are used by smaller catchment areas; the threshold population that is needed for the viability of a lower-order place, is smaller.
4	Higher-order locations are fewer in number and are more widely spaced. They have a large population threshold.
5	A hierarchy of sport locations exists in order to make as efficient as possible the arrangement of sport opportunities for (a) consumers who wish to minimise their travel to obtain the sport they want; and (b) producers of sport who should maintain a minimum threshold of customers to survive.

Source: Bale (1989:78)

3.9.4 Catering

The organisation of catering varies considerably according to the type of venue. In general, there is a choice between in-house catering, as practised by the banqueting departments of hotel-type venues and contracted-out catering, as practised by other types of venues, which range from public halls to sport stadiums (Shone & Parry, 2004:128). Shone and Parry (2004:128) further add that there are advantages and disadvantages to both methods and that the method, which is provided by venues to handle their catering, may have as much to do with historical precedent in that venue as with matters of profitability, flexibility and convenience. Furthermore, the former can normally be adopted by conferences and workshops, which may be held at a hotel, however, for sport tourism events, it involves various types of choices. For example, a club to which participants belong, may organise the meals and beverages through catering companies, on the other hand, spectators may either bring their own food and have it with friends and/or family, or purchase food or drinks at local restaurants or vending stalls. It also links to the sponsorship. For example, at the OMTOM, each runner receives a free refreshment card, which is sponsored by the Friendly Store. Furthermore, Coke and Powerade were given to the runners along the exit lanes (OMTOM, 2006a). Therefore, in practise, event organisers, particularly sport tourism event organisers, should consider catering issues in specific circumstances as presented below (Shone & Parry, 2004:131):

- The number of visitors attending and expected to buy refreshments and how many refreshment opportunities a visit to the event might represent;
- The number of staff or crew, which should be fed and at what times;
- Details about the visitor group themselves such as who they are, typical food interests and styles of eating, age group, male/female balance and special dietary needs (for example, vegetarians);
- Whether there is a budget for refreshments or whether food is exclusive of the ticket price;
- The expertise and ability of the catering staff;
- The type of catering facilities in term of storage capacity and equipment available at the venue;
- Whether the food/drink is brought in from outside and how it is brought in;
- What utilities and main services are available at the venue;

- Have licences for alcohol and food sales (for example, from stalls) been applied for and given?
- Is there sufficient space for food, drink and equipment storage, preparation and services?
- Are these areas easily accessible, do they have the necessary utilities and comply with hygiene regulations?
- What are the set-up, opening, closing and departure times?
- What cleaning and clearing arrangements are there? and
- Are there selection criteria for a mix of catering providers and what arrangements are there for them to pay for their concession, pitch or stall area?

3.9.5 Technical services

The technical services that event organisers and venues are expected to provide, have become increasingly sophisticated, to the extent that event organisers may choose to outsource the hi-tech needs of clients to production or multimedia companies.

According to Shone and Parry (2004:134), multimedia can include video, computer-generated text and graphics, transfer of pictures from digital sources and the insertion of sound or video into presentation or broadcasting. They have added that similarly, rapid development in communications has seen some use of video at large-scale events and satellite links from one place to another.

The other common technical issue is that of sound and the need for sound reinforcement at most events (Shone & Parry, 2004:134). Shone and Parry (2004:134) note that sound reinforcement is provided by microphones, amplifiers and loudspeakers. Technical skill and careful preparation can achieve a very effective presentation. In terms of a soundtrack, there are issues of copyright for music and video and, in venue terms, the quality of the facilities and the acoustics of the venue, should be taken into account (Shone & Parry, 2004:134). If venues have suitable equipment available, venue management and technical staff should request material, which should be tested prior to the event. In addition, the level of technical skills that are required to solve the simplest of equipment problems, is not always available immediately. Increasing sophistication of communications also permits advances in how, and where events can be held (Shone & Parry, 2004:134). However, they add that the resources required to do this, may have to be brought in particularly.

Organisers who wish to incorporate good quality sound may need to hire the equipment to provide it. The complexity of this technology, a package, including the hire of a technician (again an element that not all venues are able to provide), is often necessary (Shone & Parry, 2004:137). Shone and Parry (2004:138) note that a loudspeaker system should be set up between presenters and audience and, in purpose-built venues, they can often be ceiling-hung from gantries that are designed for them. They add that sufficient time should be allowed for crews to set up systems in the case of a large event and to obtain frequencies for the event's radio communications, if any are needed. Furthermore, the logistics officer should, when planning the provision of communications, prepare a contract listing, both for internal and external contacts (Shone & Parry, 2004:138).

Whilst technical support may be regarded as essentially aural or visual reinforcement (additional sound or lighting systems), it is also the case that event organisers are looking for a standard that is extremely high and are willing to pay for it (Shone & Parry, 2004:134). It is also more common for sport tourism events to use video walls, which are composed of television monitors. Shone and Parry (2004:136) add that the operational company may work regularly with a particular venue (many of the large venues have links with local production companies), while the production company will have to undertake preparatory site work to assess factors such as available space, power, structural capacities and access to the hall or arena in order to do the job properly. The operational company should work closely with the event organiser to ensure that everything is sourced appropriately when it is needed.

The lighting of venues has a number of purposes. According to Shone and Parry (2004:136), the final lighting issue is one of provision for safety and to help people feel secure, particularly in terms of exits and traffic routes in and around the venue or site. Lighting should be provided throughout the venue from various public areas to the place of final exit (Shone & Parry, 2004:136). It is necessary to enable the proper functioning of these areas, which would ensure safety and security and maintain a pleasant, general ambience. Shone and Parry (2004:136) further add that emergency lighting is essential, as well as a legal requirement in public buildings. Exits should be clearly illuminated and the emergency lighting should be sufficient to allow adequate means of escape.

3.9.6 Amenities and cleaning

According to Shone and Parry (2004:138), cleaning and clearing are issues that are sometimes neglected in the servicing of venues, sites and events. It is essential that when there is a break in the programme or at any other convenient point, that the opportunity is taken for minor rubbish clearing, bin emptying, replenishment of consumables and other stock (Shone & Parry, 2004:138). This should be planned to occur at regular intervals and can be regarded as “preventative” action. Cleaning equipment and materials should be available and accessible to the support staff.

Shone and Parry (2004:138) point out that portable toilets can normally be hired in blocks at open sport tourism events. It is essential to provide servicing for event toilets and supervision, which will ensure that effective cleaning is carried out (Shone & Parry, 2004:138). Nevertheless, proper systems for servicing and supervision are as much a necessity as any other support service.

3.9.7 Catering for the physically challenged

Sport tourism events should be more sensitive to the rights of the physically challenged. It is not only the moral and ethical importance that should be considered, since it is a matter for legislation of certain countries or states. Wheelchair ramps, Braille menus and signs, sign language interpreters and other elements, have become commonplace at events (Wanklin, 2000:146).

A number of essential features for every facility where a sport tourism event is held, should be at the top of the checklist for the organisers’ attention, drawn by Wanklin (2000:145-146).

These include the following:

- Reserved parking spaces immediately outside the entrance (such spaces should be under the management of designated personnel to prevent selfish, able-bodied people from using them);
- Appropriately designed toilets, which particularly allows access to wheelchairs;
- Provision of ramps instead of stairs;
- Availability of wheelchairs for the elderly;
- Audio facilities for the hearing impaired (such as an assisted listening system);
- Reserved seating for people with impaired vision; and

- Trained personnel to assist the deaf and wheelchair-bound public.

There are also a number of measures, which can be established to help the physically challenged to enjoy the sport tourism event (Wanklin, 2000:146):

- The provision of a bell at the entrance where wheelchair participants could summon assistance;
- The provision of facilities to accommodate guide dogs, should they not be able to accompany their owners into the event itself; and
- The need to enhance awareness of the provisions made for the disabled.

There is a need to arrange qualified sign language interpreters for meetings and conferences, which are attended by the hearing-impaired. In addition, “guest rooms should have telephones equipped with a flashing light and doors with a vibrating knock signal” (Sturken, 1997:48).

By implementing the above-mentioned guidelines, the organisers will earn support and received promotion of the event from all sectors, which should improve the service quality (Richards, 1992:99).

3.10 Sport tourism events close down and evaluation

Whether an event closes-down properly, directly affects the success of the event. Event close-down includes three aspects that are administrative completions, physical close-down and evaluation and recording (Shone & Parry, 2004:215). Shone and Parry (2004:215) add that besides cleaning out the venue, there will be a range of administrative tasks to tie up, which include the completion of the accounts, payment of final bills to contractors and final marketing activities such as closure press releases and providing information about future plans. There will also be various personnel completions, in particular the final payments to all staff, the bringing up-to-date of staff records for future reference, together with the need to do an evaluation of the event (Shone & Parry, 2004:215).

The above-mentioned issues also apply to sport tourism events. Turco *et al.* (2002:147) address four themes or tracts emerging as important and timely to managers to evaluate sport tourism events, namely customer satisfaction research, sponsorship evaluations, economic impact assessments and host perceptions of event impacts. All the various available

sources of information (see Table 3.8) should be utilised to evaluate events and not only the visitor's perception of the event should be considered but also that of the organisers, sponsors, local businesses, local residents and local government, to name a few. Lessons should be learned from all perceptions and transferred to other events or the whole events industry (Bowdin *et al.*, 2001:271).

Table 3.8: Types of information for evaluation of events

Quantitative information	Qualitative information
Visitor and participant data, sales	Visitor perceptions
Target market-visitor profiles	Questionnaires returned, exit surveys
Attendance statistics, target market information	Recorded (structured) chats or interviews
Financial reports and accounts	Staff and volunteer feedback
Financial balance sheet	Management notes and commentary
Economic impact analysis	Social impact analysis
General statistical information	Social benefits balance sheet

Source: Shone and Parry (2004:220)

Shone and Parry (2004:220) criticise that one of the limitations of evaluation is the inability to make use of the process. They comment that event evaluations should not be simply ended with review events, but that the purpose of evaluation is to see if the event has met its objectives and to learn how an event could be improved in future. It is vital to find out the real cause of a problem. Certain issues should be evaluated through collecting a modest amount of information in terms of questionnaires, interviews and observations, to name a few (Shone & Parry, 2004:220). Shone and Parry (2004:221) illustrate sources of information for an event evaluation in Figure 3.7 below in order for event organisers to collect information.

Event Evaluation (including Budget)
Visitor observation
Questionnaires visitors' perceptions
Security/police
About crowds, traffic, incidents
Specialists and department leaders
Recreation and notes
Council
Parking, access, community views
Co-ordinators
Observations and notes, weather
Mystery guests
Participant observation
Staff and volunteers
Views, comments and logbooks
Sponsors
Views of publicity, level of awareness

Figure 3.7: Sources of information for an event evaluation
Source: Shone and Parry (2004: 221)

Sport tourism events' close-down should be paid equal attention to other aspects of management. Even a careless mistake could lead to unsatisfied customer satisfaction or even a failure. For one-off sport tourism events, lessons can be learnt for the team's own benefits, while the evaluation process could be added into the event history file and relevant information could be collected and analysed. Sport tourism events may be transient or long-lasting in terms of local communities utilising buildings that are built for sport tourism events but, in either way, they will influence personal memories and even the host community.

Service quality evaluation, as an important part of the whole evaluation process, is presented below.

In order to better serve sport tourism event customers, sport tourism event organizers, with a true marketing philosophy and concern for customer satisfaction and service quality, should know how consumers perceive various elements of the events (Turco *et al.*, 2002:147).

The more advances are made in producing a higher quality of sport tourism events, the more the events can affect customers (Cunningham & Taylor, 1995). How sport tourism events affect consumers, can help sport tourism event managers and corporate sponsors design more effective sport tourism event marketing programmes in order to accomplish specific, consumer-related objectives. Event organisers should have the ability to continually satisfy customers who increasingly demand value for money in terms of the price-quality ratio and the actual quality of the product or service that is being offered (Getz, O'Neill & Carlsen, 2001).

In terms of service at the events, Getz (1997) states that it has two connotations that are tangible and intangible. These two connotations also apply to sport tourism events. The most physical factors at events such as parking, rest rooms and information are tangible; similarly, Bitner (1993) states that physical evidence of service includes communications such as advertising and signs, the price, guarantees, logos, as well as the physical environment. For example, the setting can differentiate the service from others and attract targeted market segments. A well-designed and managed event setting will facilitate customers' enjoyment of the programme and be a significant part of the experience. On the other hand, ambience, fantasy, excitement, relaxation, escape and social involvement, are intangible. High quality events should meet expectations in both categories. Getz *et al.* (2001) add that event customers are likely to think of service as the tangible reception that they receive from staff and volunteers because the exchanges are personal, immediate and important to the entire experience.

Getz *et al.* (2001) contend that event managers can enhance their customers' experiences by maximising anticipation of an enjoyable experience through communications; facilitating an efficient and smooth arrival; and providing a user-friendly orientation through information, signage or greeters. The design of the site can also contribute by providing an obvious and attractive entrance to direct visitors to important areas such as viewing areas, vendors' and sponsors' facilities, amongst others. When provided services go wrong, customers will experience a negative impression of their experience. Getz *et al.* (2001) conclude that essential services should be available and provided at a reasonable standard, otherwise their absence or poor quality will detract from the overall experience. The satisfaction levels of some guests will likely be more influenced than others by faults in essential services.

Most customers at events will share a number of core experiences with other customers but each person's experiences and perceptions of quality are not the same. According to Getz *et al.* (2001), customer's perceptions, particularly the various needs of customers and how the organisation is structured, or can be structured, can be identified through service mapping. They assert that mapping not only identifies elements of the process, but also measures the relationship between processes and customer satisfaction. Furthermore, Getz *et al.* (2001) suggest that service mapping could be done by asking customers for feedback, by customer-completed log books or by trained observers. A written "map" can show stages and subprocesses in the delivery of a service or a graphic map that has the advantage of

visually illustrating the flow of the service process from the customer's perspective (Getz *et al.*, 2001).

3.11 Summary

The management and organisation of sport tourism events influence their success and qualities. Relevant aspects and factors regarding those issues were reviewed and evaluated in this chapter. It is crucial for event organisers to understand the concepts and theories, as well as put them into practice in order to fulfil their goals and objectives, which would sustain sport event tourism event development.

CHAPTER FOUR

SOCIO-ECONOMIC IMPACTS OF SPORT TOURISM EVENTS

4.1 Introduction

Sport tourism events have increasingly been positioned within the realms of the marketing, decision-making and strategy development of tourism destinations. Barney, Wenn and Martyn (2002) state that co-operative involvement and public support of sport tourism events are motivated by factors such as the opportunity to advertise products to a global audience, leverage opportunities in export and new investments, on-sell event management knowledge, enhance the tourism industry at the host destination, and boost citizen morale and pride. Similarly, Lee and Taylor (2005:595) also contend that sport tourism events draw significant numbers of domestic and international tourists, attract television and corporate sponsorship, as well as showcase the host location.

Williams, Hainsworth and Dossa (1995:13) note that special events that are promoted by commercial interests usually focus on generating economic returns for sponsors, whereas, the social concerns of host communities may be neglected. These issues also apply to sport tourism events. Furthermore, in addition to the benefits that are generated from sport tourism events, events may have socio-cultural, economic and ecological costs on host communities. Matheson (2002) points out that it is rarely reported that there are non-economic costs such as traffic congestion, vandalism, environmental degradation, disruption of resident lifestyle and so on. In addition, Roche (1992) argues that studies, which are undertaken or sponsored by local authorities or organisers, are usually implemented before the event, however, it is rare to find a thorough post-hoc cost-benefits evaluation of an event's success. In this chapter, destination image-building, through sport tourism events, is reviewed. Furthermore, socio-economic and environmental impacts, as well as the concept of event leveraging, are evaluated in order to ensure sustainable sport tourism event management and development.

4.2 Destination image building

Getz (1991) identifies six reasons why cities bid for special events, in terms of sport tourism events, which are detailed next. Hosting sport tourism events can attract people to the event host location. It is a way to attract people outside the main tourist season, create media attention and raise the profile of the event host destination. It can also add animation and life to existing facilities. Furthermore, sport tourism events can also encourage repeat visits and assist regeneration. Sport tourism events are likely to provide a valuable theme for city destinations and affect the images of destinations. Similarly, Kim and Chalip (2004:695) state that increases in visitation and the effects of seasonality on visitation, are a direct result of event attendance. They further add that effects on market position depend on the event's media, sponsorship and word-of-mouth, each of which is a function of the event's spectator appeal. Successful cobranding depends on the relationship between the image of the destination and the image of the sport tourism event, which is staged. It is important to recognise if the effects are positive, negative or, indeed, negligible and necessary to review if images can be effectively modified (Smith, 2005:221). For example, a tourist destination marketing campaign, namely the 'Dubai Heart Campaign' was launched in May 2005 by the Dubai Department of Marketing and Commerce Marketing in order to brand Dubai, the city in the United Arab Emirates (UAE) (Dubai Tourism, 2005). It identifies the unique characteristics of the city, such as it being tax free, its Arabic cultures, the "Shopping Mecca", and so on, but it also involves addressing issues such as the volatility of the middle-east and cultural sensibilities (Dubai Tourism, 2005). Key events, as an eye-catching point, such as the Dubai World Cup Horse Race, can enforce this branding positioning (Mclauchlan, 2007).

Destination images for tourism sites include both tangible (attractions, infrastructure and physical appearances) and intangible (services and atmosphere) facets (Boo & Busser, 2006:224). Destinations should communicate a congruent image to potential tourists as a means to strengthen, renew and develop images (Smith, 2005:221). Smith (2005:221) further states that owing to symbolic capacity, media exposure, contemporary significance and popular acclaim, sport initiatives may provide valuable images; meanwhile, the location of the sport tourism event is also an important consideration, which may influence the success of the event.

Corroborating previous studies, Kim and Morrison (2005:234) assert that the image perception of a destination varies between pre-visitors and post-visitors; before and after the trip; before and after advertising campaigns; between first-time and repeat visitors; between visitors and non-visitors; before and after internationally significant political events; and

between ideal and actual images. Visitors may perceive the event more positively owing to positive images and the experiences of the host destination.

Gunn (1972) suggests that destination images consist of two levels, namely organic and induced images. Gunn (1972) adds that an organic image is formed by non-tourism market-oriented information, while an induced image is formed by the efforts of marketers through advertising and promotions. According to Gartner (1986 cited in Kim & Morrison, 2005:236)⁴, advertising or promotions can be effective in modifying image even over a short-term period because images are sensitive to seasonality and changes of environment. For example, the images of states in the US, as perceived by tourists, showed minor changes between November 10, 1982 and February 25, 1983. Furthermore, the false images of a destination could be modified by consistent promotional efforts (Kim & Morrison, 2005:236). For example, Johannesburg is perceived as a "Crime City" owing to its high crime rates, therefore, the image of the city is affected severely by this negative publicity. However, the government has attempted to change this negative image through marketing the city as a MICE destination (Rogerson, 2004:479). With the hosting of the World Summit on Sustainable Development (WSSD) in 2002 and other major international conferences in the city, more and more positive images of Johannesburg can be created.

Ross (1993) states that the friendliness of local residents; high quality tourist information and easily available accommodation should impact the destination's images. Once again, Kim and Morrison (2005:237) assert that other factors can directly influence or mediate the perceived image of a tourism destination, which include nationality, socio-demographic variables, the level of awareness about or familiarity with a tourism destination and the role of promotional media.

Kim and Morrison (2005:244-245) also state that how a sport tourism event can influence a destination image by enhancing the image of the destination. A sport tourism event can also be helpful by reducing the levels of anxiety and in more effectively promoting a safe tourism destination. It can contribute to an improvement of the image of a tourism destination, while marketing strategies that are generated for a sport tourism event, should continue to attract domestic and foreign tourists even after the sport tourism event (Kim & Morrison, 2005:245).

⁴ Gartner, W. 1993. Image formation process. *Journal of Travel and Tourism Marketing*, 2(2/3):191-215.

Furthermore, Gartner (1993:207) points out that effective image changes depend on an assessment of presently held tourism images. Smith (2005:221) states: “Effective strategies may be those that advance existing images, rather than those that attempt an instantaneous revolution”.

The DEAT (South Africa, 2002) summarises the following strategies for events positioning and branding in South Africa, which also apply to sport tourism events:

- Positioning and communication should address consumer desires and stimulate an emotional response in tourists rather than blandly present the destination’s attractions. South Africa’s key strengths and differentiating features, as a destination should be creatively promoted through its positioning and marketing initiatives, while events is one of these components.
- Events can play a critical role in changing the image of a nation. International best practice suggests that the image and positioning of an event brand should be led by destination branding (South Africa, 2002). In other words, South Africa’s event brand should be consistent with and reinforce South Africa’s key assets, while positioning and image should be used to bring South Africa’s personality to life (South Africa, 2002).
- Since tourists are largely unaware of provincial boundaries and are more concerned with specific tourist destinations or attractions, they are also more concerned with events as attractions to a city rather than the bodies involved in securing those events. For this reason, it is necessary to build brands around major events during the year and to use the strength of those brands to further build the South African brand (South Africa, 2002).
- Events also play a key role in strengthening South Africa’s brand and building its profile both nationally and internationally. Opening and closing ceremonies of major events, as well as promotional advertising for the event, provide opportunities to reflect South African culture. However, it is critical that strategies for image development extend beyond the immediacy of the event and should be framed for post-event strategies (South Africa, 2002).
- Co-branding of major events across South Africa, through Brand South Africa, will contribute to enhancing brand image experience and can be used as a platform for tactical integration. Co-operation between all partners that promote South Africa

internationally, is essential if a consistent message should be conveyed to the world. The guidelines for Brand South Africa were drawn from other best-practice case studies, including Australia, New Zealand and Ireland (Anon, 2004). One of the key elements identified, as discussed previously, was the need for a joint initiative between the public and private sectors. The International Marketing Council worked with Unilever and Added Value, which is an Anglo – Dutch company that owns many of the world's consumer product brands in order to develop a positioning for Brand South Africa (Anon, 2004). Destination branding is not merely about a logo or payoff line (or event campaign), however, it is important to have a long-term view, while every stakeholder and individual should take its responsibilities to gain more added-value, which should ensure tourists' good experience at the event destination. These can be achieved through unconventional media, such as major sport tourism events. As a result, negatives can be turned into positives, for example, as mentioned previously, the tourist off-peak season in Cape Town normally occurs in winter owing to weather constraints. However, it can be overcome through hosting major sport tourism events or similar events, which would expand the tourism season.

As discussed in Chapter Two, CTRU has created a brand called “Cape 365” for Cape Town and the Western Cape, in 2006, as a year-round holiday destination, which has world-class urban and rural offerings (Tourism Cape Town, 2007a).

At the heart of the first stage of Cape 365, in collaboration with the public and private sector, it is the development of unique, compelling, weather-immune ‘low season’ proposition for the Western Cape. This includes the ‘Big 5’ ‘low season’ tourism experience in the Western Cape. There is a diversity of winter sporting activities, which include “play” , which ranges from golf and shark diving to watching local and international sport events; while another four issues include “pamper”, which refers to the Cape’s world-class spas and hot spring resorts; “food and fireplace”, includes the exceptional culinary fare of the Cape accompanied by a bottle of Cape wine; “super-natural” the eco-tourism splendour of the Cape’s natural beauty; and “sound, stage and style”, which is its rich array of arts and culture, brought to life through the Cape’s artistic theatre, fashion, music and concert offerings (Tourism Cape Town, 2007a). A fundamental part of CTRU’s strategy is to use event timing to ensure high visitor numbers and expenditure throughout the year, which also applies to the 2010 FIFA World Cup that takes place in June/July, while this mega event can also afford an opportunity to help smooth seasonal demand (Tourism Cape Town, 2007a).

The importance and presented examples of destination image branding through events, especially sport tourism events, is necessary to consider planning for a sport tourism event in a broader context, which relates to planning for a sport tourism destination area (Turco *et al.*,

2002:93). Turco *et al.* (2002:93) point out the essential elements of a sport tourist destination area, which are highlighted next: firstly, a sport tourist destination area should be a recognised, definable feature for a traveller; secondly, it should have a tourism identity of sufficient scale to deserve treatment as a factor in the local economy; thirdly, coherence in its geography and among its tourist-related features, is also important; fourthly, it requires political integrity so that viable decisions can be made; fifthly, it is important to have communication/information distribution channels; and sixthly, access to the destination (modes of transportation and accessible transportation corridors). Furthermore, it depends on whether residents are willing to accept/embrace tourism; defined attractions can be considered as value-added features to attract more visitors; and finally, sufficient accommodation and service employees are key factors of the capacity of a sport tourism event destination, and would determine whether a sport tourist destination can successfully organise a sport tourism event.

According to Uys (2001:198), a checklist of the key success factors for a sport tourist destination is set up to evaluate a sport tourist destination (Table 4.1).

Table 4.1: Checklist for the key success factors of a sport tourist destination

PRIMARY	SCORE	SECONDARY	SCORE
Sport and training facilities		Political situation	
Accommodation		Management/ service	
Transportation		Media and broadcasting	
Climate		Marketing (well known)	
Location		Security/ safety	
-		Altitude	
-		Natural beauty	
-		Cultural and social characteristics	
-		Hospitality	
-		Infrastructure of destination	
-		Shopping facilities	
-		Recreation/ entertainment facilities	
-		Educational facilities	
-		Image	
-		Accessibility of destination	
-		Price levels (value for money)	
TOTAL		TOTAL	

Source: Uys (2001:198)

4.3 Impacts of sport tourism

Sport tourism events benefit all stakeholders, however, they are interlinked and influence each other. From local sport participants' perspectives, Weed and Bull (2004:17) note that there are three ways in which local sports participants can benefit from tourism. Firstly, in the opening up of tourist-based facilities for local resident use (dual use); secondly, with this kind of the support, the tourist market can provide for local sport provision; and thirdly, in the case of potential, rather than actual participants, it contributes to the development of sport participation and healthy lifestyles. Furthermore, in terms of sport tourists, Weed and Bull (2004:21) add sport spectating and participation opportunities, which are major benefits. Tourists can benefit from the sport-tourism link in the range and quality of sport participation opportunities, which are available from the holiday.

As customer satisfaction research and sponsorship evaluations were discussed in previous chapter, the details of economic impact assessments and host perceptions of event impacts are discussed below that are categorised into the economic, socio-cultural impact and environmental impacts.

4.3.1 Economic impacts

According to Turco *et al.* (2002: 53), "Economic impact is defined as the net change in a host economy directly attributed to a sporting event or operation." They add that there are four primary considerations when assessing the economic impacts of sport, which are to what extent the sport stimulates new spending within the economy; to what extent the sport retains local income; the costs to produce the sport; and the extent to which the economy internalises spending that is attributed to the sport.

Tourism expenditure and the functioning of the multiplier are important indicators to estimate the economic impacts of sport tourism events. Furthermore, the economic benefits and costs of sport tourism events, the tourism and economic development potential of sport, as well as the economic impact calculations, are also explained below.

4.3.1.1 Tourism expenditure and the functioning of the multiplier

Regarding the economic impact of a sport tourism event, it is influenced by the number of tourists, their spending, how long they stay and the multiplier effect (Saayman, 2000).

Turco *et al.* (2002:67) state that multiplier coefficients take the interrelationships of businesses within a designated economy into account. They note that the more independent or self-sufficient the economy, the greater will be the multiplier coefficient.

Turco *et al.* (2002:67) assert that the basic idea of the multiplier is that direct tourist spending in an area begins once the money has been spent. They further explain that a portion of tourist spending re-circulates through the local economy before leaking out to pay for basic purchases elsewhere; the portion of re-spending that remains in the economy is the multiplier effect, and that portion that is lost to economies where goods and services were purchased and imported, is termed as leakage.

According to Turco *et al.* (2002:67), multiplier coefficients will be higher where a greater proportion of spending is in sectors that have strong links to other industries and businesses. They add that only nonresident visitors create a net stimulus within the local economy, even though residents of the local area may spend money at or near the tourist destination, since presumably they would have spent that money in the economy on other goods and services.

Several types of multiplier coefficients are used in sport tourism impact assessment (Turco *et al.*, 2002:67-68). For example, Muller (1992:68) lists the following five types of tourist multipliers:

- Transaction or sale multipliers. The transaction or sale multiplier is the additional turnover created by an additional unit of tourist expenditure;
- Output multiplier. The output multiplier is a sophistication of the sales multiplier where the relative changes of inventories are taken into account as a result of the additional tourist expenditures;
- Income multiplier. The income multiplier measures the additional income, which is created in the economy as a consequence of the increased tourist expenditure;
- Government revenue multiplier. The government revenue multiplier measures the impact on government revenue as a consequence of an increase in tourist expenditure; and
- Employment multiplier. The employment multiplier is the extra employment, which is generated by an additional unit of tourist expenditure.

According to Muller (1992:68), expenditure can be divided into direct expenditure, indirect expenditure or induced expenditure. Direct tourism expenditure reflects the income, which is received or generated directly and triggers the first round of spending by business (Gee, Makens & Choy, 1989:151). It consists of expenditure by tourists on goods and services in hotels, restaurants, shops and other sport tourism services, as well as expenditure on goods that are exported owing to tourism or investments that are related to tourism in the region (Muller, 1992:68). Higham (1999:89) also points out that international tourists who may be attracted to the entertainment and cultural values of live sport, could benefit the host communities through spending on the above mentioned aspects. Muller (1992:94) further defines that indirect tourism expenditure is defined as expenditure in a successive round of inter-business transactions that results from the above-mentioned direct expenditure. Payments of salaries and wages to local employees, as well as tourist establishment replenishing stocks, are also included. Induced tourism expenditure is defined as increased consumer spending, which results from additional personal income that is generated by the direct expenditure (Saayman, 2001:94).

In addition, according to Muller (1992:68), extra expenditure takes on various forms, which are listed as follows, and should be noted:

- Spending on goods and services by sport tourists at a destination;
- Investment by external sources, such as hotel groups building a new unit in an area;
- Government spending on infrastructure, such as airport improvement; and
- Exports of goods and services stimulated by sport tourism, such as unique local products, for example flowers, tea, wine sale, and so on.

Furthermore, regarding the investment of public funds in sporting events and facilities for economic purposes, it is a complete cycle. Crompton (1995:15) explains that residents of a community provide funds to their city council in the form of taxes, and that part of these funds are used by the city council to subsidise the production of an event or the development of a facility. The facility or event attracts out-of-town visitors who spend money within the local community both inside and outside during their visit. The new money, which is generated from outside the community, creates income and jobs within the community for residents. Community residents are, therefore, responsible for creating the funds, while they receive a return on their investment in terms of new jobs and more household income.

4.3.1.2 Economic benefits

Economic benefits from hosting sport tourism events, include expenditure by sport tourists, creating local employment, personal income and subsequent re-spending within an economy. Sport tourism events may enhance awareness of the region as a domestic and/or international travel and tourism destination and also offer/create new opportunities for potential investors, which result in an increase of commercial activity within the host community (Ritchie, 1984). Wallis-Smith (1989:205) describes economic benefits from sport tourism events, which include tangible benefits in terms of incremental visitor expenditure, such as from new visitors to the country adjusted for time switching, visits that are planned but brought forward or delayed to coincide with the event; and capital injections from outside sources, such as grants from the sport tourism events. The 'value-added' expenditure and where the event significantly has economic impacts through conducting an input/output table in order to derive multiplier benefits (Wallis-Smith, 1989).

In comparison to previous sporting event economic impact studies, Crompton (1999) asserts that accurate estimates of economic impact are greatly dependent on reasonable, accurate counts of visitors to the events. Local residents, time-switchers and casuals should be excluded from measures of economic impact, since their spending is not attributed to an event (Crompton, Lee & Shuster, 2001). Therefore, Crompton (1999) states that the economic impact, which is associated with the events to be overestimated, if research fails to differentiate these group members from out-of-town visitors, who are attracted by the events. Moreover, Tyrrell and Jonston (2001) maintain that tourists that are directly attributable to the event, should be distinguished from those who merely stop-by or visit, regardless of the event.

Similarly to Crompton's studies, Matheson (2002) argues the following issues with regard to the economic impacts of sport tourism events: firstly, it is widely believed that sporting events sponsored studies exaggerate the economic impact of professional franchises and large sporting events on local communities. Matheson (2002) also argues that the studies often ignore the substitution effect. It shows that attendees at a sporting event spend their money on that event instead of on other activities in the local economy, while the sporting event simply results in a reallocation of expenditure in the economy, rather than a real net increase in economic activity. Secondly, studies usually ignore the crowding-out effect. Many sporting events are held in communities that are already popular tourist destinations. The

sport tourism events may supplant rather than supplement the regular tourist economy, since hotels and restaurants in the host city normally tend to be at or near capacity throughout the sport tourism events time period. Thirdly, the studies may fail to address whether the money, which is spent at a sport tourism event stays in the local economy. Some firms, where much of the money is spent by out-of-town visitors, such as hotel rooms, rental cars, and restaurants, are national chains; profits that are earned during the event at these businesses, do not normally increase the welfare of citizens in the local economy but to stockholders nationwide.

Therefore, Lee and Taylor (2005:596) assert that accurate measures of tourists and their expenditure, which is directly attributable to a sport tourism event, would allow policy-makers to estimate the economic impact of the event more accurately and make better-informed decisions.

4.3.1.3 Economic costs

Since a coin has two sides, the events are likely to cause price inflation for tourism goods and services, opportunity and substitution costs (Saayman, 2001:99; Deccio & Baloglu, 2002), as well as an increase in local taxes to construct the facilities that are required to host the event that burdens the locals financially (Deccio & Baloglu, 2002). Costs that are risks and uncertainties should be anticipated, assessed and quantified, responded to and managed. Mismanagement of public funds by organisers may deepen the negative economic impacts of hosting sport tourism events. Furthermore, Bale (1993:77) asserts that both the costs and benefits of attracting a professional sports outfit are placed on a community, while the economic impact of an existing sport franchise is on the city in which it is located.

Tourists spend their money on goods and services, such as accommodation, food and beverages, transport and communication services from retail outlets and tour/ travel services, which can be seen as an injection of demand into the host economy; however, the full assessment of economic impact should take other aspects into consideration, such as indirect and induced effects, leakages of expenditure from the local economy and displacement and opportunity costs (Fletcher, 1998:130). Fletcher (1998:130) further states that the production of tourist goods and services requires a commitment of resources that could be used for alternative purposes. For example, a sport tourism event may involve the migration of labour from outside the host community, thereby "the former losing a productive

unit of labour whereas the latter implies additional infrastructure pressure for health, education and other public services" (Fletcher, 1998:130). It could also lead to the transfer of labour from one industry to the tourism industry. Furthermore, importing labour from outside the host community owing to a shortage of skilled labour within the community may occur, which will also result in additional economic leakages as the income earned on this imported labour, may be partly repatriated. Outsourcing is not only utilised in human resources, but also in other sources, such as natural resources, which could leak the expenditure from the local community. The use of capital resources in the development of tourism-related establishments precludes their use for other forms of economic development.

4.3.1.4. The tourism and economic development potential of sport tourism events

Some sport tourism events may operate within existing infrastructures and require minimal investments of public funds (Higham, 1999:87). Higham (1999:89) adds that it is important to recognise the need to attract or develop sport tourism events that complement the scale, infrastructure and resourcing capabilities of the host city. Applying this issue to the OMTOM, Kotze (2006:292-293) also points out that no substantial infrastructure investments are required for the successful hosting of the event, since the organisers only use the existing infrastructure of the Cape Peninsula. This reduces the investment costs that are related to the hosting of the event and extends tourism season in terms of helping to attract tourists to Cape Town as the tourism season nears an end. Moreover, this may ensure that all income, which is generated by the OMTOM, will be directly beneficial to the host city (Kotze, 2006:288).

In order to achieve tourism success, Higham (1999:89) suggests that it should be through the achievement of a match between the capacity constraints of host cities and the scale of sporting occasions. The contrasts, which are based on the scale of sport, are listed below in Table 4.2.

Table 4.2: The tourism and economic development potential of sport tourism events: contrasts based on the scale of sport

Sporting mega-event	Regular season
Bidding process: major costs associated with the bidding process. Public expense of bidding inflated (occasionally to crippling levels) by political corruption and sponsors interests. Best bid not necessarily successful. Furnishing political and sponsor's interests contributes to success.	Minor expenses incurred during the bidding process. In some cases the bidding process is not required at all (e.g. regular season sporting competitions). Most suitable bid usually successful.
Development issues: significant development costs associated with sporting events such as the Olympic Games and the America's Cup. Economic benefits associated with infrastructural developments received by business interests rather than host community.	Infrastructure generally exists. Takes place within the capacity thresholds of the host city. Infrastructural developments costs usually appropriate to the scale of the host city.
Development legacy: legacy of under-utilised and expensive facilities with associated financial debt.	The upgrading of facilities (if necessary) benefits sportspeople, spectators and administrators.
Economic benefits: dominated by big business and sponsors. Local residents see comparatively little economic benefits. Effective means of taking money from the public purse and relocating it in private interests.	Local community more likely to share in the positive economic benefits associated with sport. Far less burden placed on public funds.
Short-term tourism benefits: short-term upswing in tourism offset by time-switching. Displacement of tourists commonly associated with mega sporting events. 'Sports junkies' demonstrate little interest in sampling the wider tourism product at the destination	Visitors are likely to be more frequent travellers rather than time-switchers. Less displacement of tourists occur if sports complement the scale of host city infrastructure. Tourists likely to experience wide tourism product of the destination.
Medium-term tourism benefits: medium-term downturn in long-haul tourism associated with mega-events due to time switching.	Medium-term tourist patterns unlikely to be influenced by time-switching.
Destination image: much to lose from poor publicity capacity constraints, financial costs, political activism and terrorism.	Destination image stakes not so high. Great potential for sport tourism to act as a promotional vehicle if opportunities are recognised.
Social issues: crowding and congestion of tourism infrastructure often associated with mega-events. Local residents often excluded from participation in the event due to cost. Local lifestyles generally disrupted by mega-events and security issues.	Crowding and infrastructural congestion less likely to exist if the scale of the occasion is appropriate to host city. Greater potential for local resident involvement in the sporting occasion.
Local resident issues: displacement or removal of local residents take place where cities are eager to capitalize on destination image. Facilities are often developed in lower socio-economic areas. Host community displacements, evictions, increases in rates and rents.	Negligible impact on local residents. Positive impact on those who choose to be involved. Greater levels of local access to sporting occasions.
Political issues: possible hijacking of sports as a political vehicle.	Lack scale and importance to be used as a political vehicle.
Security issues: significant security cost and risks associated with sporting mega-events.	Negligible security issues and financial costs associated with sporting occasions.

Source: Higham (1999:85)

4.3.1.5. Economic impact calculations

In order to conduct economic impact research, firstly, it is necessary to determine scope of study (Turco *et al.*, 2002:60). This involves designating sources of economic impact, defining the local economy, and determining the types of information sought. According to Turco *et al.*, the sources of economic impact at sport tourism events include participants, spectators, event organisation and allied businesses (such as food and beverage vendors, souvenir vendors, exhibitors, entertainers, local retail outlets and so on).

Turco *et al.* (2002:62) explain that if primary data are collected from surveys, the questions, which are illustrated in Figure 4.1, should be posed. Categories of on-site spending depend on the nature of the event, and may include food and beverages, souvenirs and entertainment; on the other hand, off-site expenditure categories often request expenditure information on lodging, meals, retail shopping and miscellaneous purchases (Turco *et al.*, 2002:62).

Where do you live? City	State	Zip code	Country
How many non-residents are in your visitor group?			
How much will your non-resident group members spend on the event on this trip?			
Amusements/Entertainment _____		Food/Beverage _____	
Gifts/Souvenirs _____		Other _____	
How much will your non-resident group members spend in (<i>name of local economy</i>) this trip?			
Lodging _____		Meals _____	
Retail Shopping _____		Others _____	
Optional Questions			
How many times will your group attend (<i>name of the event</i>) this trip? _____			
Had the (<i>name of the event</i>) not been held, would you have visited another community outside of the (<i>name of local economy</i>) area today? 1. ___ yes 2. ___ no 3. ___ not sure			
a. If yes, what would have been the length of your stay outside of (<i>name of local economy</i>) _____ night?			

Figure 4.1: Essential economic impact survey questions
Source: Turco *et al.* (2002:62)

According to Turco *et al.* (2002:63), before calculating the sport tourism events' economic impact, the following information, which may be obtained from field surveys at the event, is required:

- Event spectator attendance totals;
- Number of other non-resident visitors (day trippers);
- Estimation of total overnight visitors;
- Estimation of repeat spectators (if event is more than one day in duration); and
- Average direct spending by participants and/or spectators by selected expenditure categories.

Assigning accurate figures to attendance at a sport tourism event, may be complicated. For example, O' Brien (2006:254) explains that "it is common practice to count individuals who attended multiple events on the same day as more than one attendee at the Olympic Games; and further, that if someone happened to merely walk past the door of an event without actually coming in, they too were counted". Therefore, indeed, it is important to ascertain the attendance figure as accurately as possible in order to ensure event leveraging.

4.3.2 Social-cultural impacts

According to Teo (1994:126), social and cultural impacts of tourism are the ways in which tourism contributes to change in value systems, morals and their conduct, individual behaviour, family relationships, collective lifestyles, creative expressions, traditional ceremonies and community organisation. Since aligned with the increasing prominence given to events during the 1990s, there has been a vast majority of event impact studies, which have mainly focused on economic issues (Fredline, Jago & Deery, 2003:34). Fredline *et al.* (2003:34) point out that there is a greater recognition of the fact that specific events have a low likelihood of lasting more than a couple of years if they are not aligned to the social and environmental values of the local community. Measuring and understanding social impacts of events should be considered as important as economic impacts (Fredline *et al.*, 2003:24). Fredline *et al.* (2003:34) assert that this move is related to the public sector's increased interest in the "triple bottom line" that focuses on economic, socio-cultural and environmental impacts, as opposed to simply an economic perspective.

According to Fredline *et al.* (2003:34), although many events attract a sizable number of tourists to the host region to attend the event, the overwhelming number of attendees at most events are members of the local community. Therefore, Fredline *et al.* (2003:34) suggest that it is crucial that events are consistent with the needs of the local community. An understanding of the social impact of events on residents and being able to measure or monitor such impacts is vital to event viability (Fredline *et al.*, 2003:36). Furthermore, advances in knowledge in this area will enable event organisers to develop or modify events in order to ensure that they are better aligned to the needs of the host community and, at the same time, enhances the likely profitability for the event organiser (Fredline *et al.*, 2003:36).

Gursoy (2006:617) explains that there are three main reasons that support local involvement. Firstly, tax, which is generated from locals, could be used to support infrastructure and facilities. Secondly, the event experience for residents and guests is alike, regardless of the size of events (Hiller, 1990 cited in Gursoy, 2006:617)⁵. Lastly, local support and involvement could increase the longevity of positive impacts on the local community. Gursoy (2006:617) adds that by knowing the factors, which affect host community support and the interplay of those factors, may enable communities to assess the level of stakeholder support and, at the same time, commit large amounts of financial and other resources before community concerns could be avoided. However, socio-cultural impacts of a sport tourism event are usually neglected owing to the following reasons, summarised by Kim and Petrick (2005:25): firstly, social and cultural impacts of a sport tourism event are seen to be “external” to most forms of economic valuation to organisations of the sport tourism event. Secondly, these impacts are less tangible than economic impacts and are, therefore, more difficult to understand and calculate. Thirdly, these impacts also tend to be associated with negative factors such as increases in security concerns, alcoholism, smuggling, prostitution, heightened tension, loss of authenticity, commodification, additional policing costs and congestion.

Residents’ perceptions of sport tourism events are influenced by extrinsic factors and intrinsic factors (Faulkner & Tideswell, 1997). Extrinsic factors refer to variables that affect the perception of residents at a macro level in the sense that they have a common impact on the community as a whole; on the other hand, intrinsic variables recognise that the host

⁵ Hiller, H. 1990. The urban transformation of a landmark event: the 1988 Calgary winter Olympics. *Urban Affairs Quarterly*, 26:118-137.

population is heterogeneous and perceptions of the impacts of tourism events may vary in association with variables in terms of the characteristics of individuals. Key variables are summarised below in Table 4.3 (Faulkner & Tideswell, 1997 cited in Arrey, 2006:34)⁶.

Table 4.3: Extrinsic and intrinsic variables of events

EXTRINSIC VARIABLES	INTRINSIC VARIABLES
Stage of tourism development and age (stage)	Residential proximity
Social carrying capacity – tourist and residents ratio	Involvement in tourism
Seasonality	Frequency and timing of the event
Resident and visitor cultural difference	Demographic characteristics
Spatial concentration-distribution of tourism development	Spatial concentration of infrastructure/ ownership

Source: Faulkner & Tideswell (1997 cited in Arrey, 2006:34)⁶

Similar to Faulkner & Tideswell’s theory, Saayman (2001:63) notes the impacts of tourism on a host community would vary owing to the differences between tourists and their hosts, while the differences may be measured in terms of race, culture and social outlook.

Saayman (2001:63) outlines the relations between tourists and their host community into four main features: firstly, he states that the nature of encounters between hosts and guests, is transitory. The former includes fascination with the uniqueness of the events, but to the host they may merely be one of many superficial encounters that are experienced during the holiday season (Saayman, 2001:63). Secondly, Saayman (2001:63) explains that constraints on relationships are temporal and spatial, and that these influence the duration and geography of visitor-host relationships. He adds that tourists want to see as much as possible of culture in a short period of time, however, they are normally restricted in tourist enclaves. Thirdly, Saayman (2001:63) points out that it lacks spontaneity in most encounters. He explains that sport tourism turns traditional human relations into economic activity in terms of package tours, planned attractions and cultural events, amongst others. Lastly, the relationships between visitors and hosts are unequal and unbalanced, which happens more often in developing countries, and often hosts feel inferior to wide disparities in wealth (Saayman, 2001:64). In addition to diverse socio-cultural backgrounds, the host and guests also have different perceptions (Saayman, 2001:64).

⁶ Faulkner, B. & Tideswell, C. 1997. A framework for monitoring community impacts of tourism. *Journal of Sustainable Tourism*, 5(1):3-28.

In general, owing to the hype generated by the media, government agencies and the sport tourism event committee, local residents are likely to believe that expected benefits of hosting the sport tourism event, would exceed the expected costs. Local residents are likely to form their perceptions based on the expected value of the exchange before the actual exchange occurs (Kim, Gursoy & Lee, 2006:87). They state that after the event, residents should re-evaluate the value of the exchange. Outcomes below the reference point will be viewed as losses, thereby generating negative perceptions and disappointments; on the contrary, it will result in positive perceptions. The re-evaluation of the exchange helps residents to establish a new reference point and to determine whether or not they will support future events.

The above mentioned issues of socio-economic impacts are in the context of general tourism, however, they also specifically apply to sport tourism events.

4.3.2.1 Socio-cultural benefits

According to Getz (1994:242), the social benefits of sports tourism are described as a sport event or sport festival's value as a leisure or cultural phenomenon. Sport tourism events can permit improvements in infrastructure and superstructure that are often financed by other communities and facilities, which are created for the event and are used by locals after the event (Kim *et al.*, 2006). The quality of residents' life and the international image of the host community might be improved through hosting sport tourism events. Gursoy (2006:618) states that residents with increased pride and self-esteem, which are associated with the attention that the community received in terms of making the community appear impressive via the media, tend to accommodate the higher costs of the developments owing to budgetary matters.

According to Saayman (2001:75), the way visitors behave and their personal relationships with the citizens of the host community, often affect the way of life and the attitudes of the local people. Meanwhile, compared to the society visited by the sport tourists, they may be influenced by the contrast in culture that generally leads to an increased appreciation for qualities of life. Moreover, sport tourism events may improve cultural and shopping opportunities for the locals, strengthen regional values and traditions, while events may also lead to a better understanding of other cultures (Jeong & Faulkner, 1996). Furthermore, sport tourism events can bring attention to the natural environment and therefore, thus assist

in preserving elements of the physical landscape and local heritage that would have otherwise been ignored (Deccio & Baloglu, 2002).

According to Saayman (2001:76), spectators at a sport tourism event share similarities in terms of enthusiasm interest, excitement and possible trading of useful information, which makes casual sociability more flexible. Moreover, sport events offer spectators opportunities to escape from the oppressiveness of a workplace (Melnick, 1993:51).

Furthermore, in terms of host communities, Walo *et al.* (1996), in their study, recommended that using existing facilities and volunteer staff, can be a way to get the host community involved in sport tourism events. However, some facilities, which are built for a specific sport tourism event, may not be suitable for every-day public use, such as facilities for the Olympic Games (Whitson & Macintosh, 1993).

The OMTOM provides opportunities not only for families, but also for friends or other associated groups that travel to the event destination. Kotze (2006:291) mentions that it is regarded as a family affair, and often, a whole family of the participants in the OMTOM travel to Cape Town for the Easter weekend. Furthermore, through hosting successful sport tourism events, it is not only a way to bring economic benefits to the host destination, but also to build community, and even nation pride, create a sense of belonging, increase residents' quality of lives, and so on.

4.3.2.2 Socio-cultural costs

Sport tourism events may create societal problems such as traffic congestion, law enforcement strain and increased crime (Mihalik & Cummings, 1995). Moreover, according to Saayman (2001:99), crime, vandalism, road accidents, police and fire protection, environmental degradation and garbage collection may increase and disrupt residents' lifestyles and patterns may occur. For example, in order to host the OMTOM, the roads should be temporarily closed for a certain period, usually around ten hours, from four in the morning until two in the afternoon on the day (Kotze, 2006:289). It may create traffic problems and inconvenience host communities, therefore, it is necessary to generate solutions, which would minimise any negative impacts.

McIntosh *et al.* (1995:224-225) identify the following negative social effects of tourism on a host community, which may be applied to sport tourism events:

- Undesirable activities such as gambling, prostitution, drunkenness, amongst others, may be introduced;
- Local people may want the same luxuries and imported goods as those indulged in by tourists;
- Racial tension in terms of racial differences between tourists and the hosts;
- A servile attitude on the part of tourist business employees may appear;
- Excessive crafts and art that are produced as souvenirs for the tourist trade;
- Loss of cultural pride if the culture is used as quaint custom or entertainment;
- Hooliganism (such as soccer hooligans);
- Rapid change in local ways of life owing to being overwhelmed by too many tourists; and
- Low-paid and menial jobs could be generated.

Furthermore, resident expectations can be fulfilled through the quality of the event and other tourism activities (Cohen, 1988). According to Getz (1992), problems could be caused if the event is perceived as “inauthentic” or not being “of the community”, or “imposed” on local residents by external interests. Furthermore, Williams, Hainsworth and Dossa (1995:13) state that host-guest interactions, misunderstandings and conflicts between event organisers and residents could also influence local residents’ perceptions and attitudes toward the event. For example, from a management perspective, community development objectives could be met through sport tourism events, which provide joint participation opportunities for the community and encourage equality in host-guest interactions.

Waitt (2003:86) introduces a social exchange theory for residents, which evaluates tourism/events as either positive or negative in terms of the expected benefits or costs that are derived from the services that they supply. He further explained that a positive perception is suggested to occur only when both actors have high levels of social power within the exchange relationship; in contrast, negative perceptions are related to low social power levels among actors, since they perceive little gain from the exchange. Furthermore, this theory suggests that residents’ evaluations of tourism are reliant upon the “relationship form” between residents and the event’s organisers (Waitt, 2003:186). However, Olds (1998) points out that host community displacement and evictions can result from cultures’ entry

from outside the host community. Williams *et al.* (1995:13) point out that it is important to manage tourism's growth in order to meet the needs of residents and visitors alike in the community planning. The compatibility of an event with its host community values and expectations, is important if local residents should not regard themselves and their community as being exploited (Williams *et al.*, 1995:13). Furthermore, in particular, there is a lack of information regarding residents' perceptions of the impact of sport tourism events on the change of the nature of a community within a host region (Kim & Petrick, 2005:26), and conflicts between the host community and visitors, which may result from different standards of living, economic welfare, and purchasing power divisions (Tosun, 2002). Turco (1998) notes that if residents' perceptions are not examined, loss of support of tourism development, an unwillingness to work in the tourism industry and hostility towards tourists, can be produced.

Sport tourism events may also affect the image of the host community or allow it to acquire a poor reputation as a result of inadequate facilities or improper practices (Ritchie, 1984). For example, the 2002 Winter Olympic Salt Lake City Scandal, the image of the International Olympic Committee, the host event organiser, and even the host community were perceived negatively. Once this negativity exists, it will take long to overcome it.

Based on the case study of Kang and Perdue (1994:211-221) on the 1988 Seoul Olympic Games, "short-term" refers to the period immediately before, during, and after the event, while "long-term" refers to the period before and after the "short-term" period. Kang and Perdue (1994:208) state that a conceptual framework illustrates long-term impacts, which are generated by a mega event, such as the Olympic Games that generates long-term impacts. Certain concepts also apply to sport tourism events, which include mass media coverage that could be increased; tourism infrastructure and tourism services could be improved and expanded; marketing and promotional activities for the host community could be increased; and more participants and tourists could be attracted to the destination. For example, Ritchie and Aitken (1985, cited in Arrey, 2006:29)⁷ conducted a study to identify residents' attitudes towards various aspects of hosting of the 1988 Winter Olympics Games and examines the changes in residents' perceptions and attitudes over the 12 month period between March 1983 and March 1984. Results of the study presented that respondents in

⁷ Ritchie, J.B.R. & Aitken, C.E. 1985. OLYMPULSE II- evolving resident attitudes towards the 1988 Olympic Winter Games. *Journal of Travel Research*, 23(3):28-33.

March 1984 had a higher level of awareness of the 1980, 1984 and 1988 Olympic Games, than the respondents in March 1983 (Ritchie & Aitken, 1985 cited in Arrey, 2006:29)⁷.

Similarly, a study by Ritchie and Lyons (1987, cited in Arrey, 2006:29)⁸ was conducted to identify the level of residents' awareness of previous game sites through measuring residents' attitudes towards the 1998 Olympic Winter Games. The results of the study were consistent with a previous study in which the majority of the Calgary residents were aware that they would be the host city of the 1988 Winter Olympic Games and showed a high tendency to forget previous Game Sites (Ritchie & Lyons, 1987, cited in Arrey, 2006:29)⁸. Saayman (2001:105) adds that visitors' satisfaction in the long-term could be enhanced by an improvement of tourism services and facilities, which result from the sport tourism event's development, meanwhile, word-of-mouth of enhanced satisfaction is important for long-term international tourism's impact of sport tourism events.

4.3.2.3 Guidelines to maximise benefits to previously disadvantaged sector of society

In South Africa, owing to apartheid, many Historically Disadvantaged Communities (HDCs) lacked facilities, infrastructure, sufficient funds, and personnel, in order to bring sport tourism events to communities. SAT and the DEAT (South Africa, 2002) developed guidelines to ensure that benefits are maximised for previously disadvantaged sectors of society. Ensuring equity in the utilisation of service providers, is another solution, which would boost economies in local communities in terms of utilising their resources, personnel and services. Identification of the necessary services, as well as consultation with all the required service providers, is required. Marketing the event to potential customers and the involvement of relevant stakeholders, are also required in the early stages, while involvement of small businesses as a pre-requisite to big businesses should be clarified. Furthermore, the following facilities should also be implemented:

- Training and communication. Identify potential areas for development and obtain sponsorship through industry;
- Ensure that local communities are involved at a local level from the outset in order to understand the implication of a destination subscribing itself to an event development

⁸ Ritchie, J.B.R. & Lyons, M.M. 1987. OLYMPULSE III/IV: a midterm report on resident attitudes concerning the 1988 Olympic Winter Games. *Journal of Travel Research*, 26(1):18-26.

strategy. Communities could otherwise unwittingly sabotage an event development strategy, within their destinations, through poor service or unfriendliness;

- Need for public information campaign, and Small Medium and Micro Enterprises (SMME) workshops and training;
- Insist on affirmative procurement and real opportunities for previously disadvantaged sectors of society/SMMEs;
- Skills transfer is critical to empower the local communities;
- Identify, through a needs assessment, suitable projects that could be funded from event spin-offs; and
- The tourism authorities should make every effort to ensure that the most is made of all international shows by utilising the services of all South Africans. The function, role and objectives of the authorities, together with all of South Africa, should be used effectively for the greater good of a wide range of South African products.

4.3.3 Environmental impacts

Sport tourism events may result in noise pollution, litter disposal, and air pollution. Bowdin *et al.* (2006:44) add that the impact may be much greater if the event is held in a public space that is not ordinarily reserved for events such as a park, town square or street. Therefore, if a sport tourism event is held in an open venue, it requires waste and noise management to limit the negative impacts to the host community. Bowdin *et al.* (2006:44) further suggest that an environmental impact assessment should be conducted before the event can go ahead. Waste disposal could be considered a problem from sport tourism events, since it may affect the environment's quality. Therefore, it is necessary to have a corporate waste management plan for the overall event plan, which would ensure that the event venue and surrounding areas' can be cleaned up in time.

According to Hinch and Higham (2003:127), "the capacity for locations to accommodate flows of tourists is determined in large part by the scale of the destination and its capacity to absorb tourists". Mathieson and Wall (1987) and Archer and Cooper (1994) explain that the maximum level of tourist activity that can be sustained without affecting the physical environment, or the quality of the visitor experience with account given to the view of the host community, are taken into account for the concept of tourism-carrying capacity. Since the OMTOM is held annually on the Easter weekend, it is essential for overnight visitors to make

advance bookings of tourism products during the event period in Cape Town such as accommodation, car rental services, transfers, and so on (Kotze, 2006:288).

Destruction of the physical and natural environment is another critical concern. Perceived negative physical and environmental impacts include changes of land use, pollution of beaches, lakes and rivers, as well as deterioration of cultural or historical resources (Kim *et al.*, 2006). According to the OMTOM official website (OMTOM, 2006a), in order to ensure that the OMTOM is litter free, all runners are requested to discard their sachets, cups and plastic bottles into the litter boxes that are provided along the route or to drop the litter at designated refreshment stations. Furthermore, all plastic tops, black bags and other litter should be cleaned up because the litter left behind may be a great hazard to runners and the local environment.

4.3.4 Summary of positive and negative impacts of events

Based on previous discussions, a summary of the positive and negative impacts of events, which also apply to sport tourism events, are presented below in Table 4.4.

Table 4.4: The impacts of events

SPHERE OF EVENT	POSITIVE IMPACTS	NEGATIVE IMPACTS
Social and cultural	<ul style="list-style-type: none"> ● Shared experience ● Revitalising traditions ● Building community pride ● Validation of community groups ● Increased community participation ● Introducing new and challenging ideas ● Expanding cultural perspectives 	<ul style="list-style-type: none"> ● Community alienation ● Manipulation of community ● Negative community image ● Bad behaviour ● Substance abuse ● Social dislocation ● Loss of amenity
Physical and environmental	<ul style="list-style-type: none"> ● Showcasing the environment ● Providing models for best practice ● Increasing environmental awareness ● Infrastructure legacy ● Improved transport and communications ● Urban transformation and renewal 	<ul style="list-style-type: none"> ● Environmental damage ● Pollution ● Destruction of heritage ● Noise disturbance ● Traffic congestion
Political	<ul style="list-style-type: none"> ● International prestige ● Improved profile ● Promotion of investment ● Social cohesion ● Development of administrative skills 	<ul style="list-style-type: none"> ● Risk of event failure ● Misallocation of funds ● Lack of accountability ● Propagandising ● Loss of community ownership and control ● Legitimation of ideology
Tourism and economic	<ul style="list-style-type: none"> ● Destinalional promotion and increased tourist visits ● Extended length of stay ● Higher yield ● Increased tax revenue ● Business opportunities ● Commercial activity ● Job creation 	<ul style="list-style-type: none"> ● Community resistance to tourism ● Loss of authenticity ● Damage to reputation ● Exploitation ● Inflated prices ● Opportunity costs ● Financial management ● Financial loss

Source: Hall (1989, cited in Bowdin *et al.* 2006:38)⁹

⁹ Hall, C.M. 1989. Hallmark tourist events: analysis, definition, methodology and review. In Syme, G.J., Shaw, B.J., Fenton, D.M. & Mueller, W.S. (eds). *The planning and evaluation of hallmark events*. Aldershot: Avebury: 3-19.

4.4 Event leveraging

Sport tourism events contribute huge socio-economic benefits to the host community, the region and even the country. Therefore, it is important to maximise the benefits of investments, while a process to implement this strategy, is required. 'Leveraging' can be defined as the processes through which the benefits of investments are maximized (Boulton, Libert & Samek, 2000; Slywotzkey & Shaprio, 1993 cited in Chalip, 2004) (see Footnote 1). In the context of events, Chalip (2001) further divides leveraging into those activities that should be undertaken around the event itself, and those, which seek to maximise the long-term benefits from events. Chalip (2004:228-237) explains that immediate event leveraging includes activities that are designed to maximise visitor spending through efforts such as lengthening visitors' stays (adding activities beyond the events), regaining event expenditures by using resources, including human resources from local communities, and the utility of local supply chains and building new markets; on the other hand, long-term leveraging seeks to use events to build the host destination's image in terms of enhancing the quality of its brand or market position. Chalip (2001) points out that effective leveraging requires public investments, which are necessary to stage event impacts and the institutionalisation of the linkages among public and private sector agencies that are responsible for economic, sport and tourism policy development. This makes the phenomena such as business networks, the exchange of tangible and intangible resources, as well as the fostering enduring relationships that are essential in the analysis (O'Brien, 2006). Partner engagement in the event context is best facilitated by strategically programming opportunities for networking (Chalip, 2004). Chalip (2004) adds that leverage, which would achieve favourable short-and long-term outcomes for host communities, is best accomplished through the provision of networking opportunities among key event stakeholders. However, O'Brien (2006:241) notes that comparatively, little attention has focused on the opportunities that are presented for longer-term commercial development in the host city, state or country.

Chalip (2004:229) develops a schematic representation of the event leverage, which illustrates the leveraging process (see Figure 4.2). Portfolios of events are considered as leverageable resources, since event visitors and trade, as well as event media, are opportunities for leveraging. Furthermore, generated strategic objectives would optimise total trade and revenue, and enhance the host destination's image. Lastly, it is also used to achieve the objective, which is to optimise total trade and revenue, which should entice visitor spending, lengthen visitor stays, retain event expenditure and enhance business relationships; on the other hand, show case via event

advertising and reporting, as well as using the event in advertising and promotions, can be used to achieve the objective, which is to enhance the host destination's image.

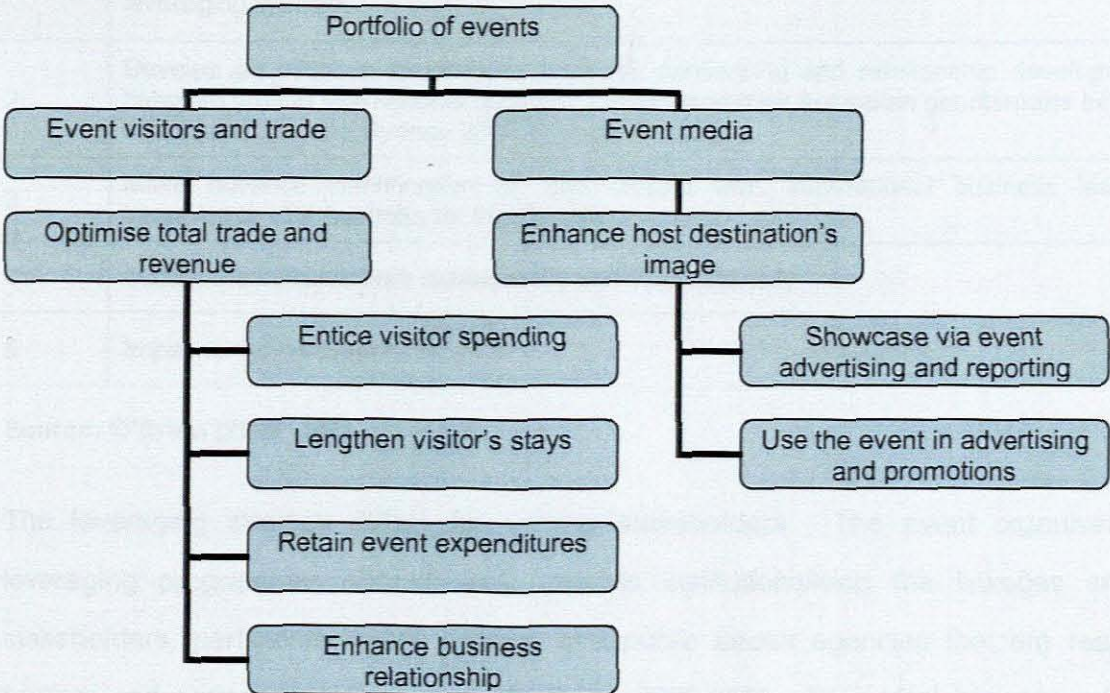


Figure 4.2: A schematic representation of event leverage
 Source: Chalip (2004:229)

The 2000 Sydney Olympics played a major role in promoting Australian tourism, and it was the first time that the federal government of a host city funded a programme, which was targeted specifically at facilitating long-term business opportunities. Through its Australian Trade Commission (Austrade), the government implemented a leveraging initiative called Business Club Australia (BCA), which was the focus of this investigation (O'Brien, 2006: 241). An example of the event leveraging plan shows how Australia developed this plan when it hosted the 2000 Summer Olympics (Table 4.5). O'Brien (2006: 246) explains that although each component in Table 4.5 is listed numerically, steps one to four did not necessarily occur chronologically. Nonetheless, he adds that each component was linked by the overarching aim of relationship development, in other words, the achievement of which was dependent on establishing and maintaining interorganisational linkages. Applying this example to the OMTOM, the event can make advance identification of, and contact with, national and international business leaders that are intent on joining the event as well as market the initiative both domestically and internationally.

Table 4.5: Steps in Austrade's Olympic Leveraging Plan

Steps	The Event Leveraging Plan
1	Generate public and private sector support for a networking-based strategic business leveraging initiative
2	Develop an initiative to facilitate business networking and relationship development between visiting international business leaders and their Australian counterparts before, during and after the Sydney 2000 Olympic Games.
3	Make advance identification of, and contact with, international business leaders intending to visit Australia for the Games
4	Market the initiative both domestically and internationally
5	Implement the initiative

Source: O'Brien (2006: 247)

The leveraging strategy differs for various stakeholders. The event organisers of future leveraging programmes should work towards institutionalising the linkages among event stakeholders, particularly event owners, and public sector agencies that are responsible for tourism and economic development (O' Brien, 2006:255). Regarding leveraging for Business Relationships, O' Brien (2006:253) states that event organisers should offer their respective sponsors, guests, and business partners business membership. He further explains that the Internet, as a worldwide expanded and utilised technology, plays an important role in leveraging initiatives, while it can be implemented in terms of a short company profile and a hyperlink to a members' website, which appears on the website of event organisers. Hence, according to Getz (1998), it is important to measure the accountability for the spending of public money to bid for, and host, events. In addition, the private sector is interested in leading future leveraging initiatives in certain sport tourism events, therefore, resource allocation is strategically critical and should be addressed by hosts and event owners at an early stage.

Integrated strategic business leveraging recognises that the event itself is not the intervention, but rather represents a temporarily limited set of opportunities, which fosters and nurtures long-term outcomes.

4.5 Summary

Major sport tourism events provide impressions of a host destination to participants, spectators, television viewers and uses of other information media because a variety of social and cultural activities, which support the events, offer opportunities to promote the host destination's culture and traditions (Getz, 1997).

Hall (1989:10) suggests that it is necessary to go beyond the hallmark events, and the supposed economically beneficial effects of such events, and subject them to integrated economic, environmental, social and political analysis. According to McDonnell *et al.* (1999), the social impacts of a tourism event have both positive and negative aspects. The positive impacts include tourists' shared experience with residents; the successful tourism event can build community pride, community participation will be increased; and at the same time, cultural perspectives can be expanded. Gursoy *et al.* (2004) also stress that sport tourism events create numerous economic benefits in terms of providing job opportunities and increasing the quality of life of the community; it allows families to develop strong relationships with other families; and sport tourism events provide incentives for businesses to become involved in the community because they provide promotional opportunities for business. However, a sport tourism event also brings negative social impacts to the community such as community alienation, negative community image with regard to safety and security, substance abuse and loss of amenities (McDonnell *et al.*, 1999). Sport tourism events generate costs such as increases the price of goods and services, an increased level of crowding in shops and streets, traffic congestion, and parking problems (Gursoy *et al.*, 2004). Increases in traffic congestion and pressure on local services are two of the major problems that are created by tourism events (Jeong & Faulkner, 1996). Therefore, as reviewed by the relevant issues in this chapter, it shows that it is necessary to limit the negative impacts that are generated by sport tourism events and to rather provide more positive impacts to the host communities.

CHAPTER FIVE

RESEARCH METHODOLOGY

5.1 Introduction

The OMTOM is recognised as one of the most scenic marathons in the world. It is held annually during the Easter weekend in Cape Town, which provides huge entertainment opportunities for spectators and participants. Furthermore, this event has potential to generate economic benefits into the host destination in terms of job creation, an increase in local business turnovers, to name a few. This event also provides opportunities for locals and visitors to exchange information and cultural aspects. Due to these characteristics, the 2006 OMTOM was selected for this research case study. In this chapter, the procedures and processes that were used to conduct research at the 2006 OMTOM, are described. The research methodology, in terms of research design, research instruments, data collection procedures as well as the procedure for data analysis, are also presented in detail.

5.2 Research questions

According to Walliman (2001:86), a research question is a statement that indicates a clear direction and scope for the research work. As mentioned in Chapter One, the following listed research questions, have guided this study. Moreover, the content of the research instruments, which were utilised in this study, were also rooted in the research questions under investigation.

- What are spectators' and participants' motivations, spending patterns, demographic profiles, perceptions, attitudes and level of awareness regarding sport tourism imperatives concerning the 2006 OMTOM?
- What is the contribution of spectators' and participants' direct economic impact for the local economies at the 2006 OMTOM?
- In what ways do key informants (established businesses, stallholders/exhibitors/ sponsors, event organisers and the destination marketing organisation) support and benefit from the 2006 OMTOM and what are their perceptions, attitudes and level of awareness of the event?
- What are the current patterns and trends in terms of sponsorship and sponsor perceptions in relation to the OMTOM?
- How do residents who are in close proximity to the race route respond to and perceive the 2006 OMTOM?
- How can the management of the event be enhanced to ensure that benefits are generated to the host destination?

5.3 Validity and reliability

According to Babbie and Mouton (2001:119), in order to ensure qualitative research measurement, it is necessary to pay special attention to two technical considerations that are reliability and validity. They state that “reliability is a matter of whether a particular technique, applied repeatedly to the same object, would yield the same result each time”. Techniques such as the test-retest method, split-half method, the use of established measures and the reliability of research workers, can be used to ensure reliability in the research (Babbie & Mouton, 2001:121-122).

Validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration (Babbie & Mouton, 2001:122). Babbie and Mouton (2001:122) further assert that criterion-related validity, construct validity and content validity, should be assured for research.

In this study the formats of questionnaire surveys and key-informant interviews were adopted from previous sport tourism event studies in South Africa and Australia, such as the 2005 Red Bull Big Wave Africa (surfing competition), the 2006 J&B Met (premier horse-racing event) and the 2006 Cape Argus Pick'n Pay Cycle Tour. The validity and reliability in collecting data, as well as the constructs and contents of questions in questionnaire surveys and key-informant interviews, had been considered in previous research. Furthermore, field workers were trained and questions in the questionnaires and surveys, were clarified prior to the event in order to limit unreliability.

5.4 Selection of the sample

As discussed in Chapter One, the 2006 OMTOM, which is part of a broad study funded by the NRF, was the chosen case study. This study also focuses on a comparative analysis of the management and impacts of sport tourism events in the Western Cape, while both quantitative and qualitative methods were used to gather data. The survey questionnaires include open-ended questions, closed-ended questions for spectators, participants, key informants such as the event organiser, established businesses, stallholders/ exhibitors, sponsors and the destination marketing organisation, as well as semi-structured interviews with the above mentioned key informants.

According to Struwig and Stead (2001:122), purposive sampling is not concerned as much with random sampling as it is with providing a sample of information-rich participants; participants show certain characteristics that the researcher is interested in. Various stakeholders such as stallholders and sponsors, in this study, can be considered as the known population. However, owing to influences of the research budget and time

constraints, the research population of certain stakeholders such as residents, spectators and participants, was difficult to ascertain, which has also influenced the type of sampling procedure and sample size of the research. In order to fit the actual research budget for this study and complete the study efficiently, spatially-based random sampling for spectators and participants, was implemented. Furthermore, purposive sampling for residents, stallholders/exhibitors, established businesses, sponsors and CTRU (distributed via the event organiser), were adopted. For example, Chet Sainsbury completed the organiser survey on behalf of the organising committee. Usually, the researcher would handpick subjects to participate in the study based on what the researcher thinks is unique (Walliman, 2001:234). However, Bouma (2000:122) argues that a purposive sampling method can only be adopted unless objective criteria are set out beforehand and each sampling unit is shown to meet these criteria. The stakeholders involved in this study were unique owing to representatives from the various sectors that are involved in the event, such as the public sector and private sector. In addition, a stratified purposive sampling approach, as one of 16 types of purposeful sampling (Patton, 1990), was used to collect data from local residents along the route, while the researcher also attempted to survey residents from different socio-economic backgrounds. According to Patton (1990), stratified purposive sampling illustrates characteristics of particular subgroups of interest and facilitates comparisons. This was used to ascertain if subgroup residents, in specific areas, perceived the event differently owing to proximity of the residence to the event. Households that are located within a 10km radius along the route, on both sides of the route, were targeted (Bob, Swart, & Turco, 2006:198).

Generally, sample size depends on the basic characteristics of the population, the objectives of the research, data analysis, credibility, time and financial constraints, non-response factors, statistical precision, as well as the basis of judgement (Struwig & Stead, 2001:118-120). According to Bouma (2000:130-131), a larger sample is required to provide sufficient data for the analysis in terms of more questions asked, more variables controlled and more detailed analysis of the data. Therefore, he points out samples of hundreds or thousands that will be drawn to accommodate this demand. However, Bouma (2000:131) argues that the sample size does not determine how representative it is, since, practical considerations of time, money and effort often keep sample sizes relatively small.

The sample sizes in this study were decided by time and budget concerns and included 200 spectators, 200 participants, 400 residents, 20 stallholders/exhibitors, 20 local businesses (established businesses), as well as the event organiser and the destination marketing organisation for each category of stakeholder. Interview surveys were forwarded directly to the event organiser, CTRU, stallholders/exhibitors, and established businesses. However,

owing to the generally poor response rates from sponsors, the researcher requested assistance from the event organiser to distribute the sponsor survey to the sponsors.

5.5 Research instruments and data collection

In the following section, details of the research instruments utilised in this study, as well as the data collection, are presented, which include both secondary and primary data.

5.5.1 Secondary data sources

Literature, which is relevant to the management and socio-economic impacts of sport tourism events, generally and specifically in South Africa, as well as other existing information, correspondence with stakeholders and communication with research bodies that are active in the sport tourism management sphere, were critically reviewed. Information about sport tourism event initiatives globally and locally was extracted from books, journals, articles, as well as reports from international tourism organisations, publications by the public sector and various private sector organisations and local tourism offices, Internet sources and local libraries. Essentially, the secondary data collection presented a way to link previous studies to this research.

5.5.2 Primary data sources

According to Hutton (1990:8), survey research is a method of collecting information by posing a set of formulated questions in a predetermined sequence in a structured questionnaire to a sample of individuals, which are drawn from a representative. Questionnaires and interviews, which are techniques at the heart of one type of survey research, are normally utilised in small-scale social science research projects (Blaxter, Hughes & Tight, 2001:77).

In this study, in addition to secondary data, primary data was collected through questionnaire surveys and key-informant interviews by using standardised instruments, which included questionnaire surveys and structured and unstructured interviews during different event time periods. Details of these are presented in the following section.

5.5.2.1 Questionnaire surveys

According to Blaxter *et al.* (2001:179), questionnaires are often of the most widely used social research techniques. They add that questionnaires can be administered by post, over the telephone, face-to-face or over the Internet. De Vaus (2002:174) states that the structured questionnaires remain the most common method of obtaining a structured set of survey data. In this study the questionnaires included both open-ended and closed-ended questions. Closed-ended questions require respondents to select from a number of preset responses,

which are presented by the researcher, however, respondents might not select an answer that reflects their response owing to preset responses (Courtenay, 1982:33). Open-ended questions require respondents to provide their own answers to the questions, however, it may not be easy to summarise all the answers into categories owing to the variety of answers (Courtenay, 1982:33).

According to Turco *et al.* (2002), event evaluations are based on four themes, namely customer satisfaction research, sponsorship evaluations, economic impact assessments and host perceptions of event impacts. With this in mind and to address the specific research questions of this study, in order to evaluate the 2006 OMTOM, questionnaire surveys were conducted with spectators, participants and residents

De Vaus (2002:178) states that questionnaires can be self-administered or administered by trained interviewers. In this study, Paper And Pencil Interviews (PAPI) were administered by trained workers from the CETRA that assisted individuals over 18 years of age and who willingly accepted the request to complete the questionnaire surveys. The questionnaire surveys' data was collected at different period during the research. The following section outlines details of this process.

● **Spectators' survey**

The spectators' survey consisted of six sections, which included questions covering residences of respondents, economic aspects, attendance, sponsorship, secondary activities, experience/perceptions towards the event and event destination, as well as demographic profiles of respondents (see Appendix A1).

With a spatially-based random selection, 200 spectators' surveys ($n=200$) were collected on the day that the event was held (15 April 2006) at the starting point of the Ultra and Half marathon in Main Road, Newlands and the finishing point at the UCT's Upper Campus (Jameson Plaza).

● **Participants' survey**

The same questionnaire surveys were applied to both spectators and participants with a few additional questions directed at participants, which only covered the motivations to participate in the event (refer to Appendix A1).

In total, 200 participants' surveys ($n=200$) were collected through spatially-based random selection during the Expo period that was held at the Good Hope Centre between 12 April and 14 April 2006. Participants who registered at the Expo during that period was one of the reasons why the Expo was chosen as a survey selected area because it was easier to

interview participants during this phase than on race day. Furthermore, participants could interface racing experience in this way.

● Residents' survey

The residents' survey for this study was based on Fredline's questionnaire (Fredline, 2000; Fredline & Faulkner, 2002). Some of the questions were changed to suit the South African context. The permission was granted for the use of this questionnaire. In total, there were nine sections in the residents' survey, which included event attendance, distance of residence, perceptions and attitudes, event location, identification with theme, direct benefits, event experience/perceptions towards the event venue and event destination, and the demographic profiles of respondents. Refer to Appendix A2 for details of this section.

In total, 400 residents' surveys ($n=400$) were collected by using a stratified purposive sampling approach along the race route after the event on 23 and 24 April 2006 and on 06 and 07 May 2006. It was delayed owing to a public holiday on the weekend of 24 April. Each fieldworker received an official letter from CPUT regarding the research in order to guard against any hostility or incident that might arise while conducting the surveys. The letter is attached as Appendix B

5.5.2.2 Key informant interviews

According to Blaxter *et al.* (2001:172), the interview method involves questioning or discussing issues with people. They add that this technique is useful for collecting data, which would probably not be accessible by using techniques such as observation or questionnaires. This requires strong communication skills and much interaction between interviewers and interviewees. The interview may be tightly structured, with a set of questions requiring specific answers (*cf.* questionnaires), or it may be open-ended in the form of a discussion (Blaxter *et al.*, 2001:172). Blaxter *et al.* (2001:172) add that semi-structured interviews lie between these two positions. According to Welman and Kruger (2000:161), unlike completely structured interviews, unstructured and semi structured interviews allow the interviewer to use probes with a view to clarify vague responses, or to ask for elaboration of incomplete answers. Once again, based on the four themes of event evaluation as summarised by Turco *et al.* (2002), which have been discussed previously, structured key-informant interview questions, including both open-ended and closed-ended questions, were designed to collect data from sponsors, established businesses, organisers, stallholders/exhibitors and the destination marketing organisations, were conducted. Details of these are presented in the section below.

Blaxter *et al.* (2001:172) state that interviews may take place face-to-face or from a distance, such as over the telephone or by email. In terms of key-informant interviews, face-to-face

interviews with established businesses and stallholders/exhibitors were implemented by experienced fieldworkers from CERTA. Interviews with the event organiser and the destination marketing organisation were also completed by email. Furthermore, owing to previous relatively low responses, sponsors' surveys were forwarded via the event organiser. Surveys, which were handed to previously defined key-informants in this study, were self-administered. The interview surveys were distributed after the event and returned to the CPUT research team after completion.

- **Sponsor survey**

A sponsor survey comprised of eight sections (see Appendix A3). The name of the sponsor, type and value of sponsorship, were also required. Furthermore, the main objectives for sponsoring this event and whether the objectives were achieved, were investigated. Questions that include sponsors' attitudes and perceptions of the event, problems experienced during the event and suggestions to improve the event, were also obtained. Lastly, whether the sponsor would be sponsoring the event next year and the reason, were also asked.

Ten sponsors' surveys were distributed via the event organiser before the event, while completed surveys, including four sponsors' surveys, were returned after the event.

- **Established business survey**

Highlighted elements of the questionnaire included involvement of local businesses at the event, knowledge, advertising and marketing of the event, the organisation of the event, leveraging related issues about the event and the impact of the event on their businesses. Details of these are attached as Appendix A4.

In total, 20 established business surveys were interviewed four days after the event at the races' starting and finishing area (19 April 2006). There were several local businesses along the whole race route, however, owing to the concern of concentrated impacts, businesses in the start and finish areas, were interviewed.

- **Organiser survey**

Appendix A5 is the organiser survey for the event. Important issues that were highlighted by the questionnaire included the event organiser's involvement and expenditure patterns, which are associated with the event, outsourcing services, particularly to Affirmable Business Enterprises (ABEs), media associated costs and sponsor involvement, opportunities created by the event on the side of organisers and whether the event organiser's objectives of the event were met.

The organiser survey was assigned before the event, while the completed surveys were returned after the event (on 18 July 2006).

- **Stallholder/exhibitor survey**

The important issues of a stallholder/exhibitor survey included stallholders'/exhibitors' knowledge of the event, issues relating to their involvement, if any, as well as the marketing of the event and the impact of the event on their businesses (see Appendix A6).

Regarding key stakeholder interviews, 20 stakeholders/exhibitors ($n=20$) were interviewed during the Expo at the Good Hope Centre on 14 April 2006.

- **Destination marketing organisation survey**

Regarding the destination marketing organisation survey, information was obtained about the roles played by the destination marketing organisation, as well as their objective/s and the achievements for supporting this event, while event marketing, attitudes and perceptions of the event, were also obtained. Furthermore, problems that are experienced during the event and suggestions to improve the event in future were also asked. Lastly, questions were directed at ascertaining the event funding, perceptions of the value of the event to the city and region, as well as event previous and future event attendance (see Appendix A7).

The destination marketing organisation survey was completed after the event by CTRU (in July 2006).

5.5.2.3 Crowd estimates

Raybould, Mules, Fredline and Tomljenovic (2000:25) state that, in order to measure major economic benefits of events and festivals and additional visitor expenditure more accurately, as well as to estimate the flow-on effects in the regional economy of interest, four essential items are required, which include "an accurate estimate of total event attendance," "the proportion of attendees who are visitors to the region", "average expenditure data for visitors" and "data that enable 'time switchers' and visitors whose main reason for visiting the region, was something other than the event, which was filtered out of the total visitor expenditure". They further explain that the last three data items are normally collected by using sample surveys of event attendees, but the first item, an accurate estimate of total attendance is often more difficult than first imagined. Special events could either be "open" or "closed". For some "closed events", total event attendance could be tracked through ticket sales for entries to event venues; however, there are still opportunities for visitors to access street entertainment and processions without a ticket.

It is even more difficult to estimate the total event attendance at open events. Therefore, by reviewing previous studies, Raybould *et al.* (2000:26) summarise that tag-and-recapture methods (Brothers & Brantley, 1993), parade counts (Getz, 1997), entrance and exit counts applied to either individuals or vehicles entering and leaving a site (Getz, 1997), as well as aerial photography by using either survey or census approaches to estimate crowd sizes at special events, could be used to estimate total attendance at open events. Raybould *et al.* (2000:30) compare the various methods that are used in attendance estimates at open events, which are illustrated in Table 5.1 below.

Table 5.1: Comparison of methods used in attendance estimates at open events

Method	Applicable Situation	Labour Needs	Limitations and Concerns
Tag-and-recapture	Single venue; limited duration	High	Need large samples to achieve acceptable levels of confidence
Parade counts	Where crowds line a route; Crowds largely static	High	Count time should be coordinated carefully; Problems with parade followers, such as crowd dynamics at parades
Entrance and exit counts (people and/or vehicles)	Single venue, small number of entry points	High	Should identify and survey all entry points; Problems identifying multiple entry and exit points
Aerial photography	Open air, daylight	Low	Should predict peak attendance times; May need estimates for undercover areas

Source: Raybould *et al.* (2000:30)

However, each method has certain drawbacks. The tag-and-recapture (capture-recapture) method is adapted from techniques, which are used in wildlife population estimates (Brothers & Brantley, 1993). Raybould *et al.* (2000:27) point out that the precision with which the tag-and-recapture method is able to estimate population size, is inversely dependent on the number of previously tagged subjects that are picked up in the second sample. They add that in a festival of several days' duration with a varied programme, both the survey and the tag-and-recapture exercise would have to be repeated a number of times because peak attendance on each day and the reported "turnover" rate will vary.

Raybould *et al.* (2000:27) state that street festivals and carnivals frequently culminate in some type of parade, which may be the peak attendance event of the festival. The approach is labour intensive and requires a good understanding of crowd dynamics at parades, while, sample segments should be defined in such a way that a single counter or preferably a pair of

counters can estimate an accurate crowd size in that area in a short space of time (Raybould *et al.*, 2000:28).

Compared to other methods, aerial photographs are considered as the most reliable indicator of crowd estimates at open events (Burgan & Mules, 2000; Raybould, *et al.*, 2000). Raybould *et al.* (2000:31) note that aerial photography may be a labour and cost effective method because it only requires one person in the air to take photographs and one or two on the ground to estimate occupancy rates in the undercover areas. Moreover, it only takes a total of 30 minutes for each estimate to accomplish the task. However, Burgan and Mules (2000) argue that the use of aerial photographs is generally expensive and only suitable for a single outdoor site.

Due to budget and time constraints in this study, entrance and exit counts (people) were undertaken at the Expo, as well as at the start or end of the race venue, where the crowd was more controlled than along the route. It is believed that the crowd estimates method is reflective of the attendance figures at the event. Moreover, daily multiple or repeat attendances were captured in survey format and taken into consideration.

5.5.2.4 Economic impact calculations

Before calculating the sport tourism events' economic impact, relevant information discussed previously is required and it may be obtained from field surveys at the event (Turco *et al.* 2002:63).

According to Turco *et al.*'s model (2002:64), the number of non-resident spectators/participants include day trippers and overnight guests, however, in the context of South Africa, there are relatively large proportions of non-resident spectators'/participants' visiting friends and/or relatives (VFR). Therefore, overnight guests are divided into two categories, namely overnight guests in paid accommodation and overnight guests (VFR). Average direct spending figures and information on spectators'/participants' length of stay, are derived from a spectator/participant survey (Turco *et al.*, 2002:64). In the context of South Africa, Turco *et al.*'s model of per person-per day spending estimates of spectators/participants, is developed and illustrated in Figure 5.1 below.

Figure 5.1: Per person-per day spending estimates of spectators/participants

Number of non-resident spectators/participants	
Day trippers: _____ x R	direct spending = R
Overnight guest in paid accommodation: _____ x _____ nights x R	(direct spending + accommodation) = R
Overnight guests (VFR): _____ x R	direct spending x _____ nights = R
Total spectator/participant direct impact	

Source: Turco *et al.* (2002:64)

5.6 Procedure for analysis of the data

Both quantitative and qualitative data analysis were used in this study, since the SPSS and Microsoft Excel Software were adopted to analyse the quantitative data through frequencies and crosstabulations, which generated tables, bar charts and histograms. The qualitative data was analysed into conceptual categories by using the constant comparative method.

5.7 Summary

In order to address the objectives and research of this study, the research methodology, tools, techniques and procedures, which were utilised in this study were discussed during this Chapter. They are likely to provide usable, expert evaluation to improve the management of the event and, consequently, contribute to inspiring socio-economic benefits to local communities through sites, programmes and service improvements.

CHAPTER SIX

FINDINGS

6.1 Introduction

Since the OMTOM is considered as a showcase for the City of Cape Town, the Western Cape and even South Africa, it is necessary to investigate different role players' attitudes and perceptions with regard to the management and socio-economic impacts of this event holistically. Wallis – Smith (1986:210) suggests that it is important to meet specific consumer (participant, spectator and government, to name a few) requirements in order to achieve its primary objective such as participants' self-esteem, sponsors and organisers' economic profits and branding purposes.

Having reviewed literature of management and socio-economic impacts of sport tourism events, as well as explained research methodology for this study in the previous chapters, in this chapter, key findings with regard to the respective stakeholders, are presented below:

- Spectators at the 2006 OMTOM;
- Participants at the 2006 OMTOM;
- Residents in close proximity to the race route;
- Sponsors;
- Established businesses (also referred to as local businesses);
- Stallholders/exhibitors at the Getaway Expo; and
- Destination marketing organisations.

Furthermore, the volume counts for the 2006 OMTOM is also illustrated in this chapter. Based on the number of spectators and participants from the volume counts, the direct economic impact of the 2006 OMTOM is also calculated.

6.2 Spectators and participants

Spectators and participants are essential for sport tourism events. As event customers, their knowledge, perceptions and attitudes could assist event organisers to understand more about what customers require and to improve the quality of management of the event. In this study, 200 spectators were surveyed on the day of the event (15 April 2006), while 200 participants were surveyed on the days of the Expo (12-14 April 2006). Since attendees include both spectators and participants, spectator respondents and participant respondents used nearly the same survey, except for one question, namely "motivation factors to participate in event", which only applies to participant respondents. In this section,

comparisons between the results from spectator respondents and participant respondents are also presented.

6.2.1 Permanent place of residence of spectator and participant respondents

Sport tourism events spectators may not merely be local residents. Similar to a tourist profile, there are three customer profiles for sport tourism event spectators, which are overnight visitors (stay at the event destination for 24 hours or more), the day-tripper profile (stay at the event destination for less than 24 hours) and the local profile (local residents) (Bennett, 1995:5). Types of visitors could result in different spending patterns, for example, there could be no accommodation spending that may be required for day-trippers and local residents in comparison to overnight visitors.

Table 6.1: Type of spectator and participant respondents (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
TYPE	TOTAL ($n=200$)	TYPE	TOTAL ($n=200$)
Overnight	30	Overnight	40
Day tripper	0.5	Day tripper	-
Local resident	69.5	Local resident	60

Table 6.1 illustrates that the majority of spectator respondents in this event were local residents (69.6%), followed by overnight visitors (30%) and day-trippers (0.5%). As expected, there were no day-trippers found in the total 200 participant respondents, only local residents (60%) and overnight visitors (40%).

Table 6.2: International visitors, country that spectator/participant respondents are resident in (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
COUNTRY OF VISITORS	TOTAL ($n=200$)	COUNTRY OF VISITORS	TOTAL ($n=200$)
Not applicable	96	Not applicable	95.5
Germany	0.5	Germany	1
Sweden	-	Sweden	1
Netherlands	-	Netherlands	0.5
New Zealand	0.5	New Zealand	0.5
United States of America (USA)	-	United States of America (USA)	0.5
Russia	-	Russia	0.5
Canada	-	Canada	0.5
People's Republic of China (P.R. China)	0.5	People's Republic of China (P.R. China)	-
Nepal	0.5	Nepal	-
Ireland	0.5	Ireland	-
United Kingdom (UK)	0.5	United Kingdom (UK)	-
Zimbabwe	0.5	Zimbabwe	-

Besides local residents (69.5%), there were few overseas spectator respondents (3.5%), who came from the following countries: Germany (0.5%), New Zealand (0.5%), People's Republic

China (0.5%), Nepal (0.5%), Ireland (0.5%), UK (0.5%) and Zimbabwe (0.5%). Similarly, there were 4.5% of participant respondents from abroad. Nearly all of the 4.5% of participant respondents were from Europe (3%) or North America (1%), and only one participant respondent (0.5%) was from New Zealand. This shows that international participant respondents were mainly from developed countries that are outside the African continent. It also reflects that Cape Town has an opportunity to increase the international profile of the event. Table 6.2 illustrates the breakdown.

Table 6.3: Domestic visitors, province that spectator/participant respondents are resident in (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
PROVINCE OF RESIDENCE	TOTAL ($n=200$)	PROVINCE OF RESIDENCE	TOTAL ($n=200$)
Not applicable	74	Not applicable	64.5
Gauteng	14.5	Gauteng	19
KwaZulu-Natal	4.5	KwaZulu-Natal	6.5
Eastern Cape	3.5	Eastern Cape	1
Western Cape	2.5	Western Cape	2
Limpopo	0.5	Limpopo	1
North West	0.5	North West	1.5
Free State	-	Free State	1
Mpumalanga	-	Mpumalanga	2
Northern Cape	-	Northern Cape	-
Northern Province	-	Northern Province	0.5

Regarding domestic spectator respondents, a relatively large proportion of the spectator respondents were from the Gauteng Province (14.5%), followed by 4.5% from KwaZulu Natal (KZN), North West Province (0.5%) and Limpopo Province (0.5%) (Table 6.3). Similar to the results of the spectator surveys, 19% of the participant respondents were from the Gauteng Province, followed by KZN (6.5%). The above results are similar to the geographic distribution of sport industry spectators and participants (South African Tourism, 2005), while the top two provinces were Gauteng Province (17%) and KwaZulu-Natal (17%). According to South African Tourism (South Africa Tourism, 2005), the top five reasons for not having taken a domestic trip are "Too expensive/Not affordable", "Dislike travelling", "Work/study/other time constraints", "Poor health/old age", and "Safety concerns". Based on these reasons, the results show that the event, which is held on Easter Weekend, attracts visitors, which means that people have time to travel and particularly those visitors from the afore-mentioned two provinces, possibly have more disposable income that allows them to travel.

6.2.2 Economic aspects, volume counts and economic impact calculations

According to Chalip (2004:229-230), economic impacts of events include immediate and long-term economic impact. He further explains that event leverage begins by encouraging visitor spending and by retaining visitor expenditures within the host community, which can be achieved by fostering spending during the event and by lengthening visitor stays. Chalip (2004:228) adds that the amount of spending by event visitors could influence an event's immediate economic impact. In addition to the tickets to the event on some occasions, other than spending, such as on souvenirs and food, could also generate immediate economic impact at events (Chalip, 2004:230).

6.2.2.1 Economic aspects

Gibson (2002) points out that the spending patterns of different sport spectator catchments are unique and may vary between local and non-local visitor expenditure patterns. The following section presents the results of surveyed spectator and participant respondents regarding economic aspects at the 2006 OMTOM.

Table 6.4: Spectator/participant respondents' accommodation type (spectators/participants n=200, in %)

SPECTATORS		PARTICIPANTS	
ACCOMMODATION TYPE	TOTAL (n=200)	ACCOMMODATION TYPE	TOTAL (n=200)
Not applicable	70	Not applicable	60
Family hotel (1-3)	9	Family hotel (1-3)	6.5
Friends and relatives	8.5	Friends and relatives	13.5
Bed & breakfast	4.5	Bed & breakfast	4
Holiday home	2	Holiday home	1
Luxury hotel (4-5)	2	Luxury hotel (4-5)	3.5
Self catering unit	1.5	Self catering unit	5
Holiday flat	1	Holiday flat	2.5
Backpackers hotel	1	Backpackers hotel	0.5
Air force base	0.5	Air force base	1
Camping	-	Camping	2
Caravan park	-	Guesthouse	0.5

Regarding spectator respondents' accommodation choice, 9% of the spectator respondents stayed at family hotels that are normally 1-star to 3-star, followed by visiting friends and relatives (8.5%). There were also a proportion of spectator respondents that stayed at luxury hotels (4-5 star) (2%) and holiday homes (2%).

Compared to the results of the spectator surveys, similarly, staying with friends and relatives and family hotels were the major two accommodation types chosen by the participant respondents, however, the majority (13.5%) of participant respondents stayed with friends and relatives. Staying at family hotels was another option that was chosen by the participant

respondents (6.5%), followed by self-catering units (5%) and bed and breakfast establishments (4%), respectively. Table 6.4 illustrates a breakdown of the results.

The results show that both spectator and participant respondents preferred to choose relatively low-cost accommodation such as family hotels, bed and breakfast establishments and staying with friends and relatives.

Table 6.5: Spectator/participant respondents' nights in accommodation at event location (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
LENGTH OF STAY	TOTAL ($n=200$)	LENGTH OF STAY	TOTAL ($n=200$)
Not applicable	70	Not applicable	60
1 night	-	1 night	1.5
2 nights	7	2 nights	7.5
3 nights	6.5	3 nights	4.5
4 nights	3	4 nights	8.5
5 nights	4	5 nights	5.5
6 nights	3.5	6 nights	4.5
7 nights	2.5	7 nights	3
8 nights	0.5	8 nights	0.5
9 nights	-	9 nights	0.5
10 nights	0.5	10 nights	3
11 nights	-	11 nights	0.5
14 nights	1.5	-	-
20 nights	1.5	20 nights	0.5
Average	5.5 Nights	Average	5.1 Nights

In terms of nights in accommodation at the event location, seven percent of the spectator respondents stayed for two nights in accommodation, followed by 6.5% who stayed for three nights. The average length of stay of the spectator respondents was 5.5 nights. However, owing to the extended period of activities, some spectator respondents spent more nights at the event destination (see Table 6.5).

Similarly, 8.5% of the participants that were sampled stayed for four nights in accommodation, followed by two nights (7.5%). Details of these are illustrated in Table 6.5. The average length of stay was 5.1 nights, which is slightly lower than the spectator respondents' average stay, which was 5.5 nights. In total, there were 30.5% of the participant respondents that stayed for two to six nights, which shows that both spectator respondents and participant respondents were keen to stay longer than the actual event and this could be because of the extended period of activities.

Table 6.6: Overnight, accommodation costs per night in Rands for spectator/participant respondents (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
COST PER NIGHT IN RANDBS	TOTAL ($n=200$)	COST PER NIGHT IN RANDBS	TOTAL ($n=200$)
Not applicable	71	Not applicable	60
Don't know	5.5	Don't know	5.5
Sponsored	-	Sponsored	1
Nothing	7.5	Nothing	16
1 - 40	-	1 - 40	3
50 - 90	7.5	50 - 90	0.5
100 - 250	3.5	100 - 250	3
260 - 500	6.5	260 - 500	7.5
510 - 1000	4.5	510 - 1000	2.5
1001 - 2100	1	1001 - 2100	1
Average	R535.63	Average	R393.86

Table 6.6 illustrates accommodation costs per night for spectator and participant respondents. An average of 7.5% of the spectator respondents, which was in the largest proportion, spent nothing on accommodation. Another 7.5% of the spectator respondents spent between R50 and R90, while 5.5% responded with "Don't know", which showed that the spectator respondents might not deal with the payment of their accommodation directly. There were 11% of the spectator respondents who spent between R260 and R500 (6.5%) as well as between R510 and R1000 (4.5%). The average daily cost of accommodation in Rands, amounted to R535.63.

Regarding accommodation costs per night of participant respondents, the average daily cost per night was R393.86, which is relatively lower than the average cost for spectators (R535.63). A relatively large proportion (16%) of the participant respondents spent nothing on accommodation, which could be a factor that affected the average cost. The reason for spending nothing on accommodation could be owing to their staying with friends or relatives where they did not have to pay for accommodation, but could spend money on other products such as groceries. Furthermore, 7.5% of the participant respondents spent between R260 and R500, while, 5.5% of the participant respondents did not know the costs per night, which could be because they were not responsible for settling payment.

Table 6.7: The number of people staying at accommodation units (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
NUMBER OF PERSONS	TOTAL ($n=200$)	NUMBER OF PERSONS	TOTAL ($n=200$)
Not applicable	70	Not applicable	60
1 - 2	13.5	1 - 2	19
3- 4	7.5	3- 4	9
5- 6	6	5- 6	8.5
7 - 10	2.5	7 - 10	0.5
11- 15	-	11- 15	1.5
16 - 20	-	16 - 20	0.5
> 20	-	> 20	1
Average:	3.4 persons	Average:	4 persons

As illustrated in Table 6.7, one to two persons staying at accommodation units (13.5%) for spectator respondents, was the most popular pattern for spectator respondents, followed by three to four persons at accommodation units (7.5%) and five to six persons (6%). The average number of persons per unit of the spectator respondents, was 3.4. In general, it shows that spectator respondents preferred to be in relatively small travel groups.

An average of 19% of the participant respondents stayed with one to two persons per accommodation unit, followed by three to four persons per unit (9%). While 8.5% of the participant respondents stayed with five to six persons per unit. Details of these are shown in Table 6.7. The average number of persons per unit of the participant respondents, was four, which was higher than that of the spectator respondents (3.4 persons). It shows that, similar to the results from spectator respondents, participant respondents also stayed in relatively small (less than 6 persons) groups within accommodation units.

Table 6.8: Number of persons in immediate group attending the event (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
NUMBER OF PERSONS	TOTAL ($n=200$)	NUMBER OF PERSONS	TOTAL ($n=200$)
1 - 2	46	1 - 2	44.5
3- 4	25	3- 4	33
5- 6	19	5- 6	15
7 - 10	7	7 - 10	3
11- 15	3	11- 15	1.5
16 - 20	-	16 - 20	0.5
21 - 30	-	21 - 30	2.5
> 40	-	> 40	0.5
Average	3.6 persons	Average	4 persons

The average number of people per immediate group of spectator respondents was 3.6. Similar to the number of persons staying at accommodation units, small groups (one to four persons) were preferred. Forty-six percent of the spectator respondents stayed in groups

of one to two persons, followed by three to four persons (25%). Five to six persons per group (19%) were also in a relatively big proportion, which could be related to families that were in a large proportion in terms of the composition of the immediate group as per the next table (Table 6.8).

Furthermore, participants might not attend the event alone; therefore, the number of persons in the immediate group was investigated. An average of 44.5% attended the event in a group of one to two persons, followed by three to four persons (33%) and five to six persons (15%). Few participant respondents were in relatively large groups, which were 16-20 (0.5%) in a group and over 40 persons in a group (0.5%). The average number of people per group was four. There are several answers that fit the categories of over 10 persons, which it could be owing to participants travelling with sport clubs or teams. However, the majority of participant respondents were in small groups. Details of these are illustrated in Table 6.8.

Table 6.9: Composition of group (spectators/participants n=200, in %)

SPECTATORS		PARTICIPANTS	
COMPOSITION	TOTAL (n=200)	COMPOSITION	TOTAL (n=200)
Family	41	Family	32.5
Friends	25	Friends	32
Friends/family	16.5	Friends/family	16
Alone	11.5	Alone	12.5
Business associates	2	Business associates	3
Sport club	2	Sport club	3
Tour group	1.5	Tour group	0.5
School	0.5	School	0.5

In terms of the composition of the immediate group, 41% of the spectator respondents attended the event with their family, followed by 25% with friends and 17.5% with family or friends, respectively (Table 6.9). The results show that the majority (82.5%) of the groups comprised families and/or friends at the event. Single persons comprised 11.5%, which shows that this event is a family event and implements entertainment opportunities, which caters for friends and/or families. Various activities such as the comedy festival, the Expo and the fun runs could be highlights that attracted more friends and/or family than individual visitors.

With regard to the composition of the group of participant respondents, nearly the same number of participant respondents attended the event with friends (32%) or family (32.5%). This was because participants' family members and/or friends might attend the event to show their support. Another two patterns were also presented in comparatively large proportions, which were participant respondents attending with family or friends (16%), followed by those who attended the event alone (12.5%) (Table 6.9). In addition, a few participant respondents

travelled with school (0.5%) or tour groups (0.5%). Results show that participant respondents that attended this event, were relatively self-organised.

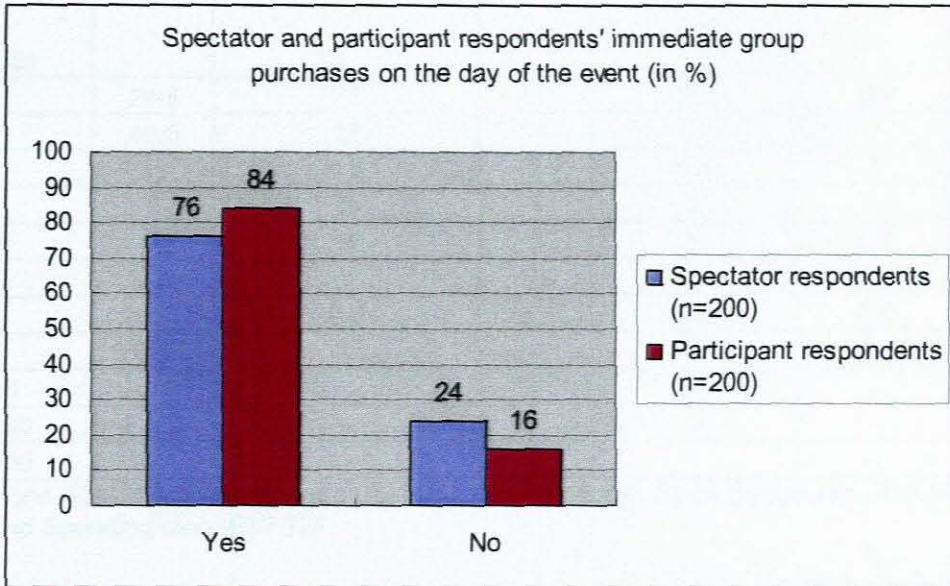


Figure 6.1: Spectator and participant respondents' immediate group purchases on the day of the event (spectators/participants n=200, in %)

Figure 6.1 illustrates spectator and participant respondents' immediate group purchases on the day of the event. The majority of spectator respondents (76%) spent money at the event. However, 24% of the spectator respondents did not purchase anything.

Overall, the majority of the participant respondents (84%) indicated that their immediate groups spent money at the event. The remaining 16% did not spend money.

Furthermore, in order to investigate spectators' and participants' general spending patterns during the event, spending categories in terms of money spent on food, entertainment, gifts/souvenirs, sport equipment/gear or other items, were ascertained in the following section.

Table 6.10: Items reflecting spectator respondents' actual or intended purchase (n=200, in %)

SPECTATORS (n=200)	FOOD	ENTERTAINMENT	GIFTS	SPORT EQUIPMENT	OTHER	SPENDING PLAN
AMOUNT SPENT (IN RANDES)						
0	28.5	71	82	81.5	89	28.5
25 - 50	45.5	17	11	11	7	43
55 - 75	11	6.5	3	1.5	1	-
76 - 150	5	2	1	1	-	-
151 - 250	10	3	1	1	1.5	2.5
251 - 400	2.5	-	1.5	1.5	1	3.5
401 - 600	1	0.5	0.5	0.5	0.5	3.5
601 - 800	0.5	-	-	-	-	0.5
801 - 1000	-	-	-	-	-	1
1001 - 1500	-	-	-	-	-	2
1501 - 2500	-	-	-	-	-	0.5

Average: Food (R66.72), Entertainment (R21.45), Gifts (R16.64), Sport Equipment (R15.66), Other (R12.06) and Spending plan (R97.72).

According to Table 6.10, almost half of the spectator respondents (45.5%) spent or intended to spend R25 to R50 on food during the event. There was a relatively large number (28.5%) of the spectator respondents who spent or intended to spend nothing on food. Furthermore, 11% of the spectator respondents indicated that they spent or intended to spend R50 to R75 on food. The average amount that was spent on foods or the intended amount, was R66.72.

Nearly three quarters (71%) of the spectator respondents spent or intended to spend nothing on entertainment during the event. Furthermore, 17% of the spectator respondents' spending fitted the category of R25 to R50. Another 6.5% spent or intended to spend R55 to R75, while the average expenditure on entertainment, was R21.25.

Moreover, the average expenditure on gifts, amounted to R16.64. Overall, money spent on sport equipment, ranged from R0 to R600. The majority (82%) of the spectator respondents did not spend or intend to spend money on gifts, while a proportion (11%) of the spectator respondents spent or intended to spend R25 to R50.

A large proportion (81.5%) spent or intended to spend nothing on sport equipment/gear. The remaining 18.5% spent or intended to spend money, however, 11% of the spectator respondents spent between R25-R50. The average expenditure on equipment/gear, was R15.66.

Regarding expenditure on other categories, the average amount that was spent or the intended amount, was R12.06. A relatively large proportion (89%) of the spectator

respondents spent or intended to spend nothing during the event. Another 7% responded with R25 to R50.

Overall, the average expenditure of the spectator respondents, was R97.72. An average of 43% of the spectator respondents spent or intended to spend between R25 and R50 at this event, followed by nothing that was spent or that was intended to be spent (28.5%). Regarding the range of the amount spent on each item, expenditure on food was between R0 and R800, while entertainment, gifts, sport equipment and other items, was less than R600. Furthermore, the entire expenditure amounted to less than R2500. In sum, the results show that the majority of spectator respondents were not keen to spend money during the event or, if they did spend, they spent a relatively small amount of money on it, which was mostly on food and beverages, since 75.5% of the spectator respondents spent money on these items, followed by entertainment (29%), gifts (18%), sport equipment (16.5%) and other items (11%).

Table 6.11: Items reflecting participant respondents' actual or intended purchases (n=200, in %)

PARTICIPANTS (n=200)	FOOD	ENTERTAINMENT	GIFTS	SPORT EQUIPMENT	OTHER	SPENDING PLAN
AMOUNT SPENT IN RANDS						
0	21.5	58.5	61.5	61.5	77.5	16
25 - 50	30	19	21	19	11	20.5
55 - 75	16	10	3	2.5	3	-
76 - 150	10.5	2.5	3	4	1.5	18.5
151 - 250	7.5	5.5	7	8	2.5	10.5
251 - 400	9.5	2.5	2.5	2	2	11.5
401 - 600	4	-	2	2.5	-	5.5
601 - 800	-	-	-	-	-	1.5
801 - 1000	0.5	0.5	-	0.5	0.5	3
1001 - 1500	-	0.5	-	-	0.5	2.5
1501 - 2500	0.5	0.5	-	-	0.5	3
>3000	-	0.5	-	-	-	1

Average: Food (R11.4), Entertainment (R71.42), Gifts (R45.45), Sport Equipment (R49.07), Other (R40.35), and Spend plan (R273.32).

The same questions, which were posed to the spectators, were applied to participants regarding their spending patterns at the event. The spending categories also included expenditure on food, entertainment, gifts/souvenirs and other items. Details of these are shown in Table 6.11.

Regarding spending patterns on food, 31% of the participant respondents spent or intended to spend R25 to R50 on food, followed by spending nothing (21.5%), R55 to R75 (16%) and R76 - R150 (10.5%). The average expenditure on food was R11.4, which was much lower than

that of spectator respondents (R66.72). This might be owing to own food prepared or organised by families, friends or sport clubs.

Regarding spending on entertainment during the event, 48.5% of the participant respondents did not spend or intend to spend money, followed by 19% who spent or intended to spend R25 to R50. Another 10% responded with R55 to R75, while the average expenditure on entertainment, amounted to R71.42.

In terms of participant respondents' expenditure on gifts, the average amount that was spent, was R45.45. Furthermore, 61.5% of the participant respondents did not spend or intend to spend money on gifts/ souvenirs at the event.

Similarly, 61.5% of the participant respondents did not spend or intend to spend money on sport equipment/gear. The average expenditure amounted to R49.07. Furthermore, the results illustrate that the average amount that was spent on other items or the intended amount, was R40.35.

Overall, the average expenditure amounted to R273.32, which was nearly three times higher than that of spectator respondents (R97.72). Furthermore, 16% spent nothing during the event, followed by R25 – R50 (20.5%) and R76 – R150 (18.5%).

An attempt was made to conduct additional analysis through the use of crosstabulations for demographic profile and spectator and participant respondents' spending patterns at the event. The results revealed there were no significant categories emerging in terms of demographic profile. The data responds to the frequency tables presented previously (see Table 6.10 and Table 6.11).

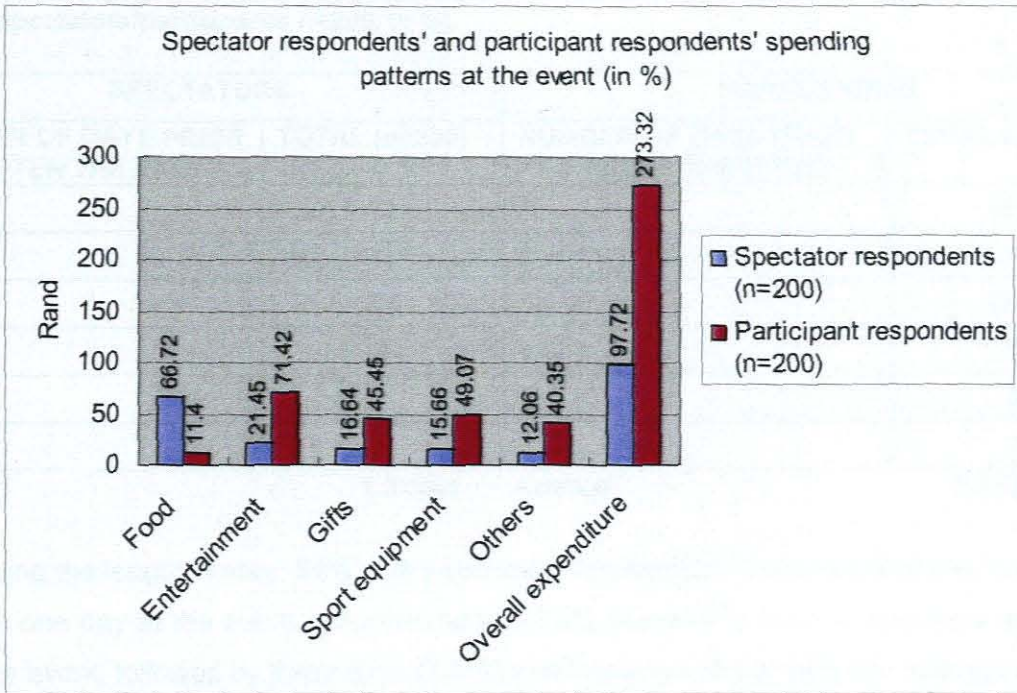


Figure 6.2: Spectator respondents' and participant respondents' spending patterns at the event (spectators/participants n=200, in %)

There were apparent differences between the spectator respondents' and participant respondents' average expenditure on food, entertainment, gifts, sport equipment, other items, as well as overall expenditure. Figure 6.2 shows that, with the exception of money spent on food, participant respondents' spending on the above-mentioned categories, was relatively more than the spectator respondents.

6.2.2.2 Length of stay

Event attendees may not merely stay for the event only. As mentioned previously, an extension of an event visitor's length of stay, could increase the immediate economic impact on local communities (Chalip, 2004:232). The longer the tourists stay, the more economic impacts could be generated. The results show that there was a large proportion that engaged with secondary activities. The results did not reflect that there was a large proportion of spectator respondents that participated in secondary activities; therefore, it is important to organise activities that attract existing and potential customers. Details of the spectator and participant respondents' plans to attend the pre and post event activities are illustrated in Table 6.12.

Table 6.12: Number of days spectator/participant respondents attended both prior and after the event (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
NUMBER OF DAYS PRIOR AND AFTER THE EVENT	TOTAL ($n=200$)	NUMBER OF DAYS PRIOR AND AFTER THE EVENT	TOTAL ($n=200$)
1	81	1	28.5
2	11	2	35
3	3.5	3	23.5
4	4	4	9
-	-	5	3
-	-	7	1
Average	1.3 days	Average	2.3 days

Regarding the length of stay, 81% of the spectator respondents indicated that they planned to stay for one day at the event. Furthermore, 11.5% planned to stay for two days prior to or after the event, followed by three days (3.5%) and four days (4%), while the average length of stay was 1.3 days. The result show that the majority (92.5%) of the spectator respondents would stay for one or two days during the event (Table 6.12). The results also reflected that, although the event organisers used other activities (such as fun run, comedy festival and so on) to extend the attendees' length of stay, the majority of the spectator respondents only came for the main event.

Table 6.12 illustrates the number of days that participant respondents planned to attend. The majority (87%) of participant respondents planned to stay for one to three days. Compared to the spectator respondents (1.3 days), the average stay of participant respondents, was 2.3 days.

6.2.2.3 Volume counts

In order to calculate economic impacts of the 2006 OMTOM, the estimated number of spectators and participants is required. The number recorded for participants, as per event, is estimated at 18 000, however, volume counts in the event period were required to ascertain the number of spectators. Burgan and Mules (2000) point out that the most reliable indicator of crowd estimates is with the use of aerial photographs, which are generally expensive and only suitable for a single outdoor site. However, owing to budgetary constraints, similar to the study of Bob, Swart and Moodley (2005), at the 2006 OMTOM, the crowd estimates were undertaken at specific times of the day and extrapolated for the entire day. Daily multiple or repeat attendances were also taken into consideration. The volume counts were undertaken for four days, which were on 12 and 13 April 2006 at the Expo, 14 April 2006 at the Fun Runs and 15 April at the Main Race. The details of these are illustrated below.

- **Volume Count for Day 1 (12 April 2006)**

On 12 April 2006, the volume count was taken at 13:00, 14:00, 15:00 and 16:00 for five minutes at each hour, while there were 12 five-minute counts in an hour. The programme for the day was from 12:00 to 19:00 and lasted for seven hours.

Table 6.13: Volume count on 12 April 2006 at the 2006 OMTOM Expo

2006 TWO OCEANS MARATHON (EXPO)	
12 APRIL 2006	
TIME	NUMBER OF PEOPLE
13:00	58
14:00	66
15:00	53
16:00	44

N.B. There was one entry point at the Expo

The results of the volume counts at each time are illustrated in Table 6.4. The calculation is presented below:

The average of the four counts = $(58+66+53+44) / 4 = 55.25$ persons;

The hourly average = $55.25 \times (60 \text{ minutes} / 5 \text{ minutes}) = 663$ persons; and

The total for the day = $663 \times 7 \text{ hours} = 4641$ persons.

- **Volume Count for Day 2 (13 April 2006)**

Similar to Day One, on 13 April 2006, the volume count was taken at 10:00, 11:00, 12:00, 13:00, 14:00, 15:00 and 16:00 for five minutes at each hour. The programme for the day was from 10:00 to 19:00 and lasted for nine hours.

Table 6.14: Volume count on 13 April 2006 at the 2006 OMTOM Expo

2006 TWO OCEANS MARATHON (EXPO)	
13 APRIL 2006	
TIME	NUMBER OF PEOPLE
10:00	145
11:00	120
12:00	78
13:00	57
14:00	104
15:00	82
16:00	144

N.B. There was one entry point at the expo

Based on the results presented in Table 6.5, the average of the four counts = $(145+120+78+57+104+82+144) / 7 = 104.29$ persons;

The hourly average = $104.29 \times (60 \text{ minutes} / 5 \text{ minutes}) = 1251.48$ persons, then rounded to the nearest whole number, which is 1251;

The total for the day = $1251 \times 9 \text{ hours} = 11259$ persons;

In total, there were 15900 persons that attended the Expo on 12 and 13 April 2006.

The volume count for Day 3 was taken at Fun Runs, which was on the same day as the Expo, therefore, the number of persons at the Expo on Day 3 was estimated. If one takes the average of the total number from Day 1 and Day 2, the number of persons at the Expo on the 14 April, was 7950.

Therefore, in total, there were **23850** persons at the Expo from 12 April to the 14 April.

● **Volume Count for Day 3 (14 April 2006)**

On 14 April 2006 the volume counts were taken for Fun Runs at 13:00, 13:30, 14:00, 14:30 and 15:00 for five minutes, every half an hour. The programme for the day was from 09:00 to 16:00 and lasted for seven hours.

Table 6.15: Volume count on 14 April 2006 at the 2006 OMTOM Fun Runs

2006 TWO OCEANS MARATHON (Fun Runs)			
14 APRIL 2006			
TIME	NUMBER OF PEOPLE		
	POINT A	POINT B	POINT C
13:00	85	220	116
13:30	118	315	79
14:00	64	99	192
14:30	39	161	141
15:00	47	79	125

N.B. There were three entry points at UCT stadium

According to Table 6.6, owing to multiple entry points, the average of the counts of the three entry points = $(\text{POINT A} + \text{POINT B} + \text{POINT C}) / 3$, for example, at 13:00, the average = $(85+220+116) / 3 = 140$ persons, followed by 171 at 13:30, 118 at 14:00, 114 at 14:30 and 84 at 15:00.

The average of the five counts = $(140+171+118+114+84) / 5 = 125.40$ persons;

The hourly average = $125.40 \times (60 / 5) = 1504.80$ persons;

The total for the day = $1504.80 \times 7 = 10533.60$ persons, which rounded to the nearest whole number, equals 10534 persons.

Therefore, there were **10534** persons that attended the various fun runs on 14 April 2006.

● **Volume Count for Day 4 (15 April 2006)**

On the 15 April 2006 the volume counts were taken at the main race. As discussed previously, the ultra marathon began at 07:00 and the half marathon began at 06:20. As the cut-off time of the ultra marathon and the half marathon was at 14:00 (OMTOM, 2006d) and 09:20 respectively (OMTOM, 2006d), the runners who could not reach the times that were specified, were not allowed to continue (OMTOM, 2006k). The first ultra marathon runner completed within three hours six minutes and fifty seconds, while the first half marathon runner completed with one hour two minutes and fifty-four seconds (OMTOM, 2006i). In order to avoid repeat counting, the volume count on the main race was only taken at the finish point.

Table 6.16: Volume counts on 15 April 2006 at the 2006 OMTOM Main Race

2006 TWO OCEANS MARATHON MAIN RACE			
15 APRIL 2006			
TIME	NUMBER OF PEOPLE		
	POINT A	POINT B	POINT C
08:00	125	85	81
09:00	118	05	88
10:00	136	86	70
11:00	129	63	52
12:00	116	77	30
13:00	132	109	20
14:00	85	33	45
15:00	79	77	21

As per Table 6.16, the average of Point A, B and C amounted to 97 at 08:00, 70 at 09:00, 97 at 10:00, 81 at 11:00, 74 at 12:00, 87 at 13:00, 54 at 14:00, and 59 at 15:00; Furthermore, the duration of the day equals the difference between the last finish and the first finish, which is six hours eighteen minutes and six seconds. The calculation is presented below:

$$(97+70+97+81+74+87+54+59) / 8 \times (60/5) \times \text{duration (last finish - first finish)} = 77.375 \times 12 \times (14:00-7:02:54) = 77.375 \times 12 \times 6:58:06=6470 \text{ persons}$$

Therefore, the total number amounts to 40854 persons. However, since the average number of days attended by spectators was 1.3 days (Table 6.12), in order to avoid repeat counting, the number of spectators used to calculate the economic impact, is **31426** persons.

6.2.2.4 Economic impact calculations

As discussed in Chapter Four, before calculating the event's economic impact, information is required with regard to event spectator attendance totals, number of other non-resident visitors (day trippers), estimation of total overnight visitors, estimation of repeat spectators (if

event is more than 1 day in duration) and the average direct spending of participants and/or spectators in selected expenditure categories, is required (Turco *et al.*, 2002:63).

The economic impact calculation is based on the methodology used by Turco *et al.* (2002:64). With reference to the OMTOM, the methodology is described as follows:

- The designated economy is the Cape Town region;
- Local residents are those participants and spectators from the Cape Town area (and are excluded from the economic impact calculation);
- Non-residents are those participants and spectators from outside the Cape town area (their expenditure is used to calculate the economic impact) and includes – residents from the Western Cape (outside of the Cape Town area), other regions in South Africa (outside the Western Cape) and foreign tourists (outside of South Africa);
- Only the direct event expenditure is taken into account and is based on the expenditure of non-resident participants and spectators, which include both on-site and off-site expenditures;
- The expenditure includes those of day trippers (average direct expenditure), overnight guests (average direct expenditure plus accommodation) and overnight guests who stayed over but did not pay for accommodation, since they visited friends and relatives (VFR) (average direct expenditure);
- Local organisers' expenditure was not taken into account due to multiplier effects;
- Information for the calculation was obtained from the field surveys; and
- The economic impact calculation is presented below.

Table 6.17: Economic impact calculation: total attendees direct impact

Type	Number of non-resident spectators	Amount
Day trippers (5%)	31426 persons x 5% x R97.72 average direct spending (R97.72 x 1 day)	R153,547.44
Overnight guests in paid accommodation (21.5%)	31426 persons x 21.5% x 5.5 nights x R633.35 direct spending (average direct spending – R97.72 plus accommodation – R535.63 per night)	R23,536,074.52
Overnight guests (VFR) (8.50%)	31426 persons x 8.5% x R537.46 average direct spending (R97.72 x 5.5 nights)	R1,435,668.53
Total spectator direct impact		R25,125,490.49
Type	Number of non-resident participants	Amount
Day trippers	-	-
Overnight guests in paid accommodation (26.5%)	18000 persons x 26.5% x 5.1 nights x R667.18 direct spending (average direct spending – R273.32 plus accommodation – R393.86)	R16,230,487.86
Overnight guests (VFR) (13.5%)	18000 persons x 13.5% x R1393.93 average direct spending (R273.32 x 5.1 days)	R3,387,249.90
Total participant direct impact		R19,617,737.76
Total attendees' (spectators and participants) direct impact		R44,743,228.25

- As mentioned previously, the recorded number of participants, as per the event organiser, is estimated at 18 000;
- According to the volume counts at the event, the number recorded for spectators, was 31426; and
- Based on these figures and the above illustrated results regarding economic impact, the direct economic impact of the 2006 OMTOM is estimated to be as presented in Table 6.17.

6.2.3 Primary reasons why spectator/participant respondents visited the area where the event takes place

In order to attract more tourists, it is necessary to ascertain the primary reasons why tourists visit the event. The transportation they use to arrive at the event destination and the event, should also be understood.

Table 6.18: Primary reasons why spectator/participant respondents visited the area where the event took place (applying to tourists) (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
PRIMARY REASON	TOTAL ($n=200$)	PRIMARY REASON	TOTAL ($n=200$)
Not applicable	69.5	Not applicable	60
This event	26.5	This event	40
Vacation	2.5	Vacation	-
Visiting family/relatives	1.5	Visiting family/relatives	-

Referring to Table 6.18, the primary reason why spectator respondents visited the area where the event took place was mainly by "this event" (26.25%), while another 2.5% visited the area for vacation purposes and to visit family and friends (1.5%), which was also indicated.

Regarding the primary reasons why participant respondents visit the area where the event took place, 40% of the participant respondents were tourists and were there merely because of the event. Therefore, the next question "if the primary reason was not the event, would you schedule your visit to coincide with this event", was not applicable.

Table 6.19: If the primary reason was not the event, whether spectator/participant respondents would schedule their visits to coincide with the event (applying to tourists) (spectators/participants $n=200$, in %)

SPECTATORS	TOTAL ($n=200$)	PARTICIPANTS	TOTAL ($n=200$)
Not applicable	96.00	Not applicable	100.00
Yes	0.50	Yes	-
No	3.50	No	-

According to Table 6.19, 3.5% of the spectator respondents did not reschedule their visits to coincide with the event. However, 0.5% would reschedule their visits. Events could be

considered as tourist attractions at a destination (Getz, 1991) and the results show that the 2006 OMTOM was a main attraction for tourists to visit Cape Town during that time period.

Table 6.20: Transport utilised by spectator/participant respondents to the area where the event was held from their area of residence (tourists) (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
TYPE OF TRANSPORT	TOTAL (n=200)	TYPE OF TRANSPORT	TOTAL (n=200)
Not applicable	69.5	Not applicable	60
Aeroplane	14.5	Aeroplane	14
Private car	12	Private car	16
Mini taxi	2.5	Mini taxi	3
Bus	0.5	Bus	6.5
Rented car	0.5	Rented car	0.5
Train	0.5	Train	-

Nearly all the spectator respondents (99%) specifically visited the location because of the event; however, only 1% of the spectator respondents indicated the opposite. According to Table 6.20, 14.5% of the spectator respondents flew to the area where the event was held. Private vehicles were another major transport means for tourists, since 12% of them used it. Minibus taxis were reasonably utilised by 2.5% of the spectator respondents, followed by rental vehicles (0.5%), trains (0.5%) and buses (0.5%). The results, therefore, show that aeroplanes and private vehicles were the top two types of transport means, which spectator respondents used to reach the area where the event was held.

All the participant respondents specifically visited the location because of the event. An average of 16% of the participant respondents visited the area where the event was held by means of private vehicles. Another 14% arrived by aeroplane. Compared to the spectator respondents, buses were utilised by a relatively larger proportion (6.5%) of the participant respondents than spectator respondents (0.5%) (Table 6.20), while rented cars were only used by 0.5% of the participant respondents.

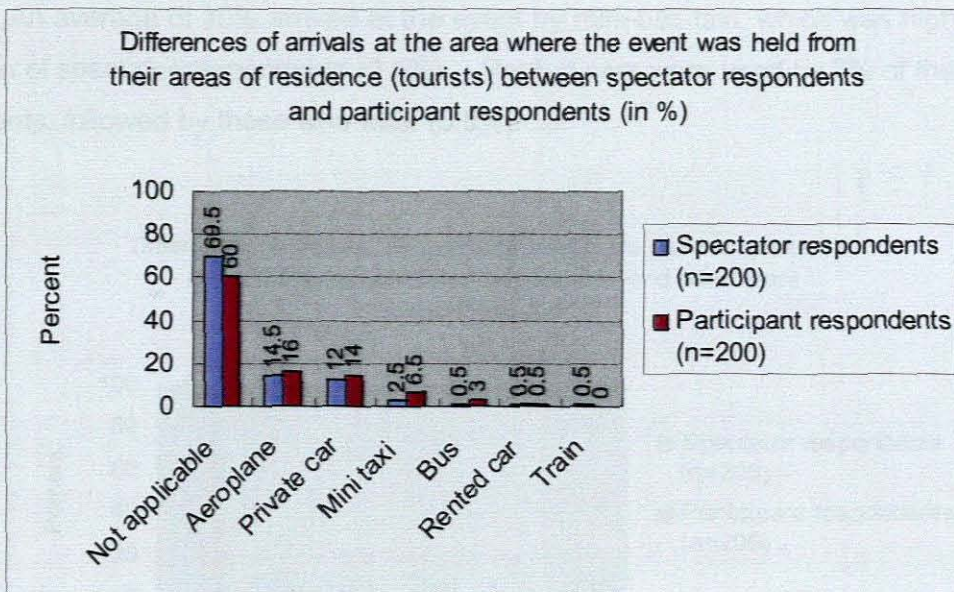


Figure 6.3: Differences of arrivals at the area where the event was held from their areas of residence (tourists) between spectator respondents and participant respondents (spectators/participants $n=200$, in %)

The comparisons between how spectator and participant respondents (tourists) arrived at the area where the event was held from their area of residence, are illustrated in Table 6.20 and Figure 6.3. Overall, the use of private vehicles and aeroplanes were the common modes of transport used by visitors to arrive in Cape Town. This could be because of the proximity to the event venue and the conveniences of such travelling, which include the time that it would take to get there.

Table 6.21: Transport utilised by spectator/participant respondents to the area where the event was held from their areas of accommodation (tourists) (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
TYPE OF TRANSPORT	TOTAL ($n=200$)	TYPE OF TRANSPORT	TOTAL ($n=200$)
Private car	80.5	Private car	67
Rented car	10	Rented car	7
Bus	5.5	Bus	12.5
Train	2.5	Train	-
Walk	1	Walk	3.5
Mini-bus taxi	0.5	Mini-bus taxi	10

Similar to the previous question, 80.5% of the spectator respondents used private vehicles from their areas of accommodation to get to the event, followed by the use of rental vehicles (10%). Furthermore, 5.5% of the spectator respondents arrived at the event by mini-bus taxis, while 1% of the spectator respondents walked to the event and the remaining 0.5% use trains (Table 6.21).

Regarding the mode of transport utilised to reach the event area from their areas of accommodation, participant respondents that used private vehicles, amounted to 67%, followed by arrivals by bus (12.5%) and mini-bus taxis (10%). Buses were used by 12.5% of the participant respondents, which were higher than the proportion of spectator respondents

(5.5%). An average of 10% arrived at the event by mini-bus taxi, which was higher than the proportion of spectator respondents (0.5%). Rented cars were used by 7% of the participant respondents, followed by those who walk (3.5%).

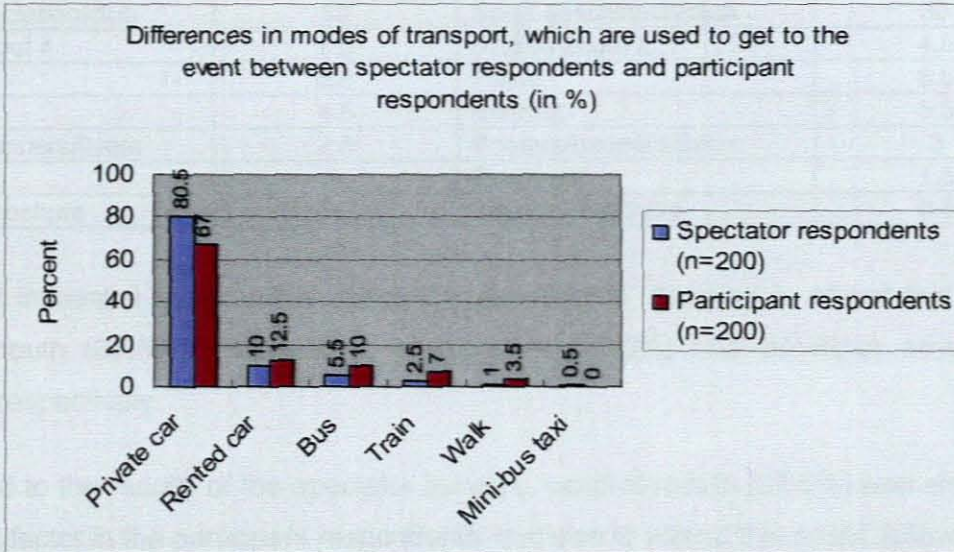


Figure 6.4: Differences in modes of transport, which were used to get to the event between spectator respondents and participant respondents (spectators/participants n=200, in %)

The differences are illustrated in Figure 6.4. Private vehicles was the primary mode of transport to the event from the areas of accommodation for both spectator and participant respondents. Public transport such as mini-bus taxis, trains and buses, were not utilised. As discussed previously, both the ultra and half marathons began before 07:00, therefore, train or bus schedules could have influenced the choice of transport. Furthermore, since people have negative images of the safety and security of trains or buses, these concerns could also have affected the choice of transport.

6.2.4 Knowledge and perceptions of event

Shone and Parry (2004:163) state that sport tourism event marketing requires high levels of skills to undertake it properly, while an understanding of how to market an event, would help the event marketers understand how to raise awareness, advertise, promote, improve an image or maintain the event's impact in the media. The knowledge gained from evaluation should enable improvements or changes to be made for the future.

Table 6.22: Influential factors for spectator/participant respondents in the decision to attend this event (spectators/participants $n=200$, in %) – multiple responses

SPECTATORS		PARTICIPANTS	
INFLUENTIAL FACTORS	TOTAL ($n=200$)	INFLUENTIAL FACTORS	TOTAL ($n=200$)
Word-of-mouth	37.5	Word-of-mouth	37.5
Newspaper	27.5	Newspaper	22
Television advertisement	18.5	Television advertisement	18
Sport association/club	10	Sport association/club	30
Known about it	7.5	Known about it	4.5
Radio	5.5	Radio	8.5
Internet	4.5	Internet	5.5
Posters/banners/flyers	2.5	Posters/banners/flyers	3
Business	-	Business	1.5
Tourism brochure	-	Tourism brochure	0.5

The most influential factor in the spectator respondents' decision to attend this event was word-of-mouth (37.5%), followed by newspapers (27.5%) and television advertisements (18.5%), respectively.

Compared to the results of the spectator surveys, word-of-mouth (37.5%) was also the most influential factor in the participant respondents' decision to attend this event, followed by sport association (30%), newspaper (22%) and television advertisements (18%). The Internet (5.5%) is another important media to promote the event owing to its convenience and worldwide accessibility. Only 1.5% of the participant respondents indicated "business" as an influential factor, followed by "tourism brochure" (0.5%). Therefore, it would be necessary to utilise traditional promotional techniques (such as word-of-mouth, sport associations, newspapers, television advertisements and so on), as well as other techniques such as tourism brochures, posters, banners, flyers and the Internet as potential promotional tools for this event to reach new markets. A detailed breakdown is shown in Table 6.22.

The following section presents the spectator and participant respondents' perceptions and attitudes toward the event.

Table 6.23: Level of spectator/participant respondents' satisfaction with the material provided (marketing) (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
LEVEL OF SATISFACTION	TOTAL ($n=200$)	LEVEL OF SATISFACTION	TOTAL ($n=200$)
Excellent	41	Excellent	38.5
Good	52	Good	49.5
Satisfactory	5	Satisfactory	9.5
Poor	2	Poor	2.5

Regarding the level of satisfaction with the material provided (marketing) and the suggestions, generally, 93% of the spectator respondents' perceptions of the event's marketing, were "excellent" (41%) and "good" (52%). However, 5% of the respondents indicated "satisfactory" with the provided marketing material, while 2% indicated that the provided

marketing material for the event was poor (Table 6.23). Overall, the event marketing could be perceived as being “successful” by the spectator respondents.

Furthermore, 88% of the participant respondents considered the marketing material that was provided at the event as “excellent” (38.5%) and “good” (49.5%), while 12% indicated that the provided marketing material was “satisfactory” (9.5%) or “poor” (2.5%).

Table 6.24: If satisfactory or poor, the reasons for spectator/participant respondents dissatisfaction with the material provided (marketing) are (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
SUGGESTIONS	TOTAL ($n=200$)	SUGGESTIONS	TOTAL ($n=200$)
Not applicable	93	Not applicable	88
Not enough advertising	3	Not enough advertising	5
No comment	2.5	No comment	4.5
More posters	1	Incorrect starting time	1.5
Misleading directions	0.5	Misleading directions	-
Incorrect starting time	-	More posters	0.5

According to Table 6.24, only 7% of the spectator respondents were dissatisfied with the event marketing, while 3% of the spectator respondents were dissatisfied with the advertising, as they did not think that there was enough advertising. Insufficient posters (1%) was another reason for the dissatisfaction factor, while another 0.5% indicated “misleading directions” and the remaining 2.5% did not comment.

Similar to the spectator respondents’ responses, “not enough advertising” (5%), “incorrect starting time” (1.5%) and “more posters” (0.5%) were the aspects that the participant respondents were dissatisfied with.

Table 6.25: Spectator/participant respondents’ suggestions to improve the marketing of the event in the future (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
SUGGESTIONS	TOTAL ($n=200$)	SUGGESTIONS	TOTAL ($n=200$)
Not applicable	91	Not applicable	88
More TV advertisements	2.5	More TV advertisements	2.5
More advertisements	2	More advertisements	1.5
Advertise in other provinces	2	Advertise in other provinces	1
More major sponsors	1	More major sponsors	0.5
More marketing	0.5	More marketing	3
Market diversely	-	Market diversely	0.5
Advertise in advance	-	Advertise in advance	0.5

An average of 9% of the spectator respondents indicated that the marketing of this event should be improved in the future. More television advertisements (2.5%), more advertising in other provinces (2%), attract more major sponsors (1%) and more marketing for the event (0.5%), were suggestions given by the spectator respondents regarding improvement of the marketing for this event (See Table 6.25).

Only 12% of the respondents advised how they thought the marketing of the event could be improved in the future. Suggestions are illustrated in Table 6.25. An average of 5.5% of the respondents believed that there was not enough advertising in terms of television advertisements (2.5%), advertisements (1.5%), advertising in other provinces (1%) and advertising in advance (0.5%). Overall, both spectator respondents (4.5%) and participant respondents (4%) advised that various types of advertisements should be implemented for the event.

Table 6.26: Rating spectator/participant respondents' experience at the event (spectators/participants n=200, in %)

SPECTATORS		PARTICIPANTS	
LEVEL OF SATISFACTION	TOTAL (n=200)	LEVEL OF SATISFACTION	TOTAL (n=200)
Excellent	57.5	Excellent	32
Good	33.5	Good	52
Satisfactory	8	Satisfactory	11
Poor	1	Poor	5

A total of 91% of the spectator respondents had a positive experience at the event, which was either excellent (33.5%) or good (57.5%). Few noted satisfactory (8%) or poor (1%) (see Table 6.26).

Overall, 84% of the participant respondents had a positive experience generally with "excellent" (32%) or "good" (52%) regarding their experience at the event. An average of 5% indicated that their experiences at the event was poor, while the rest (11%) indicated "satisfactory".

As discussed in Chapter Four, destination images for tourism sites include both tangible (attractions, infrastructure and physical appearances) and intangible (services and atmosphere) facets (Boo & Busser, 2006:224). Therefore, destinations should communicate a congruent image to potential tourists as a mean to strengthen, renew and develop images (Smith, 2005:221). Table 6.27 to Table 6.30 present the spectator and participant respondents' perceptions and attitudes towards the event in terms of averages for each dimension. The averages of the dimensions were used to measure the level of agreement of spectator respondents with the statements regarding the event and the area in which the event was held. The options were available as responses, namely not applicable (N/A), strongly disagree (SD), disagree (D), neutral (N), agree (A), and strongly agree (SA).

The likert scale model was used where 1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree, and 0=neutral and n/a. The "n/a" was used to indicate no response for the particular question. The average for the results was worked out for each service to

determine the perceptions and attitudes where, 1 = strongly disagree, 2 = disagree, 3 = agree and 4 = strongly agree. For a better interpretation and understanding, in some instances, responses have been grouped (agree and strongly agree and disagree and strongly disagree).

Table 6.27: Spectator respondents' level of agreement with the event (n=200, in %)

SPECTATORS (n=200)	SD	D	A	SA	N	AVERAGE
The event is well organised	1	2.5	56.5	36.5	3.5	3.33
The event attracts tourists	1	4.5	57	31.5	6	3.27
Parking is inadequate	8.5	23.5	32	13.5	22.5	2.65
Sufficient facilities at the event (for example, toilets)	7	10	62	11	10	2.86
Good refreshment areas	1.5	12	56.5	21	9	3.07
People enjoyed themselves at the event	-	1	59	35.5	4.5	3.36

Results of the statements illustrated in Table 6.27 indicate that the spectator respondents' level of agreement with the event. The majority of the spectator respondents acknowledged "The event is well organised", since 93% of the spectator respondents agreed (56.5%) and strongly agreed (36.5%) with the statement, while 3.5% indicated the opposite, as disagreed (2.5%) and strongly disagreed (1%).

In addition, 88.5% of the spectator respondents agreed (57%) and strongly agreed (36.5%) that "The event attracts tourists", while 5.5% opposed the statement in terms of "disagreed" (4.5%) and "strongly disagreed" (1%).

An average of 77.5% of the spectator respondents agreed (56.5%) and strongly agreed (21%) with the statement "Good refreshment areas", however, 13.5% disagreed (12%) and strongly disagreed (1.50%).

The majority (94.5%) of the spectator respondents indicated that people enjoyed themselves at the event, since 59% agreed and 35.50% strongly agreed, while 1% disagreed with the statement.

The average results show that the spectator respondents were slightly less positive with parking adequacy (2.65) and facilities sufficiency (such as toilets) (2.86) at the event.

Table 6.28: Spectator respondents' level of agreement with the area ($n=200$, in %)

SPECTATORS ($n=200$)	SD	D	A	SA	N	AVERAGE
It is a beautiful area	1	1	46.5	48.5	3	3.47
The locals are friendly	2	2	48.5	40	7.5	3.37
The infrastructure is good	3	10.5	51.5	27	8	3.11
The area is polluted/lots of litter	18.5	46.5	10.5	5.5	19.5	2.05
Crime is a problem in the area	16	42.5	15.5	5	21	2.12
Feel safe in the area	2	6.5	54	30	7.5	3.21
The quality of service is good	3.5	3.5	60	22	11	3.13
The locals support events in the area	5.5	8.5	53	22	11	3.03
Would have not attended event if it was held in another location	18	25	29.5	12	29.5	2.42

In comparison to the level of agreement with the event, distinct differences existing among various statements regarding level of agreement with the area, are illustrated in Table 6.28.

The unique scenic beauty of the race route could be the reason that the majority (95%) of the spectator respondents agreed that "It is a beautiful area", while 3% indicated neutral or disagreed (2%). There is also some common understanding when it comes to the friendliness of locals (88.5%) and feeling safe in the area (84%).

Furthermore, regarding the infrastructure, 78.5% of the spectator respondents indicated that it was good, however, another 13.5% opposed the statement, and 8% indicated neutral. An average of 82% of the spectator respondents agreed that the quality of service was good in the area, while 7% indicated the opposite and the rest (11%), indicated neutral.

In addition, the average results show that the spectator respondents disagreed that the area was polluted/lots of litter (2.05), crime was a problem in the area (2.12) and would have not attended the event if it was held in another location (2.42). The average results also indicate that the spectator respondents were less positive that the locals supported events in the area (3.03). However, relatively high neutral responses also influence the average of the results.

Table 6.29: Participant respondents' level of agreement with the event ($n=200$, in %)

PARTICIPANTS ($n=200$)	SD	D	A	SA	N	N/A	AVERAGE
The event is well organised	1	2	45.5	45.5	6	-	3.44
The event attracts tourists	1.5	1.5	44	47	6	-	3.45
Parking is inadequate	9	18.5	32.5	16.5	23	0.5	2.98
Sufficient facilities at the event (for example. toilets)	4	4.5	47	25	19.5	-	3.16
Good refreshment areas	4.5	3.5	53	28	11	-	3.22
People enjoyed themselves at the event	2	0.5	52	41	4.5	-	3.38

Similar attitudes and perceptions of participant respondents are illustrated in Table 6.29 and Table 6.30. The majority (91%) of the participant respondents agreed to strongly agreed that the event was well organised, that the event attracted tourists (91%), that there were sufficient

facilities at the event (such as toilets) (72%), that there were good refreshment areas (81%) and that people enjoyed themselves at the event (93%).

In addition, almost half (49%) of the participant respondents agreed to strongly agreed that parking was inadequate, however, 27.5% indicated the opposite. The remaining 23.5%, indicated neutral (23%) or not applicable (0.5%).

The above reflection indicates that the event experiences of the participants were similar to the spectators. However, regarding facilities at the event, participant respondents were more positive towards the statement, since the average of the statement for spectator respondents was 2.86, however, it was 3.16 for participant respondents.

Table 6.30: Participant respondents' level of agreement with the area (n=200, in %)

PARTICIPANTS (n=200)	SD	D	A	SA	N	N/A	AVERAGE
It is a beautiful area	3.5	2.5	39.5	44	10.5	-	3.39
The locals are friendly	2	2.5	48.5	39	8	-	3.35
The infrastructure is good	2	5	56	28	9	-	3.21
The area is polluted/lots of litter	18	32	21.5	8	20	0.5	2.25
Crime is a problem in the area	10.5	27	25.5	10	26.5	0.5	2.48
Feel safe in the area	6.5	8	52	18	15.5	-	3.01
The quality of service is good	1	2	61.5	28	7	0.5	3.30
The locals support events in the area	3.5	5	44.5	28.5	18	0.5	3.20
Would have not attended event if it was held in another location	17.5	25.5	22	17.5	17.5	-	2.47

With regard to features of the area, 83.5% of the participant respondents indicated that the area was beautiful, the locals were friendly (87.5%), the infrastructure was good (84%), the quality of service was good (70%) and the locals supported events in the area (73%).

The majority (50%) of the participant respondents disagreed that the area was polluted/lots of litter, crime was a problem in the area (37.5%) and would not have attended the event if it was held in another location (43%). However, the average results are less positive about participant respondents feeling safe in the area (3.01).

It is necessary to note that the average results show that the spectator respondents (3.21) were more positive about feeling safe in the area compared to the results of the participant respondents (3.01). On the contrary, participant respondents (3.20) were more positive that the locals supported the event in the area as opposed to the spectator respondents (3.03).

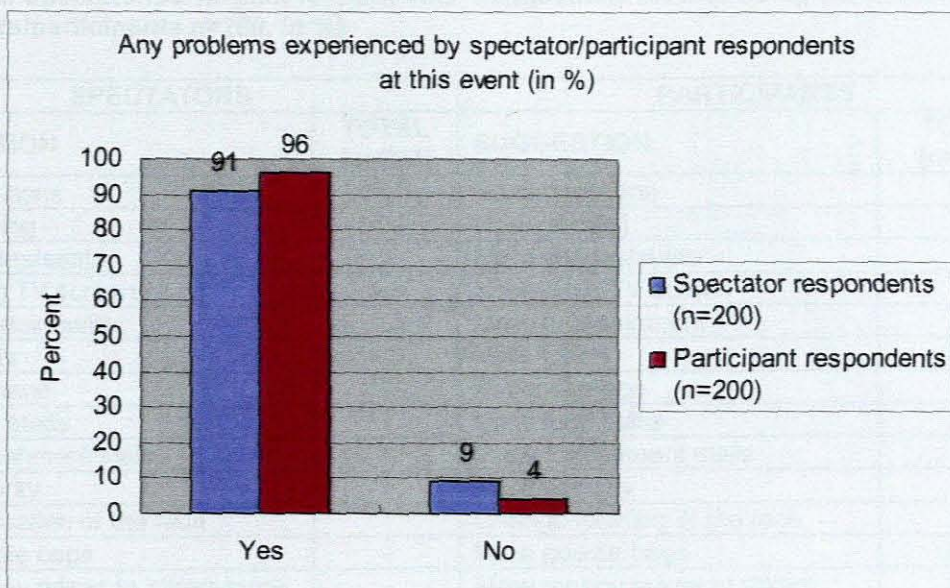


Figure 6.5: Any problems experienced by spectator/participant respondents at this event (spectators/participants $n=200$, in %)

Regarding problems experienced at the event, overall, 91% of the spectator respondents did not experience any problem at the event; however, 9% indicated the opposite. The majority of participant respondents (96%) had good experiences and did not experience any problems, however, 4% experienced problems. Figure 6.5 illustrates a comparison of the results between spectator respondents and participant respondents.

Table 6.31: Spectator/participant respondents' problems experienced at the event (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
PROBLEM	TOTAL ($n=200$)	PROBLEM	TOTAL ($n=200$)
Not applicable	91	Not applicable	96
Not enough parking	4.5	Not enough parking	2.5
Traffic congestion	1	Not enough refreshments	0.5
Beers from refreshment stands finished early	0.5	The entrance to the event is hard to find	0.5
Not enough refreshments	0.5	Things too expensive at the event	0.5
Poor signage	0.5	Too much litter	-

The main problem experienced by spectator respondents was "not enough parking" (4.5%), followed by "traffic congestion" (1%). Details are presented in Table 6.31.

Regarding problems experienced at the event, 2.5% of the participant respondents were not satisfied with parking at the event. Others complained that "There were not enough refreshments at the event" (0.5%), "the entrance to the event was hard to find" (0.5%) and the "items were too expensive at the event" (0.5%).

Table 6.32: Spectator/participant respondents' suggestions for improving the event in the future (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
SUGGESTION	TOTAL ($n=200$)	SUGGESTION	TOTAL ($n=200$)
No suggestions	71.5	No suggestions	87
More parking	7.5	More parking	4
More shades/seats	3	More shades/seats	-
Have a big TV screen	4.5	Have a big TV screen	-
More entertainment	1.5	More entertainment	1.5
More toilets	1.5	More toilets	0.5
Better signage	1.5	Better signage	-
More food stalls	1	More food stalls	2.5
More refreshment stalls	1	More refreshment stalls	-
More security	1	More security	1
Change location of the race	-	Change location of the race	1.5
More goodie bags	-	More goodie bags	0.5
More money prizes to attract more participants	-	More money prizes to attract more participants	0.5
Proper signage to the entrance	-	Proper signage to the entrance	0.5
Split route even more	-	Split route even more	0.5

Nearly three quarters (71.5%) of the spectator respondents did not provide any suggestions to improve the event in the future. It is not surprising that parking was still an issue that spectator respondents suggested should be improved in the future, which 7.5% indicated. A proportion of the spectator respondents (4.5%) suggested bringing in a big screen TV at the venue and 3% suggested that more shade was necessary. Details are illustrated in Table 6.32.

Furthermore, suggestions were given by participant respondents mostly to provide more parking (4%), add more stalls (2.5%) and more entertainment (1.5%), as well as change the event location (1.5%) (Table 6.32).

Table 6.33: Spectator/participant respondents' perceptions regarding positive impact on profiling the city in which the event is held (spectators/participants $n=200$, in %)

Spectators		Participants	
POSITIVE IMPACT	TOTAL ($n=200$)	POSITIVE IMPACT	TOTAL ($n=200$)
More tourists	36	More tourists	38.5
Improves economy	22	Improves economy	17.5
More money for locals	17.5	No comment	11.5
No comment	9	More money for locals	9.5
Creates more jobs	6.5	Creates more jobs	9
Better image for Cape Town	2.5	Better image for Cape Town	6.5
Nation building	2.5	Nation building	4
Publicity for Cape Town	2	Publicity for Cape Town	1.5
Brings people together	1.5	Brings people together	1
Shows that Cape Town is capable of hosting big events	0.5	Shows that Cape Town is capable of hosting big events	0.5
Health awareness	-	Health awareness	0.5

Sport tourism events have impacts on profiling the city in which the event is held (Bob *et al.*, 2005). Details of spectator respondents' perceptions regarding positive impacts on profiling the city, are listed in Table 6.33. Positive impacts such as attracting more tourists (36%), improving economy (22%) and bringing more money in for locals (17.5%) were the main means indicated. A few spectator respondents (4.5%) indicated that this event created a better image (2.5%) and publicity (2%) for Cape Town, as well as shows that the event "brings people together" (1.5%), followed by "Cape Town is capable of hosting big events" (0.5%).

A majority (38.5%) of the participant respondents indicated that the positive impacts of the event was to attract tourists, followed by improving the economy (17.5%). Other impacts include "bringing more money for locals" (9.5%), "creating more jobs" (9%) and "creating a better image for Cape Town" (6.5%). Additional positive impacts are illustrated in Table 6.33.

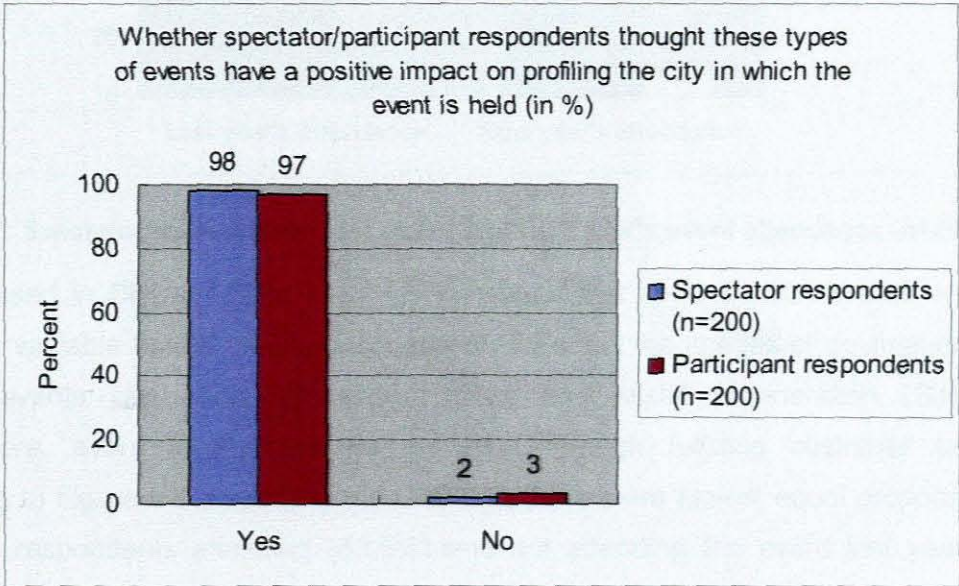


Figure 6.6: Whether spectator/participant respondents thought these types of events have had a positive impact on profiling the city in which the event is held (spectators/participants n=200, in %)

Referring to Figure 6.6, nearly all the spectator respondents (98%) believed that the event had a positive impact on profiling Cape Town, where the event was held, while 2% of the respondents disagreed with this statement.

An average of 97% of the participant respondents believed that these events had a positive impact on profiling the city in which the event was held, however, 3% of the participant respondents did not consider that it had positive impacts.

The results show that both spectator and participant respondents uphold a strong view of the event as having a positive impact in profiling the city/town where the event is held.

6.2.5 Event attendance

The event attendance could be considered as a key factor to show the popularity of the event, however, it could also be perceived differently owing to different circumstances such as the time, age or gender of event attendees, event experiences, amongst others. In the following section, results of the questions of spectator respondents' event attendances are presented.

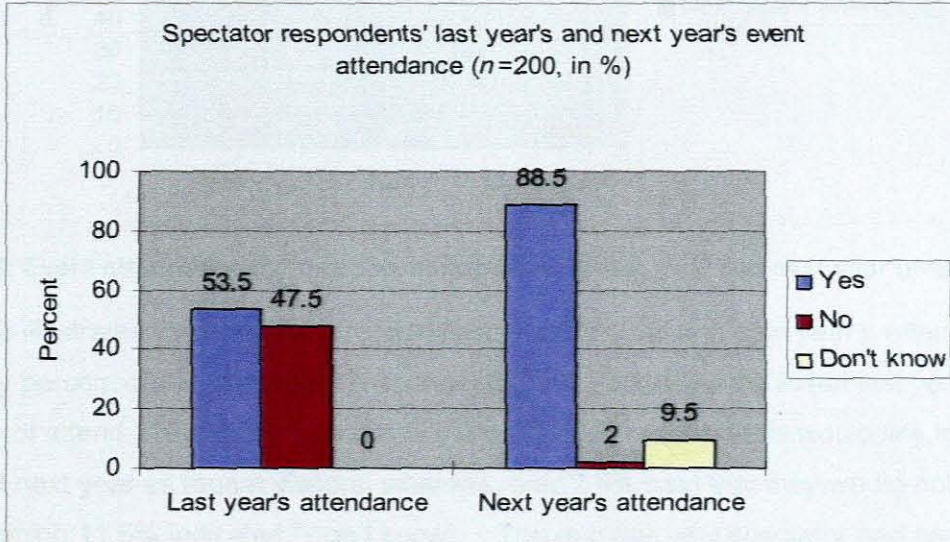


Figure 6.7: Spectator respondents' last year's and next year's event attendance (n=200, in %)

As discussed in Chapter Four, Getz (1991) states that sport tourism events are likely to provide a valuable theme for city destinations and affect the images of destinations. Sport tourism events can encourage repeat visits and assist regeneration (Getz, 1991). Furthermore, event loyalty can be achieved through fulfilling customer satisfaction. According to Figure 6.7, regarding the OMTOM, there were almost equal proportions of the spectator respondents attending (53.5%) and not attending the event last year (47.5%). Furthermore, 88.5% of the spectator respondents advised that they would attend this event if it were held next year and only 2% noted that they would not attend. Due to uncertain factors, such as time constraints and health conditions, a proportion (9.5%) of the spectator respondents indicated that they were not sure if they would attend it next year. It shows that most of the spectator respondents had a positive experience at the event and it motivated a majority (88.50%) of the spectator respondents to become repeat visitors, since they were keen to attend the event next year.

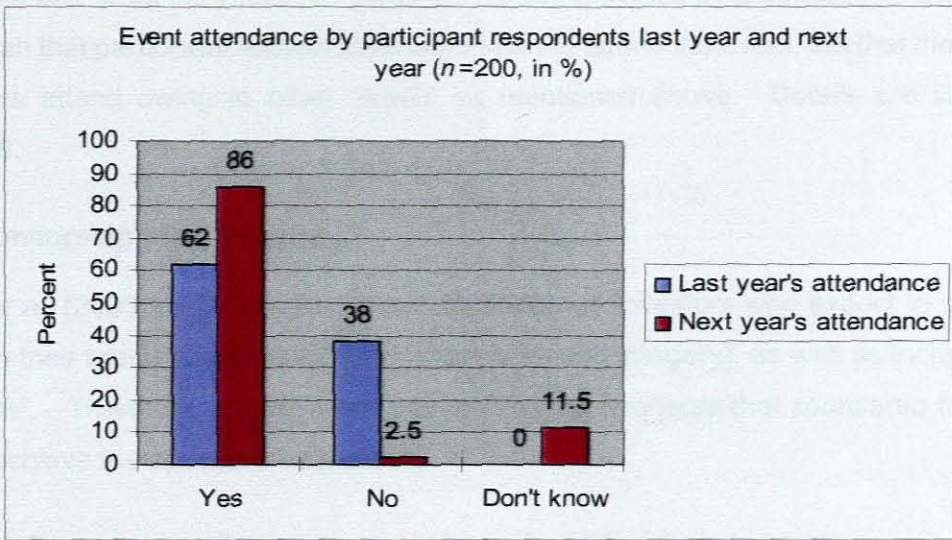


Figure 6.8: Event attendance by participant respondents last year and next year (n=200, in %)

Figure 6.8 illustrates the participant respondents for last year and next year's attendance. Over sixty percent of the participant respondents (62%) attended the event last year, while 38% did not attend. Eighty six percent of the participant respondents would like to attend this event next year as repeat visitors, whereas, only 2.5% said that they would not attend. The remaining 11.5% indicated "Don't know". The reasons why spectator and participant respondents would not attend this event next year, are illustrated next.

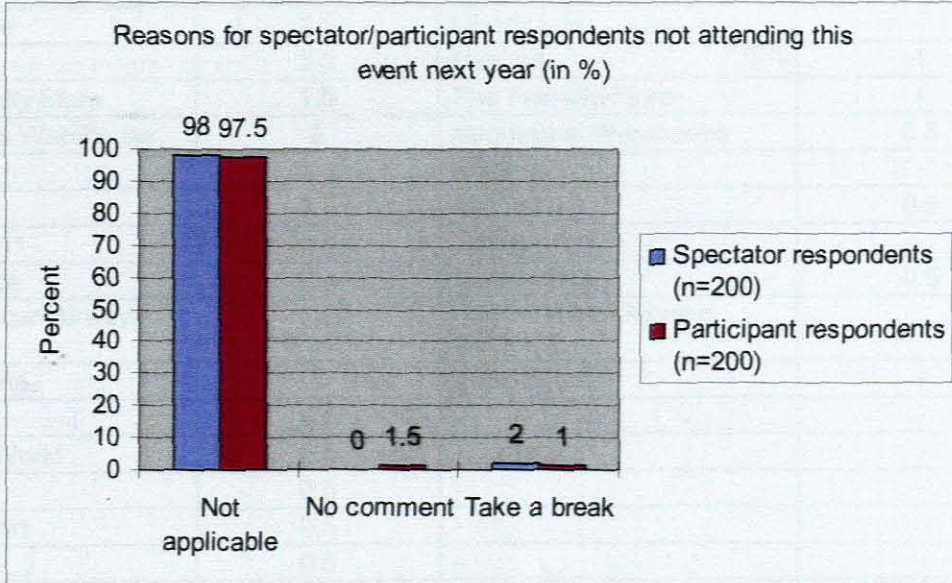


Figure 6.9: Reasons for spectator/participant respondents not attending this event next year (spectators/participants n=200, in %)

With regard to the reason why they would not attend the event next year, only 2% of the spectator respondents indicated that they would take a break, but 98% indicated reasons as not applicable (Figure 6.9).

“Taking a break” from the event (1%) was the reason provided by participant respondents. It could mean that participant respondents were keen to attend the event, but that they could not manage to attend owing to other factors as mentioned above. Details are illustrated in Figure 6.9.

6.2.6 Sponsorship identification

Bowdin *et al.* (2006:228) state that “most sponsors are investors who expect to see a direct impact on their brand equity (enhanced awareness and imagery), as well as increased sales and profits”. Therefore, it is necessary to identify the sponsors that sponsored this event in order to achieve the sponsors’ objectives.

Table 6.34: Sponsor identification by spectator and participant respondents (spectators/participants $n=200$, in %) – multiple responses

SPECTATORS		PARTICIPANTS	
NAME OF SPONSOR	TOTAL ($n=200$)	NAME OF SPONSOR	TOTAL ($n=200$)
Not applicable	33.5	Not applicable	41.5
Old Mutual	83	Old Mutual	86
Nike	57.5	Nike	62.5
Coca-Cola	16	Coca-cola	8.5
Powerade	12	Powerade	8
Harmony Gold	3	Harmony Gold	2
Heart 104.9 radio	2.5	Heart 104.9 radio	-
Nedbank	2.5	Nedbank	2.5
Liberty Life	2.5	Liberty Life	-
Oxygen	2.5	Oxygen	1
The Friendly Store	1.5	The Friendly Store	-
Sportmans Warehouse	2	Sportmans Warehouse	0.5
MTN	1.5	MTN	-
Mr. Price	1.5	Mr. Price	0.5
Netcare 911	1.5	Netcare 911	-
Outsurance	1	Outsurance	0.5
South African Airways (SAA)	1	South African Airways (SAA)	1
Total Sports	1	Total Sports	-
Adidas	0.5	-	-
Runners World	0.5	-	-
Eskom	0.5	-	-
SABC Sport	0.5	-	-
Energade	0.5	-	-
Cape Town Municipality	-	Cape Town Municipality	3
Nestle	-	Nestle	0.5
Avis	-	Avis	0.5
T Max	-	T Max	0.5
Virgin Active	-	Virgin Active	0.5
New Balance	-	New Balance	0.5
Nampak	-	Nampak	0.5

Regarding sponsor identification and perception, spectator respondents could name some of the sponsors of the 2006 OMTOM that are listed in Table 6.34. Obviously, the title sponsor Old Mutual (83%), the presenting sponsor Nike (57.5%) and the supplier Coca Cola (16%), were ranked as the top three sponsors by spectator respondents owing to their names being significantly repeated in advertising, the event logo, publications, amongst others and, therefore, more media coverage was earned.

Old Mutual (86%) and Nike (62.5%) were ranked as the top two names as indicated by participant respondents. As the title sponsor and presenting sponsor, respectively, this could be owing to their names frequently appearing and exposed at this event in terms of promotions and logos. It should be pointed out that CTRU was recognised as an event sponsor by neither spectator nor participant respondents. On the other hand, Cape Town Municipality (the City of Cape Town) was recognised by 3% of the participant respondents as an event sponsor at the event. This could be owing to a lack of understanding of the role of CTRU and the City of Cape Town by attendees. As discussed previously, CTRU is an authorised destination marketing organisation by the City of Cape Town and the Western Cape Province to market Cape Town and the Western Cape as a tourist destination via five focus areas, namely leisure tourism, events, conferencing and incentives, visitor services and product development to market Cape Town (Tourism Cape Town, 2006b). City of Cape Town was not a sponsor at the event but provided certain support services (for example, road blocks during the race period) for the event to ensure a successful event. The reason why CTRU was poorly recognised as a sponsor by spectator and participant respondents could also be a result of inadequate branding at the event or CTRU choosing to provide greater platforms for corporate sponsors to ensure long-term sustainability of the event (Bob *et al.*, 2005).

6.2.7 Secondary activities

Chalip (2004:234) states that bundling pre-event and post-event activities or tours into event packages are likely to have the potential to develop destination marketing and event marketing in terms of improving the awareness of other attractions besides events or vice versa. He points out that besides spending at the event, event visitors may also shop at local stores, eat in local restaurants or visit local attractions. Therefore, it is important to encourage these activities amongst event attendees. In this section, results of the secondary activities in which the spectator respondents participated during the event period, are presented.

Table 6.35: Spectator/participant respondents' secondary activities participated in prior to or after the event in the area or in close proximity to the event location (spectators/participants n=200, in %) – multiple responses

SPECTATORS		PARTICIPANTS	
SECONDARY ACTIVITY	TOTAL (n=200)	SECONDARY ACTIVITY	TOTAL (n=200)
None	73.5	None	24.5
Sight seeing/visiting specific tourist attractions	16	Sight seeing/visiting specific tourist attractions	43
Visiting friends and relatives	12	Visiting friends and relatives	39
Shopping	11.5	Shopping	31
Entertainment	9.5	Entertainment	25
-	-	Training and preparing for the race	8

The results show that the major secondary activities in which the spectator respondents participated, included sight seeing/visiting tourist attractions (16%), visiting friends and relatives (12%), shopping (11.5%) and entertainment (9.5%). In terms of the participant responses, in addition to visiting friends and relatives (39.5%), sight seeing/visiting tourist attractions (43%), entertainment (25%) and shopping (31%) were also the major activities for participant respondents. Only 8% of the participant respondents indicated training and preparing for the race as a secondary activity (Table 6.35).

As mentioned previously, extending event visitors' length of stay could increase the immediate economic impact on local communities (Chalip, 2004:32). The longer tourists stayed, the more economic impacts could be generated. The results did not indicate that a large proportion of spectator respondents were involved in secondary activities, however, more participant respondents than spectator respondents were involved, as shown in Table 6.35.

6.2.8 Motivational factors to participate in event

As mentioned previously, motivation factors to participate in this event only applied to participants.

Table 6.36: Identification of the top three reasons for participating in the event by participant respondents (n=200, in %) – multiple responses

REASON	TOTAL (n=200)
Not applicable	10.5
To improve my physical fitness	67
I enjoy the challenge	65.5
To compete	62.5
To have fun	29.5
To see the location where the event is being held	1.5

The top three reasons for participating in the event were “to improve my physical fitness” (67%), “I enjoy the challenge” (65.5%) and “to compete” (62.5%). “To see the location where the event is held” was pointed out by 1.5% of the participant respondents (Table 6.36). The results show that the main reasons for participants’ involvement in the event were to improve their physical fitness and to compete.

6.2.9 Demographic information

Demographic profiles of event attendees are likely to influence event attendees’ spending patterns, behaviour, attitudes and perceptions. Therefore, it is necessary to ascertain whether demographic profiles have impacted on the above-mentioned aspects. Details of this are illustrated in Tables 6.37 to 6.42 and in Figure 6.10.

Table 6.37: Age of spectator/participant respondents (spectators/participants $n=200$, in %)

	SPECTATORS	PARTICIPANTS
AGE IN YEAR	TOTAL ($n=200$)	TOTAL ($n=200$)
<20	6	4
21-30	34	21
31-40	31	39
41-50	17	28.5
51-60	10	6.5
61-70	2	1
	Average = 34.9 years	Average = 36.7 years

According to Table 6.37, 34% of the spectator respondents were aged 21 to 30 years. Furthermore, 31% were 31 to 40 years of age, followed by 40 to 50 years of age (17%) and 50 to 60 years of age (10%). In the category of less than 20 years of age, 6% of the spectator respondents fitted this category. Furthermore, only 2% were aged between 60 to 70 year of age. The average age of the spectator respondents was 34.9 years. Therefore, it can be asserted that the majority of the spectator respondents were young (20-30), middle aged (30-40) or in family groups.

Regarding the ages of the participant respondents, the average age of participant respondents was 36.7 years and slightly higher than the average age of the spectator respondents (34.9 years). The results showed 39% were aged from 31-40 years. Participant respondents aged from 41 to 50 years (28.5%) were relatively more than the same category among the spectator respondents (17%). However, participant respondents that were aged between 21 and 30 years (21%), were less than the same category among spectator respondents (34%).

Table 6.38: Employment status of spectator/participant respondents (spectators/participants n=200, in %)

SPECTATORS		PARTICIPANTS	
OCCUPATION	TOTAL (n=200)	OCCUPATION	TOTAL (n=200)
Professional	21.5	Professional	28.5
Student or scholar	14.5	Student or scholar	7.5
Self employed	14	Self employed	7.5
Administrator manager	13.5	Administrator manager	15
Business person	7.5	Business person	8.5
Sales or marketing	7	Sales or marketing	11
Unemployed	6	Unemployed	7
Artisan or technician	5.5	Artisan or technician	6
Labour unskilled	4.5	Labour unskilled	8
Home executive	3	Retired	1
Retired	3	-	-

According to Table 6.38, the main occupational categories among the respondents were professionals (21.5%), student/scholar (14.5%), self-employed (14%) and administrator/manager (13.5%), (Table 6.38).

The employment status of participant respondents can be considered as substantial, since 28.5% were "professionals", followed by administrator/manager (15%) and sales/marketing (11%). A breakdown of the occupational types are illustrated in Table 6.38.

Table 6.39: Monthly income in Rands of spectator/participant respondents (spectators/participants n=200, in %)

	SPECTATORS	PARTICIPANTS
MONTHLY INCOME IN RANDS	TOTAL (n=200)	TOTAL (n=200)
None	18.5	9.5
1-1000	4.5	6
1001-2000	3.5	6.5
2001-3000	1.5	5
3001-4000	4.5	9
4001-5000	4.5	5
5001-6000	6	5
6001-7000	5	6
7001-8000	10	6
8001-9000	3	4
9001-10000	6.5	5.5
10001-11000	3.5	1
11001-12000	3	6.5
>12000	15.5	18
Confidential	11	6.5

Regarding monthly income in Rands, a range of income groups was attracted to this event (Table 6.39). An average of 11% of the spectator respondents indicated that it was confidential. A relatively large proportion (18.5%) of the spectator respondents did not have any income. According to the results of the previous question, this could be because there were a proportion of students who may not have incomes. Spectator respondents with a monthly income over R12000 and between R7001 and R8000, were at 15.5% and 10%, respectively. Bob *et al.* (2005) state that it is important to understand income differentiation owing to its reflection of the need for different types of accommodation options and activities, which are available at sport tourism events. They further state that it is important to take income and age differentiation into account in sport tourism planning, since they are key factors, which determine general tastes and preferences for environmental attributes, amenities, as well as activities rather than race or gender. In connection with the chosen types of accommodation, the results may be linked to the fact that this event attracts middle-income tourists.

The event attracts participant respondents from different income levels, while 18% of the participant respondents' incomes were over R12000, followed by 9.5% none and 9% R3001 to R4000. A further breakdown is illustrated in Table 6.39.

Table 6.40: Highest level of education of spectator/participant respondents (spectators/participants $n=200$, in %)

SPECTATORS		PARTICIPANTS	
HIGHEST EDUCATIONAL LEVEL	TOTAL ($n=200$)	HIGHEST EDUCATIONAL LEVEL	TOTAL ($n=200$)
Secondary schooling completed	32	Secondary schooling completed	36.5
Certificate/Diploma	27	Certificate/Diploma	20.5
Postgraduate degree	19.5	Postgraduate degree	19
Undergraduate degree	15.5	Undergraduate degree	15
Primary schooling completed	3	Primary schooling completed	5.5
No formal education	2.5	No formal education	1.5
Partial primary	0.5	Partial primary	2

Referring to Table 6.40, of the 200 spectator respondents, 32% had completed secondary completed schooling, followed by a certificate/diploma (27%). Moreover, 19.5% obtained postgraduate degrees and 15.5% had completed their undergraduate degrees. An average of 3% of the spectator respondents obtained their highest level of education at primary school level, no formal education (2.5%) and partial primary schooling (0.5%).

Participant respondents who completed secondary schooling were 36.5%. Twenty point five percent of the participant respondents had certificates/diplomas, followed by postgraduate degrees (19%) and undergraduate degrees (15%). There were 1.5% who did not have formal education, followed by primary schooling completed (5%) and partial primary schooling (2%). From the results, by and large, 91% of the participant respondents held matric certificates and 54.5% had at least a certificate/diploma (Table 6.40).

Table 6.41: Gender of spectator/participant respondents (spectators/participants $n=200$, in %)

	SPECTATORS	PARTICIPANTS
GENDER	TOTAL ($n=200$)	TOTAL ($n=200$)
Male	57.5	72.5
Female	42.5	27.5

In terms of spectator respondents' demographic information, the descriptive statistics are illustrated in Table 6.41. Of the 200 spectator respondents, 57.5% were males and 42.5% were females. This may be owing to women's increased interest in sport activities in terms of supporting this sport or their families and/or friends.

In comparison to the spectator respondents' responses, male respondents (72.5%) were in a dominant position in comparison to female respondents (27.5%). It could be because the males in family groups tended to dominate answering the surveys.

Table 6.42: Gender of spectator/participant respondents vs. historical race category (spectators/participants $n=200$, in %)

	SPECTATORS ($n=200$)				PARTICIPANTS ($n=200$)				
	HISTORICAL RACE CATEGORY				HISTORICAL RACE CATEGORY				
GENDER	African	White	Coloured	Indian	African	White	Coloured	Indian	Asian
Male	31	18.5	16	7	16	24	15.5	1.5	0.5
Female	9	13.5	4.5	0.5	7	21.5	11.5	2.5	-

In terms of the relationship between gender and the historical race category, the majority of the male spectator respondents were Africans (31%), followed by Whites (18.5%), Coloureds (16%) and Indians (7%). Similar to the results of the male spectator respondents, the majority of the female spectator respondents were Whites (13.5%), followed by Africans (9%), Coloureds (4.5%) and Indians (0.5%). Details are illustrated in Table 6.42.

Similar results of the relationship between gender and the historical race category also applied to the participant respondents. The majority groups of male participant respondents were Whites (24%), Africans (16%), and Coloureds (11.5%). Regarding female participant respondents, Whites were at 21.5%, followed by Coloured (11.5%), and Africans (7%).

However, there were few Indian and Asian participant respondents (male – 1.5% and 0.5%; female – 2.5% and 0) (see Table 6.42).

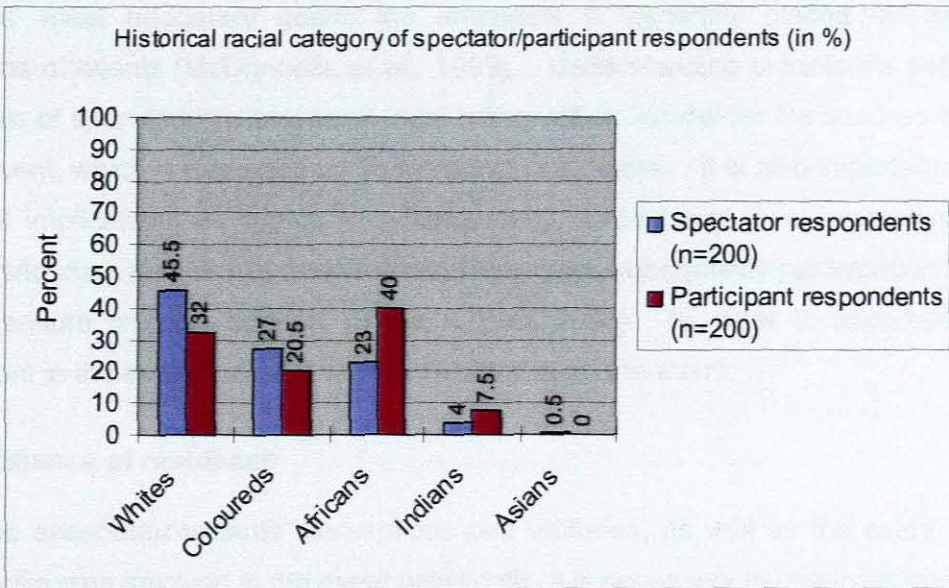


Figure 6.10: Historical racial category of spectator/participant respondents (spectators/participants n=200, in %)

According to Bob *et al.* (2005), historical racial categories remain important components in terms of understanding tourism patterns, as well as monitoring transformation in South Africa. Figure 6.10 illustrates that nearly half (45.5%) of the spectator respondents were Whites. This trend also reflected the population composition in Cape Town. According to the South African National Census of 2001 (Statistics South Africa, 2007), Coloured people are the largest population (48.13%) in Cape Town, followed by Africans (31%), therefore, it is not surprising that 27% of the spectator respondents were Coloured and 23% were Africans. In addition, the remaining spectator respondents were Indians (4%) and Asians (0.5%).

Based on the 2006 South Africa mid-year population estimates (Statistics South Africa, 2006:1), Africans comprise 79.5% of the entire population, followed by Whites (9.2%). The rest are Coloureds (8.9%) and Indian/Asian (2.5%). This result shows African as a dominant population in South Africa, while they were also a large proportion (40%) of the participant respondents at this event. Due to historical issues, Whites still held a big proportion (32%) of the figure.

6.3. Residents

In South Africa, the value of resident's perceptions is not fully recognised by event organisers and the scope of social impact data is limited (Swart & Bob, 2005). Due to event's organisers' meet budgetary goals, the emphasis is generally placed on the financial implications of events (McDonnells *et al.*, 1999). Understanding organiser's perceptions of the impacts of sport tourism events on local communities, is vital for the success of any sport tourism event, which is managed by professional organisers. It is also important to consider the social implications of events in a community context and it is imperative for event organisers/tourism planners to consider ways to enhance community participation at events in order to ensure ongoing support (Swart & Bob, 2005). In order to ascertain residents' involvement in the event, surveys were conducted after the event.

6.3.1 Distance of residence

In order to ascertain residents' perceptions and attitudes, as well as the event impacts on each specific area involved in the event holistically, it is necessary to obtain as many areas as possible close to the race route. Meanwhile, whether event impacts are different on each specific area due to the distance from the event, should also be investigated.

Table 6.43: Location of resident respondents (n=400, in %)

LOCATION	TOTAL (n=400)
Start area (Newlands Main Road)	3
Rondebosch	5.5
Sun Valley	3.25
Noordhoek	1.75
Hout Bay	12
Constantia	3
Claremont	1.5
Finish area (UCT Jameson Plaza)	1.25
Newlands	3
Wynberg	15
Plumstead	9.75
Tokai	14.25
Fish Hoek	15.75

With regard to event location, along the race route, more than a quarter (15.75%) of the respondents were from Fish Hoek, followed by 15% from Wynberg, 14.25% from Tokai and 12.5% from Claremont. However, owing to factors such as population density and difficulties in approaching respondents in a specific surveyed area, relatively small proportions of resident respondents were from Noordhoek (1.75%) and Claremont (1.5%). Due to the

finishing area being at the UCT Jameson Plaza, a relatively small population was around, hence 1.25% of the respondents were from that area. Details are illustrated in Table 6.43.

Table 6.44: Distance of residence from the location of the event (n=400, in %)

DISTANCE IN KM	TOTAL (n=400)
1-2	7.5
3-4	9.5
5-6	65.75
7-10	17.25

With regard to the distance of the residents from the event, the majority of the resident respondents (65.75%) were from the area, which was 5-6km from the location of the event. Furthermore, 17.25 % of the resident respondents reside in the area, which was 7-10km from the location of the event, followed by 9.5% in 3-4km. Another 7.5% of the respondents live within 1-2km and the remaining 2.25% of the sample live more than 10km from the event (see Table 6.44). The results show that the average distance of residences from the location of the event was, 5.6 km.

6.3.2 Event attendance

Event attendance could be a factor to ascertain residents' attitudes towards this event, as well as to investigate if the event, as an entertaining opportunity for families and/or friends, attracts local residents.

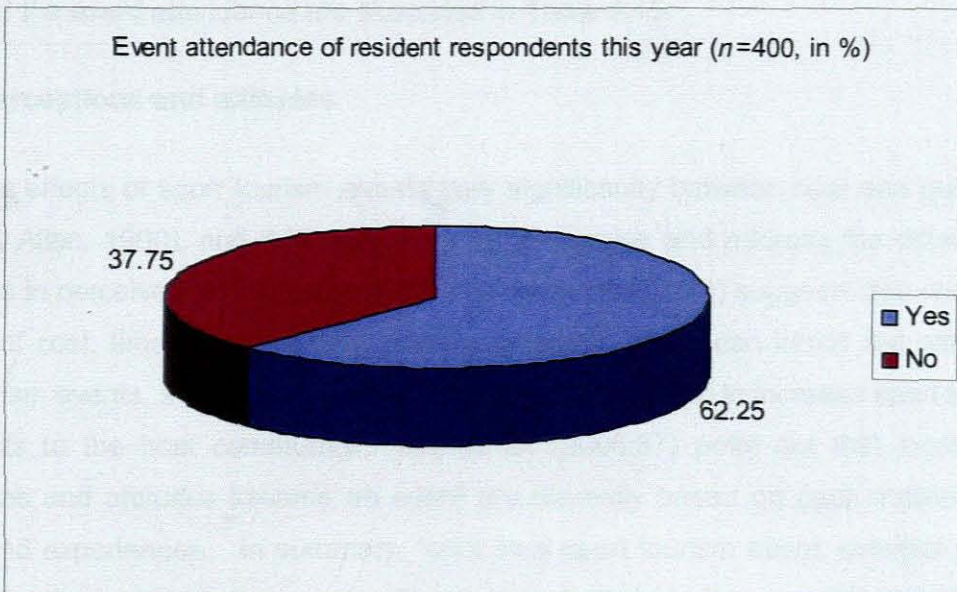


Figure 6.11: Event attendance of resident respondents this year (n=400, in %)

The results show that the event attendance by resident respondents was relatively low. An average of 37.75% of the resident respondents attended the event this year, while 62.25% did not attend this event (Figure 6.11). The reasons why they did not attend the event were posed in the next question.

Table 6.45: Reasons for residents respondents not attending the event this year (n=400, in %)

REASON	TOTAL (n=400)
Did not have the time	38
Did not know about the event	34.5
Did not want to go	17.3
Was working	4.8
Others	1.1
Not interested	1
Was sick	0.3
Holiday	0.5

Nearly 40% of the respondents (38%) advised that they did not have time during the event period. The OMTOM is an annual sport tourism event held in Cape Town and attracts spectators and participants from all over the world. However, there was a relative large proportion (34.5%) of resident respondents who claimed that they “did not know about the event”. This might result from not enough promotions in local communities and not enough local communities that were involved in planning and organising the event. Another 17.3% did not want to go to the event owing to personal reasons. There was 1% of the resident respondents who indicated that, “They are not interested in” the event. The factors that influenced the event attendance are illustrated in Table 6.45.

6.3.3 Perceptions and attitudes

The social effects of sport tourism events vary significantly between host and guests (Long, Perdue & Allen, 1990), and it is necessary to recognise and address the differences and similarities in perceived and actual impact. Saayman (2001:81) suggests that social factors, in terms of cost, time, health, family stage and safety, which can inhibit the attendance of sport tourism events, should be identified and dealt with in order to increase sport tourism and its benefits to the host community. Kim *et al.* (2006:87) point out that local residents’ perceptions and attitudes towards an event are normally based on each individual’s value system and experiences. In summary, “prior to a sport tourism event, external information provided by the media and government agencies, is likely to interact with individual factors including residents’ own knowledge, values, and past experience with similar events to shape

the initial perceptions on the event, which are ultimately served as a 'referent point' for new encounters" (Kim *et al.*, 2006:87).

The resident respondents were asked to indicate their level of agreement (SD = strongly disagree; D = disagree; N=neutral; A = agree and SA = strongly agree). As mentioned previously, the likert scale model was used where 1 = strongly disagree, 2 = disagree, 3 = agree, 4 = strongly agree and 0=neutral and n/a. The "n/a" was used to indicate no response for the particular question. The average for the results was worked out for each service to determine the perceptions and attitudes where, 1 = strongly disagree, 2 = disagree, 3 = Agree and 4 = strongly agree. For a better interpretation and understanding, in some instances, responses have been grouped (agree and strongly agree and disagree and strongly disagree). Table 6.47 to Table 6.55 present the resident respondents' perceptions and attitudes towards the event in terms of entertainment, public money, economic benefits, disruption to local residents, public facilities, community pride, environmental impact, regional showcase, price and community benefits.

Table 6.46: Resident respondents' level of agreement with the statements about the entertainment at the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event provided an opportunity to attend an interesting event	0.75	1	54.5	31	12.75	3.33
The event provided an opportunity to have fun with family and friends	0.25	0.25	57.25	31.5	10.75	3.34
The event provided an opportunity to meet new people	0.5	1.25	54	32	12.25	3.34
The event increases entertainment opportunities for locals	1.5	2.25	53.75	30.5	12	3.29

Regarding the entertainment of this event, the majority (85.5%) of the resident respondents agreed that the event provided an opportunity to attend an interesting event, the event provided an opportunity to have fun with family and friends (88.75%) and that the event provided an opportunity to meet new people (86%). However, there was still a proportion of resident respondents who disagreed or indicated neutral to the statements and they should not be overlooked. For example, the 12.75% neutral response of the event as an interesting event, 12.25% who claimed that the event provided an opportunity to meet new people, those who did not know if it was interesting or not and found it difficult to comment on any form of entertainment, could be linked to the event itself. Details are illustrated in Table 6.46. Fredline and Faulkner (2002:103) include entertainment and social opportunities as part of the range of tangible benefits and these results showed that the resident respondents received these tangible benefits through this event.

Table 6.47: Resident respondents' perceptions and attitudes towards public money spent on the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event was a waste of public money	33	50.5	4.75	3	8.75	1.76
Too much money was spent on the event that could be spent on other activities	21.5	53.5	8.75	2.5	13.75	1.91
The event assists in increasing public spending for sport	12	30.5	33	6.75	17.75	2.42

As mentioned previously, Deccio and Baloglu (2002) state that mismanagement of public funds by organisers may deepen the negative economic impacts of hosting sport tourism events. Therefore, questions regarding public money issues were asked. A majority (83.5%) of the resident respondents did not consider the event as a waste of public money, while the remaining 16.5% agreed (7.75%) with the statement or indicated neutral (8.75%). An average of 75% of the resident respondents did not think that the event was a waste of money, nor that too much money was spent on the event that could be spent on other activities, however, 11.25% agreed with the statement and the remaining 13.75% indicated neutral responses. The average results showed a negative response that the event assisted in increasing public spending for sport (2.42), which could be owing to 17.75% of the resident respondents who indicated neutral responses, in addition to the agreed (39.75%) and disagreed (32.5%) responses (Table 6.47). The results showed that residents had positive attitudes to the public money spent on the event.

Table 6.48: Residents respondents' perceptions and attitudes towards the economic benefits of the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event is good for the economy since it creates jobs	1.5	5.5	64	14.5	14.5	2.95
The event is good for local business (increases turnover)	1.5	4.5	63	15.25	15.75	3.09

According to Chalip (2004), economic benefits from hosting events include expenditures by tourists, creating local employment, personal income and subsequent re-spending within an economy. In terms of the economic benefits of this event, a majority of the resident respondents believed that the event creates jobs (78.5%) and is good for local business, while it increases turnover (78.25%).

Table 6.49: Resident respondents' perceptions and attitudes towards the disruptions to local residents (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event disrupted the lives of local residents and created inconvenience	13.25	46.5	20.75	2.75	16.75	2.16
The event caused traffic congestion and parking difficulties	11.25	41.25	24.5	4	19	2.26
The event created excessive noise	16	53.25	11.25	2.25	17	1.99
The event increased crime	22.5	58	4.75	0.5	14.25	1.8
The event was associated with some people behaving inappropriately such as excessive drinking or drug use	22.5	51	8.25	1.25	17	1.86

As discussed in Chapter Four, sport tourism events may cause societal problems such as traffic congestion, law enforcement strain and increased crime (Mihalik & Cummings, 1995). In order to ascertain whether this event disrupted local residents, relevant questions were asked. Based on the average of the results illustrated in Table 6.49, a majority of the resident respondents disagreed that this event disrupted local residents in terms of increasing crime (1.8), that some people behaved inappropriately such as excessive drinking or drug use (1.86) and that the event created excessive noise (1.99). However, relatively high neutral responses also influence the average of the results. There were 59.75% of the resident respondents who disagreed that the event disrupted the lives of local residents and created inconveniences and that the event caused traffic congestion and parking difficulties (52.5%), however, 23.5% and 28.5% agreed, respectively. The results presented that a majority of the local residents did not perceive that the event caused disruptions to their daily life.

Table 6.50: Resident respondents' perceptions and attitudes towards public facilities (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport	4.25	15.75	47.75	8.75	23.5	2.54
The event denied local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding	7.25	35.25	27.5	2.75	27.25	2.35

Regarding public facilities for this event, a majority (46.5%) of the resident respondents believed that this event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport. Similarly, 42.5% of the resident respondents denied that this event prevented local residents from access to public facilities (Table 6.50). However, there were also relatively high neutral responses to these two statements, namely 23.5% and 27.25%, respectively, which influenced the results.

Table 6.51: Resident respondents' perceptions and attitudes towards community pride owing to this event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event made locals feel more proud of the city/ country	0.5	0.75	62.75	27.5	8.5	3.28
The event made locals feel good about themselves and their community	0.5	1.75	60.75	27.25	9.75	3.27
Ordinary residents get a say in the planning and management of the event	11.25	22	33	10.75	23	2.56

Hall (1989) asserts that community pride could be built through holding sport tourism events at an event destination. According to Table 6.51, the majority (90.25%) of resident respondents felt more proud of the city/country and 88% felt good about themselves and their community. Nevertheless, Gursoy (2006) points out that residents with increased pride and

self-esteem, associated with the attention that the community received in terms of making the community appear impressive via media, tend to accommodate the higher costs of the developments owing to budgetary matters. However, 43.75% of the resident respondents did not consider that ordinary residents have a say in the planning and management of the event, while, the remaining indicated the opposite (33.25%) or were neutral (23%). According to Gursoy *et al.* (2004:172), this could be because organisers resist the demand for professionalism because they may fear that community involvement and control may diminish, should a business-like approach develop. If both sport tourism organisers and residents' views are similar, sport tourism events can be a huge success; on the contrary, results may be disastrous. Therefore, it is crucial to build a relationship between the event organiser and the local community, which would ensure a better understanding of the event.

Table 6.52: Resident respondents' perceptions and attitudes towards environmental impact of the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event had a negative impact on the environment through excessive litter	15.25	56.75	15	2	15	2.14
The event had a negative impact on the environment through pollution	16.75	59	11.25	1.75	11.25	1.98
The event had a negative impact on the environment through damage to natural areas	16.5	56.5	12	1.5	12	1.93

According to Hall (1989), negative environment impacts could be caused by sport tourism events in terms of pollution, noise disturbance and environment damage at an event destination. Regarding the environmental impact of this event, the respondents disagreed to strongly disagreed with the statement that the event had a negative impact on the environment through excessive litter (72%), pollution (75.75%) and damage to natural areas (73%). However, the rest indicated that they agreed to strongly agreed (17%, 13% and 13.5%) and were neutral (15%, 11.25% and 12%). Details are presented in Table 6.52.

Table 6.53: Resident respondents' perceptions and attitudes towards the regional showcase of the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event showcased the area in a positive light	0.5	3.5	60.5	27.75	7.75	3.25
The event attracts tourists to the area	-	1.25	57.75	34.25	6.75	3.35
The event attracts future business to the area	0.25	2.75	59.25	24.75	13	3.25
The event has increased media coverage of the area	1	4	61	22.75	11.25	3.19

Watt (2003:188) notes that events may concentrate on short-term benefits regardless of any long-term benefit. It is also expected that some of the sports people will later return to the facilities for a holiday, again bringing money into the area (Watt, 2003:188). In this study, referring to the average of the results, resident respondents were positive that the event attracted tourists to the area (3.25), as well as future business to the area (3.35), it showcased

the area in a positive light (3.25) and it increased media coverage of the area (3.19) (Table 6.53).

Table 6.54: Resident respondents' perceptions and attitudes towards the price factors owing to the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The event leads to increases in the price of some things such as food, transport and property values	9.5	35.25	23.25	4.75	27.25	2.32
As a result of the event, more people buy holiday homes in the area	11	30.75	19.25	4.25	34.75	2.23
During the event period, the overall cost of living increases	12.75	33.75	17.75	2.75	33	2.16

The events are likely to cause price inflation and an increase in local taxes to construct the facilities that are required to host the event that burdens locals financially (Deccio & Baloglu, 2002). However, the resident respondents were negative that the event lead to increases in the price of some things such as food, transport and property values (2.32), as a result of the event, more people buy holiday homes in the area (2.23) and that during the event period, the overall cost of living increases (2.16). Details are presented in Table 6.54.

Table 6.55: Resident respondents' perceptions and attitudes towards community benefits from the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
The community benefited directly from the event	4.25	25.5	40.25	6.5	23.5	2.64
Only some members of the community benefited from the event/event increases social inequity	2.5	17	46.25	6	28.25	2.78
The event increases interaction between locals and tourists	1	5.75	51.75	22.25	19.25	3.17

Similarly, according to Table 6.55, the majority (46.75%) of resident respondents agreed to strongly agreed that the community benefited directly from the event, since only some members of the community benefited from the event/event increases social inequity (52.25%) and the event increases interaction between locals and tourists (74%). However, there were still relatively large proportions of responses of neutrality (23.5%, 28.25% and 19.25%) that influenced the results.

6.3.4 Event location

In order to ascertain whether residents were keen to hold this event in their region, perceptions and attitudes of event location, were investigated.

Table 6.56: Resident respondents' perceptions of event relocation (n=400, in %)

	Total number (n=400)
Not Applicable	97.75
Another location in the region	1
Another location outside the region	1
Discontinued altogether	0.25

Almost all the resident respondents (97.75%) were in favour of the event being held in their area, while 2.25% of the sample provided negative responses, since 1% suggested that this event should be relocated to another location in their region and another 1% preferred the event to be held in another location outside of their region. A merely 0.25% of the respondents responded with "discontinue the event altogether".

6.3.5 Identification with theme

In order to determine the interests of the resident respondents to sport as spectators, they were asked to select one statement that best summarises their interest in marathons as a sport. Furthermore, the interests of the resident respondents in marathon as a recreational activity, was also investigated. Details are illustrated in Table 6.57 to Table 6.62.

Table 6.57: The statement (listed below) that best summarises resident respondents' interest in marathon sport as a spectator (n=400, in %)

STATEMENT	TOTAL (n=400)
I am an avid fan of the sport and always try to attend or watch it on television	33.75
I am interested in the sport and see it when I can	24.25
I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area	15.75
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	11.5
I have no interest in this sport or the associated festivities even when it is held in our area	14.75

In terms of resident respondents' interest in marathon sport as a spectator, 33.75% of the respondents described themselves as "avid fan and always try to attend or watch on Television", followed by 24.25% who are "interested in sport and see it when I can" (Table 6.57).

Table 6.58: The statement (listed below) that best summarises resident respondents' interest in marathon sport as a recreational activity (n=400, in %)

STATEMENT	TOTAL(n=400)
I am a keen participant of this sport who is regularly involved in club competition	6.5
I am a keen participant of this sport who is regularly involved but not in any formal competition	8.75
I occasionally participate in this sport socially	44
I used to participate but I have not done so in recent years	10.5
I have absolutely no interest in participating recreationally in this sport	30.25

Regarding statements summarising resident respondents' interests in the sport as a recreational activity, almost half of the resident respondents (44%) claimed that they "occasionally participate in sport socially", followed by 30.25% who indicated that they had "absolutely no interest in participating in the sport". Table 6.58 illustrates the details of the responses. A relatively small proportion of resident respondents (15.25%) were keen to participate in terms of regular involvement in club competition (6.5%) or that they were regularly involved but not in any formal competition (8.75%) (see Table 6.58)

An attempt was made to conduct additional analysis through the use of crosstabulations for resident respondents' demographic profile vs. their interest in marathon sport as a spectator and resident respondents' demographic profile vs. their interest in marathon sport as a recreational activity. The results revealed that there were no significant categories emerging in terms of resident respondents' demographic profile and their interest in marathon sport as a spectator/recreational activity. The data responds to the frequency tables presented above.

Table 6.59: Support for the event (n=400, in %)

	SD	D	A	SA	N	AVERAGE
It is a beautiful area	0.25	0.25	50.25	47.25	2	3.47
The quality of service is good	0.5	2.25	45.25	33	19	3.37
The locals support events in the area	0.5	1	52	35	11.5	3.37

A majority of the resident respondents either agreed (50.25%) or strongly agreed (47.25%) that the area in which the event was held, was beautiful. Regarding the quality of service, 78.25% of the respondents agreed (45.25%) or strongly agreed (33%) that the area in which the event was held, had a good quality of service. Furthermore, 87% of the respondents agreed (52%) or strongly agreed (35%) that the area in which the event is held, had locals who support the event being in the area (Table 6.59).

6.3.6 Direct benefits

According to Hall (1989), sport tourism events could create more job opportunities for locals. Moreover, as discussed previously, Saayman (1997:38) highlights four main sources of income, which are "payment of salaries and wages, taxation on tourists, income and profits, as well as custom taxes, rental of tourism establishments and the sale of souvenirs and goods". Therefore, it is necessary to ascertain whether job opportunities were created by this event and any mentioned source of income was obtained.

Table 6.60: Whether resident respondents or a member of a respondent's household ever worked for the event in either a paid or voluntary capacity (n=400, in %)

PROBLEM	TOTAL (n=400)
Yes	14.5
No	85.5

Only 14.5% of the resident respondents had themselves or members of their family ever worked for the event in either a paid or voluntary capacity. A large portion of the respondents or their families (85.5%) did not work for the event in any way.

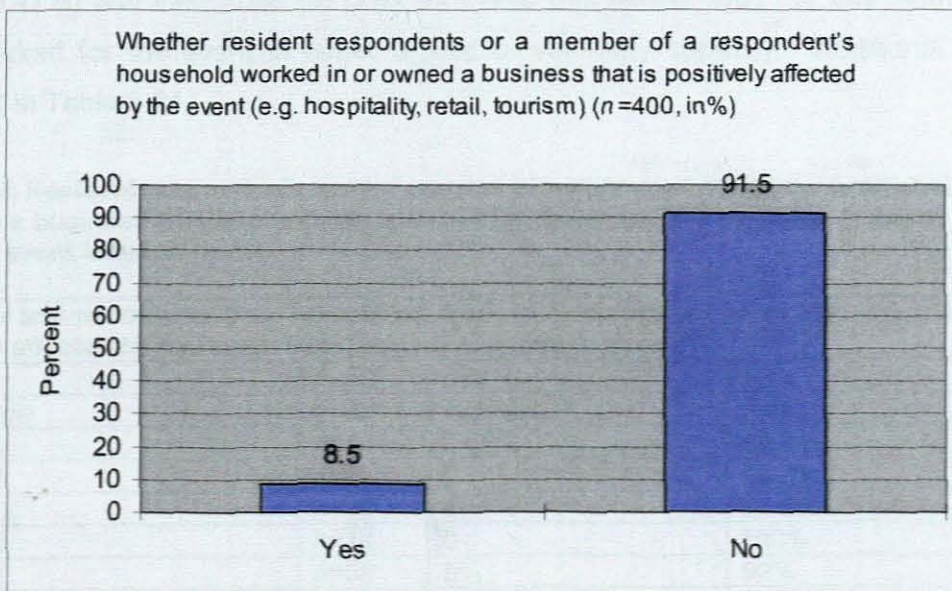


Figure 6.12: Whether resident respondents or a member of a respondent's household worked in or owned a business that is positively affected by the event (for example, hospitality, retail, tourism) (n=400, in %)

Similar to the previous question, Figure 6.12, shows that 91.5% of the respondents or a member of their household did not work in or own a business that was positively affected by the event. An average of 8.5% of the respondents indicated the opposite. The results of these two questions reflect that this event did not create relatively large job and business opportunities for local residents, which should be noted and improved on in the future.

Table 6.61: Resident respondents or any member of resident respondents' family ever worked for the event in either paid or voluntary capacity vs. event location (in %)

Have you or any member of your family ever worked for the event in either a paid or voluntary capacity?			
	n=400	Yes	No
Rondebosch	n=22	36.36%	63.64%
Sun Valley	n=13	0	100%
Noordhoek	n=7	0	100%
Hout Bay	n=48	16.67%	83.33%
Constantia	n=12	0	100%
Claremont	n=50	16.67%	83.33%
Finish area (UCT Jameson Plaza)	n=5	20%	80%
Start Point (Newlands Main Road)	n=12	16.67%	83.33%
Newlands	n=12	25%	75%
Wynberg	n=60	18.33%	81.67%
Plumstead	n=39	7.69%	92.31%
Tokai	n=57	10.53%	89.47%
Fish Hoek	n=63	12.7	87.3%

The majority of the resident respondents in close proximity to the race route, namely Rondebosch (63.64%), Sun Valley (100%), Noordhoek (100%), Hout Bay (83.33%), Constantia (100%), Claremont (83.33%), finish area (UCT Jameson Plaza) (80%), Start Point (Newlands Main Road) (83.33%), Newlands (75%), Wynberg (81.67%), Plumstead (92.31%), Tokai (89.47%) and Fish Hoek (87.3%), indicated that neither they nor any member of their family worked for the event in either a paid or voluntary capacity. Additional details are illustrated in Table 6.61.

Table 6.62: Resident respondents or any member of resident respondents' household worked in or owned a business that is positively affected by the event (for example, tourism, hospitality, retail) vs. event location (in %)

Do you or any member of your household work in or own a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)?			
	n=400	Yes	No
Rondebosch	n=22	4.55%	95.45%
Sun Valley	n=13	7.69%	92.31%
Noordhoek	n=7	0	100%
Hout Bay	n=48	4.17%	95.83%
Constantia	n=12	0	100%
Claremont	n=50	8%	92%
Finish area (UCT Jameson Plaza)	n=5	20%	80%
Start Point (Newlands Main Road)	n=12	16.67%	83.33%
Newlands	n=12	25%	75%
Wynberg	n=60	15.94%	84.06%
Plumstead	n=39	10.26%	89.74%
Tokai	n=57	5.26%	94.74%
Fish Hoek	n=63	4.76%	95.24%

Similar to the previous question, as per Table 6.62, a majority of the resident respondents in close proximity to the race route, namely Rondebosch (95.45%), Sun Valley (92.31%), Noordhoek (100%), Hout Bay (95.83%), Constantia (100%), Claremont (92%), finish area (UCT Jameson Plaza) (80%), Start Point (Newlands Main Road) (83.33%), Newlands (75%),

Wynberg (84.06%), Plumstead (89.74%), Tokai (94.74%) and Fish Hoek (95.24%), indicated that neither they nor any member of their household worked in or owned a business that was positively affected by the event (for example, tourism, hospitality, retail).

6.3.7 Problems experienced by residents related to the event

Kim *et al.* (2006) state that hosting the sport tourism event, based on their direct experience with the event, if they receive the expected benefits such as good services and value for money experiences, they are likely to support hosting the event in the future. Hence, questions regarding problems experienced by resident respondents at this event, were posed.

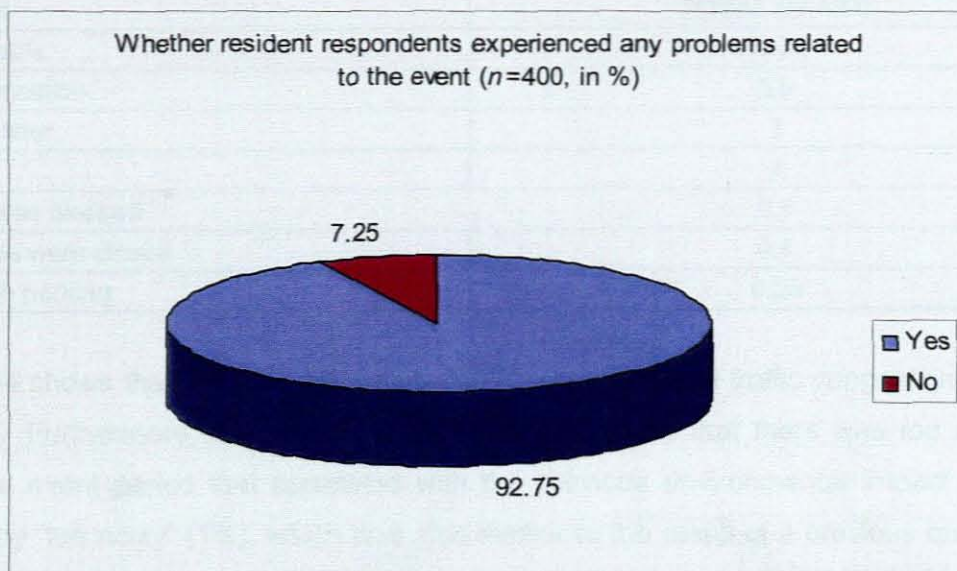


Figure 6.13: Whether resident respondents experienced any problems related to the event ($n=400$, in %)

According to Figure 6.13, a majority of the resident respondents (92.75%) did not experience any problems related to the event.

Table 6.63: Problems experienced by resident respondents related to the event vs. event location (in %)

Did you experience any problems related to the event?			
	$n=400$	Yes	No
Rondebosch	$n=22$	18.18%	81.82%
Sun Valley	$n=13$	0	100%
Noordhoek	$n=7$	0	100%
Hout Bay	$n=48$	6.25%	93.75%
Constantia	$n=12$	0	100%
Claremont	$n=50$	4%	96%
Finish area (UCT Jameson Plaza)	$n=5$	20%	80%
Start Point (Newlands Main Road)	$n=12$	8.33%	91.67%
Newlands	$n=12$	16.67%	83.33%
Wynberg	$n=60$	3.33%	96.67%
Plumstead	$n=39$	2.56%	97.44%
Tokai	$n=57$	12.28%	87.72%
Fish Hoek	$n=63$	11.11%	88.89%

Table 6.64 shows that a majority of the resident respondents did not experience any problems related to the event. All the resident respondents in Sun Valley (100%) and Noordhoek (100%) did not experience any problems related to the event, however, local residents at the race's start and/or finish areas may experience more problems than residents in other locations, since a relatively large proportion of resident respondents in the finish areas (UCT Jameson Plaza) (20%), Rondebosh (18.18%) and Newlands (16.67%), experienced problems. These results reflected that the location of residents could determine whether residents may experience problems at the event or not.

Table 6.64: Problems experienced by resident respondents related to the event (n=400, in %)

PROBLEM	TOTAL (n=400)
Not applicable	91.25
Traffic congestion	3.5
Too much litter	3
Too noisy	1
Driveway was blocked	0.5
Some roads were closed	0.5
Not enough parking	0.25

Table 6.64 shows that 3.5% of the respondents suggested that traffic congestion should be resolved. Furthermore, 3% of the respondents mentioned that there was too much litter during the event period that correlates with the previous environmental impact questions, followed by "too noisy" (1%), which was also similar to the result of a previous question that the majority of the local residents did not believe that the event brought negative environmental impacts to the event area/destination.

6.3.8 Suggestions for improvement

According to Getz (1992), problems could be caused if the event is perceived as "inauthentic" or not being "of the community" or "imposed" on local residents by external interests. Hence, in order to strength community involvements, residents' suggestions to improve this event, were investigated.

Table 6.65: Resident respondents' suggestions for improvement (including service quality) (n=400, in %)

SUGGESTION	TOTAL (n=400)
No suggestion	85.5
Alleviate traffic congestion	3.25
More marketing	3
More parking	2.25
Inform residents of closed roads	1.25
Involve residents when planning	1.25
Stands for spectators along the road	1.25
Market diversely	1
More security	0.75
Start later	0.5
Involve local community	0.25
Better waste management	0.25

Eighty five point five percent of the respondents did not provide any suggestions with regard to improving the event in the future, however, relevant suggestions were still given by 14.5% of the resident respondents. Details are shown in Table 6.65. Alleviate traffic congestion (3.25%) and more parking (2.25%) were indicated as areas, which can be improved during the event.

6.3.9 Demographic profile of resident respondents

Perceptions and attitudes could be perceived differently owing to different demographic profiles. In addition, it is also necessary to investigate the target markets for sport tourism events. In the following section, the demographic profiles of resident respondents are presented.

Table 6.66: Age of resident respondents (n=400, in %)

AGE IN YEARS	TOTAL (n=400)
<20	4.5
21-30	35
31-40	29.5
41-50	16
51-60	11.25
61-70	3.25
75	0.5
Average	35.8 years

Table 6.66 illustrates that 64.5% percent of the resident respondents were aged between 21-40 years, followed by 41-50 years (16%) and 51-60 years (11.25%), respectively. The average age was 35.8 years. Resident respondents aged below 20 years (4.5%), between 61 and 70 years (3.25%) and over 70 (0.5%), were in relatively small proportions. Referring

to the average age of the resident respondents (35.8), a majority of resident respondents were below 60 years of ages (96.25%).

Table 6.67: Occupations of resident respondents (n=400, in %)

OCCUPATION	TOTAL (n=400)
Sales/ Marketing	15.75
Administrator/ Manager	15
Business person	11.25
Student/ Scholar	11
Labour/ unskilled	10
Self-employed	9.25
Retired	7.25
Professional	6
Artisan/ technician	5.75
Unemployed	4.5
Home executive	4.25

With regard to respondents' occupational status, 15.75% of the resident respondents were in the category of "sales/marketing", followed by "administrator/manager" (15%), "business person" (11.25%) and "student/scholar" (11%). It is necessary to point out that unemployed resident respondents were in a relatively small proportion (4.5%).

Table 6.68: Monthly income in Rands of resident respondents (n=400, in %)

MONTHLY INCOME IN RANDS	TOTAL (n=400)
Confidential	6.75
Not applicable	13.75
1-1000	3.5
1000-1999	9
2000-2999	8.75
3000-3999	10.75
4000-4999	8.25
5000-5999	7.75
6000-6999	4.5
7000-7999	5.25
8000-8999	4.75
9000-9999	5.5
10000-10999	4.5
11000-11999	1
=>12000	5.75

Besides "confidential" (6.75%) and "not applicable" (13.75%), resident respondents' monthly income in Rands, spread into various categories as illustrated in Table 6.68. The monthly incomes of 11.25% of the resident respondents exceeded R10,000. Furthermore, resident respondents with monthly incomes between R3000 and R3999, comprised 10.75%, followed by 9% in the R1000-R1999 category.

Table 6.69: Highest educational level completed by resident respondents (n=400, in %)

HIGHEST EDUCATIONAL LEVEL COMPLETED	TOTAL (n=400)
No formal education	1
Partial primary schooling	1.75
Primary schooling completed	12.5
Secondary schooling completed	38.25
Certificate/ Diploma	25
Undergraduate degree	15
Postgraduate degree	6.5

Almost half of the respondents (46.5%) had at least a certificate or diploma and 38.25% of the respondents completed their matric. The remaining 15.25% of the resident respondents' highest educational level were primary schooling completed or below it. Resident respondents with no formal education were only 1%, followed by partial primary (1.75%).

Table 6.70: Gender of resident respondents (n=400, in %)

GENDER	TOTAL (n=400)
Male	54.25
Female	45.75

According to the statistics of Cape Town's population in 2003 (City of Cape Town, 2007a), the total number of residents in the event area (South Peninsula District) amounted to 443,580, which included nearly an equal proportion of males (217,354, 49%) and females (226,226, 51%) (City of Cape Town, 2007a). Table 6.70 shows that there were 54.25% male resident respondents and 45.75% female resident respondents.

Table 6.71: Historical race category of resident respondents (n=400, in %)

HISTORICAL RACE CATEGORY	TOTAL (n=400)
African	18.5
White	40
Coloured	38.75
Indian	2.5
Chinese	0.25

In terms of historical race category, Whites comprised 40%, followed by Coloured (38.75%), Africans (18.75%) and Indian (2.5%), while the remaining respondents were Chinese (0.25%). The results show that White and Coloured resident respondents comprised the majority group (58.5%).

Table 6.72: Gender of resident respondents vs. historical race category (n=400, in %)

GENDER	HISTORICAL RACE CATEGORY (n=400)				
	AFRICAN	WHITE	COLOURED	INDIAN	CHINESE
MALE	13.75	18	20.25	2	0.25
FEMALE	4.75	22	18.5	0.5	-

As per Table 6.72, the majority of the respondent respondents were White females (22%), Coloured males (20.25%), Coloured females (18.5%) and White males (18%). This result could have been influenced by the surveyed period, since a total of 400 resident survey sample were collected on two weekends after the event. Males were more able to be surveyed by fieldworkers owing to convenience, time constraints and safety issues (fieldworkers wary of entering a stranger's house).

6.4 Established businesses

Chalip (2004:231) asserts fostering the necessary alliances among local businesses is one of the key challenges to formulate tactics designed to entice spending by event visitors. He further suggests it is necessary to foster the requisite cooperation among businesses to generate and implement the necessary leveraging strategies. Hence, establish businesses were surveyed in order to ascertain leveraging opportunities provided by this event.

6.4.1 Type of business

Data that was collected for this purpose, was obtained from 20 established businesses, since various types of businesses are likely to be involved in this event. The types of businesses at this event are illustrated in Table 6.73.

Table 6.73: Type of Business (n=20, in %)

TYPE OF BUSINESS	TOTAL (n=20)
Restaurant	20
Accommodation	20
Travel agent	10
Retail	15
Petrol station	15
Car rental	5
Convenience	5
Ice Cream	5
Internet café	5

Of the 20 surveyed established businesses, there were equal proportions of restaurants (20%) and accommodation (20%). In addition, retail businesses comprised 15%, followed by petrol stations (15%) and travel agents (10%), respectively (Table 6.73).

6.4.2 Event awareness

Regarding event awareness, all the respondents were aware that the OMTOM took place. Furthermore, the influential factors for established businesses to find out about the event are presented in Table 6.74.

Table 6.74: Influential factors for established businesses to find out about the event (n=20, in %)

FACTOR	TOTAL (n=20)
Word-of-mouth	40
Attend every year	20
Television	20
Newspapers/ magazine	15
Radio	5

Influential factors involved in finding out about the event included "word-of-mouth" (40%), followed by "attend every year" (20%), television (20%) and newspapers/magazine (15%) (Table 6.74). It shows that word-of-mouth and personal experience were the major factors that influenced event awareness.

Table 6.75: Established businesses' suggestions to improve the marketing of the event in future (n=20, in %)

SUGGESTION	TOTAL (n=20)
Not applicable	55
More TV advertisements	25
More advertising	5
More banners	5
More flyers	5
More radio advertising	5

"More TV advertisements" was suggested by the majority (25%) of established business respondents. The additional suggestions are illustrated in Table 6.75, which reflects that more advertising is needed to market this event.

6.4.3 Business involvement

Chalip (2004:235) states that making the best possible use of local business services is a way to retain event expenditures within the local economy in terms of local management, local labour and local concessionaires. Local business could be involved in the event directly (for example, service providers or sponsors) or indirectly (for example, indirect service providers as intermediaries).

Table 6.76: Whether the business was directly involved in the event (n=20, in %)

	TOTAL NUMBER (n=20)
Yes	15
No	85

According to established business respondents' perceptions, only one quarter of the businesses claimed that they were directly involved in the event. On the contrary, the remaining 85% were not involved (Table 6.76).

Table 6.77: The nature of established businesses' involvement (n=20, in %)

	TOTAL NUMBER (n=20)
Not applicable	85
Service provider	15

The nature of established businesses' involvement was recognised as service providers (15%) as per Table 6.77.

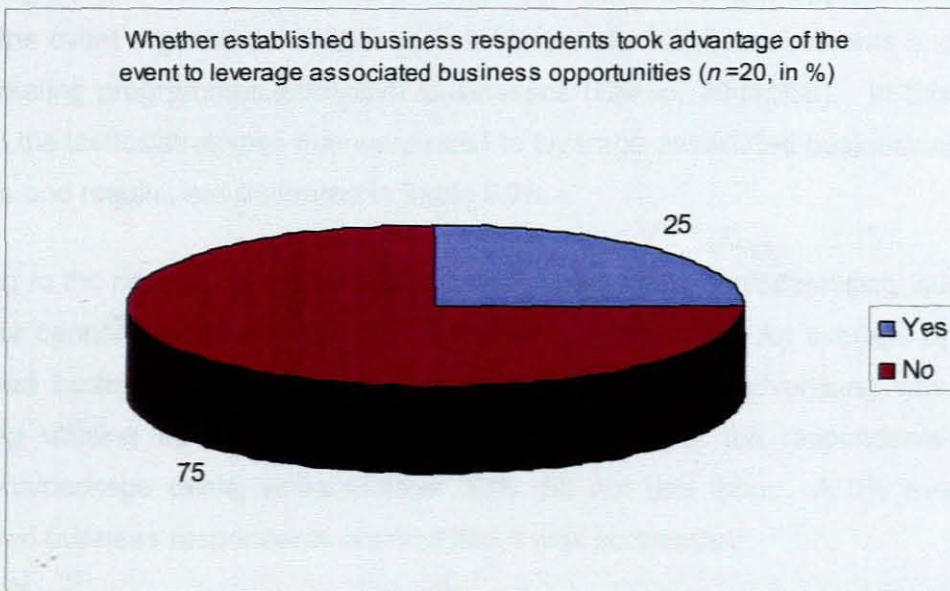


Figure 6.14: Whether established business respondents took advantage of the event to leverage associated business opportunities (n=20, in %)

Figure 6.14 illustrates that 25% of the established business respondents expressed that they did take advantage of the event to leverage associated business opportunities. However, the majority (75%) of established business respondents, indicated the opposite.

Table 6.78: Tactics/strategies used by established businesses to leverage associated business opportunities (n=20, in %)

	NOT APPLICABLE	USED	NOT USED	IF SUCCESSFUL?		
				NOT APPLICABLE	Yes	No
Marketing/advertising (flyer, posters, banners)	75	10	15	90	10	-
Tie-in promotions/package deals	75	5	20	95	5	-
Extended business hours	75	20	5	80	20	-
Use of facilities such as parking	75	25	-	100	-	-
Outdoor sales at tables	75	5	20	95	5	-
Themed areas	75	25	-	100	-	-
Entertainment	75	25	-	100	-	-
Forming alliances among businesses	75	25	-	100	-	-

In order to retain event expenditures in local communities, relevant tactics/strategies should be used by established businesses to leverage associated business opportunities in terms of fulfilling the event organisers' and the participating performers' requirements and developing joint marketing programmes with other businesses (Chalip, 2004:236). In this study, with regard to the tactics/strategies that were used to leverage associated business opportunities, questions and results, are illustrated in Table 6.78.

According to the results, 10% of the respondents used marketing/advertising, such as flyers, posters or banners, while another 15% indicated the opposite. An average of 10% of the established business respondents thought that the marketing/advertising was successful. Regarding utilising tie-in promotions/package deals, 5% of the respondents used tie-in promotions/package deals, while another 20% did not use them. A 5% average of the established business respondents claimed that it was successful.

In order to maximise business incomes, business hours might be extended. According to the results, 20% of the established business respondents extended their business hours during the event time period, whereas 5% indicated the opposite. There were 20% of the established business respondents who claimed that it was successful to extend business hours. Various facilities may be used by established business. Parking facilities were used by 25% of the respondents. However, no established business respondent considered it successful.

The use of outdoor sales at tables can be used to attract more customers. Nevertheless, 20% of the established business respondents did not use outdoor sales at tables. An average of 5% used them and considered that it was successful. With regard to using

themed areas, 25% did not use them, while 25% of the respondents did not use entertainment and 25% of the respondents did not form alliances with other business.

In general, the usage of various tactics/strategies was in relatively low levels at this event. This could be owing to a lack of knowledge and awareness of formulating and implementing tactics/strategies. However, Chalip (2004:237) suggests that business relationships between buyers and seller should be created and enhanced. Furthermore, Cooke and Wills (1999) point out that business associations and government economic development agencies should assist local business to identify opportunities and to formulate requisite strategies, which would capitalise on the opportunities that are generated by events.

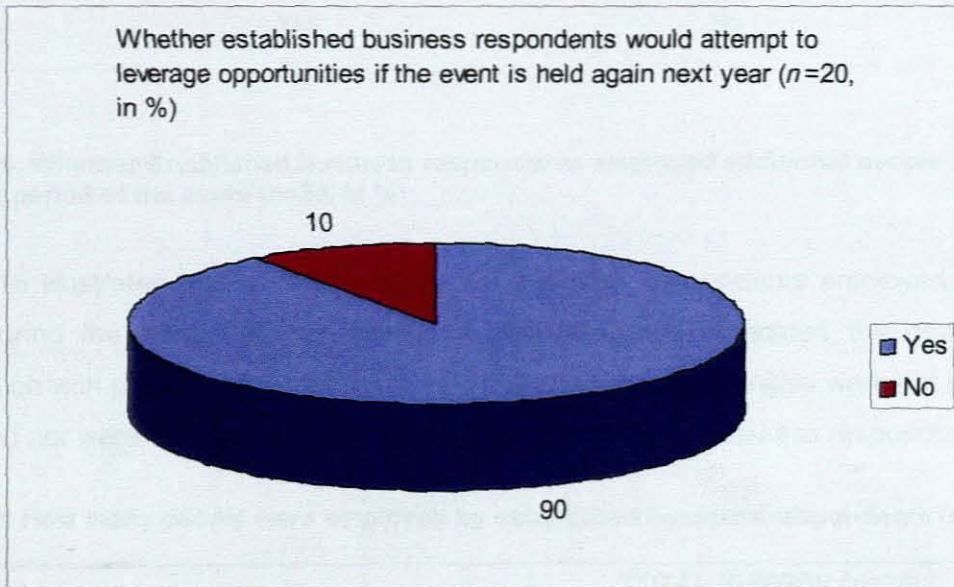


Figure 6.15: Whether established business respondents would attempt to leverage opportunities if the event is held again next year ($n=20$, in %)

Local business could benefit through business leveraging. According to Figure 6.15, only 10% of the established business respondents claimed that they would attempt to leverage opportunities if this event was held next year. The majority (90%) were not keen to attempt the opportunities.

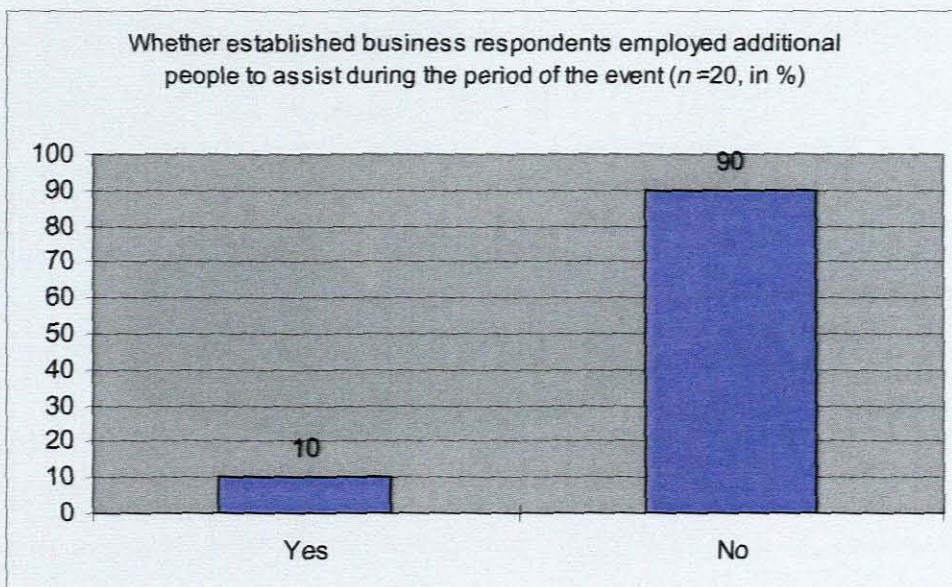


Figure 6.16: Whether established business respondents employed additional people to assist during the period of the event ($n=20$, in %)

Figure 6.16 illustrates that 10% of established business respondents employed additional people during the period of the event. A majority (90%) indicated the opposite. In collaboration with previous questions, the event leveraging opportunities were not likely to be recognised nor were they beneficial to a majority of established business respondents.

Table 6.79: How many people were employed by established business respondents ($n=20$, in %)

	TOTAL NUMBER ($n=20$)
Not applicable	90
6	5
9	5
Average	7.5

As mentioned previously, employing local labour is a way to retain the monies spent by event visitors within the local community. Of the 10% of established business respondents, six (5%) and nine people (5%) were employed evenly. The average number of employed staff amounted to 7.5, Table (6.79).

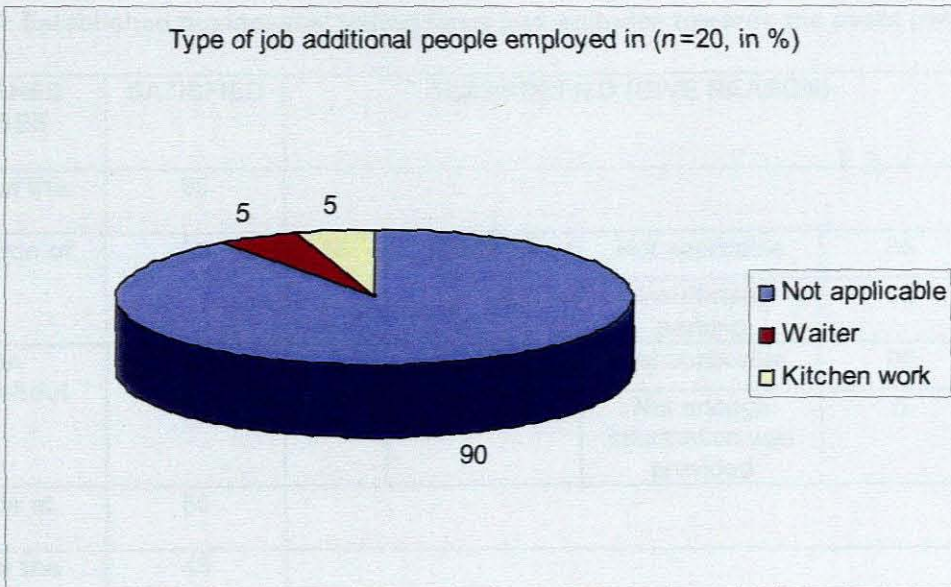


Figure 6.17: Type of job additional people employed in (n=20, in %)

Moreover, additional people either worked as waiters (5%) or worked in the kitchen (5%). The results show that few additional staff were employed by established business respondents during the period of the event (Figure 6.17). Furthermore, if employed, a majority of the jobs on offer were front-line jobs.

6.4.4 Established businesses' perceptions and attitudes towards the event

It is important to understand local businesses' perceptions and attitudes of sport tourism events in order to improve the quality of events. Table 6.80 illustrates established businesses' perceptions and attitudes towards the event.

Table 6.80: Established businesses' perceptions and attitudes towards the event (n=20, in %)

ESTABLISHED BUSINESSES (n=20)	SATISFIED	DISSATISFIED (GIVE REASON)				DON'T KNOW/ NO COMMENT
			REASON			
Location of the event	85	-				15
Organisation of the event	60	15	REASON	Not applicable	85	25
				Insufficient parking	15	
Information provided about the event	80	5	REASON	Not applicable	95	15
				Not enough information was provided	5	
Attendance at the event	50	-				50
Security at the event	45	-				55
Quality of the event	60	5	REASON	Not applicable	95	40
				More advertising needed	5	
Advertising/ publicity of the event	60	-				35
Physical appearance of the event (littering, overcrowding, etc.)	50	-				50
Physical facilities (toilets, bins, seating availability, etc.)	35	-				65

As per Table 6.80, a majority of established business respondents were satisfied with the event location (85%), followed by information provided about the event (80%). However, 5% commented that there was no information provided. Less than half of the established business respondents (45%) were satisfied with the security at the event, while the remaining 55% either did not know about it or did not comment on it. Furthermore, only 35% of the established business respondents were satisfied with the functions of the physical facilities (for example, toilets, bins, and seating availability) at the event. These comments also apply to the organisation of the event and the quality of the event in terms of insufficient parking (5%) and that more advertising was necessary (5%), respectively.

Table 6.81: Established businesses' experienced problems related to the event (n=20, in %)

PROBLEM	TOTAL (n=20)
None	70
Traffic congestion	15
Drunk spectators	5
Baracaded gate prevented customers from betting in	5
Some roads were closed	5

As per Table 6.81, only a quarter of the respondents made suggestions to improve service quality at the event, such as "provide more parking" (5%), "provide separate parking for businesses" (5%) and "notify public which roads are closed during the event" (5%). Suggestions to improve opportunities for the type of business to leverage this event in future are presented next.

Table 6.82: Established businesses' suggestions to improve the service quality of the event (n=20, in %)

SUGGESTION	TOTAL (n=20)
None	85
More parking	5
Provide separate parking for businesses	5
Notify public which roads are closed	5

It is necessary to point out that none of the established business respondents were neither aware of any ambushing opportunities used nor ambushing strategies that were used during the event. This could be owing to a lack of knowledge on this issue.

Table 6.83: Established businesses' suggestions to improve opportunities for the type of business to leverage this event in future (n=20, in %)

SUGGESTION	TOTAL (n=20)
None	70
More advertising	25
Travel brochures	5

Only 30% of the respondents provided suggestions to improve opportunities for their type of business to leverage this event in the future, which included more advertising (25%) and travel brochures (5%), which were needed.

Table 6.84: Established businesses' turnover during the period of the event (n=20, in %)

	TOTAL (n=20)
Remained the same	50
Increased	50

With regard to the business turnover, half of the established businesses responses were the same, but the remaining half indicated that their turnover increased. In sum, this event could increase established business' turnover during the period of the event.

Table 6.85: Whether these types of events have a positive impact on established businesses (n=20, in %)

	TOTAL (n=20)
Yes	90
No	10

The majority (90%) of established business respondents considered that these types of events had a positive impact on their business (Table 6.85), however, the remaining 10% indicated the opposite.

Table 6.86: If no, reasons for established businesses' did not perceive positive impacts on the type of business (n=20, in %)

	TOTAL (n=20)
Not applicable	95
No comment	5

In collaboration with the previous question, 10% of the established business respondents, which indicated that these types of events did not have a positive impact on established businesses, did not offer any reasons for their opinions (see Table 6.86).

Table 6.87: If yes, reasons for established businesses' perceived positive impacts on the type of business (n=20, in %)

	TOTAL (n=20)
Not applicable	5
More customers	70
Economic benefits	15
More jobs	5
No comment	5

The reasons that were illustrated in Table 6.87 for established businesses' perceived positive impacts on businesses, corresponded with the benefits of event leveraging to local communities in terms of job creation, building business partnerships, developing networks, improving quality of life, amongst others. Bringing more customers (70%), creating economic benefits (15%) and more job opportunities (5%), were suggested by established business respondents. The remaining 10% of the respondents did not comment on whether the event had a positive impact on their type of business nor did they offer any reasons for this. These can be linked to tactics/strategies of event leveraging, and relevant tactics/strategies should be generated and implemented.

6.4.5 Established businesses' perceptions and attitudes towards event leveraging at the event

In order to formulate tactics/strategies and developing business leveraging in local communities, it is necessary to understand local businesses' perceptions and knowledge of this issue. Table 6.88 illustrates established businesses' perceptions and attitudes towards event leveraging at the event.

Table 6.88: Established businesses' perceptions and attitudes towards event leveraging at the event (n=20, in %)

	SD	D	N	A	SA
The event increases awareness among locals of business in the area	-	5	15	60	20
The event disrupts local patronage of business in the area	40	40	20	-	-
The leveraging of the event creates opportunities for local businesses	-	10	5	55	30
Businesses need some assistance to formulate and implement strategies and tactics to leverage events	5	5	15	45	30
Businesses should form alliances to maximise event leveraging opportunities, for example, common theming	15	15	15	20	35

Overall, 80% of the established business respondents acknowledged that this event increases awareness among locals of business in the area, while 5% disagreed with this issue. Furthermore, the majority of established business respondents (80%) did not consider this event as disrupting local patronage of businesses in the area. In terms of whether leveraging of the event created opportunities for local businesses, 10% of the established business respondents disagreed with this statement, whereas, the majority (85%) agreed (55%) or strongly agreed (30%) with the statement.

Local business may require third parties, such as local business networks and economic development agencies which provide assistance in order to formulate tactics and strategies and to develop business networks that would maximise economic benefits (Chalip, 2004:235). Therefore, two questions regarding this issue were asked. An average of 75% of the established business respondents agreed (45%) or strongly agreed (30%) that businesses required some assistance to formulate and implement strategies and tactics to leverage events. A quarter of the established business respondents disagreed (5%) or strongly disagreed (5%) with this statement. The remaining 15% of the respondents remained neutral.

Over half of the respondents (55%) agreed or strongly agreed that businesses should form alliances in order to maximise event-leveraging opportunities such as common theming, however, 30% of the established business respondents indicated the opposite (15% disagreed and 15% strongly disagreed).

6.5 Stallholders/exhibitors

It has been pointed out that the questionnaire was designed for established businesses, however, not all the established businesses were exhibited at the OMTOM Expo. Therefore, it is also important to understand the perceptions and attitudes of stallholders/exhibitors at the Expo.

The OMTOM Expo is the largest running-related expo in the Cape and organisers plan to expand it into more of a lifestyle expo, which would not only exhibit products and services that are related to running (OMTOM, 2006b). The Expo is likely to provide huge opportunities for local businesses through event leverage in terms of fostering event visitor spending. Therefore, it is necessary to investigate if event leverage occurred because of this event and if businesses benefited from this event.

Table 6.89: The cost of acquiring a stall/ stand for this event (n=20, in %)

COST	TOTAL (n=20)
Don't know	45
1-5000	5
6000-10000	30
11000-15000	10
16000-30000	10

Regarding the cost of acquiring a stall or stand for this event, 55% of the total stallholder/exhibitor respondents reveal the cost of acquiring a stall/stand for this event. However, 44% indicated that they "don't know" the cost, which may have been because the respondent, were not managers or owners who signed the contract for attendance at the Expo. An average of 30% of the stallholder/exhibitor respondents spent R6000-R10000, 10% spent R11000-R15000, 10% spent R16000-R30000 and 5% spent R1-R5000. The average cost to acquire a stall/stand for this event, was R10 864. A detailed breakdown is illustrated in Table 6.89.

Table 6.90: Type of products/services provided by stallholders/exhibitors (n=20, in %)

TYPE OF PRODUCTS/ SERVICES	TOTAL (n=20)
Accommodation	15
Refreshments	15
Tourist information	15
Gym membership	10
Sport supplements	10
Sunglasses	10
Clothing	5
Health and beauty	5
Spirulina	5
Travel	5
Tuna	5

Table 6.90 illustrates the type of products and services that were provided by stallholders/exhibitors at the Expo. There were 10% of the stallholder/exhibitor respondents that offered sport supplements, followed by 10% that offered gym membership. Products and services were not only limited to exhibiting products and services that are related to running at the Expo. However, 35% of the stallholder/exhibitor respondents offered tourism related products and services (15% tourist information, 15% accommodation and 5% travel). The visitors could research new destinations and products, book trips and take advantage of show specials on gear, clothing and equipment.

Table 6.91: Factors influencing stallholders/exhibitors to attend this event (n=20, in %)

FACTOR	TOTAL (n=20)
Newspapers/Magazines	45
Word of mouth	40
Radio	35
Attend every year	25
Internet	10
Television	10
Had a stall before	5
Posters/banners/flyers	5
Tourism brochure	5

There were three main factors, which influenced stallholder/exhibitor respondents to attend the expo, which were newspapers/magazines (45%), word-of-mouth (40%) and radio (35%). Internet was indicated by 10% of the stallholder/exhibitor respondents. Furthermore, in total, there were only 15% that indicated that they were influenced by posters/banners/flyers (5%), tourism brochures (5%) and past experience, since they had had a stall before (5%). The results indicated that in terms of advertising and marketing for the expo, traditional means, such as newspapers/magazines and radio, remained dominant. Word-of-mouth also played an important role, however, the Internet, as a fast growing technique, has not played its role as much as it was expected, since only 10% indicated that it was the factor.

Table 6.92: Stallholders'/exhibitors' level of satisfaction with the material provided (marketing) (n=20, in %)

	TOTAL (n=20)
Excellent	25
Good	65
Satisfactory	10

The levels of respondents' satisfaction with the material provided (marketing), are illustrated in Table 6.92. In total, the majority (90%) of stallholder/exhibitor respondents indicated that the marketing material that was provided, was "good" (65%) or "excellent" (25%). However, 10% indicated that the material was satisfactory.

Table 6.93: Dissatisfied aspects identified by stallholders/exhibitors regarding material provided (marketing) (n=20, in %)

	TOTAL (n=20)
Not applicable	90
No marketing in other provinces	10

Dissatisfied aspects, regarding marketing material that was provided at the Expo, are illustrated in Table 6.93. No marketing in other provinces, was indicated by 10% of the stallholder/exhibitor respondents. Therefore, it is necessary to expand the event market, publicise the event more, both inside and outside of the host destination and then to maximise the marketing potential.

Table 6.94: Stallholder/exhibitor respondents' suggestions for the marketing of the event being improved in future (n=20, in %)

SUGGESTIONS	TOTAL (n=20)
Not applicable	50
More advertisements	20
Advertise in advanced	10
Better publicity of small stalls	10
Advertise on the radio	5
Advertise in other provinces	5

Half of the stallholder/exhibitor respondents indicated how the marketing of the event could be improved in future in terms of more advertising (20%), by advertising in advance (10%), better publicity of stalls at the event (10%), advertising in other provinces (5%) and advertising on the radio (5%) (Table 6.94).

Table 6.95: Stallholder/exhibitor respondents' main objectives for participating in the event activities (n=20, in %) – multiple responses

	TOTAL (n=20)
Increase in sales or business opportunities	65
Market exposure	55
Providing a service/information to the public	40
Sharing information	40
Networking	20

The stallholders/exhibitors' main objectives for participating in the Expo are illustrated in Table 6.95. The results show that most of the stallholders/exhibitors had realised the opportunities that a sport tourism event can provide, in terms of increasing sales/business opportunities, which was indicated by the majority (65%) of stallholder/exhibitor respondents, followed by market exposure (55%), sharing information (40%) and providing service/information to the public (40%). However, as a medium of event leverage (Chalip, 2004:236), networking was also indicated by 20% of the stallholder/exhibitor respondents. This could be because of the

knowledge of business networking, therefore, local search firms and employment agencies should assist in identifying people and firms that have the capabilities that events require (Chalip, 2004:235).

Table 6.96: Whether stallholder/exhibitor respondents were satisfied that their objectives for participating in the event had been achieved ($n=20$, in %)

	TOTAL ($n=20$)
Achieved	45
Somewhat achieved	55

In general, almost half (45%) of the stallholder/exhibitor respondents indicated that their objectives for participating in the event had been achieved. Furthermore, over half (55%) of the stallholder respondents indicated that their objectives were somewhat achieved.

Table 6.97: Whether stallholder/exhibitor respondents employed additional people during the event ($n=20$, in %)

	TOTAL ($n=20$)
Yes	60
No	40

Over half (60%) of the respondents did not employ additional people to assist them during the event, whereas, the remaining 40% employed additional people during the event (Table 6.97).

Table 6.98: Number of additional people employed during the event by stallholders/exhibitors ($n=20$, in %)

	TOTAL ($n=20$)
None	60
1	15
2	15
3	5
6	5
Average	2.4

Of the total stallholder/ exhibitor respondents, 15% employed one or two persons, followed by three persons (5%) and six persons (5%). It shows that the majority of stallholder/exhibitor respondents employed a small number of additional staff. The average number of additional staff that was employed, amounted to 2.4.

Table 6.99: Type of jobs of additional employed staff ($n=20$, in %)

	TOTAL ($n=20$)
Not applicable	60
Counter sales	15
To help customers	15
Service provider	10

Regarding the type of jobs held by additional staff, 15% of the stallholder/exhibitor respondents employed additional staff to do counter sales, followed by helping customers (15%) and being service providers (10%). Similar to the results of established business surveys, additional staff were mostly front-line staff and dealt directly with customers.

Table 6.100: Level of satisfaction with the location of the stand/stall (n=20, in %)

STALLHOLDERS/EXHIBITORS (n=20)	Satisfied	Dissatisfied (GIVE REASON)			DON'T KNOW/ NO COMMENT
Location of the stall/stand	85	15.00			-
		REASON			
		Not applicable	Would have preferred it in the centre	No comment	
		85	5	10	
Fees/cost for acquiring a stall	45	30.00			25
		REASON			
		Not applicable	Expensive	No comment	
		70	10	20	
Location of the event	75	15.00			10
		REASON			
		Not applicable	Venue with more parking facilities	No comment	
		85	5	10	
Organisation of the event	85	10.00			5
		REASON			
		Not applicable	Inappropriate starting time	No comment	
		90	5	5	
Information provided about the event	85	10.00			5
		REASON			
		Not applicable	Not enough	No comment	
		90	5	5	
Attendance at the event	65	15.00			25
		REASON			
		Not applicable	Too few people	No comment	
		85	15	-	
Security at the event	85	10.00			5
		REASON			
		Not applicable	No visible security	No comment	
		90	5	5	
Quality of the event	85	10			5
		REASON			
		Not applicable	-	No comment	
		90	-	10	
Advertising/publicity of the event	80	5			15
		REASON			
		Not applicable	Not enough	No comment	
		90	10	-	

Regarding stallholders'/exhibitors' perceptions and attitudes towards the event, details are illustrated in Table 6.100. In general, the majority of the stallholder/exhibitor respondents were satisfied with the location of the stall/stand (85%), organisation of the event (85%), security at the event (85%), quality of the event (85%), information provided about the event (80%), advertising/publicity of the event (80%) and the location of the event (75%). Furthermore, 65% were satisfied with the attendance at the event. Regarding the fees/cost for acquiring a stall, 45% indicated that they were "satisfied".

A quarter of the respondents were not satisfied with the location of the stand/stall and preferred to be in the centre (5%), while 30% were dissatisfied with the fees/cost for acquiring a stall owing to the expensive fees charged (10%). A quarter of the stallholder/exhibitor respondents were dissatisfied with the event location owing to a lack of parking at the event venue (5%). In terms of the organisation of the event, 10% of the stallholder/exhibitor respondents were not satisfied with the organisation of the event owing to inconveniences resulting from inappropriate event starting times (5%). In sum, 10% of the stallholder/exhibitor respondents were dissatisfied with the information provided about the event and 5% indicated that there was insufficient information that was provided. A quarter of the respondents were not satisfied with the attendance at the event owing to too few people (15%).

Regarding security at the event, 10% of the stallholder/exhibitor respondents were dissatisfied with it and 5% complained that there was no visible security at the event. Only 10% of the stallholder/exhibitor respondents were not satisfied with the quality of the event but no respondent commented on it.

Lastly, only 5% of the stallholder/exhibitor respondents were not satisfied with the advertising/publicity of the event, while 10% of the respondents claimed that advertising/publicity was insufficient.

In summary, a majority (over 75%) of the stallholder respondents were satisfied with the location of the stands/stalls, whereas 30% were not satisfied with the fees/costs for acquiring a stall and with the attendance at the event owing to these items being "expensive".

Table 6.101: Whether stallholder/exhibitor respondents experienced problems during the event (n=20, in %)

	TOTAL (n=20)
Yes	20
No	80

Generally, the majority (80%) of stallholder/exhibitor respondents did not experience any problems at the event, but the remaining 20% indicated the opposite (Table 6.101).

Table 6.102: Whether stallholder/exhibitor respondents experienced problems during the event (n=20, in %)

	TOTAL (n=20)
No problems	80
No assistance to vendors by organisers	5
Time to set up not provided	5
Lack of security	5
Not enough parking for stallholders	5

Regarding problems experienced by stallholder/exhibitor respondents during the event, no assistance for vendors by organisers (5%), time to set up not provided (5%), lack of security (5%) and not enough parking for stallholders (5%), were indicated.

Table 6.103: Stallholder/exhibitor respondents' suggestions to improve this event (including service quality) in the future (n=20, in %)

	TOTAL (n=20)
No suggestions	60
Venue with more parking	10
More Halaal food stalls	10
The Getaway Show should be run separately from the marathon	5
More stalls	5
The expo should close at night	5
More advertising	5

Table 6.103 illustrates stallholder/exhibitor respondents' suggestions to improve this event (including service quality) in the future. Forty percent of the respondents indicated how the event (including service quality) could be improved in the future in terms of more parking at the venue (10%), more Halaal food stalls (10%), more stalls (5%), more advertising (5%), "The expos should close at night" (5%), as well as " The Getaway Show should be run separately from the Marathon (5%).

Table 6.104: Stallholder/ exhibitor respondents' turnovers per day for the event (n=20, in %)

TURNOVER PER DAY	TOTAL (n=20)
No comment	55
Nothing	20
R100	5
R2000	5
R3000	5
R6000	5
R85000	5
Average	R19220

Over half (55%) of the respondents did not reveal their turnover per day at the event. While 20% of the respondents indicated that they did not make any turnover at the event.

Additional breakdowns are illustrated in Table 6.104. The average turnover per day was R19 220.

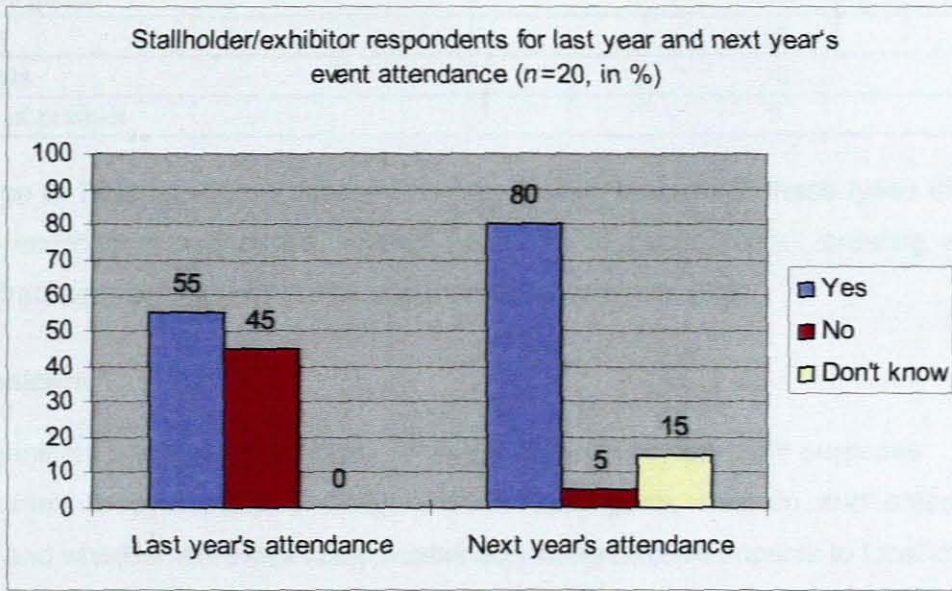


Figure 6.18: Stallholder/exhibitor respondents for last year and next year's event attendance (n=20, in %)

Figure 6.18 illustrates a comparison between stallholder/exhibitor respondents for this year and next year's event attendance. Regarding event attendance, 55% of the stallholder/exhibitor respondents had participated in the events/activities last year, but the remaining 45% indicated the opposite. An average of 5% of the respondents expressed that they would not participate in the event/activities next year. This could be because their objectives were not achieved. Due to uncertain factors such as time and budget constraints, 15% of the respondents did not know if they would participate next year. However, the majority of the stallholder/exhibitor respondents (80%), claimed that they would attend the event next year. In collaboration with the previous question that all (100%) the stallholder/exhibitor respondents achieved or somehow achieved their objectives through participating in the event, it shows that the stallholders/exhibitors' objectives can benefit from this event and should use the opportunities provided by this event in future.

Table 6.105: Whether stallholder/exhibitor respondents think that these types of events have a positive impact on the types of business (n=20, in %)

	TOTAL (n=20)
Yes	100

As per Table 6.105, all (100%) the stallholder/exhibitor respondents indicated that these types of events had a positive impact on their business for the following reasons, which are presented in Table 6.106.

Table 6.106: Reasons for positive impacts of these types of events on business (n=20, in %)

	TOTAL (n=20)
No comment	30
Exposure to public	40
More sales	15
More tourists	10
Promotion of product	5

An average of 70% expressed reasons for the positive impacts of these types of events on stallholder/exhibitor's businesses, namely exposure to public (40%), creating more sales (15%), attracting more tourists (10%) and promoting products (5%).

6.6 Organisers

Event organisers are likely to organise an event for profit or non-profit purposes. Therefore, it is important to evaluate eventually whether their goals, mission and objectives were achieved and whether the event could sustainably bring positive impacts to local communities in terms of job creation, improvement of quality of life, amongst others. Chet Sainsbury, on behalf of the OMTOM organising committee, completed the organiser survey. A full response of the respondent is attached as Appendix D. The results are presented below.

Table 6.107: The specific expenditure items and allocation

EXPENDITURE ITEM	AMOUNT
Prizes	R 1 000 000
Office Salaries	R 450 000
Ground Expenses	R 400 000
Information Technology (IT) Support	R 360 000
T-Shirts	R 250 000
Traffic Services	R 250 000
Race Medals & Badges	R 200 000

The Two Oceans Marathon Organising Team has been organising this event for 26 years. The overall budget for the 2006 event was R6 million. Detailed expenditure items and the budget allocations, are illustrated in Table 6.107. A relatively large proportion of the budget was used for prizes (R1 000 000), followed by office salaries (R450 000) and ground expenses (R400 000), respectively.

In order to ascertain whether this event assisted local communities or previously disadvantaged service providers, several questions were ascertained. At the 2006 OMTOM, results indicated that the event provided opportunities for local communities in terms of services outsourced to service providers, which included management of the Expo and

registration, organisation of Fun Runs and Nike Runners Village. Furthermore, regarding outsourcing to ABEs or Previously Disadvantaged service providers, the registration process, distribution of printed material and office stationary, were involved with the allocation of R6000, R30000 and R10000, respectively. According to Chalip (2004:235), the way to retain event expenditures within an economy, is to make the best possible use of local business services. He further explains that, if local management, local labour and local concessionaires can be obtained, event earnings will remain within the local economy.

Table 6.108: The media exposure leveraged for the event and estimated cost/value in Rands

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost/Value	Name	Cost/Value
Television	SABC	R 8 500 000	-	-
Radio	Various	R 3 500 000	-	-
Print	Various	R2 500 000	Distance Running	R 250 000
Posters/banners/flyers	Various	R 1 000 000	-	-
Internet	Website, newsletter	R 10 000 000	-	-

There are two forms of media, which are typically generated by an event: advertising that seeks to build consumer interest in the event and reporting about the event (Chalip, 2004:239). Table 6.108 illustrates the media exposure leveraged for this event and the estimated value in Rands, are also illustrated. Relatively large proportions of the media exposure were allocated to the Internet and television. The website and newsletters for this event, amounted to R10 000 000, however, referring to the perceptions of previously discussed stakeholders such as spectators, participants, local residents, established businesses and stallholder/exhibitor respondents, the Internet was not utilised as much as was expected. Television, as a traditional advertising manner, was used at a cost of R8 500 000, while R1 000 000 was invested in posters/banners/flyers. Besides local media, international media was also involved and R250 000 was invested.

Table 6.109: Main and supporting sponsors with amounts sponsored

NAME OF SPONSOR	CASH	IN-KIND
Old Mutual	R 1 200 000	R 3 000 000
Miscellaneous Sponsors	R 400 000	R 500 000
Nike	R 330 000	R 500 000
Powerade	R 155 000	R 300 000

A list of main and supporting sponsors with the amounts sponsored, is presented in Table 6.109. Old Mutual, as the title sponsor, sponsored the most, both in cash and in-kind, followed by Nike and other miscellaneous sponsors.

Once again, questions regarding event leveraging were ascertained. Additional workers were employed to assist in preparation for and during the event in terms of administering postal entries, walk-in queries, responding to telephone calls, capturing data and proof-reading. Eight temporary workers were employed in total and they were all locals, which is similar to the additional employment by local businesses. These additional jobs comprised mainly front-line positions.

In order to maximise economic benefits to the local community in terms of job creation and business networking, local businesses/stakeholders within the organisation of the event were also involved. Service organisations such as marshals and many companies that provided refreshment station staff, were involved. Many local businesses were also involved in providing services and equipment, which corresponds to the services provided by local businesses respondents and stallholder/exhibitor respondents, mainly accommodation, refreshments, restaurants and sport supplements, amongst others.

Furthermore, organisers acknowledged that they created opportunities for local businesses to benefit from leveraging the event in terms of advertising and branding opportunities in printed material and outdoor branding. In addition, they organised an Expo, which provides promotional opportunities for local businesses.

Although a number of big changes were introduced in 2006, which provided big challenges to the organising committee, the organiser indicated that they met their overall expectations of the event. Moreover, the event organisers' overall impression of the event was "a very successful event held under the best weather conditions in Cape Town".

Table 6.110: Event organisers' perceptions of the event

PERCEPTION	YES (GIVE REASONS)	NO (GIVE REASONS)
Location of the event	UCT – excellent venue	-
Overall organisation of the event	Good	Some negative feedback
Information provided about the event	Website, newsletter	-
Attendance at the event	Increased numbers	-
Security at the event	Good	Togbag system failed
Quality of the event	Very good	-
Advertising/publicity of the event	Radio TV Broadcast (7 hours)	-
Physical appearance of the event (littering, overcrowding, etc.)	Litter was well managed	-
Physical facilities (toilets, bins, seating availability, etc.)	Adequate	We never seem to have enough toilets

The general perceptions of the event were expressed by event organisers, which are illustrated in Table 6.110. In general, the event organisers were satisfied with the location of the event, overall organisation of the event, information provided about the event, attendance

at the event, security at the event, quality of the event, advertising/publicity of the event, physical appearance of the event and the physical facilities at the event. However, some negative feedback was provided about the organisation of the event, the togbag system and that the event organisers never seemed to provide enough toilets at the event.

Organisers acknowledged that the organisation of the event included steps to control/prevent crime, crowds and traffic and had succeeded in doing so. After each event, the event organisers held extensive debriefings to discuss all the shortcomings, since they wanted all their clients to experience a quality event each year. Steps to ensure service quality at the event and their success, were also acknowledged by organisers. The development of a disaster management plan was included in the organisation of the event.

At the event, the event organisers experienced problems such as the management of the start, preparing togbag tents, traffic congestion and inadequate communications. The lessons that could be learnt from the experiences at the event, included that the event relied on great staffing numbers to execute several tasks and left no stone unturned to ensure that all processes were in place and would be followed. Moreover, the event could be improved in future by attending to all the problem issues raised in the various portfolio heads' reports.

Overall, event organisers were satisfied with the role played by the host city with regard to supporting the event. The event organisation stated that they had come along way with CTRU, however, they still complained that CTRU did not regard the Two Oceans Marathon as one of their big events of the year, and provided a cash sponsorship of R120 000 for the first time. Therefore, in future, CTRU should take more responsibilities in order to assist the event organiser with race marketing and to create more national and international awareness of the event.

Event organisers also suggested that the role of the host city should be improved by reducing the cost of traffic services and assisting financially. It is necessary to involve senior city officials, such as the Mayor. Lastly, the event organisation admitted that they would be organising the event next year, whilst taking all these issues into account.

In summary, the event organisers had good perceptions of the event. The event leveraging was implemented through the event organising in terms of media exposure and job creation for local residents, amongst others. The roles of sponsors were also recognised, while event organisers also acknowledged that the organisation of the event included steps to control/prevent crime, crowds and traffic, service quality and the development of a disaster management. However, problems such as preparing togbag tents, traffic congestion and inadequate communications, which were experienced by the event organisers, should be overcome. The event organisers were not satisfied with the role played by CTRU owing to

insufficient sponsorship and event marketing from them, therefore, as mentioned previously, it is necessary to build a good relationship between the event organiser and CTRU. They should listen to each other and understand the event organisers' needs, as a result, maximise the role played by CTRU and create more awareness of the event nationally and internationally.

6.7 Sponsors

Getz (1997) asserts that the benefits of sponsorship to the organisation include the availability of resources that otherwise would not have been available. He states that sponsorship further attenuates the marketing reach through the expansion of their investment, as additional advertising and public relations endeavours are undertaken. Skinner and Rukavina (2003:179) note that sponsorship evaluation is one of the most overlooked steps in the sponsorship process. They add that it is important to ensure that sponsors know what they receive in return for their investment (ROI) and whether their main objectives through sponsoring the event were achieved.

Ten sponsor surveys were distributed by via the event organiser. Four sponsors, namely Adcock Ingram Critical Care, CHEP South Africa (Pty) Ltd., Nike South Africa and Powerade (The Coca-Cola Company (Pty) Ltd.) completed the surveys after the event. A full response of each respondent is attached as Appendix C1, C2, C3 and C4, respectively.

Table 6.111: Type and value of sponsorship (n=4, in %)

NAME OF THE COMPANY (n=4)		CASH	KIND	BOTH
Adcock Ingram Critical Care	Type	x	T-shirts and Golf shirts	-
	Value	R10,000	R5,000	-
CHEP South Africa (Pty) Ltd.	Type	-	Loan of distribution equipment	-
	Value	-	R10,000	-
Nike South Africa	Type	-	-	x
	Value	-	-	Confidential
Powerade (The Coca-Cola Company (Pty) Ltd.)	Type	x	-	-
	Value	R110,000	-	-

With regard to the type of sponsorship, all of the sponsor respondents sponsored either cash, in-kind or both, however, some of the sponsors such as Nike South Africa, did not disclose this information, since it is considered as confidential company information. Table 6.111 illustrates the detailed responses.

Table 6.112: Main objective/s for sponsoring the event (n=4, in %) – multiple responses

OBJECTIVE	TOTAL (n=4)
Product promotion	75%
Increasing sales/business opportunities	50%
Market exposure/creates awareness	50%
Networking/ hospitality	25%
Other (specify)	25%

Sponsor respondents' main objective/s for sponsoring the event are presented in Table 6.112. Product promotion was indicated by the majority (75%) of the sponsor respondents, followed by increasing sales and business opportunities (50%) and market exposure/creates awareness (50%). It should be pointed out that no sponsor respondent had indicated their objective as providing a service/ information to the public through this event.

Regarding sponsors' objectives achievement, the majority (75%) of the sponsor respondents were satisfied that their objectives for participating in the event had been achieved, however, the remaining 25% indicated that their objectives were somewhat achieved. There were no reasons provided for their dissatisfaction

Table 6.113: Sponsors' general perceptions of the event (n=4, in %)

	YES	NO (%)	DON'T KNOW/NO COMMENT
Location of the event	100	-	-
Organisation of the event	100	-	-
Information provided about the event	100	-	-
Attendance at the event	100	-	-
Security at the event	75	-	25
Quality of the event	100	-	-
Advertising/publicity of the event	75	25	-
Physical appearance of the event (littering, overcrowding, etc.)	100	-	-
Physical facilities (toilets, bins, seating availability, etc.)	75	-	25

Overall, sponsor respondents were satisfied with the following event related statements, which are presented in Table 6.113 in terms of event location, event organisation, security, service quality, event marketing, amongst others. More promotion of the event before the event begins, was suggested to improve the advertising/publicity of the event. However, no detailed reasons were given by sponsor respondents for either "yes" or "no" answers. An average of 25% of the sponsor respondents were not satisfied with the advertising/publicity of

the event. Furthermore, security at the event (25%) and physical facilities (for example, toilets, bins and seating availability) (25%) were indicated as "Don't know/no comment".

Regarding problems experienced during the event, 75% of the respondents did not experience any problems during the event, while the remaining 25% were not satisfied with the race's start time. They complained about chaotic 21km start, late 56km start, water shortages at tables towards the end of 56km, T-shirt swapping by organisers and the poor quality press truck.

Suggestions to improve this event (including service quality) for the future included, "The few logistical glitches need to be ironed out", "TV advertising or trade activity could lead up to the event", "Expo is an area that could be built on in the future", and "Acknowledgement given to sponsors (both big and small) would be appreciated".

Lastly, all the sponsor respondents indicated that they would again sponsor the event next year. This could be owing to the fact that their objectives were either partly or completely achieved.

6.8 Destination marketing organisation

CTRU, the official destination marketing organisation for Cape Town and the Western Cape, was founded in 2004 and promotes the region as a premier event and meetings destination, as well as provides support to professional destination management companies, event organisers, associations and corporates in terms of sourcing ideas for corporate events and incentives, finding suitable event or conference venue, providing information about support services and professional local service providers, accommodation options, site inspections, marketing collateral, destination information, facilitation of stakeholder engagement and marketing intelligence (CTRU, 2006).

A marketing officer, on behalf of the organisation, completed the survey. The role, which CTRU played, was indicated as supporting the event in terms of assisting to enhance the event, such as marketing support towards the event. However, they did not recognise themselves as an event sponsor, specifically. This could be a result of inadequate sponsorship at the event and CTRU should relook at their roles for future events.

Table 6.114: Main objective/s for local government supporting the OMTOM

OBJECTIVE	
Increasing sales/ business opportunities	-
Market exposure/ creates awareness	Destination Brand Awareness
Product promotion	-
Networking/ hospitality	-
Providing a service/ information to the public	-
Other (specify)	Destination Marketing (Driving volume and increasing length of stay) and profiling the destination as a major events destination

Marketing exposure/creating awareness, specifically destination brand awareness and destination marketing and profiling the destination as a major event's destination were indicated as their main objectives (Table 6.114). Moreover, they believed that their objectives had been met.

Regarding satisfaction with the material provided (marketing) at the event, CTRU considered that it was satisfactory owing to a lack of visibility of CTRU. This corresponds to the previous results from the spectator and participant surveys that the CTRU was not well recognised as an event sponsor. However, if they increased or leveraged their sponsorship, they would obtain more branding opportunities. They suggested that JMI should be further developed in order to enhance the marketing of the event in the future.

The general perceptions to the event by CTRU are presented next.

Table 6.115: General perceptions of the event by CTRU

	YES (GIVE REASON)
Location of the event	Accessible and Central
Overall organisation of the event	Can be improved
Information provided about the event	Good – can also be improved
Attendance at the event	Good – however demographics of spectators should be changed
Security at the event	Very good
Quality of the event	Icon event for Cape Town, but room for improvement
Advertising/publicity of the event	Fair publicity on National Media
Physical appearance of the event (for example, littering, overcrowding)	Appreciating to the eye
Physical facilities (toilets, bins, seating availability, etc.)	Good

The general perceptions of the event by CTRU were good, however, they claimed that there was room for improvement, such as the overall organisation of the event, information provided about the event, attendance at the event, quality of the event and advertising/publicity of the event. Additional details are presented in Table 6.115.

CTRU did not experience problems at the event specifically, however, the respondent indicated that runners not having accommodation during the event was a problem, which should be improved. There was no official data found regarding accommodation for runners, however, this was still important to be noted and improved on by the various stakeholders such as the private sector, public sector and the tourism industry for the future.

Regarding suggestions to improve this event (including service quality) in future, in order to implement event leverage, joint initiatives to develop a branding and global marketing strategy and a co-operative marketing framework for the City of Cape Town and the Western Cape, as well as brain storming ways to work together for the good of the event and the destination, were indicated. CTRU has formed a strong working relationship with the City of Cape Town's Tourism Development Directorate and Cape Town Tourism (CTRU, 2006). Its marketing efforts are also aligned with the strategies of the DEAT in order to develop tourism and to ensure that it benefits all South Africans. Besides building partnerships with the public sector, in order to fulfil its tourism objectives for Cape Town and the Western Cape, CTRU also has formed a relationship with a number of private sector bodies such as SATSA and Cape Town Press Club (CTRU, 2006).

CTRU funded the event in 2006, while the number of international participants had increased following the international marketing initiatives of CTRU. Therefore, they believed that they got a return on their investment.

As per CTRU, the event is considered as a top, high value event for the city and region. It is regarded as a platform to market Cape Town and the Western Cape, as a premier events destination. CTRU was involved in the event/activities last year and will be participating in the event next year. A full response of the respondent is attached as Appendix E.

6.9 Summary

This chapter has provided a descriptive analysis of the impact of the event on various pre-discussed stakeholders, based on their perceptions and attitudes towards the event. Findings in this study were relatively positive for event organisers with significant satisfaction ratings recorded in relation to the majority of event features. In general, stakeholders were satisfied with the event area, event location and the facilities utilised at the event. Event attendees spent money on accommodation and other spending, such as expenses on food, travel, gifts and sport equipment at the event. Major sponsors, such as Old Mutual and Nike, were identified by the majority of event attendees and local residents. Secondary activities were involved in terms of visiting friends and relatives, sight-seeing, entertainment and shopping. However, problems such as traffic congestion, insufficient parking and a lack of marketing for the event in other provinces, were indicated and should be overcome through

implementing strategies such as informing the time of road closures for the event and organising more parking spaces. Furthermore, sponsors' main objectives in terms of product promotion, increases of sales, business opportunities, market exposure, creating awareness, networking and hospitality, through sponsoring the event, were achieved, while current sponsors are keen to continue to sponsor the event. In terms of event leveraging, a relatively small number of people from local communities were employed by local businesses, stallholders/exhibitors and event organisers and if they were employed, the type of jobs was mostly ground work, which was shown by the results of the study. Business networks and partnerships, among businesses, were also fostered. It is necessary to point out that CTRU did not recognise themselves as an event sponsor. In addition, CTRU was not identified as a sponsor of the event by the majority of spectator and participant respondents owing to a lack of promotion or recognition. Therefore, the above-mentioned problems should be improved on in order to ensure future success of the event.

CHAPTER SEVEN

CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

In previous chapters, an overview of sport tourism and sport tourism events on international, national and regional perspective and the background of the OMTOM, were introduced. A literature of issues on management and the impacts of sport tourism events, were also reviewed. Furthermore, research methodologies, which were used in this study, were presented in order to ensure reliability and validity of the results. The data that was generated from various stakeholders to ascertain the management and socio-economic impacts of the 2006 OMTOM, were also analysed and presented. This chapter presents conclusions, recommendations and the limitations of the study, which have been addressed in order to improve future events.

7.2 Conclusions

Referring to the research objectives, the conclusions that were generated from the results of the study, are presented in the text, which follows.

7.2.1 Conclusions with regard to Objective One

This study has met the objective, which had set out to identify spectators' and participants' motivations, spending patterns and demographic profiles at the event in order to understand who the target markets are, as well as to ascertain their perceptions, attitudes and level of awareness regarding sport tourism imperatives concerning the 2006 OMTOM.

A majority of the spectators' and participants' primary reason was the event specifically. Furthermore, vacation purposes and being with friends and relatives were also indicated as reasons for their visit to the event location. Event awareness was created mainly through word-of-mouth, newspapers/magazines, television advertisements, sport associations/clubs, radio and the Internet. However, they indicated that more advertising was required in other provinces.

A majority of the spectators and participants were Whites, followed by Coloureds, Africans, Indians and Asians, which reflected a diverse audience. Three market segments were identified in this study, namely day-trippers, overnight visitors and local residents. Local residents were in a relatively large proportion among both spectators and participants, followed by overnight visitors and day-trippers. For overnight visitors, budget accommodation, in terms of visiting friends and relatives and staying at family hotels, were the

most popular spending patterns of spectators and participants for accommodation. Regarding the participation of secondary activities during the event period, the result was similar to the finding, which was addressed by Nogawa, Yamguchi and Hagi (1996), that sport tourists are more likely to engage in other behaviours such as sightseeing and shopping, than sport excursionists.

Furthermore, a majority composition of the groups that attended the event were family, friends and family/friends and it was evident that this event provided an entertaining opportunity for friends and families. Spectators' and participants' disposable money were spent on food, entertainment, gifts and sport equipment, to name a few. During the event, family and friends socialised in the car park and enjoyed the atmosphere in terms of eating, drinking and, generally, having fun.

The spectators' and participants' overall perceptions, attitudes and level of awareness of this event, were positive. They acknowledged that the event was well organised and were satisfied with the event area and the event destination. However, problems such as insufficient facilities (such as toilets), parking, safety and security issues, should draw the event organisers' attention so that they determine strategies, which should limit such problems at future events.

7.2.2 Conclusions with regard to Objective Two

The data that was collected from the 2006 OMTOM was analysed and presented to ascertain the spectators' and participants' direct economic impact on the local economy. The economic impact calculations were significant, since these had not been conducted previously for past events. As discussed previously, the contribution of spectators' and participants' direct economic impact on the local economy at the 2006 OMTOM, amounted to R44.7 million, which showed that the event made a significant contribution to the local economy.

7.2.3 Conclusions with regard to Objective Three

Surveys were designed to examine in what ways key informants (established businesses, stallholders/exhibitors/sponsors, event organisers and the destination marketing organisation) support and benefit from the 2006 OMTOM.

Questions regarding local leverage, in terms of employing local people, were investigated and a majority of the temporary employees were front-line staff. It was found that the 2006 OMTOM provided an 'economic boost' for the community through spectators and participants spending during the event. The economic benefits accruing from the event were disproportionate, since some businesses such as restaurants and stalls, experienced positive

economic benefits, however, other businesses away from the event such as retail shopping, did not reach potential benefits. Tapping this potential appears to be related to actively leveraging the event and increasing awareness of the tourism potential. Therefore, as Chalip (2004) suggests, it is necessary to educate different stakeholders such as the public sector, private sector, local businesses and marketing organisations, to name a few, with regard to the knowledge of event leveraging, as well as, to build business networking among stakeholders, which should expose the potential.

In this study, the sponsors' objectives to support this event included product promotion, increasing sales/business opportunities, exposure to the market and creating awareness and building business networking. Sponsors' objectives were achieved or somewhat achieved through the event, therefore, they would like to support the event in future. Regarding problems that were experienced during the event, problems regarding event management such as the chaotic 21km start, late 56km start, water shortage at tables towards the end of the 56km, T-shirt swapping by organisers and poor quality press trucks, were addressed and should be improved for future events. Moreover, sponsors suggested that event logics should be paid attention to, since television advertising or trade activity could lead up to the event, the Expo should be an area that could be improved on in future and acknowledgement should be given to sponsors (both big and small).

The results show that the above-mentioned key informants were satisfied with the experience at the event area and the event destination. Furthermore, a majority of the key informants were positive about the event marketing and management. Their objectives were achieved or somewhat achieved. The event organisers stated that they had come a long way with CTRU and that they were satisfied with the role of CTRU, however, event organisers still hope that CTRU will place OMTOM in a better marketing position, such as providing more marketing and financial support. Therefore, it is necessary for CTRU to justify that its current marketing strategy should create more awareness of this event, both nationally and internationally.

7.2.4 Conclusions with regard to Objective Four

Sponsors provided both cash and/or in-kind sponsorships for the event. Old Mutual, as the title sponsor and Nike as the presenting sponsor, were recognised by a majority of the attendees and local residents. As discussed previously, this could be owing to the intensive marketing exposure for these two sponsors within the media. CTRU was not recognised as a sponsor of the event by the majority of spectator and participant respondents owing to a lack of promotion. The destination marketing organisations should strategically market the event nationally and internationally in terms of creating awareness within other provinces in South Africa and other countries. Furthermore, it is also necessary for CTRU and event

organisers to understand each other's roles and objectives better. In future, the destination brand of "Cape Town" should be marketed instead of the marketing brand of CTRU.

7.2.5 Conclusions with regard to Objective Five

Regarding close proximity to the race route, Getz (1992) claims that special events can bring lasting social benefits to the host community in terms of an enhancement of community spirit and pride, a promotion of cooperation and leadership within the community, strengthening of support for local cultural traditions and building greater, cross-cultural understanding.

A majority of the local residents perceived the event as having positive socio-economic impacts on the destination and that the event did not damage the environment. However, since a majority of the local residents denied that they had a say in the event planning and organising process, community participation should be increased in order to maximise support from local communities.

7.3 Recommendations

In order to improve the management and maximise socio-economic benefits of the OMTOM, recommendations for key stakeholders are outlined below.

In general, as discussed previously, it is important for event organisers to provide holistic planning for different stages of a sport tourism event (for example, pre-, during and post- the event planning) to ensure management issues in terms of a well-designed programme, sufficient facilities and services for the event, as well as risk management, to face the challenges. Special attention should be paid to the event on the day in order to ensure qualitative service and satisfied customers. Furthermore, parking and traffic congestion appeared to be the main problems experienced by event spectators, participants and stallholders/exhibitors at the Expo. Therefore, it is important to develop strategies, which would address these inconveniences. For example, event organisers could use transport services provided by local businesses to transfer attendees to and from the event venue/airport/hotels/tourist attractions during the event period. By doing so, it could decrease the number of private vehicles and even the total number of vehicles that could cause traffic problems. In addition, it provides event leveraging opportunities in terms of job creation for local communities.

CTRU perceived that the OMTOM has a high value and is a platform for Cape Town and the Western Cape. Furthermore, they received returns on their investment, since the number of international participants increased, following international marketing initiatives. In comparison to the event organisers' perception of the role of CTRU, event organisers were satisfied with the role played by CTRU in terms of supporting the event, however, as

mentioned previously, event organisers still hope that CTRU will place the OMTOM in a better marketing position. In future, it is necessary for CTRU and event organisers to understand each other's roles and objectives better. The destination marketing organisations should strategically market the event nationally and internationally in terms of creating awareness within other provinces in South Africa and other countries. It is also essential to investigate who the target markets for the event are and market the event accordingly, which could be achieved through understanding attendees' motivations, spending patterns and demographic profiles. In doing so, it could attract new and repeat attendance, as well as investors to support this event. Regarding the marketing media, word-of-mouth, newspapers/magazines, television advertising and sport associations/clubs, are the main showcasing elements for this event. These media should be addressed for future events. The Internet should also be well utilised to promote the event owing to its uniqueness (such as worldwide accessibility, speed and convenience).

In terms of sport tourism event sponsorship, the key sponsors may have more opportunities to exposure in the media compared to other sponsors. However, it is still important to balance the needs of various sponsors (both big and small) in order to fulfil event sponsors' objectives through sponsoring the event and to bring them back to support the event in future. It is also necessary for event organisers to improve on the problems, which were identified by sponsors such as more flow in the event programme and television advertising or trade activity leading up to the event, to name a few. Regarding event management, it is also important for event organisers to use knowledge of risk management in order to face the challenges of event management.

With regard to the economic impacts of the event, although extending spectators and participants' length of stay at the event has benefited the local economy, it is still necessary to promote more diverse secondary activities pre- and after the event, which would ensure and sustain benefits for the local economy. Furthermore, it is important to provide assistance to local businesses in order to maximise leveraging opportunities and to enhance economic benefits. Stallholders/ exhibitors at the Expo, sponsors, event organisers, as well as local businesses, should provide more job opportunities for local communities. Moreover, business relationships among various businesses, are also required.

For future events, an increased number of local residents should be involved in the event planning and organising, which would inspire local residents' enthusiasm to support the event.

7.4 Limitations of the study

This research was associated with the following limitations. Firstly, Lyn (2002:189) states that purposive sampling can lead to good samples, however, its success depends on two assumptions, which are that the research can identify in advance the characteristics that collectively capture all variation and the chosen sample will correctly reflect the distributions of these characteristics. Imperfect knowledge of the population structure and prejudiced selection may cause contravention of these assumptions. As discussed previously, in order to fit the actual research budget for this study and to complete the study efficiently, stratified purposive sampling for stallholders/exhibitors, established businesses, sponsors and Cape Town Route Unlimited (distributed via the event organiser), was adopted. Therefore, in further studies, more emphasis should be placed on studying research population structure and its characteristics in order to ensure that the chosen sample will reflect the distribution representatively and ensure reliability and validity of the study.

Secondly, in terms of crowd estimates, the OMTOM is an annual open event and open access events make spectator/participant attendance counting difficult. It was limited to estimate the number of spectators at the Expo, as well as at the start or end of the race venues as it was more controlled than along the route. Therefore, Bob *et al.* (2005) suggest selection of location, as well as days and hours of operation to sample event spectators, which should control sampling bias and assure generation of results to the total population of spectators/participants.

Thirdly, regarding the resident's survey, the OMTOM covers a total distance of 56 km and cuts across several residential areas. Due to these factors, only a select few residential areas were surveyed. Although surveyed residents were representative of the entire resident population that lived within 10 km from where the event was held, as discussed previously, whether the chosen sample correctly reflected the distribution of characteristics of all the residents, should still needs to be further ascertained to ensure that the sample reflects the perceptions and attitudes towards the event of all the total residents, more accurately.

Fourthly, owing to the high cost involved in the research, there was no pre-survey, which could lead to no opportunities to amend surveys before they were finally given to respondents. However, as mentioned previously, surveys that were used in this study, were adopted from previous similar studies and validity and reliability of the surveys were tested in these studies. Nevertheless, it was necessary to test the surveys for this specific sport tourism event and pre-survey is recommended for further studies.

7.5 Future research direction

This study provides a basis for the further development of an instrument to assess the organisation and management of sport tourism events, the perceptions of key stakeholders mentioned previously, as well as the socio-economic impacts on host communities. Further similar researchers should understand how the sport tourism event organisation and management such as event programming, event marketing and services and facilities at the event, can be improved. Approaches used by other marathon organisations to enhance community participation including designating district or ward captains to enlist neighbours in marathon training programmes should be introduced. Furthermore, an electronic survey to all non-resident participants immediately following the race can be implemented in order to collect participant data and receive feedbacks of their attitudes towards to the event. A survey question should be posed to determine the number of non-resident travel companions that accompanied the runner. Additionally, it is necessary to address and evaluate the importance of socio-economic impacts of sport tourism events in order to maximise positive benefits to local communities. Regarding economic impacts of sport tourism events, the expenditures by the local organising committee in the host economy could be included. Event business leveraging of the event, as well as attracting more international runners, should also be considered. Furthermore, it is necessary to distinguish resident and non-resident stallholders and to investigate to the extent that non-resident stallholders leave the host economy with resident and visitor incomes (less their local operating expenses) and typically leading to net negative net impact. With regard to sponsorship, it is necessary to extend this research beyond simple sponsor identification to examine the extent to which consumer behaviours are influenced by the event. Lastly, environmental impacts along the race routes (both ultra and half marathon), should be investigated in future.

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APPENDICES

APPENDIX A: Surveys

APPENDIX A1: Attendees (spectators/participants) survey

ATTENDEES SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

RESIDENCE OF RESPONDENTS

1. Are you an overnight visitor, day-tripper or a local resident?

Overnight visitor	Day-tripper	Local resident
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1.1. If you are a visitor, where are you from?

Outside South Africa	Country:				
South Africa	KZN	Gauteng	Western Cape	Eastern Cape	Other (specify)

ECONOMIC ASPECTS

1. If an overnight visitor:

	Type of accommodation	Nights in accommodation at event location	Accommodation cost per night	Number of persons staying per accommodation unit
Luxury Hotel (4-5*)				
Family Hotel (1-3*)				
Bed & Breakfast				
Holiday Flat				
Self-catering				
Holiday Home				
Backpacker Hostel				
Friends & Relatives				
Other (Specify)				

2. How many people, including yourself, are in your immediate group (spending money together at this event)?

1	2	3	4	5	> 5 (Specify)
---	---	---	---	---	---------------

3. How would you describe the composition of your group?

Friends	Family	Friends and family	School group
Business associates	Tour group	Other (specify)	

4. Did your immediate group buy anything at the event today, or do you plan to (including food/ refreshments)?

Yes	No
-----	----

5. What is the total amount of money (in Rands) you spent or intend to spend during the event on the categories below?

	0-50	51-100	101-150	151-200	201-250	251-300	>300 (specify)
Food and beverages							
Entertainment							
Gifts/ souvenirs							
Sport equipment/ gear							
Other purchases							

Note total overall spend:

0-100	101-200	201-300	301-400	401-500	501-600	601-700	701-800	801-900	901-1000	>1000
-------	---------	---------	---------	---------	---------	---------	---------	---------	----------	-------

6. What is your primary reason for visiting this area/ city (tourists)?

This event	Visiting family/ relatives	Vacation
Business	Other (specify)	

6.1. If your primary reason was not the present event, did you schedule your visit to coincide with the event (tourist)?

Yes	No
-----	----

7. Did you come specifically to this location for this event?

Yes	No
-----	----

8. How did you arrive in from your area of residence to the area where the event is being held?
(non-residents)

Private vehicle	Rental vehicle	Airplane	Train
Bus	Mini-bus taxi	Other (Specify)	

9. How did you arrive from your area of accommodation to the event (all)?

Private vehicle	Rental vehicle	Train	Bus
Mini-bus taxi	Walked	Other (Specify)	

KNOWLEDGE AND PERCEPTIONS OF EVENT

1. Which of the following influenced you to attend this event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

2. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

2.1. If satisfactory or poor, what were you dissatisfied with?

3. How can the marketing of the event be improved in the future?

4. How would you rate your experience here today?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

5. Please indicate the level of agreement with the following statements about the event (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The event is well organised					
The event attracts tourists					
Parking is inadequate					
Sufficient facilities at the event (eg. toilets)					
Good refreshment areas					
People enjoyed themselves at the event					

6. Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is a beautiful area					
The locals are friendly					
The infrastructure is good					
The area is polluted/ lots of litter					
Crime is a problem in the area					
I feel safe in the area					
The quality of service is good					
The locals support events in the area					
Would have not attended event if it was held in another location					

7. Did you experience any problems at this event?

Yes (specify)	No
---------------	----

8. Do you have any suggestions for improving this event in the future?

9. Do you think that these types of events have a positive impact on profiling the city in which the event is being held?

Yes	No
-----	----

9.1. If yes, specify impacts.

ATTENDANCE

1. Did you attend the event last year?

Yes	No
-----	----

2. Will you be attending this event if it is held next year?

Yes	No	Don't know
-----	----	------------

2.1. If no, why not?

SPONSORSHIP

1. Can you name any of the sponsors affiliated with this event?

Sponsor 1	Sponsor 3
Sponsor 2	Sponsor 4

SECONDARY ACTIVITIES

1. Which activities did you or will you participate in prior to or after the event in the area or in close proximity to the event location.

Visiting friends and relatives	
Sight-seeing/ visiting specific tourist attractions	
Entertainment (e.g. night clubs, movies)	
Shopping	
Training and preparing for the race	
Other (specify)	
None	

2. How many days before or after the event will you be staying (or planning to) to participate in these activities (if applicable)? (non-residents)

Before	1	2	3	4	Other (specify)
After	1	2	3	4	Other (specify)
TOTAL					

MOTIVATION FACTORS TO PARTICIPATE IN EVENT

Identify the top three reasons for participating in the event

To improve my physical fitness	
To compete	
I enjoy the challenge	
To have fun	
To see the location where the event is being held	
Other (specify)	

NUMBER OF DAYS ATTENDING EVENT (IF APPLICABLE)

1. How many days of the event will you be attending or you plan to attend (if applicable)?

1	2	3	4	Other (specify)
---	---	---	---	-----------------

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. What is your age?

<20	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
-----	-------	-------	-------	-------	-------	----------------

2. Employment status/ occupation

Unemployed	Student/ scholar	Retired	Labour/unskilled
Sales/marketing	Administrator/manager	Businessperson	Professional e.g. Doctor
Artisan/ technician	Self-employed	Home executive	Other (specify)

3. Monthly income in Rands

None	1-1000	1001-2000	2001-3000	3001-4000	4001-5000	5001-6000
6001-7000	7001-8000	8001-9000	9001-10000	10001-11000	11001-12000	>12000 (specify)

4. Highest education level completed

No formal education	Partial primary	Primary completed	Secondary completed
Certificate/ diploma	Undergraduate degree	Postgraduate degree	Other (specify)

5. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX A2: Residents' survey

RESIDENTS' SURVEY

Name of event: _____

Location: _____

Schedule nos: _____

EVENT ATTENDANCE

1. Did you attend the _____ (name of event)?

Yes	No
-----	----

1.1. If no, why did you not attend this year?

Didn't have time	
Too expensive	
Couldn't get tickets	
Didn't want to	
Other (specify)	

2. Did you previously attend _____ (name of event)?

Yes	No
-----	----

DISTANCE OF RESIDENCE

1. How far away are you from the event activities taking place (in km)?

1-2	3-4	5-6	7-8	9-10	>10 (specify)
-----	-----	-----	-----	------	---------------

PERCEPTIONS AND ATTITUDES

1. Please indicate the level of agreement with the following statements about the event (select one option for each variable). 1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

	1	2	3	4	5
ENTERTAINMENT					
The event provided an opportunity to attend an interesting event					
The event provided an opportunity to have fun with family and friends					
The event provided an opportunity to meet new people					
The event increases entertainment opportunities for locals					
PUBLIC MONEY					
The event was a waste of public money					
Too much money was spent on the event that could be spent on other activities					
The event assists in increasing public spending for sport					
ECONOMIC BENEFITS					
The event is good for the economy since it creates jobs					
The event is good for local business (increases turnover)					
DISRUPTION TO LOCAL RESIDENTS					
The event disrupted the lives of local residents and created inconvenience					
The event caused traffic congestion and parking difficulties					
The event created excessive noise					
The event increased crime					
The event was associated with some people behaving inappropriately such as excessive drinking or drug use					
PUBLIC FACILITIES					
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and/ or public transport					
The event denied local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding					
COMMUNITY PRIDE					
The event made locals feel more proud of the city/ country					
The event made locals feel good about themselves and their community					
Ordinary residents get a say in the planning and management of the event					
ENVIRONMENTAL IMPACT					
The event had a negative impact on the environment through excessive litter					
The event had a negative impact on the environment through pollution					
The event had a negative impact on the environment through damage to natural areas					

REGIONAL SHOWCASE					
The event showcased the area in a positive light					
The event attracts tourists to the area					
The event attracts future business to the area					
The event has increased media coverage of the area					
PRICE					
The event leads to increases in the price of some things such as food, transport and property values					
As a result of the event, more people are buying holiday homes in the area					
During the event period, the overall cost of living has increased					
COMMUNITY BENEFITS					
The community benefited directly from the event					
Only some members of the community benefited from the event/ event increases social inequity					
The event increases interaction between locals and tourists					

EVENT LOCATION

1. Are you in favour of the event being held in the area?

Yes	No
-----	----

1.1. If no, should the event be located in another location in your region, located outside the region or discontinued?

Another location in your region	Another location outside region	Discontinued altogether
---------------------------------	---------------------------------	-------------------------

IDENTIFICATION WITH THEME

1. Which one of the following statements best summarises your interest in this sport as a spectator?

I am an avid fan of the sport and always try to attend or watch it on TV	
I am interested in the sport and see it when I can	
I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area	
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	
I have no interest in this sport or the associated festivities even when it is held in our area	

2. Which one of the following statements best summarises your interest in this sport as a recreational activity?

I am a keen participant of this sport who is regularly involved in club competition	
I am a keen participant of this sport who is regularly involved but not in any formal competition	
I occasionally participate in this sport socially	
I used to participate but I have not done so in recent years	
I have absolutely no interest in participating recreationally in this sport	

3. Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is a beautiful area					
The quality of service is good					
The locals support events in the area					

DIRECT BENEFITS

1. Have you or any member of your family ever worked for the event in either a paid or voluntary capacity?

Yes	No
-----	----

2. Do you or a member of your household work in or own a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)?

Yes	No
-----	----

PROBLEMS EXPERIENCED

1. Did you experience any problems related to the event?

Yes (specify)	No
---------------	----

SUGGESTIONS FOR IMPROVEMENT

1. Do you have any suggestions for improving this event (including service quality) in the future?

DEMOGRAPHIC PROFILE OF RESPONDENTS

1. What is your age?

<20	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
-----	-------	-------	-------	-------	-------	----------------

2. Employment status/ occupation

Unemployed	Student/ scholar	Retired	Labour/unskilled
Sales/marketing	Administrator/manager	Businessperson	Professional e.g. doctor
Artisan/ technician	Self-employed	Home executive	Other (specify)

3. Monthly income in Rands

None	1-1000	1001-2000	2001-3000	3001-4000	4001-5000	5001-6000
6001-7000	7001-8000	8001-9000	9001-10000	10001-11000	11001-12000	>12000

4. Highest education level completed

No formal education	Partial primary	Primary completed	Secondary completed
Certificate/ diploma	Undergraduate degree	Postgraduate degree	Other (specify)

5. INTERVIEWER TO NOTE

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX A3: Sponsor survey

SPONSOR SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

1. Name of sponsor _____

2. Type and value of sponsorship

	Cash	Kind	Both
Type			
Value			

3. What were your main objective/s for sponsoring this event?

Increasing sales/ business opportunities	
Market exposure/ create awareness	
Product promotion	
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	

4. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

5. Where you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/ publicity of the event			
Physical appearance of the event (littering, overcrowding, etc.)			
Physical facilities (Toilets, bins, seating availability etc.)			

6. What problems, if any, did you experience during the event?

7. Do you have any suggestions for improving this event (including service quality) in the future?

8. Would you be sponsoring this event next year?

Yes	No
-----	----

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX A4: Established business survey

ESTABLISHED BUSINESS SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

1. Type of business

Restaurants	Accommodation	Retail	Other (specify)
-------------	---------------	--------	-----------------

2. Are you aware of the _____ (name of event) that took place?

Yes	No
-----	----

2.1. If yes, how did you find out about the event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

3. How can the marketing of the event be improved in the future?

4. Is the business directly involved in the event?

Yes	No
-----	----

4.1. If yes, what is the nature of your involvement?

Service provider	
Sponsor	
Other (specify)	

5. Did you take advantage of the event to leverage associated business opportunities?

Yes	No
-----	----

5.1. If yes, what tactics/ strategies did you use and were they successful?

	Used	If successful?	
		Yes	No
Marketing/ advertising (flyers, posters, banners, etc.)			
Tie-in promotions/ package deals			
Extended business hours			
Use of facilities such as parking			
Outdoor sales at tables			
Themed areas			
Entertainment			
Forming alliances among businesses			
Other (specify)			

6. Would you attempt to leverage opportunities if the event is held again next year?

Yes	No
-----	----

6. Did you employ additional people to assist you during the period of the event?

Yes	No
-----	----

6.1. If yes,

6.1.1. How many people did you employ? _____

6.1.2. For what type of jobs were they employed? _____

7. Where you satisfied with the:

	Satisfied	Dissatisfied (give reason)	Don't know/ no comment
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/ publicity of the event			
Physical appearance of the event (littering, overcrowding, etc.)			
Physical facilities (toilets, bins, seating availability, etc.)			

8. What problems, if any, did you experience that may be related to the event?

8.1. Please provide suggestions to improve service quality of the event.

9. Are you aware of any ambushing opportunities during the event?

Yes	No
-----	----

9.1. If yes, what type/s of ambushing strategies were used?

10. Do you have any suggestions for improving opportunities for your type of business to leverage this event in the future?

11. During the period of the event, your turnover:

Remained the same	Increased	Decreased
-------------------	-----------	-----------

12. Do you think that these types of events have a positive impact on your type of business?

Yes	No
-----	----

REASON:

13. Please indicate the level of agreement with the following statements (select one option for each variable).

1 - strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

	1	2	3	4	5
The event increases awareness among locals of businesses in the area					
The event disrupts local patronage of business in the area					
The leveraging of the event creates opportunities for local businesses					
Businesses need some assistance to formulate and implement strategies and tactics to leverage events					
Businesses should form alliances to maximize event leveraging opportunities eg. common theming					

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX A5: Organiser survey

ORGANISER SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

NAME OF RESPONDENT: _____

NAME OF ORGANISATION: _____

1. How long have you been organising this event? _____

2. What was the overall budget for this event? _____

2.1. What are the specific expenditure items and how much did you allocate? (please attach page if insufficient space)

EXPENDITURE ITEM	AMOUNT

3. Which services did you outsource to service providers?

3.1. Which services did you specifically outsource to Affirmable Business Enterprises (ABEs) or Previously Disadvantaged service providers (please specify names and amounts paid)?

3.2. What percentage of the overall outsourcing did this make-up? _____

4. Could you outline below the media exposure leveraged for the event and estimated value in Rand? (please be specific)

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television				
Radio				
Print				
Posters/ banners/ flyers				
Internet				
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering, etc) sponsorship, provide an estimate value in Rand.

NAME OF SPONSOR	CASH	IN-KIND

6. Did you employ additional workers to assist in preparation for or during the event?

Yes	No
-----	----

6.1. If Yes,

6.1.1. What type of jobs did you employ people for?

6.1.2. How many people did you employ? _____

6.1.3. How many were locals? _____

7. Did you involve local businesses/ stakeholders in the organisation of the event?

Yes	No
-----	----

7.1. If yes, how were they involved?

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes	No
-----	----

8.1. If yes, what type/s of opportunities were created?

9. What were your overall expectations of the event?

9.1. Were your overall expectations of the event met?

Yes	No
-----	----

REASONS

10. What was your overall impression of the event?

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event		
Overall organisation of the event		
Information provided about the event		
Attendance at the event		
Security at the event		
Quality of the event		
Advertising/ publicity of the event		
Physical appearance of the event (littering, overcrowding, etc.)		
Physical facilities (Toilets, bins, seating availability etc.)		

12. Did the organisation of the event include steps to control/ prevent crime?

Yes	No
-----	----

12.1. Were the steps to control/ prevent crime successful?

Yes	No
-----	----

13. Did the organisation of the event include steps to control crowds and traffic?

Yes	No
-----	----

13.1. Were the steps to control crowds and traffic successful?

Yes	No
-----	----

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes	No
-----	----

14.1. If yes, specify the steps taken.

14.2. Were the steps to ensure service quality successful?

Yes	No
-----	----

15. Did the organisation of the event include the development of a disaster management plan?

Yes	No
-----	----

16. What problems, if any, were experienced during the event?

17. What lessons can be learnt from your experience of organising the event?

18. How can the event be improved in the future?

19. Are you satisfied by the role played by the host city with regard to supporting the event?

Yes	No
-----	----

REASON

20. How can the role of the host city be improved?

21. Would you be organising the event next year?

Yes	No
-----	----

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX A6: Stallholder/exhibitor survey

STALLHOLDER/ EXHIBITOR SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

1. What was the cost of acquiring a stall/ stand for this event? _____

2. What products/ services are you providing? _____

3. Which of the following influenced you to attend this event?

Word of mouth	Newspaper/ magazines	Television	Posters/ banners/ flyers
Radio	Internet	Tourism brochure	Sport association/ club
Other (specify)			

4. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

4.1. If satisfactory or poor, what were you dissatisfied with?

5. How can the marketing of the event be improved in the future?

6. What were your main objective/s for participating in the event activities?

Increasing sales/ business opportunities	
Market exposure	
Sharing information	
Networking	
Providing a service/ information to the public	
Other (specify)	

6.1. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

7. Did you employ additional people to assist you during this event?

Yes	No
-----	----

7.1. If yes,

7.1.1. How many people did you employ? _____

7.1.2. For what type of jobs were they employed?

8. Were you satisfied with the:

	Satisfied	Dissatisfied (give reason)	Don't know/ no comment
Location of the stall/ stand			
Fees/ cost for acquiring a stall			
Location of the event			
Organisation of the event			
Information provided about the event			
Attendance at the event			
Security at the event			
Quality of the event			
Advertising/ publicity of the event			

9. What problems, if any, did you experience during the event?

10. Do you have any suggestions for improving this event (including service quality) in the future?

11. What was your average turnover per day (if any) for the event? _____

12. Did you participate in the event/ activities last year?

Yes	No
-----	----

13. Will you participate in the event if it is held again next year?

Yes	No
-----	----

14. Do you think that these types of events have a positive impact on your type of business?

Yes	No
-----	----

REASON:

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX A7: Destination marketing organisation survey

DESINATION MARKETING ORGANISATION SURVEY

Name of event: _____ Location: _____ Schedule nos: _____

NAME OF RESPONDENT: _____

POSITION: _____

1. What a role does your organisation play with regard to supporting the event?

2. What were your main objective/s for supporting this event?

Increasing sales/ business opportunities	
Market exposure/ create awareness	
Product promotion	
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	

3. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

4. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory	Poor
-----------	------	--------------	------

4.1. If satisfactory or poor, what were you dissatisfied with?

5. How can the event marketing be improved in future?

6. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event		
Overall organisation of the event		
Information provided about the event		
Attendance at the event		
Security at the event		
Quality of the event		
Advertising/ publicity of the event		
Physical appearance of the event (littering, overcrowding, etc.)		
Physical facilities (toilets, bins, seating availability etc.)		

7. What problems, if any, did you experience during the event?

8. Do you have any suggestions for improving this event (including service quality) in the future?

9. Did your organisation fund the event?

Yes	No
-----	----

9.1. If yes, did you get the return on investment?

10. Please list the value of the event to the city and region.

11. Did you involve in the event/activities last year?

Yes	No
-----	----

12. Will participating in the event next year?

Yes	No
-----	----

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX B: Official letter from Cape Peninsula University of Technology (CPUT) for residents' survey



April 2006

To Whom It May Concern

RESIDENTS PERCEPTIONS SURVEY OF THE OMTOM

The Cape Peninsula University of Technology (CPUT) is currently undertaking research regarding the resident's perceptions of the Old Mutual Two Oceans Marathon event that took place on the 15th of April 2006.

Various students enrolled for courses at the University are involved with gathering the data for this particular survey. Your assistance is highly valued in completing the relevant questionnaire. Should you wish to verify the authenticity of this project please contact Ms Deborah Johnson (accompanying lecturer) of these students. The contract number is 082 483 0508.

Once again our sincere appreciation.

Deborah Johnson

LECTURER: TOURISM DEPARTMENT

Tel: (021) 460 3022/082 43 0508

Email:johnsond@cput.ac.za

APPENDIX C: Sponsors' response

APPENDIX C1: Sponsor's response - Adock Ingram Critical Care

SPONSOR SURVEY

Name of event: Two Ocean's Marathon Location: Cape Town Schedule nos: _____

1. Name of sponsor Adcock Ingram Critical Care

2. Type and value of sponsorship

	Cash	Kind	Both
Type	x	X (Tshirts and Golf shirts)	
Value	R10,000	R5,000	

3. What were your main objective/s for sponsoring this event?

Increasing sales/ business opportunities	
Market exposure/ create awareness	x
Product promotion	x
Networking/ hospitality	x
Providing a service/ information to the public	
Other (specify)	

4. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
----------	-------------------	--------------

5. Where you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event	x		
Organisation of the event	x		
Information provided about the event	x		
Attendance at the event	x		
Security at the event	x		
Quality of the event	x		
Advertising/ publicity of the event	x		
Physical appearance of the event (littering, overcrowding, etc.)	x		
Physical facilities (Toilets, bins, seating availability etc.)			No comment

6. What problems, if any, did you experience during the event?

None

7. Do you have any suggestions for improving this event (including service quality) in the future?

8. Would you be sponsoring this event next year?

Yes	No
-----	----

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX C2: Sponsor's response - CHEP South Africa (Pty) Ltd.

SPONSOR SURVEY

Name of event: Two Oceans Marathon
nos: _____

Location: Cape Town _____

Schedule _____

1. Name of sponsor CHEP South Africa (Pty) Ltd

2. Type and value of sponsorship

	Cash	Kind	Both
Type		Loan of distribution equipment	
Value		R10 000	

3. What were your main objective/s for sponsoring this event?

Increasing sales/ business opportunities	
Market exposure/ create awareness	
Product promotion	
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	To assist the event solve a logistical problem

4. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	YES	Somewhat achieved	Not achieved
----------	-----	-------------------	--------------

5. Where you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event	Yes		
Organisation of the event	Yes		
Information provided about the event	Yes		
Attendance at the event	Yes		
Security at the event	Yes		
Quality of the event	Yes		
Advertising/ publicity of the event	Yes		
Physical appearance of the event (littering, overcrowding, etc.)	Yes		
Physical facilities (Toilets, bins, seating availability etc.)	Yes		

6. What problems, if any, did you experience during the event?

None

7. Do you have any suggestions for improving this event (including service quality) in the future?

CHEP appreciates the acknowledgement given to sponsors (both big and small).

8. Would you be sponsoring this event next year?

Yes	Yes	No
-----	-----	----

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX C3: Sponsor' response - Nike South Africa

SPONSOR SURVEY

Name of event: Two Oceans Marathon Location: Cape Town Schedule nos:

1. Name of sponsor Nike S.A.

2. Type and value of sponsorship

	Cash	Kind	Both
Type			X
Value			We don't disclose this confidential company info.

3. What were your main objective/s for sponsoring this event?

Increasing sales/ business opportunities	X
Market exposure/ create awareness	
Product promotion	X
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	Connect with our core consumer

4. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
	X	

5. Where you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event	X		
Organisation of the event	X		
Information provided about the event	X		
Attendance at the event	X		
Security at the event			X (D.k.)
Quality of the event	X		
Advertising/ publicity of the event	X		
Physical appearance of the event (littering, overcrowding, etc.)	X		
Physical facilities (Toilets, bins, seating availability etc.)	X		

6. What problems, if any, did you experience during the event?

Already discussed with the organisers at the post mortem event – more logistical e.g. chaotic 21km start, late 56km start, water shortage at tables towards end of 56km, T-shirt swapping by organizers, poor quality press truck etc.

7. Do you have any suggestions for improving this event (including service quality) in the future?

The event organizers are doing a damn fine job, just the few logistical glitches need to be ironed out – otherwise an outstanding event, which certainly services our needs and objectives.

8. Would you be sponsoring this event next year?

Yes	X	No
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8.1. If no, why not? – N/A

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX C4: Sponsor's response – Powerade (The Coca-Cola (Pty) Ltd.)

SPONSOR SURVEY

Name of event: Old Mutual Two Oceans Marathon presented by Nike Location: Cape Town Schedule nos: _____

1. Name of sponsor: Powerade (The Coca-Cola Company (Pty) Ltd

2. Type and value of sponsorship

	Cash	Kind	Both
Type	X		
Value	R110,000		

3. What were your main objective/s for sponsoring this event?

Increasing sales/ business opportunities	X
Market exposure/ create awareness	X
Product promotion	X
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	

4. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved	Somewhat achieved	Not achieved
X		

5. Where you satisfied with the:

	Yes	No (give reason)	Don't know/ no comment
Location of the event	X		
Organisation of the event	X		
Information provided about the event	X		
Attendance at the event	X		
Security at the event	X		
Quality of the event	X		
Advertising/ publicity of the event		X – perhaps opportunity to promote more before the event on TV	
Physical appearance of the event (littering, overcrowding, etc.)	X		
Physical facilities (Toilets, bins, seating availability etc.)	X		

6. What problems, if any, did you experience during the event?

None _____

7. Do you have any suggestions for improving this event (including service quality) in the future?

As per above, could possibly look at TV advertising or trade activity leading up to the event. Expo is an area that we can build on but 2006 a great start _____

8. Would you be sponsoring this event next year?

Yes	No
X	

8.1. If no, why not?

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX D: Organiser's response

ORGANISER SURVEY

Name of event: Two Oceans Marathon

Location: Cape Town

Schedule nos:

NAME OF RESPONDENT: CHET SAINSBURY

NAME OF ORGANISATION: TWO OCEANS MARATHON

1. How long have you been organising this event? 26 YEARS

2. What was the overall budget for this event? R6 Million

2.1. What are the specific expenditure items and how much did you allocate? (please attach page if insufficient space)

EXPENDITURE ITEM	AMOUNT
Prizes	R 1 000 000
Computer Support	R 360 000
Ground Expenses	R 400 000
Office Salaries	R 450 000
Race Medals & Badges	R 200 000
Traffic Services	R 250 000
T-Shirts	R 250 000

3. Which services did you outsource to service providers?

Management of the Expo, Management of Registration, Fun Run Organisational, Nike Runners Village

3.1. Which services did you specifically outsource to Affirmable Business Enterprises (ABEs) or Previously Disadvantaged service providers (please specify names and amounts paid)?

Registration process (Top Forms A Club) – R 6000

Distribution of Printed Material – R 30 000

Office Stationary (Key Stationers) – R 10 000

4. Could you outline below the media exposure leveraged for the event and estimated value in Rand? (please be specific)

ATTACH A SEPARATE PAGE IF SPACE IS NOT SUFFICIENT

TYPE OF MEDIA	NATIONAL		INTERNATIONAL	
	Name	Cost	Name	Cost
Television	SABC	R 8 500 000		
Radio	various	R 3 500 000		
Print	various	R 2 500 000	Distance Running	R 250 000
Posters/ banners/ flyers	various	R 1 000 000		
Internet	website, newsletter	R 10 000 000		
Other (specify)				

5. Provide a list of main and supporting sponsors with amounts sponsored. If in-kind (media exposure, catering, etc) sponsorship, provide an estimate value in Rand.

NAME OF SPONSOR	CASH	IN-KIND
Old Mutual	R 1 200 000	R 3 000 000
Nike	R 330 000	R 500 000
Powerade	R 155 000	R 300 000
Misc Sponsors	R 400 000	R 500 000

6. Did you employ additional workers to assist in preparation for or during the event?

Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
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6.1. If Yes,

6.1.1. What type of jobs did you employ people for?

Administering postal entries, walk-in queries, telephone calls, data capture, proof reading

6.1.2. How many people did you employ? Eight temporary workers

6.1.3. How many were locals? All were locals

7. Did you involve local businesses/ stakeholders in the organisation of the event?

Yes	√	No
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7.1. If yes, how were they involved?

We involve many service organisations as marshals and many companies as refreshment station manpower. Many local businesses were involved in providing services and equipment

8. Did you create opportunities for local businesses to benefit from leveraging the event?

Yes	√	No
-----	---	----

8.1. If yes, what type/s of opportunities were created?

Advertising and branding opportunities in printed material and outdoor branding. We organise an Expo which provides promotional opportunities for local business

9. What were your overall expectations of the event?

A very successful event with increased entries both locally and internationally

9.1. Were your overall expectations of the event met?

Yes	√	No
-----	---	----

REASONS

We introduced a number of big changes in 2006. These changes provided big challenges to the organising committee.

10. What was your overall impression of the event?

A very successful event held under the best weather conditions CT could offer particularly to all our visitors.

11. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	UCT – excellent venue	
Overall organisation of the event	Good	Some negative feedback
Information provided about the event	Website, newsletter	
Attendance at the event	Increased numbers	
Security at the event	Good	Togbag system failed
Quality of the event	Very good	
Advertising/ publicity of the event	Radio TV Broadcast	7 hours
Physical appearance of the event (littering, overcrowding, etc.)	Litter was well managed	
Physical facilities (Toilets, bins, seating availability etc.)	Adequate	We never seem to have enough toilets

12. Did the organisation of the event include steps to control/ prevent crime?

Yes	√	No
-----	---	----

12.1. Were the steps to control/ prevent crime successful?

Yes	√	No
-----	---	----

13. Did the organisation of the event include steps to control crowds and traffic?

Yes	√	No
-----	---	----

13.1. Were the steps to control crowds and traffic successful?

Yes	√	No
-----	---	----

14. Did the organisation of the event include steps to ensure service quality at the event?

Yes	√	No
-----	---	----

14.1. If yes, specify the steps taken.

After each event we hold extensive debriefings to discuss all the shortcomings. We want all our clients to experience a quality event each year.

14.2. Were the steps to ensure service quality successful?

Yes	<input checked="" type="checkbox"/>	No
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15. Did the organisation of the event include the development of a disaster management plan?

Yes	<input checked="" type="checkbox"/>	No
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16. What problems, if any, were experienced during the event?

Management of the start, togbag tent, traffic congestion, inadequate communications between VOC & medical.

17. What lessons can be learnt from your experience of organising the event?

The event relies on great manpower numbers to execute many tasks. Leave no stone unturned in ensuring that all processes are in place and will be followed.

18. How can the event be improved in the future?

To attend to all the problem issues raised in the various portfolio heads reports.

19. Are you satisfied by the role played by the host city with regard to supporting the event?

Yes	<input checked="" type="checkbox"/>	No
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REASON

We have come along way with CT Routes Unlimited. They not regard TOM as one of their big events of the year. They provided cash sponsorship of R 120 000 for the first time.

20. How can the role of the host city be improved?

By reducing the cost of Traffic services, assisting financially with promotion of the event internationally. More involvement by senior City officials ie the Mayor.

21. Would you be organising the event next year?

Yes	<input checked="" type="checkbox"/>	No
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THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX E: Destination marketing organisation response

DESTINATION MARKETING ORGANISATION SURVEY

Name of event: the 2006 Old Mutual Two Oceans Marathon

Location: _____ Schedule nos: _____

NAME OF RESPONDENT: CAPE TOWN TOUTES UNLIMITED

POSITION: MARKETING OFFICER

1. What role does your organisation play with regard to supporting the event?

Marketing support towards the event

Assist in enhancing the event

2. What were your main objective/s for supporting this event?

Increasing sales/ business opportunities	
Market exposure/ create awareness	Destination Brand Awareness
Product promotion	
Networking/ hospitality	
Providing a service/ information to the public	
Other (specify)	Destination Marketing (Driving Volume and Increasing length of Stay) and Profiling the destination as a major events destination

3. Are you satisfied that your objectives for participating in the event have been achieved?

Achieved X	Somewhat achieved	Not achieved
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4. How would you rate your level of satisfaction with the material provided (marketing)?

Excellent	Good	Satisfactory X	Poor
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a) If satisfactory or poor, what were you dissatisfied with?

- Lack of visibility thus losing impact

5. How can the event marketing be improved in future?

- Joint Marketing Initiatives

6. Were you satisfied with the:

	Yes (give reason)	No (give reason)
Location of the event	Accessible & Central	
Overall organisation of the event	Can be improved	
Information provided about the event	Good – can also be improved	
Attendance at the event	Good – however demographics of spectators to be changed	
Security at the event	Very good	
Quality of the event	Icon event for Cape Town, but room for improvement	
Advertising/ publicity of the event	Fair publicity on National Media	
Physical appearance of the event (littering, overcrowding, etc.)	Appreciating to the eye	
Physical facilities (Toilets, bins, seating availability etc.)	Good	

7. What problems, if any, did you experience during the event?

Runners not having accommodation

8. Do you have any suggestions for improving this event (including service quality) in the future?

Joint initiatives / brain storming of proceedings. Working together together for the good of the event and the destination

9. Did your organisation fund the event?

Yes x	No
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9.1 If yes, did you get the return on investment?

Yes – number of international participants increased following international marketing initiative

Overall – Yes to a fair degree

10. Please list the value of the event to the city and region.

Top, high value

A platform to market Cape Town and the Western Cape as a premier events destination

11. Did you involve in the event/activities last year?

Yes x	No
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12. Will participating in the event next year?

Yes x	No
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THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!