

Master Thesis

Image improvement as a tangible legacy of Hallmark events; the case of the 2010 World Cup in South Africa



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Preface

South Africa has proven something. To the world who witnessed the first FIFA World Cup tournament held on African soil. To all the loud voices from around this world that thought South Africa couldn't do it. To the South Africans whose self esteem had been eroded due to the harsh struggle towards a better future for all. To the Dutch fans that saw the beauty and friendliness of this place instead of the crime and problems they had heard about. And to me, as I learned to hang on and follow my dreams. South Africa has proven that even when the stakes are against you, you should not give up because eventually, everything will turn out right.

When telling people that I was going to conduct a research into the effects of organizing the FIFA 2010 World Cup on the image the Dutch visitors have of the country, almost nobody could suppress a smile. For many people the FIFA World Cup equals a month of celebration, and it seemed that it was sometimes difficult to convince people of the substantial academic relevance of studying an event like this. Not only the man on the street was difficult to convince, institutions like the Royal Dutch Football Union (KNVB) proved to be hesitant to provide assistance for this research project. It seems contradictory that an event in which thousands of people are directly involved in the organisation, to which millions of people are looking forward to for years, and in which billions of Dollars, Euro's, Pounds and Rands are invested has such an ambiguous relationship with empirical academic research. I hope that with this thesis I have proven that there this is a valid and important topic and both the academic world, as well as the organizing institutions should open themselves towards each other.

As this preface shows, I owe many thanks to every South African and non-South African who worked very hard to bring this event to a success. From the many builders of the stadiums to Danny Jordaan and Sepp Blatter, all have been a crucial link in the World Cup chain. More personally I would like to thank Prof. Ronnie Donaldson who introduced me to the Western Cape's researchers working on the event. Meeting with these individuals was essential for finding the relevant research topics. I would like to thank dr. Laurine Platzky for having time for an interview despite her busy agenda. Ismail Farouk and Klaas Deknatel I would like to thank for their hospitality and the email conversations which proved helpful in finding my research aim. From Utrecht University I would like to thank Tom de Jong for introducing me to his South African connections and my supervisor Jan Prillwitz for the extensive meetings and his positive way of looking at my dilemmas. From the close knit world surrounding the Dutch supporters and national team, I would like to thank Jokko de Wit, Johan van Boven, Lloyd Vandenberg and Hans Plumers, who helped me with contacting the Dutch supporters and have an insight in the world behind the famous Orange festivities at these events.

As it is impossible to thank everybody in person, I have to pose a general thank you for all the people in the Netherlands and South Africa who contributed to this thesis, sometimes even without realising it. A special thanks goes out to my travel companions of Truck 4 and to Martje, who also helped with textual work for this thesis. Last, I would like to thank my family and friends for helping and supporting me, especially when things were not going as I planned they would. Without you, I never could have finished this thesis. Baie Dankie to everybody!

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Chapter 1: Introduction

Why do we travel long distances to spend precious free time and other scarce resources to experience a hallmark event? And what are the benefits for a place to accommodate for all these people? Throughout history, people have travelled enormous distances at great costs to be in a certain place, on a certain time with a certain group of other travellers. While pilgrimages are a well-known example of these journeys where the participants travel by more or less free will, sporting events have been a reason for travel throughout written human history as well (Urry, 1990 & Urry, 2007). Games held in the Colosseum of ancient Rome attracted visitors and participants (the latter often not entirely out of free will) from all corners of the empire and beyond, the Olympic games of ancient Greece were one of the first theatres where sovereign cities and territories could compete for glory in a non-violent way. Events like these, as well as their modern counterparts, have been and still are important reasons why large numbers of people from very different places and backgrounds conglomerate at a certain place during a limited time-span. Of all participants of these games, only a small number has received the eternal glory like Usain Bolt or Pelé, or won a historic race both on and off the field like Jesse Owens when he defeated not only his 7 opponents on the Olympic race track of the capital of Nazi Germany, but defeated prejudice and won a sense of pride for millions all over the world. These 'heroes' are by far outnumbered by athletes who did not take home a precious medal, and they are again astronomically outnumbered by people who were present just as 'silent extras' on the stages and in the stadiums. However, they have one thing in common: they were there.

Places throughout the world offer tremendous amounts of resources to attract hallmark events of which only the most positive estimations predict direct economic benefits (Hall, 2005 and Donaldson et al. 2008, but see Grundling and Steynberg 2008 for more positive estimations concerning the 2010 FIFA World Cup tournament). Being the centre stage of the World for a certain time is however a strong motivation making up for the costs. A debate is going on whether organising such an event is a catalyst for climbing the Worlds' reputation ladder or if it is just a prestige project for raising the self esteem of local elites and providing a 'bourgeois playground' for the well-off (Mommaas and van der Poel in Hall, 2005 p 198). As often in academic debates, the truth lies somewhere in the middle. Arguments for the latter are widely present in various forms of popular media, be it against the role of the FIFA in case of the World Cup, or the IOC for the Olympics, as well as against the role of local and national governments in the organization of these events. The former, however, has until recently got less attention from popular media and academic scholars (Donaldson & Ferreira, 2009). During the 2006 FIFA World Cup held in Germany, the role of organising a hallmark event for the changing image of the host country has been studied. "As a result of the World Cup, the perception of Germany has risen in other countries. The image abroad of Germany as hard and cold, not a nation much associated with warmth, hospitality, beauty, culture or fun was improved through the World Cup in all 17 criteria that constitute the 'Anholt Nation Brand Index'" (Maenning, 2007, p 15).

Changing and improving the reputation of a place can thus be a feasible and highly desirable goal for organisers of a hall-mark event as international competition between places is increasing at a rapid pace (Urry, 1990; Lash & Urry; 1994 and Ashworth & Voogd 1990). In the case of the 2006 tournament in Germany, it was found that visitors of the tournament left with a more positive image of Germany, and research shows that the image of South Korea among tourists has also positively changed after hosting the 2002 FIFA World Cup (Kim & Morrison, 2005). The changing image of a host destination can thus be seen as a tangible legacy effect of a hall-mark event. Since it is however still unclear what the forces are that cause a changing of the existing image visitors have of a host country, a next important step is to find out which factors lead to this and whether visiting an event can influence a changing image. The question arises

whether a positive change of image can be achieved by strictly managing tourist spaces or should policymakers step back and 'laissez faire'?

Being the host country of the FIFA World Cup in 2010, South Africa offers an excellent opportunity to explore these possible legacy effects. This tournament offers an interesting possibility to delve deeper into the possibility to gain a reputation boost by hosting a hall-mark event, especially since this is acknowledged to be one of the main goals set by the hosting community (Eberl, 2008). This is also acknowledged in the work done by Donaldson and Ferreira (2007 pp 368-369) who state that "the 2010 World Cup event is an ideal opportunity to address the negative perceptions about South Africa and to build a preferred destination image". Therefore, this country and event will be the site of research for this thesis. The following paragraphs will give an introduction into the research that is conducted before and during the FIFA 2010 World Cup tournament in South Africa by identifying the gaps existing in the current research on this topic.

1.1 Research gaps

There is an extended variety of scientific work available on place image of tourism destinations (see Pike, 2002 for an overview). From a managerial, as well as from a scientific angle, studies into existing destination image and the possibilities to affect this destination image by various means are described as very interesting (Jansen-Verbeke, 2008; Jenkins, 1999). Examples of scientific work related to this topic can be found in studies on the effect of organising a hallmark event on the image of a host destination which has been studied for the 2002 World Cup in South Korea and Japan (Kim & Morrison, 2005), and for the case of South Africa the effect of visiting the country on the destination image has also been studied (Donaldson & Ferreira, 2007). In the existing work on this topic, however, three important research gaps can be identified.

Jenkins (1999) indicates that in a large share of the place image studies of a tourist destination, a research gap can be found in the empirical design. In the two previously mentioned studies, for example, visitors were only surveyed at one moment in time where they were asked in retrospect about their preliminary ideas about South Africa and South Korea respectively. By far the most contributions of tourism related scientific work are, like the discussed articles above, case studies which lack possibilities for comparative analysis (Tribe, 2005; Pike, 2002). This study aims to overcome this research gap by providing a longitudinal approach by measuring the image visitors have before and after they visit the event, and compare the images for a possible change

A second gap lies in the lack of research into the effect spatial behaviour of visitors can have on the image of a tourist destination. Dietvorst (1995, p 163) acknowledges for example that 'despite the fact that spatial movements are among the most typical characteristics of tourism and recreation, attention to this phenomenon is normally restricted to the analysis of static visitor numbers and their demographic and/or socioeconomic characteristics'. This thesis will look into the actual spatial behaviour to learn more about "the gap between visitors' mental maps, their expectations and their actual behaviour patterns, in time and space" (Jansen-Verbeke, 2008, p 24). This research places spatiality in a central position as production and reproduction of images is hypothesised to be in a dialectical relationship with spatial behaviour (Lash & Urry, 1994; Lengkeek, 1999).

The identification of the first and second research gap introduces a third gap in the existing scientific research into tourism and the image visitors have of a destination: the lack of theory in tourism studies in general (Ashworth & Page, 2011), and in tourist destination image studies in special (Pike, 2002). As described by Pike (2002), the vast majority of papers published on destination image, were case studies researching the image a group of respondents have of a place (most often city or country, but sometimes even at the scale level of a single resort). A common theory or strategy towards measuring image was lacking according to Pike (2002). Moreover, the means used to measure image is often based upon the preference of the researcher and the questions asked in surveys are derived from the mindset of the researcher and not based

upon either theory or qualitative research (Jenkins, 1999). One of the reasons behind this is that theoretical works in regard to both image as well as spatial behaviour is often difficult to study empirically (see for example Johanneson, 2005 or van der Duim, 2007 on Actor Network theory in tourism). The third research gap focuses upon firstly using a combination of operationalizing existing theory in regard to spatial behaviour and secondly on a methodologically and empirically sound measurement of destination image.

The second chapter will delve deeper into the existing scientific literature on this topic, first focusing on literature concerning the event and the host country, followed by an analysis of the existing work on the possible benefits and drawbacks of organising a hallmark event. The debate concerning planning of tourist spatial behaviour which is dominated by the concept of the ‘environmental bubble’ and a section on how touristic destination image is constructed is included as well. Before these theoretical themes are discussed, the next paragraph of this chapter will conclude the introduction by showing the conceptual model used for this research followed by the research questions which will be tested empirically in the following chapters. The last paragraph of this chapter lists an overview of the different sections of this thesis.

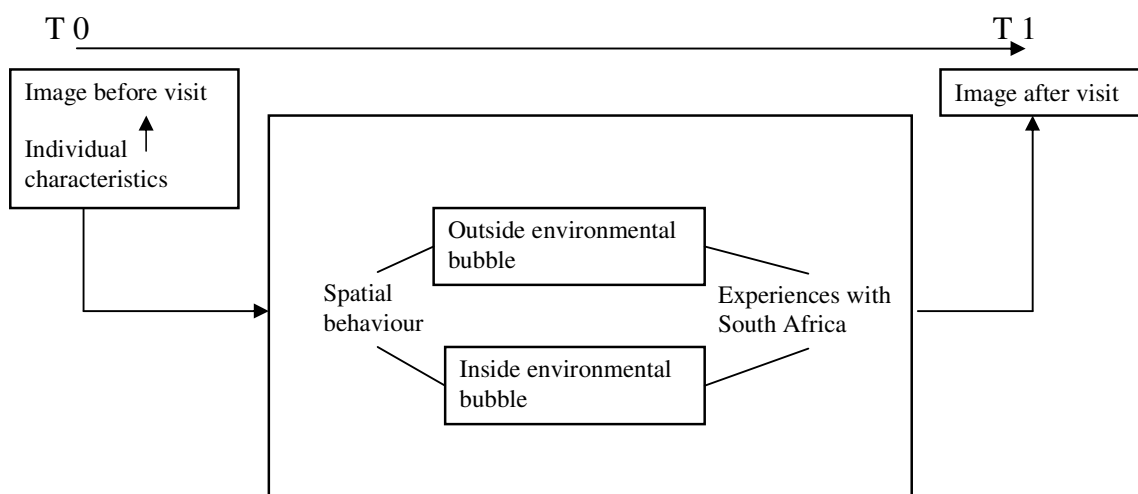
1.2 Research question & conceptual model

This introduction has given an insight into the scientific debate considering relevant issues in contemporary tourism research in relation to destination image. Three research gaps have been identified being: the lack of longitudinal studies, the lack of spatiality in tourism research, and a lack of the relationship between theory and empirical work. The combination of these research gaps leads to a study which compares the pre-existing image of South Africa among Dutch visitors of the tournament with their image after visiting the tournament measured in a longitudinal research design grounded in theory as well as in a qualitative exploration of the topic.

Image change is studied from a spatial perspective, as the most important action on which this research focuses is spatial, namely visiting a place. Experiences lived during this visit are embedded in space which is often neglected in other research. With this approach, this thesis aims to contribute to the scientific debate about the spatial aspect of contemporary tourism, and its possibilities to contribute to a better understanding of it. This leads to the conceptual model as shown in figure 1.1.

Central in this model is the concept of the ‘environmental bubble’. This concept of the environmental bubble was coined by Cohen in 1972 to describe a situation in which an environment is created resembling the home society in which tourists can enclose themselves, and reduce the degree they expose themselves to the ‘strangeness’ of the host destination (Cohen, 1972 and Cohen & Cooper, 1986). This concept will be studied in greater detail in the second theoretical chapter.

Figure 1.1: Conceptual model of the development of a destination image by spatial action



An existing problem is that the scientific debate concerning spatial behaviour and, for example, the ‘environmental bubble’ is only sparsely translated into empirical work and policy. It is important to operationalize these theoretical concepts into graspable and usable items. As acknowledged by Jansen-Verbeke (2008, p 24), “the key to understanding the perception and appreciation of visitors is worth a fortune for the suppliers, designers and planners of tourist destinations, a fact that explains the call for more empirical studies about spatial interactions with an emphasis on the hidden demand side”. Studying image change from a perspective of the influence of actually visiting the event in the case of the 2010 FIFA World Cup tournament, is therefore also important from a societal point of view, as it contributes to the political debate on the effects of hosting a hallmark event and a possible successful legacy of an improved image visitors take home after the event. This leads to the following general research question:

What is the impact of visiting a hallmark event, such as the FIFA World Cup in South Africa, on the image visitors have of the hosting destination?’

Figure 1.1 features the conceptual model which is followed in order to answer the main question. It consists of two time steps, T0 and T1. The Image visitors have of South Africa is measured at both time step T0 and T1. This research is divided into three parts, being the measuring of the image at T0, the spatial behaviour and experiences with South Africa while staying in the country and measuring the image at T1. The first research question will focus on the existing image and how this image is influenced by individual characteristics of the visitors. It is important to find out from which sources visitors get their information, and how individual characteristics such as gender and income, but also travel motivations have an impact on the pre-existing image of the country

Q1: What is the pre-existing image visitors of the World Cup have before travelling to South Africa, and which individual characteristics have an impact on this image?

The second part of this research looks into the spatial behaviour and experiences with South Africa. Spatial behaviour of visitors partly takes place in safe zones which are constructed by authorities as well as the market to relieve tourists from responsibilities and provide a tailored touristic space including the positive features of a host destination, but excluding unwanted features such as poverty and danger (Cohen, 1972; Allen & Brennan, 2004 and Horn & Breetzke, 2009). The extent to which visitors stay inside this ‘environmental bubble’ could influence their experiences with South Africa. Parts of both the spatial behaviour, as well as the experiences of visitors are however taking place outside the bubble. The amount which is ‘inside’ and ‘outside’, varies per person and could be influenced by personal characteristics and their pre-existing image of South Africa. The second research questions looks into the amount to which visitors are keeping inside the safe zones provided by the environmental bubble, and whether individual characteristics and pre-existing image influence the compliance to the environmental bubble.

Q2: To what extent are the visitors of the World Cup planning to be compliant to the provided environmental bubble, and to what extent is this level of compliance influenced by their individual characteristics and their pre-existing image?

The last research question gives an insight into the image visitors of the World Cup tournament have after visiting the hallmark event, shown in figure 1.1 by T1. The experiences visitors have with South Africa can lead to a transformation of the pre-existing image, and this possible image change is likely to be mediated by individual characteristics of visitors. Spatial behaviour could also have a mediating effect on image change, as staying inside the safety of the

environmental bubble could not only affect experiences, but also the image of the country visitors have. The third sub-question thus looks into the factors behind a possible image change, combining the spatial behaviour of visitors and their experiences with South Africa

Q3: What are the experiences visitors have while travelling through South Africa, and to what extent indicate these experiences spatial behaviour in and outside the provided environmental bubble?

The final research question will focus on changes in the visitors' images of South Africa after they have spent some time in this country. Where possible, these changes will be linked to their travel behaviour and experiences.

Q4: What is the image Dutch visitors have of South Africa after visiting the 2010 World Cup tournament, and how does this relate to their experiences with South Africa and to their spatial behaviour either inside or outside the 'environmental bubble'?

Together, these questions contribute to the aim of this thesis which is providing an empirical insight into how and in what direction this tourist destination image changes among visitors, and in the factors which are related to the changing of the existing image of the host destination of a hall-mark event.

1.3 Overview of this thesis

This thesis has the aim to provide a theoretically grounded and empirically sound insight into the possible change of the image individuals have of an event-organizing tourist-destination that occurs by a spatial action of individuals, namely visiting the event. It is hypothesized that actual spatial behavior in or outside safety zones, described in the literature as 'environmental bubbles' influences this possible change of image. The first part of this thesis will thus look more deeply into existing theory on the effects of organizing a hallmark even, tourist destination image, spatial behavior of tourists and last but not least the concept of the environmental bubble. After chapter 2 has given a theoretical overview of these topics, the methodology (research design, study sample, methods and measures, data collection and statistical analyses) are described in chapter 3. These chapters are followed by three empirical chapters, where chapter 4 consists of a qualitative approach to the topic of destination image based upon interviews with South African and Dutch key persons in the field of the event. This qualitative chapter forms the foundation of the two following quantitative chapters by identifying the most important topics in relation to this research project and providing an in-depth insight into the organization of the event and the place of the central concepts of this study (image, environmental bubble) in this hallmark event. Chapter 5 hosts an introduction of the research sample, which consists of Dutch visitors of the event and lists their most important attributes. In extent to this, their pre-existing image is measured and it is empirically tested what kind of attributes influence their image. In chapter 6, the image is measured again using the same means, but after the respondents visited the event. This chapter establishes whether the image the respondents has changed by visiting the event and describes the experiences and spatial behavior of the respondents in a quantitative way, complemented by some ethnographic observations of the researcher during the event. This thesis is concluded by a chapter which consists of a summary and discussion of the main results and a set of recommendations for future hosts of events as well as for South African policy makers in the field of tourism and for organizers of 'environmental bubbles'.

Chapter 2: Theoretical background

“A wide range of colourful and interesting case studies, government reports and «explorative» marketing studies fills our libraries, but these fail to build a theoretical framework, so badly needed for progress in this specific field of social research” (Jansen-Verbeke 2008 p 19).

2.1 Introduction

This chapter will give an overview of the existing theory concerning the relationship between hallmark events and tourist images, and the role of spatial behavior in changing these images. First, to set the stage, a description is given of ‘the South African case’ by analyzing the challenges which are faced in South Africa with respect to organizing a major hallmark event: the FIFA World Cup (2.2). Next, an overview is given of existing theory concerning hallmark events, tourism and their possible benefits for host destinations. Indirect effects of events are discussed briefly as well (2.3). Next, a more in-depth review is given into scientific work on destination image, with a focus upon previous research into destination image change by hosting a hallmark event (2.4). Paragraph (2.5) gives an insight into the existing theory on spatial behavior of tourists. Moreover, an insight is given into theory on the management of tourist destinations in relation to the spatial behavior of its users. The last paragraph delves deeper into this topic by discussing the theoretical concept of the ‘environmental bubble’ (2.6). This concept was coined by Cohen in 1972 and is since then applied in the scientific literature under this label (see for example Jaakson, 2003 or Bailey, 2008). Next to these publications, many other publications can be found in the existing literature, which describe the same phenomenon under a different label. The empirical chapters following this theoretical chapter will try to conceptualize this ‘environmental bubble’ further.

2.2 The South African case

From the 11th of June until the 11th of July 2010 one of the biggest and most prestigious hallmark events of the world came to the African continent for the first time in World history. South Africa was the host country of the FIFA World Cup. In 10 stadiums, divided over 9 cities, 32 teams competed to take home the cup. However, until the final match was played on the 11th of July in Soweto, the cup stayed in South Africa, and the whole world was watching. One of the most important goals set by the organizers was that South Africa wanted to make use of this opportunity to show the world that Africa is capable of hosting such an event, and to deal with the existing negative images of (South)Africa existing in the international community (Donaldson & Ferreira, 2007). One of the expected effects that a change of pre-existing images into more favorable ones can achieve is that it in time is believed to attract more tourists to South Africa (Swart et al., 2008).

2.2.1 The organization of a hallmark event in contemporary South Africa

South Africa is seen as a booming tourist destination. “South Africa’s rich natural and cultural heritage, and the fact that it is clearly one of the more appealing and rapidly growing tourist destinations in the world makes this sector an area to which government, entrepreneurs and communities are currently looking very seriously” (Binns & Nell, 2002, p 236). In extent to this, some authors even see tourism as one of the few viable routes to economic development. “In a country of expanding population, increasing unemployment, a declining currency, and a steady drop in the value of its mineral wealth, until now its most profitable commodity, tourism presents one opportunity to turn the tide of unemployment through the generation of jobs and the creation of entrepreneurial opportunities” (Briedenhann & Wickens, 2004, p 73).

Even though comments on the South African tourist industry found in the literature are often quite positive (see for example Allen & Brennan, 2004), this does not mean that organizing

a major hallmark event – such as the FIFA World Cup - will automatically attract many tourists to South Africa (Darkey & Horn, 2009). Some factors should be taken into account, that are new to the research into the impact of events upon the host destination, as this is the first time an event of this size and importance is organized on the African continent.

On the one hand it must be taken into account that South Africa is an African country often categorized as a ‘developing nation’. Even though South Africa has a higher rating in the ‘Human Development Index’ compared to many other African countries, its 110th rank out of 169 countries in 2010 gives an indication of the country’s position in the World system (UNDP, 2011). It must be acknowledged however, that even though this ranking shows that South Africa is in a somewhat marginal position when looking at human development, South Africa’s economy is Africa’s largest with a Gross Domestic Product (GDP) at Purchasing Power Parity (PPP) ranking 26th in the world (CIA World Factbook, 2011).

Apart from debates upon the high costs of such an event which, according to some, could also be used for fighting poverty, a high level of ‘Afro- pessimism’ can be found in the international media towards the capabilities of South Africa to host an event like the FIFA World Cup (Millikowsky & Hoekstra, 2009). This is backed by empirical research done by Grundling and Steynberg (2008), as they estimate that the main challenge for South Africa lies in the improvement of the perception of South Africa on aspects such as organizing ability, equipment, technology and culture. They deliberately use an economic jargon as they suppose that changes in these images will result in “the stimulation of sales” and “differentiation from competitors” which induces an increased awareness of the host cities and country, resulting in the “association of the brand South Africa with positive attributes” (Grundling & Steynberg 2008 p 17). This shows that in academic circles image improvement is seen as a possible legacy of the event, but to show its significance it is based upon economic gains, going ahead of the human aspect of this legacy. A call to go beyond the economic analysis of hallmark events was already posed in 1989 by Hall, but until now has seen few contributions.

A second issue that has to be dealt with is that South Africa is a country which carries a heritage of the period of apartheid which has been abolished only as recently as 1994. During this period, the vast majority of society was excluded from society and was denied access to economic possibilities and education; with a structural lack of self-confidence and opportunities for empowerment as a consequence (Binns & Nell, 2002). In the post-apartheid South Africa, tourism is often seen as a welcome solution to economic decline, the uplifting of deprived communities and combating poverty (Briedenhann & Wickens, 2004). To be able for tourism and the development of tourist spaces to have such an effect, it should be arranged in such a way that local governments and investors work together with local communities, and by doing this make sure these communities benefit from tourism and that negative side-effects such as pollution, negative social impacts and possible market saturation are avoided (Binns & Nell, 2002).

While scientific research into the openness of “tourismsapes” shows that in some areas spatial segregation is losing ground against a more inclusive space for all (see for example Preston-Whyte, 2001 on developments of the Durban seaside), developments surrounding the FIFA World Cup show another image. Critiques are often heard that international organizations such as the FIFA often bypass the “man on the street” (Millikowsky & Hoekstra, 2009), which could provide a certain tension within the country. Moreover, the creation of exclusive zones and “safety zones” could provide an impediment on accessibility of the event, and the benefits it creates for local entrepreneurs. The next section will delve deeper into this topic.

2.2.2 The creation of safe zones and restricted areas

An event like the 2010 World Cup asks for a certain level of the privatization of public space for the duration of the tournament, and powerful market driven and politically empowered parties take control of not just the local tourist industry, but of public space as well (see Darkey & Horn (2009) on MATCH or De Reuck (2009) on the implementation of temporary legislation during

the event). Physical access control is applied with the use of accreditation cards, and special acts and bylaws are implemented “to manage and plan every element of this event and (in consultation with the National Commissioner of the South African Police Services and all its stakeholders) to control access to certain designated areas” (Donaldson & Ferreira, 2007, p 358). These acts and measures are meant to keep individuals with criminal intentions out of the World Cup areas and to safeguard the events’ visitors.

However, questions are raised in relation to the way the authorities and the market try to create these ‘safe zones’, because in the context of post-apartheid South Africa this new way of segregation is somewhat ambiguous. Privatization of public space, as well as the creation of exclusionary zones is in fierce contrast with the ideology of post-apartheid South Africa, where an important aspect of the country is openness and inclusion of all (Dawson, 2006; Ramutsindela, 2001). The restrictive measures are also a means to protect commercial interests of official FIFA partners (see box 1 for a philosophical entry in this debate), which means that local small scale entrepreneurs, such as township craftsmen and traditional food stall keepers, are banned from the official World Cup areas (Millikowski & Hoekstra, 2009). Issues like these are picked up by the international media, and broadcasted into the homes of the international community which influences the image of South Africa (see for example Tegenlicht, 2009).

A study of the literature shows that the two most important aspects of post-Apartheid South Africa tourism are the contribution of tourism in alleviating poverty and empowering communities, keeping the social aspect of tourism into account (see e.g. Darkey and Horn, 2009). Both these aspects seem to be threatened by the policy that is implemented by the event organizing institutions, with the implementation of safety zones as a threat for individual freedom (see Donaldson & Ferreria, 2007 or Horn & Breetzke, 2009) and the implementation of economic measures as MATCH or the bylaws discussed previously (see Millikowski & Hoekstra, 2009 or Darkey & Horn, 2009) as engines behind the reduction of freedom for (a part of) the local population. The question which can be posed is then why these measures are taken.

Box 1: Agamben and De Cauter on ‘the state of exception’, translated to the South Africa case

De Cauter (2004) explains in his description of the work of the Italian philosopher Giorgio Agamben how groups of individuals can become the subject of exclusion from political and biological life. “In line with Foucault, Agamben states that biopolitics – meaning: interfering the sovereignty of the physical, biological life of people – is the base of modern politics” (De Cauter, 2004, p 164). The era of apartheid in South Africa can be seen as an example of what is called a sovereign state of exception, as large groups of people were seen as second or third rank citizens and were not given the same rights as the minority that was in power. Access to sections of (urban) space was prohibited for large groups of people and chances in life were influenced as access to schooling and other resources was also heavily restricted. Basic human rights did not apply for certain groups and sovereign law was implemented in such a way that it enforced the privileged position of the minority over the majority. “Apartheid urban management and social engineering” have caused a disruption of families and communities and an inequality in the access to urban resources and marginalized large parts of society (Palmary et al. 2003 p 101). De Cauter comments on this state of exception that “in these moments the power of the law is still working, and maybe stronger than ever, but the law itself is not, because it is abolished in the state of exception” (De Cauter, 2004 p 175).

The days of apartheid are gone (but maybe not forgotten), and drawing on an extreme situation like this does not seem to be suitable to study the FIFA World Cup, however, De Cauter (2004) states that the sovereign state of exception has grown to become planetary, and that thus in the case the 2010 FIFA World Cup, the state of exception could be present as well. A wide set of rules and demands is posed by the FIFA, zones of exclusion are implemented surrounding the 10 stadiums and an army of inspectors is deployed to look after the strict restrictions posed by FIFA. These and other regulations have been collected in so-called bylaws, temporary localised extensions of the existing national law (De Reuck, 2009). What can and can’t be done in the areas where these bylaws are applied is altered for a period before, during and after the tournament creating a state of exception. This state of exception is different from the examples given by De Cauter, where groups of people are stripped of political and human rights. In the case of the World Cup, laws are keeping people out, stripping them from the possibility to benefit from the event.

An example of forces fueling the implementation of restricting policy can be found in warnings from several foreign dignitaries that make headlines in popular newspapers, magazines and on television shows. Examples are the comments given by the director of the Royal Dutch Football Union (KNVB), Henk Kessler, who was quoted stating “we will probably come back with less supporters than the number we left with”, and that with respect to accommodation and transportation, supporting the Dutch national team in South Africa “will be difficult” (Millikowski & Hoekstra, 2009 p134 original in Dutch translated by the author). Issues regarding safety in South Africa seem to be a worrying factor for (potential) visitors and statistics of the South African crime situation confirm this worrying image when compared to European standards (Burger, 2010; SAPS, 2009a and 2009b).

However, recent research shows that tourists in South Africa are rarely victims of crime. Next to this, after their stay they have a more positive idea on the safety situation (Donaldson & Ferreira, 2007). South African officials and policymakers as well as most South African scientists expect that South Africa will be successful in creating a safe environment for the tournament, as they have also successfully hosted a variety of other hall-mark events (Donaldson & Ferreira, 2009; Horn & Breetzke, 2009; Burger, 2010). A question that arises now is what kind of influence the safety measures, which are claimed to form ‘surrogate environments’ (Allen & Brennan, 2004), are having on the openness of the event, and on the image the foreign visitors of the event will take back home with them. Now the stage of this thesis is set, it is time to explore the research domain by analyzing the main theoretical concepts and relationships

2.3 Hallmark events and the effects on a hosting destination

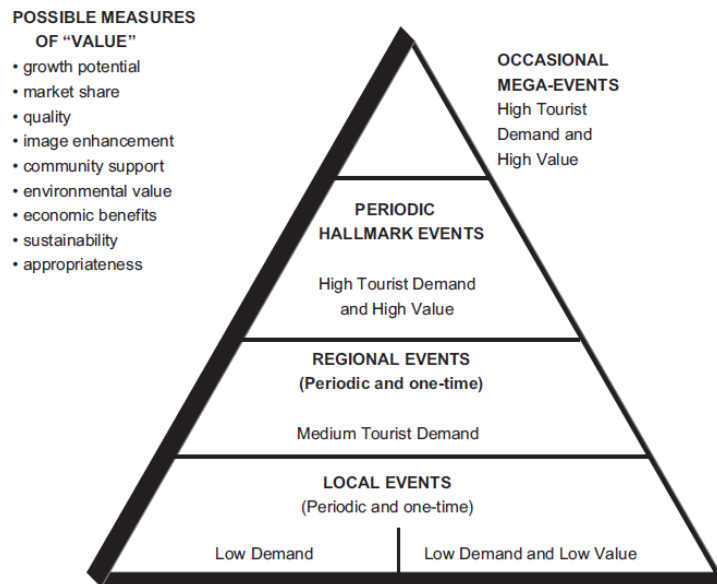
Event tourism is a recently coined term for a strongly growing section of the tourist industry. From 1989 onwards, event tourism has found its place both in the linguistic toolbox of policy makers as well as in scientific publications (Getz, 2008). Even though a label is added to this type of tourism, events and related tourism cannot be seen as homogeneous. “Planned events are spatial-temporal phenomenon, and each is unique because of interactions among the setting, people, and management systems—including design elements and the program” (Getz, 2008, p 404). It is thus difficult to draw generalizing conclusions on events in general and studying a particular event could lead to surprising conclusions.

Even though no single typology of events can be given, Getz identifies different types of events in figure 2.1, where the event this thesis focuses on can be found at the top of the pyramid being an occasional mega-event. This figure shows that a possibility to measure the value of such an event is ‘image enhancement’. The higher an event can be placed in the pyramid, the stronger the expected image enhancement. This thesis focuses on a change of image due to visiting an occasional hallmark or mega-event. This paragraph will however briefly discuss some other effects of hallmark events to show that the effects of hosting an event for a country or city are comprehensive and ambiguous at the same time.

2.3.1 Tourism and hallmark events as a means for urban regeneration

The 2010 World Cup is mainly an urban event, with the three largest cities of South Africa hosting almost half of the played matches. The other half of the matches is played in other large cities, provincial capitals and regional centres. The majority of the accommodation used during the tournament could be found in either Cape Town or Johannesburg and their direct surroundings; moreover, Johannesburg can be seen as the centre of the event as it is the stage of both the opening ceremony and final and was expected to be the ‘home base’ of the vast majority of visitors (Darkey & Horn, 2009). Cape Town, on its turn was expected to serve as the ‘party capital’ and tourist hotspot of South Africa during the tournament, as 4 out of 5 visitors to the country were expected to visit the city (De Reuck, 2009). This in combination with the statement of Ashworth & Page (2011) that tourism in general is largely an urban phenomenon provides an argument to look into theoretical works on urban tourism.

Figure 2.1: Categorization of events and their market potential



Source: Getz, 2008, p 407

The development of city centres into ‘tourismscapes’ is not new. Jansen Verbeke commented already in 1989 on the increasing influence of tourist and leisure functions on the central business districts of cities (in Hall, 2005, p 196). In the same year the effects of ‘tourismscapes’ were described by Mommaas and van der Poel as “contributing to new social and spatial segregation and new private and public cultures” (cited in Hall, 2005, p 192).

Policymakers often see tourism and leisure as a panacea for uplifting deprived and decayed urban areas (Sharpley, 2002). Recently, many cities have implemented an active policy to “develop, image and promote themselves in order to increase the influx of tourists as a strategy that brings (foreign) currency, employment and investment into urban areas” (Hall, 2005, p 193). Organizing large hallmark events, such as the Olympic Games or the FIFA World Cup can be a strategy to provide a boost to the touristic development of cities as this creates “a political and economic context within which the hallmark event is used as an excuse to overrule planning legislation and participatory planning processes and to sacrifice local places align the way” (Dovey, 1989 pp 79-80). Hallmark events are not only used to implement spatial policy, Non Governmental Organizations (NGOs) also use the event to bring attention to urban problems. See box 2 for an example of how the 2010 FIFA World Cup is used by NGO HIVOS to bring attention to sexual violence in South African townships.

Although most people are aware that the reality is that urban regeneration requires much more than just sport and tourism to generate social and economic capital and create jobs (Ashworth & Page, 2011), this is one of the main motivations posed by policymakers to organize large hallmark events, such as the FIFA World Cup. This was also the case for South Africa (Millikowski & Hoekstra, 2009).

2.3.2 Critical side marks of urban regeneration by organizing an hallmark event

Next to the opportunities organizing a hallmark event can bring to hosting cities, also critiques are heard. One of these critiques is that the branding of urban areas as tourist and leisure destinations has increased the commercialisation of public space, and turned whole urban areas into a ‘bourgeois playground’ (Mommaas and van der Poel in Hall, 2005, p 198). The rules of

these playgrounds are mainly determined by the local elites which have a strong influence in urban redevelopment policies and planning processes (Hall, 2005, p 198). As certain areas and the attractions they encompass are marketed as a commodity “in order to attract the middle-class employment market, mobile capital and visitors” the commercialisation of the city increased (Hall, 2005 p 196). Consequences of this commercialisation of urban space have been described extensively in literature from a Marxist perspective (see for example Harvey, 1973).

A new identity is formed for these places, which fits into the image sketched by policymakers and the image expected by visitors. Former residents and users of these spaces often find themselves excluded as policy is mainly focused on the attraction of middle and higher class visitors instead of the traditional residents and users of this space (Harvey, 1973; Hall, 2005). According to the basic foundations of city marketing theory, created images should never forget about the original users of the space, as their inclusion is crucial to a successful urban space (Ashworth & Voogd, 1990).

A second critique which is linked to the alienation of urban space from its original population and users is that many of the jobs created by the touristic transformation do not go to those who were most affected by such developments in the first place. “The greatest beneficiaries [...] are the ‘growth coalitions’” (Hall, 2005, p 216), which are mainly consisting of local and international elites. Not only the original inner-city residents and other users of the spaces which are transformed into tourism landscapes are excluded. Residents of outer suburbs, being the biggest part of the urban population, are also mainly left out of these developments because they are physically located outside of the conglomerations of touristic attractions (Ashworth & Page, 2011). In the case of South Africa, where the legacy of apartheid can still be seen in the segregated shape of the urban landscape (Palmary et al. 2003; Ramutsindela, 2001), the threat of spatial exclusion is great.

Access to development within cities has been a major theme for geographers writing from a Marxist perspective (see e.g. Harvey, 1973), and in the case of tourism development it seems that the same critiques can be placed. This means that direct benefits from touristic developments in cities, and of marketing a city as a touristic destination only trickles down to a limited group of urban actors. Negative consequences exist for traditional inner-city residents as they find that their living and working environment is increasingly alienating because of touristic developments and outer city residents also seem to miss out on the benefits brought by tourism. This could easily lead to tension and frustration and become a source of safety risks for the visitors that are attracted to the temporary (hallmark event) or structural (city regeneration) developments. Inclusive policy is thus important in order to host a successful event for tourists and local residents alike. Existing fear among tourists for problems like crime and poverty existing in the host country however could fuel exclusive policy in order to create safe environments for tourists.

Box 2: Diverging the spotlight: Using an event to draw attention to social problems

Organizing large hallmark events has the advantage as well as disadvantage that they put the hosts in the spotlights. Even in the running up towards the tournament, the world was watching South Africa more closely than it did in the last years. A lot of different actors and organizations are using this to draw attention to issues which are often not at all related to the tournament. An example of this is the documentary ‘schaduwzijde van het paradijs’ (Dark side of paradise) by Mildred Roethof (2009). In this film, attention is given to physical and sexual violence against lesbian women in South African townships. The documentary starts with mentioning the upcoming tournament in its intro, and ends with the conclusion that “it seems like sexual violence against women is not seen as priority by the leaders of the South African rainbow nation. One of the highest priorities for the government is the 2010 World Cup” (Roethof, 2009). The documentary starts and ends with a reference to the tournament, but during the film it is not mentioned at all. One of the sponsors of this documentary is the human rights organisation HIVOS. On its website it comments that “in a country where in 2010 the football mayhem of the World Cup will be unleashed, this film kicks off by placing human rights on the agenda” (HIVOS, 2009). It is clear that the publicity which is associated to hosting the World Cup is used in many different ways by different actors. The accompanying publicity feeds the images people have of the country that is organizing the event.

2.4 Image of a destination: Factors influencing expectations of a destination

The introduction of this thesis poses the question whether hosting a hallmark event is beneficial for the host destination, or if it is merely a tool used to raise the esteem of local elites. The previous paragraph shows that many uncertainties exist on the balance between the costs and benefits of hosting a hallmark event like the FIFA World Cup. Proof of tangible economic gains is ambiguous and politically laden (see Hall, 2005 for an overview). It is a complicated issue, because a share of the costs is tangible, as stadiums and infrastructure have to be built and upgraded to support the event, while indirect economic gains are present but difficult to measure. Moreover, it is not entirely transparent who is benefiting from these gains. A last important finding is that as the host destination of an event like the World Cup draws the attention of many and thus creates a stage for civic movements and activists to address their agenda's to the global public.

There is no doubt that hosting an event effects its host destination, but as uncertainty still exists on how an event could work beneficial for a host destination, this paragraph looks into the relationship between the image of a tourist destination among (potential) visitors and how such an event could be affected by hosting an hallmark event. As argued by Dietvorst (1995 p 165) "the various elements of a tourist-recreation product are combined according to knowledge, images, preferences and actual opportunities". Image can thus be seen as central to the tourism product, and is therefore interesting to study. This paragraph will start by giving an insight into the general literature on destination image. After this, research will be presented on the way that hosting an event affected destination image in the case of the 2002 and 2006 FIFA World Cup tournament in Japan & South Korea and Germany respectively. This paragraph will finish by giving an overview of how image was measured in previous research in this field and which factors are seen as influencing this image.

2.4.1 Tourist destination image

Why is the image tourists have of a certain destination important? And how is such an image created and recreated? In contemporary scientific literature on tourism and leisure, an important set of literature can be identified that draws attention to images and the visual aspect of tourism. Urry (1990, p964) in his influential work 'the Tourist Gaze' has argued that tourism is an essentially visual activity, in which the objects of the gaze are there just to be seen. At the extreme, things themselves are potentially redundant, as the signs become more significant than the signified objects themselves. "This view depicts the tourist as separated from the touristic place or the object of the gaze and thus the tourist experience is primarily understood as a way of seeing, a kind of accumulation and consumption of signs and images by the tourist" (Johannesson, 2005, p 136).

Branding of places has increased strongly in importance in the post-modern society (Ashworth & Voogd, 1990). As stated by Lash & Urry (1994), the design process of goods and places has moved into a central position of the production process. For tourism this entails that signs or images of a region, place or attraction have become the product that is consumed by visitors, and after that reproduced by them and distributed among others. Producers thus have lost a part of the production process to visitors as "the consumer takes on the role of agent of aestheticization or of branding" (Lash & Urry, 1994, p 15).

Literature on destination image in general, and on touristic destination image in special acknowledges that images often do not correspond with reality and are created, recreated and translated by both the individual and the institutions managing a (touristic) place (see for example Ashworth & Voogd, 1990). Following this idea, images of attractions and destinations can be given a central place in the creation, promotion and use of tourist destinations, and this "can be said to relate more to the tourists themselves" (Johannesson, 2005, p 135).

In the case of touristic images, this ongoing self-perpetuating process of creating, recreating and translating image can result in a generated image of a place which is alien to local inhabitants as it is to tourists itself (Duncan in Govers & Go, 2005). This statement entails two things, the first being that both forces from the supply, as well as from the demand side of the spectrum influence the image of a place an individual has, and second, this image can be different for each individual as it is strongly influenced by a wide range of aspects such as individual characteristics, experiences, preferences and much more (Ashworth & Voogd, 1990). Which aspects influence the image an individual has of a place will be discussed in a later section, but for now it is important to acknowledge both the versatile characteristic of destination image and its importance in the tourist decision making process.

Now that it is demonstrated that image is both highly individual and versatile, the question arises whether it is possible to define this concept in a useful way for research purposes. Destination image is defined as an individual's mental representation of knowledge, beliefs, feelings and overall perception of a particular destination (Crompton in Chen & Tsai, 2007). This definition was paraphrased by Jenkins (1999, p 2) as "the sum of beliefs, ideas and impressions that a person has of a destination". A second definition, mentioned by the same author, originally presented by Lawson and Baud Bovy (as cited by Jenkins, 1999, p2) also takes in mind the possible existence of images shared by groups of people and refers to tourist destination image as "the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place". It can thus be concluded that next to an individual image, groups can share certain images of tourist destinations, be it that these images are often based upon a certain level of stereotyping (Jenkins, 1999).

2.4.2 The marketing of tourist destination images

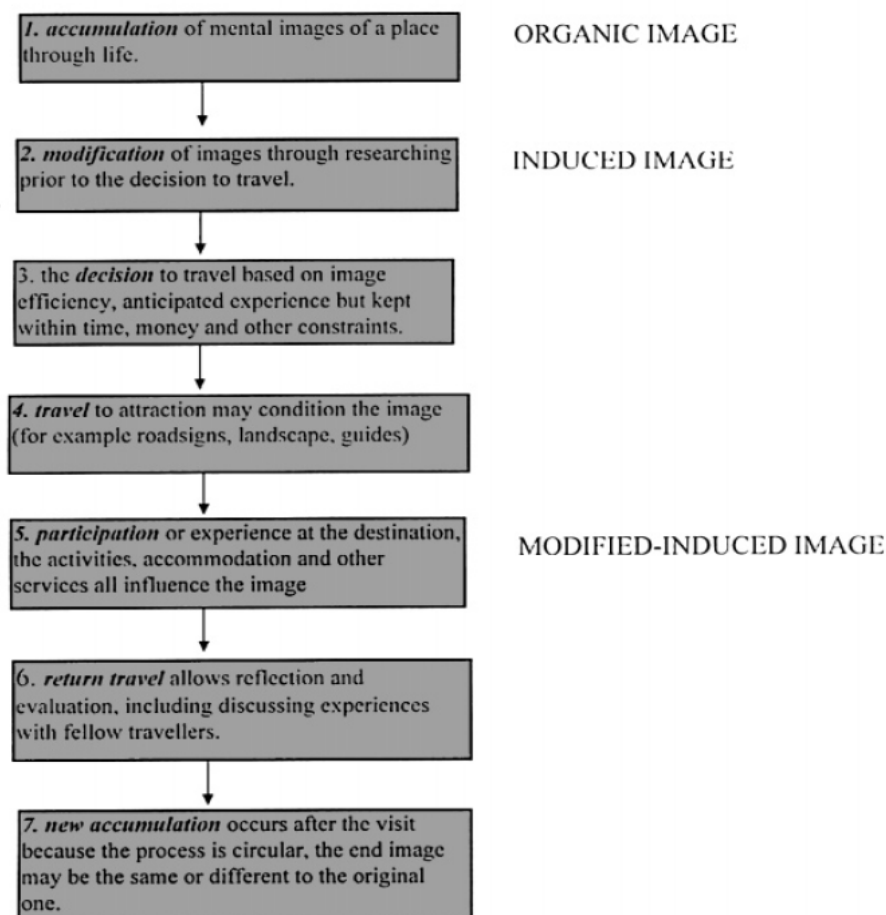
A significant amount of research on destination image and promotion has been conducted during the last decades (see Pike, 2002 for an overview), of which a significant share focuses on the marketing and branding aspect of mainly cities (see for example Ashworth & Voogd, 1990). An important outcome of this research has been that both users and non-users have a certain image of a place, but non-users have a less detailed image which is stronger based upon stereotypes. Building on this outcome, Ashworth & Voogd (1990, p 80) comment that "image promotion, [...] is only very rarely the creation of new images in a perpetual vacuum: it is far more usually the accommodating, modifying or exploitation of existing images, derived from a wide variety of sources over which marketing has little or no control". The formation of a destination image consists thus through a set of channels on which promotion has limited effect; previous research underlines that finding out what the pre-existing image is individuals have of a place, is important for policy makers to promote a place or tourist destination (Jansen-Verbeke, 2008).

Following Ashworth & Voogd (1990), it can be acknowledged that a place or destination image is difficult to adapt, as many different forces are shaping it simultaneously. Image is created and recreated by both (local) governments and policy makers and the tourists themselves as they become distributors of images themselves (Johannesson, 2005). An obvious example of tourists as (re)creators of image is the sending of postcards or sharing of photographs of certain destinations or hallmark buildings (Urry, 1990). A third category of (re-)creators of destination image are the group of intermediaries (tour operators, travel agencies) "because they do not transform the original tourism-recreation resource directly, although through the offering of package tours and other kinds of services they could be very influential in transforming the authentic character of destination areas" (Dietvorst & Ashworth, 1995, p 7).

Jenkins (1999, p3) provides us with the schematic visualization of the seven stage theory by Gunn which explains how a destination image is constantly created and recreated (Figure 2.2). Gunn distinguishes the organic and induced image, of which an organic image is a non-touristic image which is derived from previous interaction with the destination through media, education or experiences of friends and relatives and an induced image which is an image based upon

promoted information by advertisement, touristic brochures and travel guides and publicity in general. A second form of the induced image is the modified-induced image, which takes into account personal experiences with the destination (Jenkins, 1999, p3). This seven stage theory implies thus that visitors and non-visitors have a different image, of which the latter are better informed and have a more realistic image.

Figure 2.2: Gunn's 'seven stage theory' on destination image



Source: Jenkins, 1990, p 4

Now it has become clear how images are created and recreated, the question arises why (local) governments invest vast amounts of time and money in marketing and branding campaigns to improve their image (Ashworth & Voogd, 1990). As the previous discussed theoretical works argue that the possibilities to alter image through marketing is only limited, the motivations behind participating in such campaigns should be looked into. According to some scholars "the importance of the tourist destination's image is universally acknowledged, since it affects the individual's subjective perception and consequent behavior and destination choice" (Gallarzia et al., 2002, p 56). It must be acknowledged however that there should always be a relationship between the image created and the actual characteristics of the destination. Research has indicated that the 'the most negative evaluation [by visitors] will result from a positive image and negative experience' (Jenkins, 1999, p 5).

To bypass the risk that efforts to alter image among (potential) visitors are in vein, and make sure that the created image corresponds with the characteristics of the destination "marketing efforts can be more effectively targeted once the nature of the demand has been established" (Dietvorst, 1995). In the case of event tourism, which is likely to attract a group of

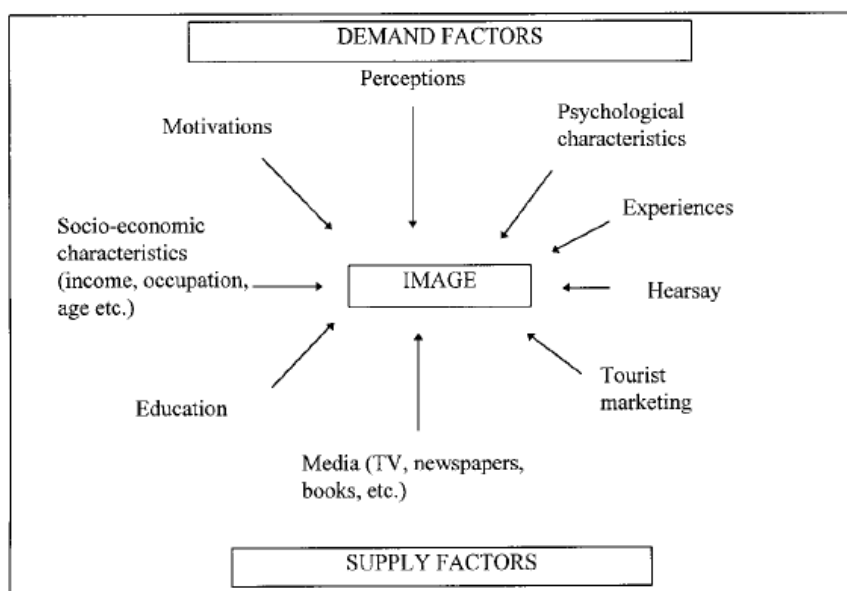
tourists with different characteristics and expectations compared to the normal target group (Donaldson & Ferreira, 2007; Giulianotti & Armstrong, 1997), this means that conventional tourism marketing tactics might not be applicable. To be able to host a successful image campaign, choices need to be made which aspects of the hosting destination should be used to promote a destination and “which elements of the attraction system would most appropriately represent through the projected images of the destination in question” (Govers & Go, 2005, p 74). Jenkins (1999, p 13) comments on this by stating that “there is a need to investigate whether the images of countries projected to the world and perceived by international tourists and potential tourists are the most appropriate for new markets”. As an occasional hallmark event is expected to attract a crowd which is believed to differ from the regular tourists, the previous quote by Jenkins (1999) is very likely to apply.

This paragraph has brought an insight into existing literature on destination image, with a focus on the supply side, or the creation and promotion of destination image. The next section will delve deeper into the demand side; the image (potential) visitors have of a destination. The different individual characteristics that contribute to the formation of an image according to earlier research are discussed.

2.4.3 Individual characteristics influencing touristic destination image

The previous section has left us with the finding that a destination image is partly general and can be partly influenced by targeted marketing; but also that destination images are to a large extent highly individual, and determined by a combination of personal characteristics, experiences and preferences. Characteristics which have been used in previous research on change of image and the organization of hallmark events will be discussed in this section. Jenkins (1999) gives an overview of a number of these characteristics on the demand side, and processes on the supply side which influence destination image (figure 2.3). The two main studies which will be used for this section are on the change of destination image which occurred by organizing the 2002 FIFA World Cup in South Korea (Kim & Morrison, 2005; Kim & Chalip, 2004), these studies are complemented by other literature regarding the demand factors that influence destination image. Subsequently, socio economic characteristics, travel motivations, perceptions, psychological characteristics, experiences and hearsay are discussed

Figure 2.3 Model of factors influencing (changes in) destination image



Source: original by Stabler in Jenkins (1999, p3)

2.4.3.1 Socio-economic & demographic characteristics

Existing literature suggests that there is a relationship between socio-demographic characteristics and perceived image of a destination (Ashworth & Voogd, 1999; Jenkins, 1999). Earlier research on the relationship between socio-economic and demographic characteristics and the changing image of South Korea after hosting the 2002 FIFA World Cup have been examined by Kim & Morrison (2005, p 238): “Image change may be influenced by the socio-demographic characteristics of the sample of respondents, such as age, income, educational level and gender”. Moreover, studies on sport attendance and travel behaviour suggest that the demographic characteristics of potential event attendees need to be included when seeking to predict the likelihood of travelling to an event (Kim & Chalip, 2004, p 696), ‘income’ of respondents was a variable which was used by Kim & Chalip (2004) next to the variables used by Kim & Morrison (2005). These background characteristics will therefore be used in the study of this thesis, extended by characteristics derived from the quantitative interviews discussed in chapter 4.

2.4.3.2 Travel motivation & perceived constraints

The group composition of visitors of a hallmark event is likely to be different compared to the normal composition of the group of tourists visiting the hosting destination (Kim & Morrison, 2005, p 238; Donaldson & Ferreira, 2007; Giulianotti & Armstrong, 1997). Not only is it likely that the groups differ in socio-demographic characteristics, but in travel motivation and perceived constraints as well (Kim & Chalip, 2004). For this research, it is important to find out whether the motivations and perceived constraints for travelling to a hallmark event influence the image visitors of an event have. Before this can be established, it is important to find out which motivations and constraints are found to be important in determining the choice to travel to an event.

An important factor behind the motivation to travel to a hallmark event is according to Kim & Chalip (2004) ‘being there’, as being part of festivities surrounding matches prerequisites presence on the spot, and is not possible via modern media or telecommunication technologies (Giulianotti & Armstrong, 1997). “Event organizers should pay particular attention to the ways in which they construct their event’s atmosphere, and that marketers of sport events should utilize narratives that capitalize on event atmospherics and the genres (festival, spectacle, ritual, and game) those atmospherics enable” (Kim & Chalip, 2004, p 704). These authors also argue that risks and perceptions of risks inhibit (travel) behaviour during the event (Kim & Chalip, 2004), but that these constraints can be reduced by the motivation particular fans have for their visit, in particular by the wish to escape from everyday life (also mentioned by Armstrong & Giulianotti, 1997), and by the openness to learn about local cultures and the society of the host destination (Kim & Chalip, 2004).

An important travel motive among this selective group of tourists who travel to a hallmark event is thus the wish to escape from everyday life (Armstrong & Giulianotti, 1995; Dietvorst, 1995). It was found that ‘the escape motive’ is double edged. On the one hand a high motivation of escape from everyday life, are associated with high levels of interest in the event. However, a motivation to escape from everyday life is also associated with perceiving financial and risk constraints (Kim & Chalip, 2004). The reason given by Kim & Chalip (2004) for this is that destinations offering other forms of escape are often cheaper and more familiar to the tourists. The motivation to escape everyday life is often seen in combination with a reduction of stress by previously arranged package deals (Dietvorst, 1995). As costs for visiting an event are often quite high and competition is fierce, especially when the tourists desires a packaged deal, the ‘escape motivation’ found important by Kim & Chalip (2004) is by itself not enough to draw visitors to an event.

Kim & Chalip (2004, p 703) found that “respondents’ interests in learning about the destination affected their interest in the event and their desire to travel to the event”. The desire to escape in combination with learning about the host country could be important determinants

for drawing visitors to an event, they could also be important for the way an event is experienced. These motivations are argued to influence perceptions of constraints present at the destination. In addition Kim & Chalip (2004, p 703) found in the case of the 2002 FIFA World Cup that the higher respondents' interest in learning about the host destination, the lower their sense of risk was.

It is thus important to find out the motivation of the travellers and the push and pull factors drawing them to the event, as well as their perceptions of existing constraints. Moreover, it is important to balance between travel motivation for the event and travel motivation for the country (Kim & Chalip, 2004). In the case of the World Cup in South Africa, being interested in the country (apart from being interested in the event) could lead to a distinctive spatial behaviour and via this to a different image of the country compared to people who travel just to experience the tournament.

In this study, travel motivation (wish to escape, learning about a foreign destination, socialization with other fans and the 'wish to being there') is measured at T0, just before the respondents travel to South Africa.

2.4.3.3 Perceptions & perceived constraints

With regard to perceptions, a focus was chosen on perceived constraints to travel to and within South Africa. Kim and Chalip (2004) studied two constraining factors determining the likeliness of people to travel to a hallmark event and their image of the destination. These constraints can be characterized as a 'risk constraint' and a 'financial constraint'. The first relates to the degree in which potential visitors are worried concerning their health and safety while visiting the event, the second relates to the degree in which travel, accommodation and ticket costs could pose a problem for visiting the tournaments. These constraints are in line with the estimations from local experts, as these concepts returned throughout the exploratory interviews conducted for this thesis (see Chapter 4).

In the research conducted by Kim and Chalip (2004), financial constraints were not seen as impacting the desire to attend the tournament, but it was negatively affecting the possibility for people to attend. For risk constraints, the effect was reversed. It was found that a sense of risk was associated negatively with the desire to attend, and it was positively related to the possibility to attend. "Thus, as one feels more able to go, one's safety if attending may become a matter of greater concern—a form of prepurchase dissonance" (Kim & Chalip, 2004, p 703).

The sense of constraints was different among groups based on socio demographic characteristics. There was for example a relation between income and risk concerns. Higher income groups have a higher level of perceived risk. "Marketing communications targeted at upper-income aficionados should include imagery or offers designed to enhance subtly the consumer's sense that it is safe to attend" (Kim & Chalip, 2004 p 704). Next to this, gender is also believed to influence constraints as according to previous research women often feel more constrained than men (Kim & Chalip, 2004 p 704).

Perceived constraints are measured at T0 and T1, that is: before the trip to South Africa and a few weeks after returning.

2.4.3.4 Psychological characteristics

Little is known in the literature about possible psychological characteristics that might influence the image visitors have of their tourist destination in case of hallmark events. Therefore no psychological characteristics are included in this study.

2.4.3.5 Previous experiences

For many who attend an event, attendance is not a one time phenomenon; rather, since event attendance is a reflection of their interests and motives, those who have attended similar events previously are more likely to attend than are those who have never attended a comparable event

(Kim & Chalip, 2004, p 696). This is even stronger as the destination is further away, more expensive or more difficult to reach. Due to high travel costs and perceived risks among visitors, South Africa can be seen as a destination which suits this description, when looking from a Dutch perspective. Attendance was found to influence the perception of risk. People who previously attended a World Cup found were less affected by constraints (Kim & Chalip, 2004). Not only are previous experiences with visiting events believed to affect constraints, they are also believed to influence travel motivations and, according to figure 2.3, image. Next to this are experiences with the hosting destination believed to have a strong influence on the preliminary image tourists have of a destination (Ashworth & Voogd, 1990). Previous experiences are measured with regard to visiting the country (South Africa) before as well as to visiting (international) sports events before.

2.4.3.6 Influences by family, friends, media, hearsay and other information

In previous studies, the source of travel information used most frequently was the advice of friends and relatives, followed by guidebooks, commercial tourist information and promotional publications (Donaldson & Ferreira, 2009). “In terms of the credibility of travel information sources, guidebooks were rated highest, whereas government services by the State and the advice of friends of relatives were rated most informative” (Jenkins, 1999, p 3). Information from different sources may be influential on the images visitors develop of their travel destination, as was shown in the literature: “motives, preferences, and perceptions of tourists seem to be ‘matched’ with the recommendations by friends and relatives and to influence their decision whether or not to go for a day out or a holiday visit to a museum” (Dietvorst & Ashworth, 1995, p 7).

Not only is it likely that information from friends, media and other sources influences the destination image visitors of a hallmark event have, it is also likely to influence travel motives and actual leisure behaviour (Dietvorst & Ashworth, 1995, p 8). Thus it is important to know where the visitors of the FIFA World Cup 2010 get their information from and what kind of travel group the visitors travel with. Both concepts are measured at T0 before the respondents left for South Africa.

2.5 Management of tourismscapes and the spatial behavior of tourists

As discussed in the introduction of this thesis, spatial action is central to this research. Not only is the spatial action ‘travelling to South Africa’ hypothesized as one of the strongest determinants of image change, spatial behavior while travelling in South Africa could be important as well. The way visitors of a hallmark event can behave spatially is to a large extent shaped by policy designed by the organizers of the tournament. This paragraph will look into modern and postmodern approaches to the management of tourismscapes (2.5.1), and study how this could affect spatial behavior and interaction with the host community (2.5.2).

2.5.1 Managing a tourismcape, the South African case

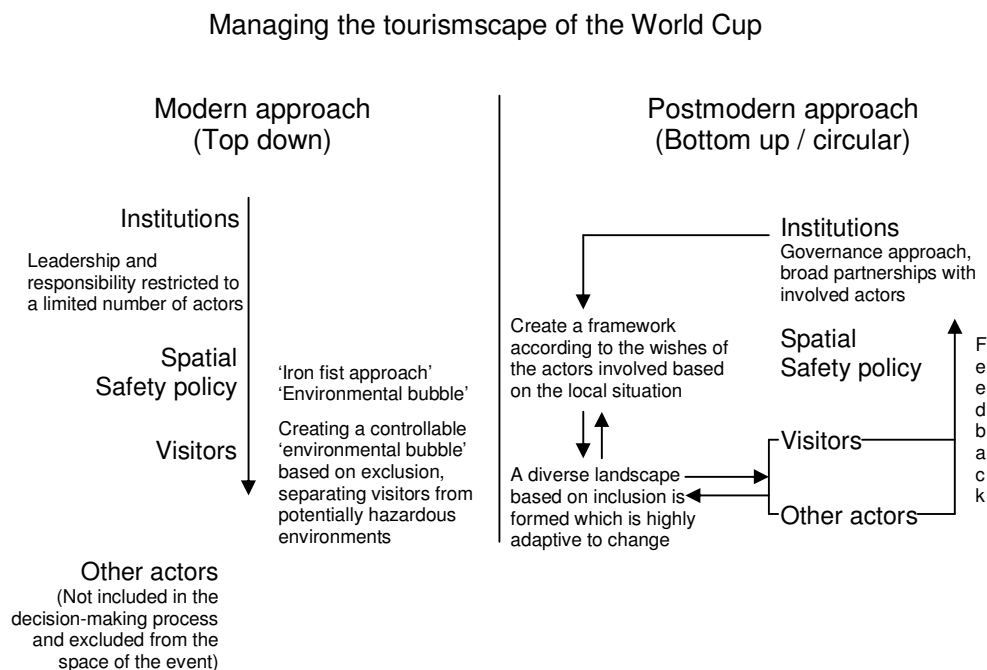
Two approaches towards the management of tourismscapes are schematically drawn in figure 2.4. It summarises the two dominant views on the management of tourismscapes present in contemporary scientific literature. The first, modernistic top down approach is mostly addressed in literature from a managerial approach which studies tourism from an applied business perspective. “Implicit in [...] these models is the assumption that tourism is a linear, deterministic activity, whose orderly development can be controlled from above by ‘planners’” (Mckercher, 1999, p 426). This approach is quickly losing ground in the contemporary scientific literature as argued by Tribe (2005, p 5) tourism research is maturing into post-modernity: “For the totality of tourism studies has now developed beyond the narrow boundaries of an applied business field and has the characteristics of a fledgling post-modern field of research”.

The modernistic, top down managerial approach is mostly addressed in literature which studies tourism from an applied business perspective. This approach has for the last decades been dominant in the field of tourism studies which is known to be lacking theoretical gravity and congruence (Tribe, 2006), and is argued to reduce tourism studies to a mainly economic approach (Lengkeek, 1995). In relation to the management of event spaces, Giulianotti & Armstrong (1997, p 6) argue in their work on the anthropology of modern football that “the fan may be an illusory participant, and the managers, players and the chairmen may be the real holders of power”.

This modern approach is thus still highly popular among policy makers in the field of tourism, and especially event tourism, and is also used by South African policymakers in their attempt to manage the touristscape of the World Cup. An example of this is the policy regarding the safety of visitors of the 2010 World Cup which is known as the ‘iron fist approach’ (Horn & Breetzke, 2009). This approach has been applied successfully during earlier events like the Johannesburg Summit on Sustainable Development of 2003 and various international sport tournaments in South Africa (Horn & Breetzke, 2009). This strategy has proven its success during these events, and it has even been exported to other countries hosting international hallmark events (Donaldson & Ferreira, 2009).

It seems that the South African top down approach has been successful in keeping the safety situation for foreign visitors under control (Donaldson & Ferreira, 2007). Since the abolishment of apartheid in 1994, the evolution of the tourist industry can be described as smoothly, with steadily rising tourist numbers (Allen & Brennan, 2004). Even though South Africa has a reputation of being one of the most crime ridden countries of the world with high levels of fear of crime among its inhabitants (Briedenhann & Wickens, 2004), recent scientific work has indicated that tourists have a fairly positive verdict on the safety situation, with only 7 percent of the international visitors rating it ‘poor’ and 71 percent ‘good’ or ‘excellent’ (Donaldson, 2008).

Figure 2.4: Schematic overview of approaches on the management of touristscapes



While the ‘iron fist strategy’ seems to be a successful policy tool for the organization of a hallmark event, there are however some questions being raised concerning the applicability of this approach during the World Cup. According to Horn & Breetzke (2009 p21), “commentators

agree that whilst this 'iron fist' strategy appears impressive, a number of questions remain". In contemporary scientific literature, questions are raised on the applicability of these top down approaches. In post-modern approaches, a shift can be seen from a 'public' top-down management to a more privately oriented management structure where individual actors play an important role (Spinks, 2001; van der Duim, 2007; Johanneson, 2005). Authors writing from a postmodern perspective argue that managing a touristscape according to the modern approach is, at most, only possible under certain circumstances and during a limited time-span (McKercher, 1999).

Systems like the touristscape are also known to be able to "evolve abruptly from one state to another" (McKercher, 1999, p 428). When such a change has occurred, the system will start a process of self-organisation to be better able to cope with the new conditions. This self-organisation is according to McKercher (1999, p 428) a bottom-up process where "individuals within the system will adversely be affected by abrupt change, others will benefit, and, importantly, the system as a whole will continue to operate although possibly in a radically different way". For the subject of this thesis this can mean that by the entrance of the World Cup (visitors) into the existing touristscape, a revolution of the tourist system could take place, possibly causing a radically different organisation of the tourist industry. In this sense, "the best public players can hope to achieve is to guide tourism development through regulatory means and to strive to direct its evolution through other policy measures" (McKercher, 1999, p 433), as according to the postmodern approach from figure 2.4.

It is thus important to question the likeliness of the success of the 'iron fist' approach and its possible shortcomings. Horn and Breetzke (2009) raise an important question on these shortcomings. They ask whether it is sufficient to concentrate the safety policy on the creation of safety zones around stadiums, since it is unlikely that visitors of the World Cup will remain in these zones. "The sport supporter in general and the football fan in particular, is not an ordinary tourist. He or she is more likely an adventurer and explorer. Moreover, loyalty to team and country is often a trigger for group or pack formation that again can be a catalyst for 'abnormal' behaviour that may vary from incivility to severe violence" (Horn & Breetzke, 2009, p 21). The scale of the World Cup is much larger than the other events hosted in South Africa on which the 'iron fist' policy is based and this event is unique in the sense that it not only affects the composition of the tourist population, but World Cup visitors almost entirely crowd out the normal tourist population as was the case in earlier FIFA World Cup tournaments (Swart et al., 2008, p 19).

Visitor behaviour can be seen as a crucial element for the success or failure of the implemented safety policy during the World Cup, as there is no room for unexpected, uncontrolled and irresponsible behaviour in the implemented safety policy. The postmodern approach, however, does leaves room for 'unexpected' behaviour, as communication with the involved actors (visitors and other actors) are included in the process. "While the internal tourism community is clearly at the heart of any successful tourism system, its survival is dependent on those elements that flow into it and the impacts of its outputs on its surrounding environment. As such, one cannot analyse tourism without also being aware of how other elements shape the community and how the tourism community shapes these elements" (McKercher, 1999, p 431).

This last statement is used as the starting point of the next paragraph, where the relationship between the host and guest community is analysed in the light of the previously drawn scheme of modern and postmodern management of tourist behaviour and the entire touristscape.

2.5.2 Managing interactions between the 'locals' and the visitors

In his holistic description of theories concerning tourism, John Urry (1990) sums up a "number of determinants of the particular social relations that are established between 'hosts' and 'guests'". In the case of South Africa and the expected inflow of a larger and more diversified group of

tourists (Donaldson & Ferreira, 2007), it is very interesting to look at these determinants and see which are likely to be affected by the new composition of the tourism landscape. Especially the “economic and social differences between the visitors and the majority of the hosts” and the “demand for particular standards of accommodation and service” are important in the light of this research. As Urry (1990, p58) states for the latter determinant that “this demand is less pronounced amongst individual exploring travellers, poorer travellers such as students, and those visitors for whom ‘roughing it’ is part of their expected experience as tourists”, in the case of the World Cup visitors it can be expected that the mass will certainly have this demand, as earlier research on groups of supporters who had to undertake a long and costly journey to visit an event shows (Florek et al., 2008). Combining this with the previous determinant, two outcomes can be expected.

Firstly, following the modern approach from figure 2.4, the demand of these visitors can be catered for by a (temporary) supply of an ‘enclosed environmental bubble’ which provides protection against threatening features from the host society, such as crime, HIV/Aids and poverty (Urry, 1990). South Africa will then be lived as what is known as a ‘pseudo-event’, where the “tourist travels in guided groups and finds pleasure in inauthentic contrived attractions, gullibly enjoying the ‘pseudo-events’ and disregarding the real world outside” (Boorstin in Urry, 1990, p7).

The second possible outcome, following the postmodern approach from figure 2.4, is that the visitors of the World Cup will be catered for as normal tourists, leaving more possibilities for interactions between the host population and visitors which can work out either positive or negative. One determinant which is strongly undesirable for the South African tourism industry is that “tourists can be identified and blamed for supposedly undesirable and social developments” (Urry, 1990, p59).

The creation of ‘exclusive environmental bubbles’ and even the possibility that the World Cup will largely be organised in these bubbles could strongly contribute to a gap in the understanding between the local population and the tourist industry. On the other hand, the absence of a secure tourist-proof environment could lead to conflicts between ill-informed and slightly naïve tourists and the local population, with becoming a victim of violent crime as the main concern, but motivations of economic gain as an important hidden agenda (Allen & Brennan, 2004). The next paragraph will look deeper into the formation and organization of this ‘environmental bubble’.

2.6 The environmental bubble

The environmental bubble is a mainly theoretical concept describing an environment enclosed by hard and soft boundaries which includes some and excludes others. The concept was coined by Cohen (1972) and described by De Caeter (2004) in a philosophical work and is used in a selection of tourism literature (see for example Jaakson, 2004 or Bailey, 2008). This paragraph will give an insight in the existing theory on this concept this, and tries to operationalize it for further use in the empirical section of this thesis.

2.6.1 The environmental bubble: operationalization of a theoretical concept

The environmental bubble was coined as a term to describe the behaviour of mass-tourists in order to shelter themselves, and be sheltered from the strangeness of host communities by policy makers in the tourist industry (Cohen, 1972):

“Organized mass tourists rarely venture outside their environmental bubble and if they do, they are accompanied by a tour leader.[...] Individual mass tourists tend to break out into the zone surrounding the bubble, though they do not seek total strangeness. They thus typically enter the wide fringe of non-standard establishments, located within or close to major tourist centers, which cater in various degrees to mass tourism, such as local shops and stalls selling souvenirs and other goods attractive to tourists, local restaurants, bars, and other services” (Cohen & Cooper, 1986, p 542)

Contemporary research into tourist spatial behaviour and ‘the environmental bubble’ discusses how “discrete tourism spaces are stabilizations of processes and relations and are the result of spatial practices in which people and things relationally are pooled into hotels, attractions, airports, resorts, and national parks” (van der Duim, 2007, p 969). As described above, this research looks into the extent to which visitors of the 2010 World Cup are pulled into created safe zones and other environmental bubbles.

This section will briefly introduce the spatial practice of these safe zones and bubbles and the various ways in which visitors can be involved in them. In summary, spatial policy aimed at providing safe areas for World Cup visitors is characterized as an ‘iron fist strategy’. This entails that a limited amount of urban space is transformed into safety zones, for example surrounding stadiums, where a large part of the available resources for combating crime and keeping order are deployed and a zero tolerance policy is implemented (Horn & Breetzke, 2009). Next to safety related policy, strict commercial regulations, and regulations concerning transport and the use of infrastructure surrounding certain areas are implemented as well (De Reuck, 2009).

Next to policy aimed at the creation of safe zones, the market and media play a role as well. Allen & Brennan (2004) describe the motivations of tourist organisations for keeping their customers inside the comfort of the provided safe zones. This environmental bubble in comparison to the safe zones is described by Allen & Brennan as “tourist organisations wanting tourists to behave responsibly, which is a morally convenient rationale for making sure that the tourist stays locked into the hotel’s bars and restaurants, video rental systems and organised excursions” (Allen & Brennan 2004, p 222), but on the other hand “this risk-consciousness creates a moral position that shifts the burden of responsibility and obligation from the social to the personal plane” (Allen & Brennan, 2004, p 165).

While the market pulls visitors into the safe zones, the media enforces perceived necessity of retreating into safe zones by publishing worrying articles related to the safety situation (see for example Derksen, 2010 or table 2.1). In the literature, the creation and recreation of these safe zones is described as an ‘environmental bubble’ (Cohen, 1972; Urry, 1990), or as a ‘capsulated society’ (De Caeter, 2004). This idea is central for the case of South Africa and the World Cup in the way tourist spaces are created and organised, and it is expected that the level visitors are exposed to these safe zones and bubbles will have a strong influence on their experiences and their image after visiting the country (as already hinted in paragraph 2.5.2).

Table 2.1: Behavioral codes for visitors of the World Cup published in the Dutch media (2009)

1. Make sure you don’t provoke criminals	Try to make it as least obvious as possible that you are a tourist. Carrying flags or dressing up in orange is asking for trouble
2. Walk the streets in large groups of people	Walking the streets alone in the evening is dangerous
3. Avoid dangerous places	Inform in your hotel which areas are risky
4. Do not show off valuables	Keep expensive equipments as cell-phones and photo camera’s out of sight
5. When in a car, lock your doors when driving	Hijacking of waiting cars is common

Source: Dekker (2009), translated from Dutch

2.6.2 How does the environmental bubble work?

When the term ‘environmental bubble’ was coined by Cohen (1972), tourists were divided into a typology partly based upon how they arrange their travel. Cohen (1972) distinguished two groups, institutionalized and non-institutionalized tourists. The first group can be characterized by their travels and activities being arranged by travel agencies and other institutions, while the latter can be characterized as independent travelers. This research partly follows this typology, but it extends the scope on planned spatial behavior with actual spatial behavior in and outside the bubble.

The question now arises how this theoretical concept works in the practice of the 2010 World Cup tournament. How are the boundaries of the ‘environmental bubbles’ defined, and to

what extent are they visible in space? It can be seen as a combination between space and how space is used by individuals. Space can have a high level of inclusion in an environmental bubble, but it depends on the way it is used by actors whether it is inside or outside the bubble. An example is a World Cup stadium, which is characterized by a high level of exclusion and control on a match day. Visitors arriving by pre-arranged tourist coaches and watching the match from stands reserved for supporters of their national team have a high level of inclusion into the created environmental bubble, while visitors arriving on foot from a nearby 'shebeen' (township bar) and watching the match from mixed stands have a lesser level of inclusion in the bubble. The other way around, township visitors on an arranged tour venture into an area which has a low level of inclusion into the environmental bubble, but their pre-arranged activity pattern increases their inclusion into the bubble.

Figure 2.5 gives a schematic example of different ways in which visitors can travel from their accommodation to visit a World Cup match in a South African city. It hosts four different routes from the place of accommodation to the main activity of that day, visiting a World Cup match. Each route has a different involvement with the concept of the environmental bubble.

- Route A shows a direct transportation from accommodation to stadium. This route is travelled with the use of a tourist coach service which was part of a package deal together with the accommodation and match ticket. The fans who travel route A can be seen as having a high involvement with the environmental bubble, as all their activities, transport, accommodation and match ticket are part of a package deal and taking place in exclusive closed of space.
- Route B is travelled with the use of transportation provided by the hotel. The fans are dropped off at the official World Cup fan square and proceed their way to the stadium on foot with a large group of other fans using the official Fan Walk. Even though the fans are spending all their time in exclusive space, they have a slightly lower involvement with the environmental bubble than the fans travelling route A. Having transport which is not part of a package but arranged on the spot, and the possibilities to alter the structure provided by the official World Cup spaces that occur because the fans conglomerate in large numbers and recreate the space to their likings reduces the impact of the environmental bubble.
- Route C can be seen as a hybrid form. The fans take a short tour through a nearby nature area with their own rental car and after returning to their accommodation they leave their car and spend some leisure time in the nearby coastal leisure area. Involvement of the environmental bubble is low, because all trips are arranged on their own initiative and the spaces they visit have a low exclusive and private value. The second part of their route is characterized with a higher involvement of the environmental bubble, as the fans travel with the same coach as used in route A.
- Route D shows the least involvement of the environmental bubble. The fans walk from their accommodation to the inner city leisure area. After spending time there, they take public transportation to the stadium and watch the game from mixed stands with tickets bought on the black market.

Figure 2.6 shows an actual World Cup space featuring the Cape Town stadium. In actual space, the zones as indicated in figure 2.5 are less apparent. The V&A waterfront, located directly to the left of the stadium is a typical example of a postmodern shopping centre located inside the environmental bubble, but many of the other areas are not so distinctive. This is a fact which should be taken into account when translating the concept of the environmental bubble into practice, often a boundary between in and outside cannot be drawn in a simplified manor as shown by figure 2.5.

Figure 2.5: schematic representation of travel patterns surrounding a World Cup match

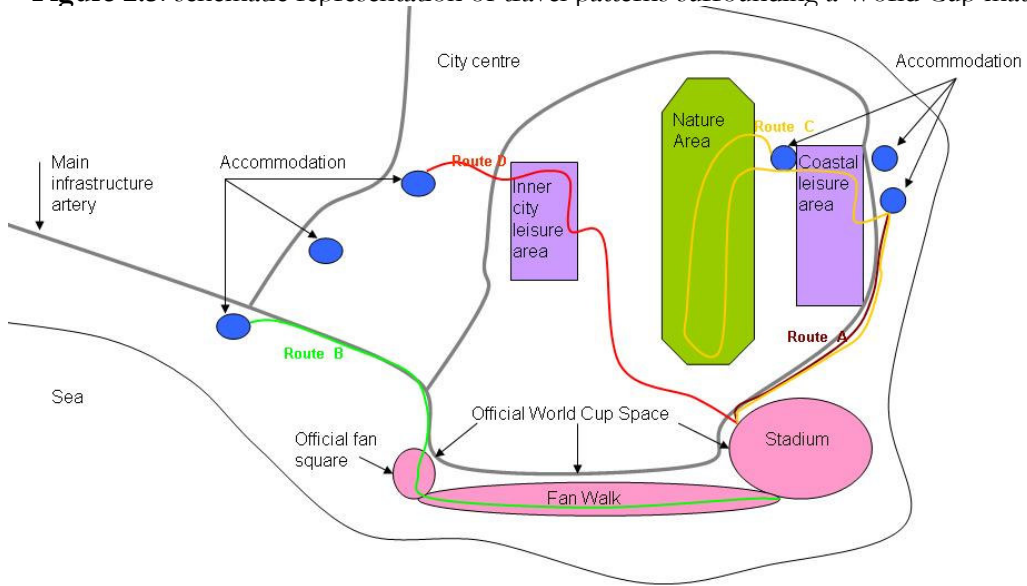


Figure 2.6 Cape Town Stadium, aerial view of a World Cup space (Google earth, 2011)



It is useful to examine the role of the concept of the 'environmental bubble' in the actual organization of tourist space and behavior of tourists. It is impossible and undesirable, to change an entire society to the likings and comfort of tourists. Donaldson et al. (2008) comment on this that, when looking at safety policy, the best shot is at creating 'safe zones' instead of a safer country as a whole (see Burger, 2010 for an elaboration). This disintegrated planning policy is in line with the views of De Caeter (2004), and is important in the postmodern planning debate (paragraph 2.5). Lash & Urry (1994, p 10) describe this as that "either on the one hand, there is an optimistic post-industrial and decentralized informational society full of 'new sociations' detached from the 'traditions' of organized capitalist societies; or on the other, a bleak dystopia of increasingly wild zones deserted by the mobile informational and communicational structures and by the mobile tourists who hurry past to progressively well-defenced symbol-rich tame zones". Following both possibilities, the outcome can be seen as a disintegrated spatial structure of places separated by space that does not correspond with the created image.

2.7 Summary

In summary, this (theoretical) chapter shows that visitors have a pre-existing image of a tourist destination, irrespective whether or not they have visited this destination before. This destination image is partly influenced by objective characteristics of the destination, but also colored by individual characteristics, previous experiences and also by the media and other sources of information. Hallmark events are often organized in order to promote the image of a country or city to attract tourism. Therefore effort is done by policymakers as well as tourist organizers to create a positive image of the chosen location. In the case of South Africa, where 'safety' is a widely mentioned problem, this effort is focused on creating an image of South Africa as a safe country where people can travel free and easy. This effort is supported by the creation of safe zones, which means that visitors are stimulated to travel in so-called 'environmental bubbles', where they are being kept apart of the 'real' South Africa. Policymakers hope and expect that these policy measures can change the image of visitors into a more favorable direction. An important aim of this thesis is to analyze the determinants of tourist images of a certain destination (South Africa), in the context of a hallmark event (FIFA World Cup), and the role of tourists' spatial behavior in changing these images.

Chapter 3: Methods

“Researchers should ensure that their explorations include journeys into proximate mental territories as well as forays deep into distant lands. It seems that the lure of exotic settings often beckons more strongly than that of the library and that the other is inspected more readily than the self” (Tribe, 2006, p 376)

3.1 Introduction

Empirical research into tourism and related topics is a relatively new and scarcely explored field of scientific research (Veal, 2006). One of the existing research gaps is the fact that much of the research that has been done in this field has been done from a managerial perspective (McKercher, 1999) or reduced to an analysis of “visitor numbers and their demographic and/or socioeconomic characteristics” (Dietvorst, 1995, p 163). Veal (2006, p 3) argues that “the newness of the field, the changing nature of the phenomena being studied, and the frequent separation between research and action” are the main causes of empirical research into tourism being mainly of a descriptive nature. In extent to this, other practical limitations, of which many related and similar to the common limitations found within the social sciences, have to be dealt with as well to answer the research questions posed in this thesis.

Examples of these limitations are described by for example Bryman (2008) and include the quest for a representative sample to be able to make generalization which have a degree of external validity. This research tries to come to answering the research questions by going a step further than just descriptive research, and tries to come to sound recommendations based upon an empirical evaluation of the impact of travel upon touristic image in the case of a hallmark event.

The leading question which is studied in this thesis is *“What is the impact of visiting a hallmark event, such as the FIFA World Cup in South Africa, on the image visitors have of the hosting destination?”*. This Chapter will give an insight into how this leading research question and the 4 sub-questions will be answered, and which limitations and epistemological considerations have to be taken into account when interpreting the results in the following chapters. First, the research design is explained in paragraph 3.2. This is followed by a description of the recruitment of the study sample in paragraph 3.3. The design of this thesis consists of three sub-studies which will be covered in Section 3.4 and 3.5, where first the qualitative study is discussed followed by the quantitative study, together with the analytical tools that are used to analyse the results found in these studies.

3.2 Research design

As discussed in the introduction of this chapter, there has been a lack of sound empirical research into tourism related topics. Critiques can be found on the methodology and research design of a large part of the existing studies into tourist destination image (see Tribe, 2005 for an overview). To deal with some of the limitations of existing studies, a longitudinal mixed-method study is conducted for this thesis which consists of 3 different parts with measurements taken in two different time spans. This research design combines both quantitative and qualitative methods in order to tackle some of the shortcomings, as described by Jenkins (1999) in the following citation:

“It is widely recognised in the social sciences that quality research comes from combining qualitative and quantitative methods. However, past research into destination image has often neglected the initial qualitative stage and has favoured structured methods containing categories often based on the researcher’s opinions or those found in the literature without testing to see if these are the most relevant to the group being studied” (Jenkins, 1999 p13).

Following Jenkins (1999) and many others in the social science (see for example Bryman, 2008 and Veal, 2006), it is chosen to combine both quantitative and qualitative methods for this research. The first part of the empirical section (chapter 4) uses qualitative interviews with Dutch and South African experts and policy makers to lay a basis for the quantitative analyses before and after the trip (chapter 5 & 6). Thus, concepts used for investigating the image of Dutch visitors to South Africa are derived from qualitative interviews with key actors in the tourism industry and organization of the World Cup tournament.

Concepts that were found focused mainly on transport, accommodation, socio-economic situation of the host destination, perceived price levels and safety. These concepts were complemented with topics found in literature and in previous research (chapter 2). Literature and information from the field lie at the basis of examining the image the research population has of South Africa. In extent to this, socio-demographic characteristics of the respondents, mediating effects such as travel motivation and perceived constraints, and covariates influencing the image will be examined as well.

3.3 Data collection & study population

The potential study population consists of all Dutch visitors of the FIFA 2010 World Cup in South Africa. According to research from the University of Stellenbosch prior to the event, approximately 362 000 visitors were estimated to come from abroad to visit the World Cup festivities while about 284 000 of them were expected to actually visit matches (Donaldson & Ferreira, 2007). Expectations on the number of supporters by whom the 32 participating teams will be accompanied vary strongly, where countries like North Korea were not expected to bring supporters at all, while Germany, England and The Netherlands have a tradition of being followed by a large group of supporters.

From 2007 onwards, when these estimations were published, estimations on the number of Dutch fans travelling to the World Cup tournament in South Africa have been varying greatly. From the kick-off of this research in November 2009 until the actual tournament in June 2010 many different figures have been presented regarding the number of (Dutch) visitors to the event. While in November 2009 various sources estimated a minimum of 10.000 Dutch supporters that would travel to South Africa for the tournament (see chapter 4), in May 2010 an estimation was made that a total of 3000 Dutch people would travel to South Africa including the team, staff, journalists, official guests and sponsors as stated by Hans Plumers, manager of an important Dutch travel agency offering World Cup packages in an interview conducted for this research (see chapter 4).

Eventually, according to data from the South African ministry of Tourism 8.741 Dutch visitors travelled to South Africa during the event (Volkskrant, 2010). A large share of these visitors travelled just for the cup-final, which was not included in this research. Because in the formation of this research design the only certainty was that the Dutch national team would play 3 group matches, and an interview with Jokko de Wit (organizer of Oranje Camping, see chapter 4) showed that the vast majority of package deals were only offered for this group stage, the population of this research was determined to focus on visitors who travelled to South Africa during the group stage.

The research population thus appeared to be consisting of a very small number of people. In extent to this, the only communal characteristic of the population was that they would travel to South Africa, which made it difficult to locate and contact them. A difficult aspect of this research has thus been the approach of the research population. This paragraph will give an insight into the steps that were undertaken to find as much respondents as possible.

3.3.1 Contact with key persons and organizations

Because the only communal characteristics of the research population was their travel to the World Cup tournament, the first step undertaken to acquire contact details of respondents was

getting in touch with key persons within the main match ticket distributing organizations in the Netherlands. The Royal Dutch Football Association (KNVB) and Supportersclub Oranje were responsible for the distribution of the largest share of the match tickets. Unfortunately, the KNVB was not interested in this type of research and refused all cooperation. Even a letter forwarded by Andre Bolhuis (Chairman of the Dutch Olympic Committee) was replied upon negatively.

The Supportersclub replied more positively at a request to participate in this research project. After a set of meetings, Chairman Lloyd Vandenberg agreed to introduce the researcher to a number of supporters who would travel to South Africa and could help reach more respondents through applying a snowball method. The Supportersclub provided a ticket for the test match of the Dutch national team against the United States on the 3rd of March 2010. After this match, Mr. Vandenberg would arrange a meeting with a group of key persons representing various supporter groups. Due to unforeseen complications, this meeting was cancelled. Next to this, an attempt to find respondents by distributing a leaflet among visitors of this match had no results. Approximately 80 visitors were approached before the match at the stadium, but none of them was planning to travel to South Africa. A positive result that came from this event was a contact made with the organizing committee of 'the Orange Trophy', an overland convoy of 20 vehicles travelling to the World Cup tournament.

A member of the organizing committee, Jurjen Thomas, gave permission to hand out survey forms at the departure of the 'Orange Trophy' from the Olympic Stadium in Amsterdam at the 3rd of April 2010. A contact within the group was made and she agreed to take in the surveys and post them to the researcher. 26 envelopes were distributed, consisting of 2 surveys, a personal message and a small present to convince the respondents to participate in the survey. Despite very positive reactions during the distribution of the envelopes, only one completely filled in survey came back. It is difficult to exactly find out why this response was this low. A possible reason is the tragic accident in which one of the participants deceased during the overland tour, but more plausible is a lack of interest of the contact within the group.

After a set of attempts which were not followed by concrete result, two other steps were undertaken. The Supportersclub Oranje was approached again and new contacts were made with other key persons, including Hans Pluimers who is Manager Sport & Entertainment at one of the big tour organizations selling packages for the tournament and Jokko de Wit who is the organizer of the popular event the 'Oranje Camping' which caters for accommodation and entertainment during FIFA tournaments. Meetings were held with these three key persons and an internet survey was created for distribution among possible respondents contacted via them. Due to the protection of the privacy of the customers of the tour organization and 'Oranje Camping' it was not possible to distribute the survey among their clients. At a later account it appeared that OAD, the tour organization employing Hans Pluimers, cancelled package deals for this tournament because of disappointing sale figures. The 'Supportersclub Oranje' did agree to distribute the internet survey among its members travelling to South Africa, but unfortunately this did not result in any filled in surveys.

3.3.2 Other attempts

Because the search for respondents through key persons had disappointing results, a few other tactics were applied. Attempts were made by activating the researchers' personal network and by actively participating in internet forums discussing related topics and putting a call for participation on various sections of social network websites as Hyves, Facebook and Twitter. A description and link to the internet survey was placed on the official Facebook page of the Dutch embassy in South Africa, and various contacts were made through discussion forums. Contact with various persons in the media was sought and events related to the World Cup tournament were visited. In total, 31 respondents were found via these channels. The personal approach of getting into direct contact with respondents helped to convince respondents for participating in

the research project, but it had a disadvantage of being very time-consuming and the total number of respondents found was too low for sound statistical analyses.

A solution for this last problem came from the meeting with Jokko de Wit, who agreed upon the request to allow conducting surveys at the Oranje Camping in South Africa during the tournament. There were some disadvantages that came with this strategy, of which the most important were the high financial costs of going to South Africa and the bias in the population, but after taking account the skewed balance between time, costs, effort and result and the fact that more respondents were needed for the research project, an agreement was made with the Oranje Camping. In total, a little over 100 surveys were distributed, and 62 completely filled in surveys came back. The biggest reason for not returning the surveys was that the respondents lost them or that they did not find the time or motivation to participate in the survey. In extent to this, a total of 8 filled in surveys were stolen during the stay in South Africa. A specimen of the Dutch survey conducted at T0 can be found in appendix 2

In total 94 respondents could be included in the T0 measurement of this research. This group was also approached to participate in the second survey (T1). About a third of the population participated anonymously in the first survey, so they could not be approached for the second survey. In total, 58 surveys were sent out by email using an internet survey, and 39 surveys were completely filled in. Chapter 6 will discuss the representativity of the this study sample, appendix 3 shows a specimen of the survey conducted at T1.

3.3.3 Conclusion

It can be concluded that getting access to the population was a difficult and time and money consuming task. Looking in retrospect, the total number of 94 completely filled in surveys during the T0 measurement is satisfactory for this research, and getting more was impossible taking into account the time- and financial constraints together with the lack of a good cooperation with the key organizations. The world surrounding the Dutch involvement in the tournament appeared to be small and close-knit, with good contacts that can open doors easily but strong hesitations to get involved too deeply. Getting lost in the maze of privacy protection, hidden agendas and broken promises was a big risk in this project, but by being flexible and persistent, and with the help of the right key persons, a satisfactory result was booked.

3.4 Laying a foundation for the research: interviews with key persons

As stated by Jenkins (1999) in the introduction of this chapter, quantitative empirical research into tourism is too often based upon assumptions and hunches of the researcher. The questions asked in surveys are often derived from experience or, even more basically, logical thinking by the researcher. A recommendation found in the article by Jenkins (1999) and many more (e.g. Veal, 2006; Tribe, 2005) is that quantitative research should be based upon a foundation of qualitative research, and thus provide a deductive as well as an inductive strategy (Bryman, 2008).

To find the topics and identify the variables which could influence the image travelers have of an event hosting destination, a wide section of individuals who are connected to the event in various ways have been approached for an interview. In total, there has been personal contact with ten individuals of which five in South Africa during a research trip and five in the Netherlands a few months prior to the event (see appendix 1 for an overview).

During the first set of interviews in South Africa, an exploration has been made into the interesting and relevant topics for research into this topic. These interviews were of an explorative nature and the interviewees were chosen to represent a wide selection of different viewpoints towards the event. Included were a journalist, a professor in Geography specialized in tourism research, an urban geographer/activist, a researcher specialized in transportation research and the World Cup coordinator of the Western Cape province.

The other five meetings and interviews were with individuals representing three important Dutch institutions in relation to the event, the media, a major supporters organization

and a major tour organization. Next to this, a wide range of email contacts took place with various social scientists, the Dutch embassy in South Africa and the KNVB. The set of Dutch interviews were undertaken as a follow-up to the explorative interviews in South Africa to determine whether the derived topics could be useful to study and whether items were missing from this set of topics. A detailed overview of the results of these interviews can be found in chapter 4, and the effect these interviews have had on the quantitative survey is discussed in the next paragraphs.

3.5 Operationalising the variables

Before the FIFA 2010 World Cup event (T0) and three weeks after the event (T1), Dutch football supporters were asked to join a survey to find out what their image of South Africa is and was, how they intended to travel and how they actually travelled and, not least important, what their background was and what their travel motivations were. This paragraph will give an insight into how this was measured using a quantitative survey. First the measurement of the dependent variable, the image of South Africa is discussed (3.5.1). In this section, the independent variables are shortly introduced as well. An important independent variable, perceived travel in or outside the environmental bubble is discussed in more detail in the next section (3.5.2). Section 3.5.3 gives an insight in how actual travel behaviour in or outside the environmental bubble is measured. After this, the measurement of the dependent variable, image visitors of the event have of South Africa after the event, is discussed (3.5.4). The last section (3.5.5) shows the analytical tools which are used to answer the research question posed in the introduction of this thesis.

3.5.1 Measuring the dependent variable: image before visiting the country

The first step in this research is finding out what the existing image among Dutch visitors of the World Cup before they travel to South Africa is, and giving an insight in the individual characteristics that influence this image. These individual characteristics are discussed in chapter 2, and consist of socio-demographic characteristics, travel motives and perceived travel behaviour and constraints for their stay in South Africa as well as previous experiences with international sporting events, travelling in a developing country and the level of knowledge about the destination.

The dependent variable of this research is the change of the image of South Africa among Dutch visitors of the World Cup. The image of South Africa is measured by asking respondents to give scores on a five-point Likert scale on statements before and after their visit. The image of South Africa is a combination of the scores given on these statements which can be divided over 5 topics. Three of these topics, being safety, travel (transport and accommodation) and a professionally and modern organisation of the tournament, were derived from a set of exploratory interviews that were conducted for this research (see chapter 4 and appendix 1). The other two topics, the touristic image of South Africa and image of South Africa as a post-apartheid developing country were derived from the literature review in chapter 2. The topics and statements on which the respondents are asked to what extent they agree to them are provided in appendix 4.

The topics derived from the interviews with various key-actors were seen as focus points for policy, and it is expected that a positive image change on these topics could lead to a high satisfaction of the visitors with the tournament as well as the country as a whole. It was acknowledged by local experts as well as the existing literature that images foreigners have of South Africa are often biased and, at the best, not realistic (see for example Ashworth & Voogd, 1990). While according to local experts the existing image on safety problems, quality of infrastructure and the level of technological progress is seen too negatively by foreigners, price levels and availability of suitable accommodation, transport and non-World Cup related activities could be underestimated.

The topics that were derived from the literature are more focused on the general touristic image of a destination and the case sensitive image of South Africa as a post-apartheid and developing country. The general touristic image is important and interesting to study because it provides an insight in the countries strong and weak points for attracting tourists that are not related to the organization of the World Cup tournament. In extent to this, the topic considering South Africa as a post-apartheid and developing country is important to study because these, for this country, distinctive features could be influential in the overall image people have of South Africa.

In extent to the five topics, the overall image of South Africa as a tourist destination is asked as well, by asking whether respondents are likely to visit South Africa if the World Cup had not taken place and their appreciation of South Africa as a tourist destination on a 1 – 10 scale.

Statistical tools:

To see whether the total of 34 image variables can be reduced to a smaller and more easy to grasp set of image dimensions, a factor analysis is applied. The results of this factor analysis can be found in chapter 5 and appendix 4.

3.5.2 Measuring travel in and outside the environmental bubble before the trip

A central topic of this thesis is whether visitors of the World Cup travel within, or outside the environmental bubble. The spatial behaviour of visitors can be inside and outside the safe zones created by the authorities and tourism sector that are in this research labelled as the environmental bubble (see chapter 2.6). The second chapter describes the theoretical parameters that are set for the environmental bubble, and the empirical part of this thesis operationalizes this theoretical concept to test its influence on the image Dutch visitors have of South Africa after visiting the 2010 World Cup.

The information distributed by the media, market and authorities combined lead to a certain image of the host destination which can affect the spatial behaviour of visitors. On the one hand, certain images of places, landscapes and tourist attractions are influencing the choice of activities that visitors would like to undertake while staying in South Africa (Urry, 1990). On the other hand, images and articles warning visitors for nuisances or dangers such as crime can reduce the wish to travel around unaccompanied and reduce the perceived spatial freedom of visitors (Allen & Brennan, 2004). Travelling in or outside the environmental bubble is in this research thus a dependent as well as an independent variable. As it is used to see how it determines (change of) image, it can be seen as an independent variable, but it is also investigated whether different individual characteristics influence the choice to travel in or outside the bubble.

To determine the extent to which visitors perceive to stay inside the bubble before their trip, visitors are asked about their plans while staying in South Africa. As one of the characters of the environmental bubble is the interference of intermediaries for example travel agencies (Cohen, 1972), the level of independence of the visitors in planning their trip through South Africa is measured in a few categories. Respondents are asked to state the likeliness that they will arrange different parts of their trip through South Africa independently. The group of respondents is divided in two parts, respondents who plan to organize the majority of their trip independently and respondents who plan to arrange the majority of their trip via Dutch or South African tour organizations (see appendix 5). Next to this, the different activities the respondents are planning to undertake are categorized as well, to see whether a difference exist between people travelling in and outside the environmental bubble.

After the respondents are divided into two groups, it is tested whether both groups have a different image of South Africa on the basis of the image dimensions described in the previous paragraphs. It is also tested which individual characteristics influence the perceived travel in or outside the environmental bubble

Statistical tools:

To determine whether respondents plan to travel in or outside the bubble, they are asked to state whether they plan to organize different parts of their travel individually or with a tour organization (see appendix 5). When respondents state they arrange a larger part of their travel on their own initiative than with a travel organization, they perceive to travel outside the environmental bubble. A computation is made in SPSS to determine the score.

The new nominal variable of travelling within the bubble is compared using a Students T-test to see whether respondents from both groups score differently on average on the image dimensions derived from the factor analysis described in the last paragraph.

3.5.3 Measuring travel in and outside the environmental bubble during the trip

The survey which was conducted after the trip measures to what extent the respondents actually did travel within or outside the environmental bubble and their opinion towards the constructed safe zones which are a form of the environmental bubble. This was done by a set of questions enquiring about the extent to which they used the safety zones, were aware of the zones, found the safety zones necessary and to what extent they felt constrained in their freedom by these zones. Together with a more interpretive study of the different activities the respondents undertook while travelling South Africa which they did not expect before the trip and the activities they wanted to undertake but which they didn't due to various (unforeseen) consequences, respondents are divided again between a group travelling mainly inside, and a group that travels mainly outside the bubble.

For both groups, a comparison is made to see whether the respondents have a different image after their trip. In extent to this, a comparison is made with the categorization of in and outside bubble travel in the study before the trip. As the second survey has a fairly low number of respondents, it mainly uses descriptive statistics to avoid invalid statistical assumptions.

3.5.4 Measuring the image after visiting the tournament

The last research question brings the research together by studying the image visitors have after travelling to South Africa. This is measured by asking the respondents to give scores on the same 5 point statements measuring their initial image. In extent to this, respondents were asked to give a 1-10 score on their appreciation of the country as a tourist destination and the likeliness that they will recommend visiting South Africa to their friends and relatives on a five point scale. Respondents were also be asked to report incidents that occurred during their stay, which could have influenced their image of the country. The image measured after the tournament is compared to the pre-existing image with a paired students T-test, and the factors influencing a possible image change is analysed. The next section will give an insight in the analytical tools that are used to do this research.

3.5.5 Analytical tools

Q1: What is the pre-existing image visitors of the World Cup have before travelling to South Africa, and which individual characteristics have an impact on this image?

- Measuring pre-existing image:

The image of South Africa is determined by studying the respondents' level of agreement to 34 statements on specific images of South Africa, which were seen as relevant by our interviewees and/or in the literature. A factor analysis will be used to reduce these 34 statements into a limited set of dependent variables.

- Measuring the influence of individual characteristics on the pre-existing image:

The variables derived from the factor analysis will be tested in a bivariate way with the individual characteristics, to see whether groups who share similar characteristics have a significantly different image of South Africa.

Q2: To what extent are the visitors of the World Cup planning to be compliant to the provided environmental bubble, and to what extent is this level of compliance influenced by their individual characteristics and their pre-existing image?

- Measuring the compliance to the environmental bubble:

As described in the previous paragraph, the group of respondents is divided into a group travelling mainly inside and outside the environmental bubble. This is done before the trip by asking to which extent they plan to arrange their trip individually, and after the trip by enquiring their attitude and usage of the created safety zones as well as the number of activities the respondents undertook outside their pre-organized travel scheme.

- Testing the influence of pre-existing image and individual characteristics on the compliance to the environmental bubble:

A logistic regression analysis will be used to test which characteristics and variables have a significant influence on the dependent variable in this part of the study, being travelling in or outside the environmental bubble. The independent variables are the individual characteristics. Valid statistical testing can only be done on the sample of respondents participating in the survey before the event, as the second survey has not enough respondents to undertake a regression analysis successfully.

Q3: What are the experiences visitors have while travelling through South Africa, and to what extent indicate these experiences spatial behaviour in and outside the provided environmental bubble?

- Analyzing the experiences visitors have while travelling South Africa in relation to the environmental bubble:

With the categorization made for Q2, differences between experiences inside and outside the bubble can be calculated. Next to the expected travel inside or outside the environmental bubble, actual travel behaviour is explored as well by asking respondents after their trip if they travelled mainly inside or outside the provided safety zones. The number of activities undertaken next to their plans, and the number of activities the respondents could not undertake due to existing constraints are examined, and the overall level of constraints is compared to the perceived level of constraints before the trip.

Q4: What is the image Dutch visitors have of South Africa after visiting the 2010 World Cup tournament, and how does this relate to their experiences with South Africa and to their spatial behaviour either inside or outside the 'environmental bubble'?

- Analyzing the change of the image visitors have before and after travelling:

Three weeks after the Tournament, the same questions are asked as with the pre-existing image, so both scores are easily comparable using a paired T-test. By doing this, it can be found which items measuring image change between T0 and T1.

Chapter 4: Qualitative study

“The first [phase] is a qualitative phase using unstructured methods to find the constructs relevant to the group being studied. The second phase draws upon the results of the first and measures the image quantitatively according to the constructs” (Jenkins, 1999, p 7).

The quote above by Jenkins (1999) underlines that a combination between qualitative and quantitative research is often fruitful. As described in the previous chapter, such a mixed-method approach is therefore applied in this research to correct for the shortcomings of each individual approach (Jenkins, 1999). This chapter will describe the qualitative part of the study, which was used as source of inspiration for the quantitative research, in particular for the development of the questionnaire on the image of South Africa. It is important to be aware of the pitfalls of qualitative approaches. Jansen-Verbeke (2008, p 21) argued in a recent paper that “while the multi-disciplinary nature of tourism research is one of its major strengths (since it allows various viewpoints), it is arguably also its greatest weakness, because there is no real consensus on how to define and approach the study”. This research tries to overcome this shortcoming by combining different research methods, but retaining a strict focus in the researched topic: *image change in relation to visiting a hallmark event*. Moreover, as it is the ambition of this study to bridge the gap between academic research and policy and practice, the focus of this qualitative part is on the opinions and expectations of the relevant stakeholders: policy makers, tourist organisations and the general media. This chapter will give an insight into the different aspects of image which are relevant in relation to the hosting destination of the 2010 FIFA World Cup (South Africa). It is partly based upon two sets of qualitative interviews conducted among South African and Dutch specialists who are active in a variety of fields related to the event (see appendix 1 for an overview), partly on participatory observation of an academic research colloquium (see appendix IV) and partly on a selection of relevant articles from newspapers, websites and other general media (see references). Where relevant, this information will be linked to information from scientific sources in order to bring science and society more closely together. In order to make a distinction between the scientific literature and the results of this qualitative study, the quotes from the qualitative studies are printed in italics.

This Chapter will firstly analyze why image is an important aspect of hallmark events, and especially of this edition held on the African continent. Secondly, this chapter will look into the discrepancy between the image of South Africa which is often found in popular media, as being the crime capital of the world, and the image policymakers would like to broadcast over the world: South Africa as a country which is perfectly capable of organizing a large Hallmark event as the FIFA world Championship 2010 and an attractive tourist destination. In the last section, the different aspects of destination image, which are according to various key persons related to the event, are distinguished. These aspects are translated into measurable variables which will be developed into a questionnaire and quantitatively examined in chapter 5 and 6.

4.1 Legacy of the 2010 FIFA World Cup, the importance of image change

The theoretical second chapter already showed that destination image is an important aspect of tourism, and that improvement of image in the case of hallmark events can be seen as a tangible legacy (e.g. Hall, 2005; Kim & Morrison, 2005; Ashworth & Voogd, 1990). In the case of the 2010 FIFA World Cup, an important benefit that is expected is that South Africa will be able to show the world a positive image of the country and that they can show that an African country is capable of hosting one of the world’s largest hallmark events. “World tournaments are celebrations of nationalism where the industrialized and industrializing worlds compete; where the developed play the developing, and democracies play ‘emerging’ nations” (Giulianotti &

Armstrong, 1997, p 9). With the upcoming tournament taking place on the African continent, the developed and industrialized countries will not have the home-advantage for a change.

Before the tournament, high expectations could be found in the comments by, among others, former president of the Republic of South Africa Thabo Mbeki. Mbeki was quoted claiming “*South Africa will host the best FIFA World Cup tournament ever*” (website, Eberl, 2010). To reach this status, one of the goals they had to accomplish was to beat the standard set by the 2006 FIFA World Cup in Germany. Nikolaus Eberl, a German economist living in South Africa has closely monitored the 2006 tournament and did the same for the 2010 tournament. One of the goals South Africa had to make was “*to turn a large part of its visitors into ambassadors for the country*”, and according to Eberl, in order to beat Germany, “*9 out of every 10 visitors had to become an advocate of the country*” (website Eberl, 2010).

South Africa wants to make use of this opportunity to show the world that Africa is capable of hosting such an event. “*When we say to the countries that have qualified, ‘Welcome’, it is actually Africa welcoming the world to come and play in South Africa. I am sure they will not be disappointed*” (President Jacob Zuma in website Jordaan, 2009, p 9). President Jacob Zuma called to provide a warm welcome for all visitors. “*To South Africans I would like to say please welcome the visitors who are going to be with us, handle them with care. If I were to put it in Zulu, I would say ‘sibapathe kable’, that is what we say when we stress that we must handle the visitors with care*” (President Jacob Zuma in website Jordaan, 2009, p 11).

Not only among the politically powerful expectations are highly tensed. A lot of “regular” South Africans believe that the tournament will bring benefits to them, their country and even the whole continent. Bram Vermeulen, a Dutch reporter who lived in South Africa from 2001 until 2009 stated in this light: “*I knew 2010 was a beacon of hope for many South Africans. Not only would this year be the first time that Africa hosts the football World Cup. All problems will leave South Africa then. Crime, poverty, the holes in the road, all disappeared in 2010*”(Vermeulen, 2009 p172 translated from Dutch by author). The expectations of the “regular” South Africans are not realistic as is shown by a wide selection of (popular) media sources and scientific publications alike (see for example Floor & Millikowski, 2009, Swart et al. 2008 or Darkey & Horn, 2009), but the question arises how realistic the expectations and promises of the political elite are. The positive expectations about the legacy of the 2010 FIFA World Cup seem to be countervailed, or even overshadowed by existing negative images in the media. From participatory observations of a research colloquium organized by the collaborating universities of the Western Cape province in November 2009 (see appendix 1), a number of research topics have been identified, which are relevant for this thesis. One of the key words used during this meeting was ‘legacy’, as great uncertainty existed on the possible costs and benefits of the event. Professor Kamilla Swart (see appendix 1), who summarized the existing research gaps, called for “*studies building economic models that could calculate post-event benefits*”. A second topic which was pleaded for by Professor Swart was “*studies of the image and perception of visitors, spectators and residents*”, as this was identified as a second important field where a positive legacy could be achieved in extent to direct economic benefits. “*Studying perceptions before, and reflections of (Dutch) visitors after the event*” was also suggested as an interesting topic by Professor Ronnie Donaldson (see appendix 1), Geography and tourism expert from Stellenbosch University. According to Donaldson, “*a lot of media attention as well as scientific interest from ‘overseas’ was too strongly focused upon stereotypes concerning crime and safety*”. He expected “*a discrepancy between the image visitors have, and the actual situation they would find when arriving in South Africa, mainly due to a distorted image portrayed by the media*”.

All interviewed persons indicated that the media gives a wrong image of South Africa, which is biased towards insecurity and incapability to host an event. Dr. Laurine Platzky, Western Cape Province coordinator of the 2010 World Cup, calls this Afro-pessimism: “*The North just can’t believe a nation from the South is capable of hosting a big event like this*” (appendix 1). Next to the role of the media, Dr Platzky acknowledges that the image foreigners have of South Africa is often strongly biased. “*Even the Dutch, who are known to be more engaged with South Africa*

because of the historical ties, often have no idea of what is going on. People are surprised to hear that we have got highways, while our road network is internationally of a very high standard” (Appendix 1).

The image portrayed by the media, and existing in the hearts and minds of (potential) visitors from overseas is according to the South African interviewees not even close to reality. *“An improvement of this image is indicated by the political elite as a goal that should be achieved by hosting the event”* (see for example Zuma in Jordaan, 2009 or Platzky, Appendix 1). Scientists at the Western Cape research colloquium held in November 2009 (see Appendix 1) and the other interviewed persons indicated it as a useful topic for research concerning the tournament. The lack of knowledge and high level of bias in the information concerning South Africa existing in the Netherlands (see for example de Knatel, Appendix 1) has led to a debate dominated by security and crime issues present in the host country. This is acknowledged by Dutch tour organizer Jokko de Wit of Oranjecamping (see appendix 1). *“Everything written in the papers is true, but I absolutely disagree. Every incident is disproportionately measured out, but you never hear about things that go well. It’s all about safety and security”* (Jokko de Wit, see appendix 1 translated from Dutch¹ by author).

Summarizing the opinions of relevant stakeholders, it can be concluded that, in order to fulfill the promise of a positive legacy of the 2010 FIFA World Cup, it is important that the positive images will become more prominent than the negative images. The next section will look deeper into the relationship between crime, safety and security and the image which the local and international event organizers and policy makers want to transmit.

4.2 The discrepancy between the international media and policy makers

South Africa is often associated with crime, and since the abolishment of apartheid the media shifted their focus ‘from political conflict and violence towards crime’ (Louw, 1997 p 138). Not only the media shifted their focus towards crime, South African social scientists took up this topic as well in general (Camerer et al., 1998), in combination with the abolishment of apartheid (Louw, 1997), in regard to tourism (George, 2003 & 2009) and for the 2010 FIFA World Cup (Horn & Breetzke, 2009). Statements found in scientific publications are often fairly straightforward as for example Louw (1997, p 139) comments that “comparative figures show that South Africans are among the most murderous people in the world”.

In the run-up towards the 2010 FIFA World Cup, the debate concerning the security situation and crime in South Africa became more intensive, especially in the international media. While scientific publications from that period acknowledge crime, but do not see it as major threat for the event (see for example Donaldson & Ferreira, 2007 or Horn & Breetzke, 2009), newspaper articles, (internet) columns and television documentaries show a different image. On the 6th of June 2009, three days after the Dutch national football team qualified for the FIFA World Cup™ 2010 in South Africa, one of the most popular Dutch newspapers headed alarmingly: *“Dressed up fans target at World Cup”* (Dekker, 2009 translated from Dutch² by author), illustrated with a picture of two girls dressed in orange at an earlier match of the Dutch national team. The message described a warning for Dutch football fans not to wear orange clothing outside the stadium during the event, as, according to South African crime specialist Burger, this *“will certainly attract the attention of criminals”* (Dekker, 2009). Similar messages fill headlines of newspapers, feature television shows and documentaries and fuel the diverse internet discussion boards where worries concerning the safety of visitors is widely addressed (Grail Research, 2009). Johan Derksen, an influential Dutch chief editor of a soccer magazine and talk show host advised

¹ ‘Wat in de krant staat is waar, maar ik ben het er absoluut niet mee eens. Elk incidentje wordt groot uitgemeten, maar over de dingen die goed gaan hoor je bijna niemand. Het draait steeds om veiligheid.’

² ‘Uitgedoste fan doelwit bij WK’

on multiple occasions the Dutch public to ”” (Derksen, 2010 translated from Dutch³ by the author).

Both Derksen (2010) and Dekker (2009) quote and rely on information by South African criminologist Dr. Johan Burger (publicised in Dutch, Burger, 2010). In his report on the expected crime situation surrounding the 2010 World Cup, Burger acknowledges that crime is a problem in South Africa and sums up worrying statistics on the crime trio murder, rape and assault (Burger, 2010). This data is used in the international media (see for example Derksen, 2010) to show that South Africa is a dangerous place to visit, but the nuance of the harsh statistics are overlooked. Burger states for example that ‘In general it is believed that tourists and other visitors of the World Cup will be well protected’ (Burger, 2010, p 48). It seems that Burger draws completely different conclusions from than Derksen (2010) does based upon the same article. This discrepancy between the image portrayed in the international media and by South African scientists and policy makers was also found as a recurrent topic during the interviews conducted in South Africa as well as during those conducted in the Netherlands.

The attention given to safety issues and crime has been a thorn in the eye for many of the interviewees. Klaas Deknatel, a Dutch free lance journalist operating currently from Cape Town, indicated that *“especially the British and Dutch media have been highly negative concerning the organisation of the World Cup and related safety issues”*. He draws upon examples of an incident which occurred during the preliminary draw held in Durban, 2007. While the city was turned into a fortress by the deployment of 1000 extra police officers and army personnel, Austrian former football player Peter Brugstaller was killed during a robbery at a local golf course. FIFA president Blatter responded by stating that *“in a city of 3.5 million some crimes will happen as they would in many other countries”* (Bond, 2007), but his reaction which was highly criticised in the media. According to Deknatel (appendix 1), *“this incident overshadowed the very well organized event, as various media raised questions whether the tournament should be hosted in South Africa”*. Dr Platzky, as discussed in the previous section, *“hopes that organizing a successful World Cup tournament will reduce this expression of Afro-pessimism in the media”*. She sees *“the negative image of crime and insecurity in the media as a result of a self fulfilling prophecy”*. She comments upon the journalists responsible for creating and recreating this image that *“it is thus in their own interest to, from time to time, fuel the image of South Africa being a dangerous place. It is what the editors expect”* (Platzky, appendix 1).

All South Africa interviewees indicated that *“there were far more significant, important and interesting factors present instead of crime, including the astonishing beauty of the South African nature and wildlife”*. Professor Donaldson, who also acknowledged that the image which is portrayed was highly distorted, explained this by stating that *“South Africans have got used to living in a high crime environment, and that they believe this is a global problem”*. He states that *“the fact that policy makers give more attention to the fear that foreign hooligans will travel to the country and make havoc in the hosting cities instead of focussing at the cities’ criminal gangs is an example of this”*.

Analyzing the information from the South African interviews, it becomes clear that there is a discrepancy between the image of South Africa as a unsafe country to visit portrayed by a large part of the international media and the image local South African policy makers and other actors related to the event would like to distribute. This becomes clear when comparing the major themes from the column by Derksen (2010, see figure 4.1) and the themes brought up in the interview with Dr. Platzky (see figure 4.2). These “word clouds” show that in the article by Derksen, a lot of words related to crime and risks for supporters and visitors are listed. “Robberies” (overvallen), “Police” (politie) and “Assault” (geweldpleging) feature prominent in the world cloud of figure 4.1. Less prominent words like “Murder” (moorden), “Al-Qaida”, “Crime” (midaad / criminaliteit) and “Street Robbery” (straatovervallen) can be found as well.

³ ‘Misschien kunt u toch beter uw Oranje-feest in Nederland vieren. Ik garandeer u wekelijks een boeiend voetbalblad met relevante achtergrondinformatie en iedere avond bij RTL7 twee uitzendingen van Voetbal International met actueel nieuws’.

4.3 Translation of qualitative data into quantitative research: development of the 'image-questionnaire'.

“There is always a tension between expert knowledge and that held by lay actors. ... people are by no means only dependent upon travel industry professionals for appropriate knowledge” (Lash & Urry 1994 p 255).

As the previous sections have shown, and the quote by Lash & Urry (1994) above underlines, the image people have of a place or tourist destination is not determined by a single source of information. The manifold of topics derived from both the literature review (Chapter 2), the popular media (Chapter 4) and interviews with key persons (Chapter 4) has been filtered by the researcher to form the basis of the quantitative survey conducted among Dutch visitors of the World Cup. As it is not possible to measure the exact image an individual has, a set of 5 topics has been chosen on which the respondents of this research are asked for their opinion. The 5 selected topics are partly based on the interviews, participatory observations and media messages, and partly on scientific sources, described in the previous Chapters. The topics are: (1) crime and safety, (2) transportation and accommodation, (3) competence as Hallmark-event organizer, (4) socio-economic situation, and (5) touristic attractiveness. The items within these topics represent positive as well as negative images and stereotypes, covering the optimistic and pessimistic opinions of the interviewed key persons as well as the media. These 5 topics have been divided in a total of 34 image questions, to which respondents can agree or disagree. A detailed overview of all image questions is presented in the questionnaires in Appendix 2 and 3

Chapter 5: Results of the Pre-World Cup survey

5.1 Introduction

The aim of this study is to compare the pre-existing images of South Africa among Dutch visitors of the tournament with their images after visiting the tournament, focusing on travel plans and actual spatial behavior. In this way, the study wants to contribute to the scientific debate about the spatial aspect of contemporary tourism, which is a gap in the literature (see chapter 2). The study has a longitudinal design, which makes it possible to analyze changes in the respondents' images of South Africa related to how they actually travelled in the country: on their own, or inside an 'environmental bubble' (see chapter 2). In this chapter, the results of the first survey are presented which took place just before and at the beginning of the FIFA 2010 World Cup.

As suggested in chapter 2, images of touristic destinations are often a combination of fantasy and reality and the image is highly vulnerable to change and manipulation (Ashworth & Voogd, 1990; Jenkins, 1999). However, (pre-) existing images are still seen as the basis of a certain destination image as "image promotion, and in particular city marketing, is only very rarely the creation of new images in a perceptual vacuum" (Ashworth & Voogd, 1990, p 80). This chapter will thus aim at finding out what this pre-existing image that Dutch football supporters have before travelling to South Africa is. This is done by finding an answer to research question 1 (Q1), *'what is the pre-existing image visitors of the World Cup have before travelling to South Africa, and which individual characteristics have an impact on this image?'*

As one of the hypotheses of this research is that spatial behavior in and outside the environmental bubble could influence the image tourists have of a destination, this chapter aims to find out to what extent visitors of the World Cup are planning to be compliant to the environmental bubble, which is provided by the organizers of the event and international and local tourist organisations. The second research question (Q2), *'to what extent are the visitors of the World Cup planning to be compliant to the provided environmental bubble, and to what extent is this level of compliance influenced by their individual characteristics and their pre-existing image?'* looks into this hypothesis. In this chapter, an insight is given in the way Dutch football fans are arranging their travel, individually or with a travel organisation. This categorization follows the initial definition of the environmental bubble as coined by Cohen (1972) where he makes a distinction between institutionalized and non-institutionalized tourists (see chapter 2.6).

In detail, the structure of this chapter is as follows: The first part of this chapter (5.2) will introduce the research sample, consisting of Dutch football supporters who travelled to South Africa to watch the FIFA World Cup in 2010, by comparing their background characteristics to: (a) a sample of 'normal' Dutch tourists, who have been included in a tourism study by Donaldson & Ferreira (2007) and (b) a group of football supporters from New Zealand, who also travelled a large distance to watch the FIFA World Cup held in Germany in 2006 (Florek et al., 2008). These two comparisons give an idea of the representativeness of the study sample.

Next, the study sample will be divided according to their planned spatial behavior: inside or outside the environmental bubble that is constructed by the organizers of the World Cup and the tour organizers (5.3). In the following paragraph, the travel motives and travel plans of the respondents will be presented (5.4). Finally, the pre-existing images that the study sample has of South Africa will be described, as well as how these images are related to individual characteristics, planned travel patterns (in or outside the bubble), travel motivation and planned activities (5.5). In the last paragraph, the results and answers to Q1 and Q2 will be summarized and discussed.

5.2. Who is travelling to South Africa for the World Cup?

An important question for policy makers involved in hosting an event, as well as for commercial parties catering for visitors, is who the people are that travel to the event. As discussed in chapter 2 & 4, the 2010 FIFA World Cup is a unique event because of its context and location.

Estimations on the number of visitors given before the event have been proven to be optimistic, and research conducted by the South African Ministry of Tourism and other research institutions after the event, give an estimation of a slightly disappointing visitor number (Volkskrant, 2010). Even after the event it is difficult to give a precise account on the number of people who travelled to South Africa to witness '2010', as the ministry of Tourism estimated a total of 309000 visitors, of which 38 percent came from neighboring countries (Volkskrant, 2010), while the opposition party Democratic Alliance estimated a total of 383000 visitors and indicated that during their research almost no African tourists were found; almost all African World Cup visitors appeared to be migrants living in South Africa (Krumbock, 2010). This indicates how difficult it is to get a valid impression of who actually travelled to South Africa for the World Cup, even for the involved organizers and specialists. In the case of Dutch fans, during this research in the field it appeared that a lot of visitors of World Cup activities were Dutch migrants, often already living in South Africa for a very long time, or studying/ having an internship in South Africa for shorter periods.

For this thesis, however, it is important to get an estimate of the representativeness of this study sample. This paragraph will try to uncover more details of the group of Dutch supporters who visited South Africa. As discussed in chapter 3, respondents have either been surveyed before the tournament via a snowball method using the internet, or at the beginning of the tournament at the 'Oranje Camping'. As discussed in chapter 3 and 4, the Oranje Camping has been a central event for Dutch supporters during the World Cup, and a large share of the Dutch supporters present in South Africa have been staying at the Camping for shorter or longer periods during the group phase of the tournament, or visited celebrations there. However, whether this sample is a valid representation of the research population is difficult to determine. In order to get an estimation of the representativeness of the study sample, its background characteristics will be compared with a sample of 'normal' Dutch tourists of south Africa (5.2.2) and a sample of New Zealanders visiting the 2006 World Cup in Germany (5.2.3). Firstly, however, an overview is given of the study sample of this thesis, listing their main characteristics (5.2.1).

5.2.1 Overview of the Dutch visitor of the 2010 World Cup tournament

Before the image Dutch football supporters who travelled to South Africa have can be studied, the research sample should be introduced and discussed. Table 5.1 lists the main characteristics of the population which will be used in further analysis in chapter 5 and 6. When looking at these characteristics, a few things stand out. First the population does not seem to be a random reflection of Dutch society. An overrepresentation of males, the higher educated and of people who visited an international sporting event before is striking, but when regarding the literature not unsurprising. In their work on the anthropology of football, Giulianotti and Armstrong (1997) explain the masculinity of football spectating, and also discuss the 'recidivism' of these football spectators in regard to visiting matches and events. Florek et al. (2008) and Kim & Chalip (2004) discuss that long haul travel to events is associated with a higher education. They explain that these long travels are often fueled by travel motivations external to the event, like an interest in the hosting destination. The next sections will look further into these findings and discusses whether this research sample can be seen as representative for the studied population.

5.2.2 Comparison of the study sample with 'normal' Dutch tourists to South Africa

In order to find out whether the Dutch visitors of the World Cup tournament are different from 'normal' Dutch tourists in South Africa, a comparison is made with the results of an earlier research project, conducted by the University of Stellenbosch (Donaldson & Ferreira, 2007). The dataset containing information on 58 Dutch visitors was made available by the responsible researcher, Professor Donaldson. Because the main topic of this survey was safety and security, only a limited number of questions could be compared directly. Both surveys could be compared

on age, gender, number of fellow travelers, nights spent in South Africa and earlier visits to South Africa (see table 5.2). Interesting to show, but less suitable for a direct comparison, because the concepts are somewhat differently measured, are the opinions on the safety situation in South Africa. For these topics only a rough comparison will be made (see table 5.3).

Table 5.1 overview of the research sample of 94 Dutch visitors of the 2010 World Cup

Gender	% male	81,0%
Age	average (standard deviation)	33,9 (s.d. 12,2)
Living together	% living together	46,0%
Children living at home	% with children living at home	20,0%
Education:	High school	18,0%
	Professional education	16,0%
	Higher education	66,0%
Income	Below average	33,0%
	Average	28,7%
	Above average	38,3%
Travel group	Alone	13,8%
	Couple (2 persons)	36,2%
	Small group (3 - 6)	33,0%
	Large group (more than 7)	17,1%
Visited international sporting event	% yes	61,7%
Visited South Africa	% yes	19,0%
Estimated nights in South Africa	7 or less	11,7%
	8 through 14	35,1%
	15 through 31	38,3%
	more than 31	14,9%

When comparing the two datasets, striking differences were found (table 5.2). Summarizing, it can be stated that among the Dutch visitors of the World Cup tournament in South Africa there were more males, they were younger, travelled in smaller groups and were less likely to have visited South Africa before than ‘normal’ Dutch visitors of South Africa. In extent to this, ‘normal’ Dutch visitors of South Africa were more likely to spend a week or less in the country, while the World Cup visitors were more likely to stay between one and two weeks in the country. This means that out of the five characteristics of visitors of South Africa that are compared, four were found to differ significantly at the 0.05 level. The other tested characteristic was found to differ marginally significant at the 0.10 level.

Explanations for these differences can easily be found. Both age and gender are two personal characteristics that have a known bias related to visiting football events. According to Giulianotti and Armstrong (1997, p 7), “it is typically believed that manifestations of swinging moods and irrationality are essentially a female trait, [while] football playing and spectating allow men to act out the same diversity of emotions”. In extent to this, the research of Kim and Chalip, (2004, p 702) on the 2002 FIFA World Cup proved that younger respondents reported a greater desire to attend the World Cup than did older respondents. An explanation on why a significantly larger proportion of the visitors of the 2010 World Cup visited South Africa for the first time is also provided by the literature, as Kim and Chalip (2004) describe that visitors of events like the World Cup are likely to have attended these events before, and that this is even stronger as the destination is further, more expensive or more difficult to reach. They suggest that there is a balance between attraction to a hosting nation and to the event, but this balance is skewed towards the attraction of the event. Results from research conducted by the South African ministry of Tourism indicated that little over half of the international tourists visited South Africa for the first time (Volkskrant, 2010), which shows that according to the research by Donaldson & Ferreira (2007) the Dutch group of supporters is deviant from the ‘normal’ Dutch tourists, as according to the ministry of tourism (Volkskrant, 2010) the research sample is also different from

the total group of visitors of the World Cup event. This last statement, however, should be read with caution, as the introduction to this chapter showed that other research into the World Cup visitors showed different results.

Table 5.2 Comparison of research population (n 94) with ‘normal’ Dutch visitors to South Africa (n 58)

	World Cup Survey 2010	Tourism Safety Survey 2007		World Cup Survey 2010	Tourism Safety Survey 2007
Gender*:			Age*:		
-Male	80,9 % (n 76)	55.2 % (n 32)	-30 or younger:	55.3% (n 52)	34.5 % (n 20)
-Female	19,1 % (n 18)	44.8 % (n 26)	-31 – 50:	33.0 % (n 31)	37.9 % (n 22)
			-51 and older:	11.7 % (n 11)	27.6 % (n 16)
Nights spend in South Africa**:			Size of travel group*:		
- 7 or less	11.7 % (n 11)	24.1% (n 14)	- 1	13.8 % (n 13)	17.2 % (n 10)
- 8 – 14	35.1 % (n 33)	17.2% (n 10)	- 2	36.2 % (n 34)	36.2 % (n 21)
- 15 – 31	38.3 % (n 35)	41.4% (n 24)	- 3 – 6	33.0 % (n 31)	13.8 % (n 8)
- more than 31	14.9 % (n 14)	17.2% (n 10)	- more than 7	17.1% (n 16)	32.8% (n 19)
Visit South Africa before this trip*:					
-Yes	19.1 % (n 18)	43.9% (n 25)			
-No	80.9 % (n 76)	56.1 % (n 32)			

*significant at 0.05
**significant at 0.10

The results found when comparing nights spent in South Africa and size of travel group for both datasets are a little more difficult to interpret. During the World Cup, Dutch visitors were more likely to travel in small groups of three to six travelers, while the 2007 survey showed a higher percentage of groups consisting of 7 or more people. Why in the 2007 survey such a high number of respondents indicated they travelled in a large group could be explained by the high number of package deals including group travel offered by tour operators. This was acknowledged by Hans Pluimers in one of the interviews conducted for this research (see chapter 4). Travelling in a large group in this case does not have to mean that all travelers knew their fellow travelers before going to South Africa. An explanation for the lower percentage of respondents travelling in large groups to the 2010 World Cup can be derived from interviews with Jokko de Wit and Hans Pluimers (Appendix 1), both key persons in the organization of supporters travel for the 2010 World Cup (see chapter 4). They both acknowledged that due to high time and financial costs associated with visiting this event, bookings by large groups of supporters united in sports teams or groups of friends have stayed far behind earlier international football tournaments. This happened because there had to be a strong motivation for travelling to this event, which had to counter constraints as high prices, long travel, perceived risks and taking time off outside of the holiday season. Compared to earlier editions of the event, “visitors could jump into a car and drive to Germany, spent a night and watch a game and return the day after” according to Jokko de Wit (translated from Dutch by author). Travelling to South Africa entails more planning, higher costs and a bigger risk, which makes it for the majority not possible or desirable to visit the event.

The last characteristic which was found to be (marginally) significant was the total number of nights spend in South Africa. An interesting fact on the number of nights spend in South Africa was that in both samples, the mean number of nights was 31, and that the standard deviation was in both surveys almost equally high with 44.9 (World Cup survey) and 45.2 (Tourism Safety survey). These standard deviations are exceptionally high, meaning that both variables are not divided normally. In both samples, there were some outliers consisting of respondents who stayed in South Africa for very long periods. Therefore a division in a number of categories was made instead of using the average number of nights. This analysis shows that the main difference in the number of nights spent in South Africa lies in the fact that short stays

seem to be far less popular among World Cup visitors. This can be explained by the fact that for the World Cup research, only visitors of the tournament were surveyed. This excludes people who visit South Africa for business, short events like conferences and short family visits. However, this finding can still be seen as somewhat unexpected, as preliminary to the tournament marketing campaigns where present advertising one-match package deals with just one or a few nights spend in South Africa. Two possible explanations can be given for the small number of short stays in South Africa during the World Cup. The first being that supporters will not travel a long distance and pay a significant sum of money to spend just a few nights in South Africa as acknowledged in interviews conducted for this thesis (see chapter 4). The second is that spending such a short time in South Africa would entail a strictly planned travel schedule, reducing the chance that the researcher would come across these travelers while conducting the surveys.

As discussed in the introduction of this paragraph, there is a variable existing in both datasets that can be related to each other, but do not exactly correspond: perceived safety risks. Approximately 40 percent of the surveyed visitors of the Tourism Safety survey in 2007 perceived security risks, while of the 2010 visitors, 42.6 percent did not find South Africa a safe country. In extent to this, the 2007 survey showed that 43.1 percent of the surveyed Dutch visitors were not worried about the safety situation at all, while 33 percent of the in 2010 surveyed Dutch visitors found South Africa a safe country to travel. With some prudence it can be concluded that perceived safety risks are more or less the same in the two samples, indicating that a considerable number of persons (30 to 40 %) in both samples perceive safety risks related to their visit to South Africa.

Table 5.2 Security risks compared between 2007 Tourism Safety Survey (n 58) and 2010 World Cup survey (n94)

	Tourism Safety Survey 2007		World Cup Survey 2010	
	Bigger security risk	Worried about safety	South Africa is safe to travel	South Africa is a safe country
Yes	38.9 %	20.7 %	33.0 %	20.2 %
Neutral	-	36.2 %	40.4 %	37.2 %
No	61.1 %	43.1 %	26.6 %	42.6 %

It can be concluded that the visitors of the World Cup are different from the ‘normal’ Dutch tourists to South Africa. Summarizing, the population is younger and more masculine compared to other Dutch visitors of South Africa, travels more in small groups, have a significant higher percentage of people who are travelling to South Africa for the first time and are less likely to stay in the country for a very short period. However, all these differences can easily be explained by the type of visit being related to a hallmark football event related (Getz, 2008; Giulianotti & Armstrong, 1997; Florek et al., 2008; Kim & Chalip, 2004).

5.2.3 Comparison of the study sample to 2006 World Cup visitors from New Zealand

The high percentage of male visitors is one of the striking statistical differences discussed in the last paragraph. It is difficult to verify whether this result reflects the actual percentage of male and female Dutch visitors of the event, but when comparing it to earlier research among FIFA World Cup visitors, comparable results can be found. An example of this is the study among supporters from New Zealand who travelled to the 2006 World Cup in Germany, which found an 88.6 percent share of male visitors in the population (Florek et al., 2008). Statistically, both the Tourism Safety Survey, and the New Zealand World Cup visitor survey differed significantly from the 2010 World Cup research survey when comparing gender in a Chi² goodness of fit test, but interestingly, the New Zealand sample even had a higher percentage of male participants than

the sample used for this research. The sample with World Cup visitors from New Zealand showed a better comparison as well, showing that the research sample used for the 2010 research is closer to representing a population that undertook long haul travel to witness an event than to a population who undertook a long haul travel just for a holiday.

When put in perspective to the New Zealand study, the age pattern of the Dutch 2010 World Cup visitors can be explained as well. In the New Zealand case, a “bimodal distribution seems to represent”, with young, single people at the end of their education or early career on the one hand, and on the other hand “successful, wealthy people, often with families, also keen on football, for which the cost of travelling to such an event is relatively minimal” (Florek et al., 2008, p 206). In the case of the 2010 World Cup Tournament, especially the first age group, young, single, higher educated males seems to be overrepresented, just like in the New Zealand sample. Graph 5.1 shows that our study sample also has a bimodal distribution, like the New Zealand sample, but with a lower peak for the older group. An explanation for the difference in age distribution could be that a destination like South Africa attracts a more adventurous and young group of travelers than other World Cup hosting destinations. It could also be explained by the place where the majority of the respondents have been surveyed (Oranje Camping) or the fact that due to the world wide financial crisis corporate visits were strongly reduced (as derived from the interview with Hans Plumiers, appendix 1).

Graph 5.1 Age distribution of Dutch World Cup Visitor Survey (n 94)

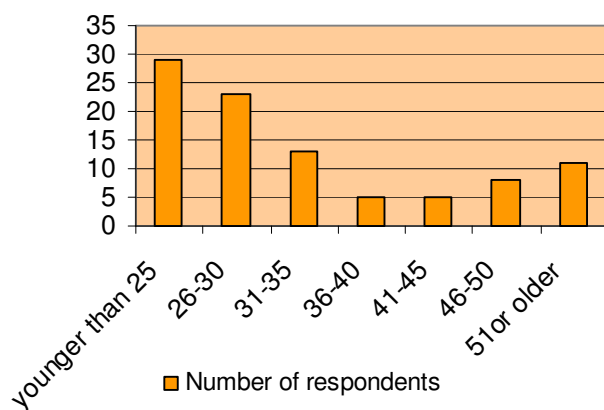
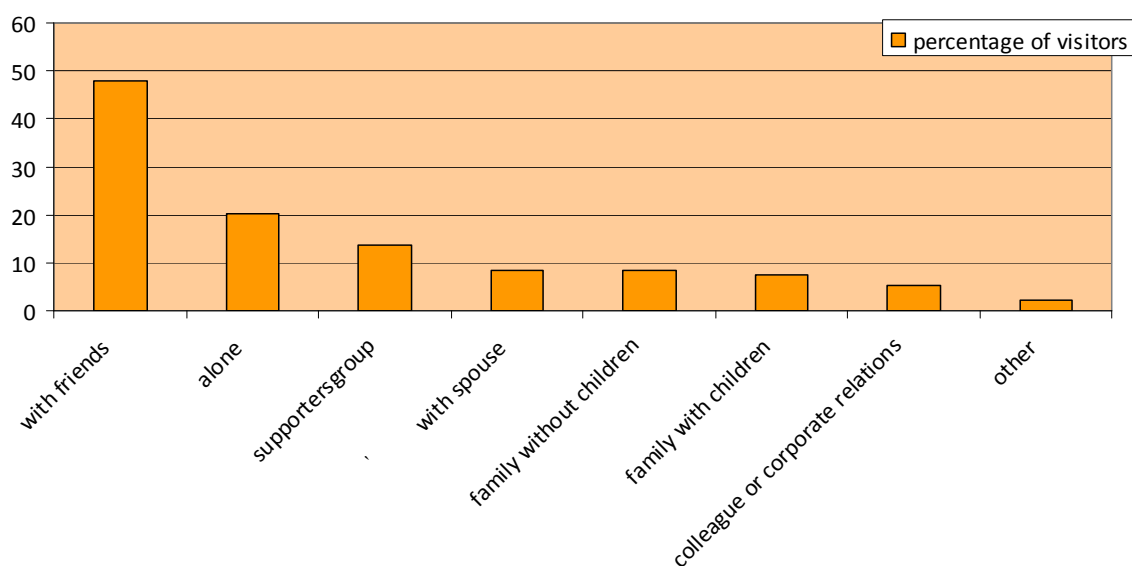


Table 5.1 gives an overview of the descriptive statistics of the personal characteristics of the Dutch World Cup visitors surveyed for this research. A relatively high percentage of singles, people living without children and a high education seem to fit the profile found in the publication by Florek et al. (2008). When comparing statistically, the education level of the New Zealand World Cup visitor population and the population of Dutch World visitors found in the survey does not show a significant difference.

The high number of highly educated young people could explain why even though the costs associated with travelling to South Africa are high, a third of the respondents see themselves as having an income below average. Students, and graduated students at the start of their career are very likely to make up for this group. The low percentage of the number of respondents living with children is a characteristic which can be expected given the earlier discussed distribution of the population of this survey, and examples found in the literature (eg Florek et al., 2008). This can also be seen as an important evidence of a factor constraining visiting the World Cup tournament. Since the tournament is held outside of the Dutch (school) holiday period, families with school going children where constrained in travelling to South Africa. As a result of this, less than 10 percent of the respondents indicated they travelled in a family with children (graph 5.2).

When looking at graph 5.2 it is also apparent that almost half of the respondents indicated to travel with friends in South Africa. Almost a quarter of the respondents indicated to be travelling with family members or spouse, either with or without children while 20,2 % of the respondents indicated to travel alone. In extent to this, more than 10 % indicated that they travel in a supporters group. This last category was often mentioned together with travelling alone, as many respondents travelling alone team up with other supporters and form groups surrounding matches. Combining the travel groups (graph 5.2) together with the number of people the respondents travel with in South Africa (table 5.1), there can be concluded that the largest number of Dutch visitors to the World Cup travel in small groups (3 -6) of friends or in a lesser extent family members. As commented on by Jokko de Wit (chapter 4), the costs and distance associated with travelling to South Africa for an event made travelling for large groups unattractive.

Graph 5.2 Travel groups of research population, Dutch 2010 World Cup visitors (n 94)*



*more answers where possible, adding all percentages exceeds 100%

Next to examining how long and with whom visitors of the 2010 World Cup will travel to, and stay in South Africa, it is also interesting to look at former travel experiences of the respondents. As already discussed in paragraph 5.2.2, the previous visits to South Africa differ significantly between the Dutch visitors of the World Cup and the 'normal' Dutch tourists in 2007 and from the total population of international visitors of the 2010 World Cup (Volkskrant, 2010). More than four out of every five respondents visit South Africa for the first time during the World Cup. This shows that an event like the FIFA World Cup is capable of drawing visitors to a country that they have not visited before.

When looking at the travel experience of the respondents related to the visiting of international sporting events (table 5.4), a comparable percentage has visited either one or multiple day international sporting events before. A high experience with previous international events is a feature which is described in other literature on World Cup visitors (eg. Florek et al., 2008 or Kim & Chalip, 2004), so this finding corresponds well with the existing literature. In extent to this, a high percentage of more than 60 percent of the respondents indicated in the 2010 World Cup survey that they have visited a developing country before. This shows that the event does attract a group of people of whom a significant share are experienced with travelling beyond the borders of the continent of Europe and into countries outside the scope of the average mass tourist (Hall, 2005).

Simultaneously this proves the statement of Getz (2008) that the group of people a major event like the FIFA World Cup attracts is a-typical, which should be taken into account when drawing further conclusions about the population.

Table 5.4 Previous visits to international sporting event by visitors of the 2010 World Cup (n 94)

	One-day event	Multiple day event	At least one	none
Dutch visitors	31.9 % (n 30)	46.8 % (n 44)	61.7 % (n 58)	38.3 % (n 36)

5.2.3 How representative is the study sample?

When looking at the personal characteristics and travel groups of the Dutch visitors of the 2010 World Cup it can be concluded that travelling to the 2010 World Cup tournament is popular among a selected segment of the Dutch population. The archetype of the Dutch football fan in South Africa is a young and experienced male traveler, not tied to home by young children, well educated, but not necessarily with a high income. This archetype seems to be different from other Dutch visitors to South Africa as described by Donaldson & Ferreira (2007), but has many similarities with the New Zealanders visiting the 2006 World Cup tournament in Germany. In conclusion, it seems a justifiable assumption that our study sample is a valid representation of the Dutch visitors of the 2010 World Cup in South Africa

5.3. The environmental bubble, introducing a spatial concept

The last paragraph introduced the research population, and showed in what sense it is unique compared to other Dutch visitors to South Africa and to what extent the uniqueness of this group can be explained from literature on hallmark events. This paragraph will introduce another characteristic of the population, which has been hypothesized to be important in the study of image change by visiting an event in the preceding chapters. This characteristic is to what extent the Dutch visitors of the World Cup travelled inside or outside ‘the environmental bubble’.

As discussed in chapter 2, contemporary tourism literature describes spatial behavior of certain tourists as being strongly limited to well-organized tourist spaces as hotels, air-conditioned tourist buses and enclosed attractions and their movements are strongly coordinated by local policy makers as well as local and international corporations and organizations (Allen & Brennan, 2004). Paths the tourists ought to follow as well as codes of conduct the tourists are ought to live by are formed by the creation of certain images of destinations (Urry, 1990). This theoretical point of view is not only found in tourism research, it is also mentioned in accounts from a critical philosophical perspective (e.g. De Caeter, 2004).

Even though the concept of the environmental bubble, as well as similar concepts have found their way into contemporary scientific literature, empirical evidence of their existence and their workings are seldom. This research maintains a combination of quantitative work among a population which is expected to be highly affected by such an environmental bubble in combination with qualitative observations from within and outside the supposed bubble during the World Cup event. A first step to determine how visitors interact with the environmental bubble is to establish how the concept of the ‘environmental bubble’ can be conceptualized.

For this research, respondents are classified into two groups after the methodology applied by the inventor of the concept Cohen (1972). The tourists are divided between institutionalized and non-institutionalized tourists (see paragraph 2.6). Because empirical work into the theoretical concept of the environmental bubble is very scarce, and asking respondents directly whether they travel inside or outside the bubble would probably not lead to valid results because of social desirable answering patterns, this variable is computed from questions about how respondents arrange their travel to and in South Africa applying the distinction as suggested by Cohen (1972) between tourists who arrange their travel with tour operators and other intermediaries (institutionalized travel) and tourists who arrange their travel by themselves (non-institutionalized travel). Points are given for ‘inside the bubble’ when respondents arrange their

travel in advance with a travel organization and points are given for ‘outside the bubble’ when respondents arrange their travel either before their trip at their own initiative and/or on the spot at their own initiative. More details on this computation can be found in appendix 5, where this computation is explained in full detail.

After computing the points given for ‘inside’ and ‘outside’, two groups can be distinguished: one group which organizes the majority of their travel before their trip with an official tour organization (inside the bubble) and one group which organizes the majority of their travel by themselves, either before their trip or on the spot (outside the bubble). Of the respondents, 53,2 percent (n 50) can be identified as arranging their travel mainly inside the environmental bubble, while 46,8 percent (n 44) arrange their travel mainly outside the bubble.

Table 5.5 Logistic regression of expected travel in regard to environmental bubble

	Travel outside environmental bubble
Nagelkerke adjusted R square	0,59
	Beta
Constant	-5,66
Gender (1=male)	1,14
Age (in years)	-0,03
Living together (1=yes)	0,48
Income (see table 5.1)	-0,23
Children living at home (1=yes)	1,19
Travel group (see table 5.1)	-0,45
Education (1=high educated)	0,55
Visited international sporting event before (1=yes)	0,65
Visited South Africa before (1=yes)	-0,20
Travel motivation ‘culture and freedom’	0,32
Travel motivation ‘sharing football without worries’	-0,56
Travel motivation ‘interested in the cup, not in the country’	0,03
Number of different activities	0,37
Nights spend in South Africa	0,11
Number of sources used for preparation	-0,17
	significant at 0,05 level

Table 5.5 shows which individual characteristics, travel motivations and expected travel behavior have a relationship with arranging travel outside the environmental. This logistic regression has a fairly high explained variance, showing that with these variables, a prediction can be made whether or not a respondent is arranging the majority of his travel within or outside the environmental bubble. However, only two variables were found to have a significant influence, being the number of activities a respondent indicated to undertake while travelling South Africa, and the number of nights he or she was intending to spend in South Africa. Both variables show a positive relationship, indicating that more nights and activities make it more likely that a respondent is arranging the majority of her travels by herself.

The size of the travel group, and the motivation ‘culture and freedom’ and ‘sharing football without worries’ also have a relationship with whether a respondent is estimated to arrange his travels outside the bubble, as leaving the ‘number of different activities’ and ‘nights spend in South Africa’ out of the regression would make these variables significant. A larger travel group and a travel motivation based upon sharing football with fellow travelers without worrying for travel schemes increases the possibility that a respondent is an institutionalized

tourist, and having a travel motivation based upon freely exploring the culture of the hosting destination increases the possibility that a respondent is a non-institutionalized traveler.

This division based on planned spatial behavior only shows a hint of whether visitors of the World Cup will travel inside or outside the environmental bubble. Chapter 6 will look more closely into the actual travel behavior by asking how they really travelled during their stay in South Africa. For this chapter, the respondents are assumed to travel within or outside the bubble based upon their *planned* travel behavior as discussed in this paragraph.

5.4 Motivations and plans for travelling to the 2010 World Cup

Now the population has been introduced, and a distinction is made between institutionalized and non-institutionalized tourists, it is important to explore other aspects of the respondents travel to South Africa. This paragraph will look at the motivations behind the choice to travel to the World Cup in South Africa as well as the travel plans in relation to visiting World Cup matches and other activities. Both aspects will be compared for respondents arranging their travel inside and outside the bubble, to see whether the division made in the last paragraph can be used to explain differences in the image people have of the place they are going to visit.

The first subparagraph will look into the travel motivations of the respondents, as these are seen as an important factor which can explain why people choose to visit the tournament (Kim & Chalip, 2004). The second sub paragraph will look into the activities respondents expect to undertake while travelling South Africa, which have been proven to be influencing the travel plans inside or outside of the environmental bubble in the last paragraph.

5.4.1 Travel motives

Respondents were asked on their agreement to a set of travel motivations, which have been derived from earlier research (Kim & Chalip, 2004) as well as interviews conducted for this research project with South African and Dutch experts (chapter 4). In total, nine travel motives were given and respondents could agree or disagree with them on a 5-point Likert scale (see table 5.6). These travel motivations are argued to act as push factors which can mediate perceived risks and constraints of travelling to an event like the FIFA World Cup (Kim & Chalip, 2004).

In the light of this thesis, the travel motivations function as a double edged sword. As described in the literature these motivations are likely to influence the perception of risks and constraints related to travelling to the event, thus are very likely to influence the image travelers have of this destination. In extent to this, it is very likely that visitors of the World Cup who travel mainly within an environmental bubble have different motivations from travelers who travel mainly out of this bubble, as is shown in the last paragraph. This subparagraph will show which travel motives are seen as important by the research population and how these motivations differ between visitors who travel inside and outside the bubble

To see whether these travel motivations could be reduced to a smaller group of dimensions, a factor analysis was conducted. Out of the nine motives entered into the preliminary analysis, eight were used in the final analysis. 'Escaping from the responsibilities of daily live' was deleted due to an insufficient loading on one of the dimensions. This variable is not included in the further analysis, even though it was found to be an important push factor for visiting the 2002 FIFA World Cup tournament in South Korea and Japan (Kim & Chalip, 2004). In this study, the 'escaping' travel motivation was not found to be influencing perceived constraints or expected travel behavior in or outside of the environmental bubble

The three created dimension can be seen as having a good fit, as they explain 69.4 percent of the total variance. Table 5.6 gives an overview of the nine travel motives and the three dimensions to which they have been reduced. More information on the Factor Analysis can be found in Appendix 6. Next to the explained variance, these three dimensions can also be described as being normally distributed (see graph 5.3). Only the dimension 'interest in the cup, not in the country' is skewed towards 'disagree' and 'totally disagree'.

Table 5.6 Travel motivations converted into three dimensions using a factor analysis

Travel motive	Grouping	Short name
Experience South African culture is an important aspect of my trip	Getting in touch with local culture and being free to travel the country is important for my trip to South Africa	Culture and freedom
Travelling independently is important for me during my trip to South Africa		
When travelling South Africa, I am keen on learning more about the local culture		
Getting to know the locals is an important aspect of my trip to South Africa		
Having a well organized travel schedule before going to South Africa is important for me	Watching and talking about football in a well organized environment is an important aspect of my trip to South Africa	Sharing football without worries
Sharing interest in football with others is an important aspect of my trip to South Africa		
If the World Cup tournament would not have been organized in South Africa, I wouldn't have visited the country	The World Cup tournament is the only reason for travelling to South Africa	Interest in the cup, not in the country
Experiencing South Africa's natural beauty is an important reason why I visited the country (negative association)		
Escaping from the responsibilities of everyday life is an important reason for visiting the World Cup tournament	Not included in new items	

When taking a closer look at the three dimensions, it appears that they can be separated in event and non-event related dimensions. 'Culture and freedom' is clearly a dimension which combines different aspects of the country without having a direct relation to the event. The combination between 'getting to know the local population' and 'learning more about the local culture' seems obvious, but it is interesting to see that 'travelling independently' is also included into this dimension. This dimension can be seen as a typical characteristic of the non-institutionalized tourist, and it is surprising to see that this dimension can be derived from a survey among visitors of a World Cup tournament. Apparently, for several visitors, football is not the only reason to visit South Africa, but a welcome occasion to visit a country which is attractive for other reasons as well.

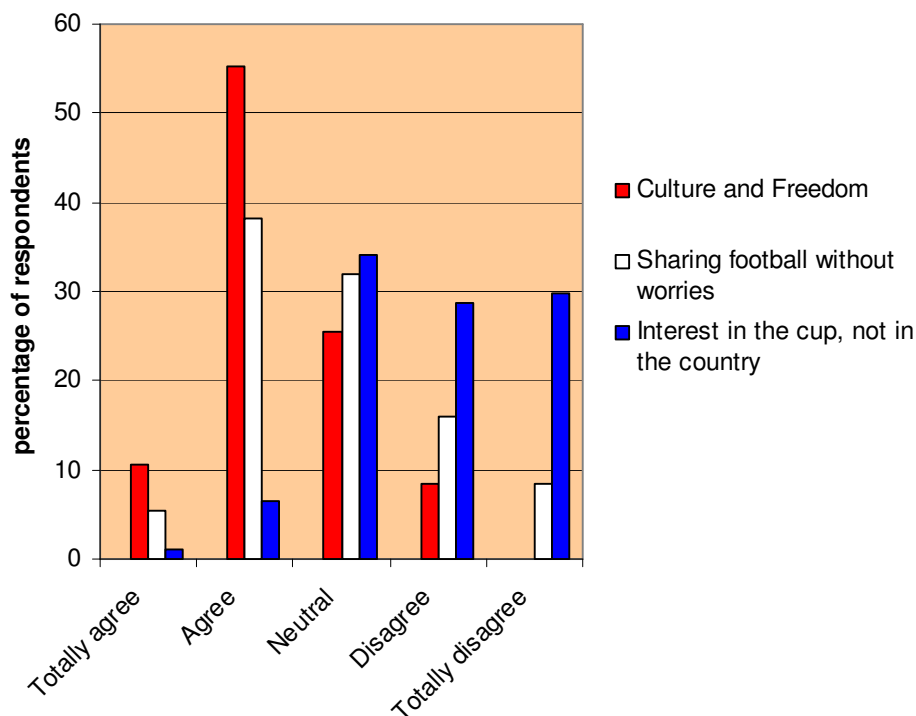
Graph 5.3 shows that a very high share of the respondents indicate they find it important to get in touch with local culture and being free to travel the country on their trip to South Africa. Put in perspective, one of the two event-related dimensions show an opposite pattern. A very small part of the respondents indicated they are only interested in the event and not in the country. The other event-related dimension is agreed upon more by the respondents: only little over 20 percent of the respondents disagree on finding 'watching and talking about football in a well organized environment' an important aspect of their trip to South Africa. This dimension, however, does seem to possess characteristics of the environmental bubble. The fact that respondents who have a high level of agreement on this dimension agree upon having a well-organized travel schedule before they leave, showing they can be seen as institutionalized tourists.

To test whether these dimensions actually differ between respondents travelling in- and outside the environmental bubble, the means of the different group for these dimensions are compared using an Independent Samples T-test for institutionalized and non-institutionalized respondents. Two out of three distinguished dimensions were found to differ significantly. Respondents travelling outside the bubble are more likely to agree upon the culture and freedom

dimension as motivation for their trip to South Africa, as well as being less likely to agree upon finding it important to share football within a well organized environment. This last finding is in line with the findings in paragraph 5.3, where it was found that ‘sharing football without worries’ has a negative relationship with travelling outside the environmental bubble. Next to this, the dimension ‘culture and freedom’ can be seen as a typical dimension for people travelling outside the bubble.

The ‘interested in the cup, not in the country’ dimension was not found to differ significantly: both respondents travelling in- and outside the bubble disagree on average with the dimension interest in the event, and not in the country. The ‘escape motivation’ does not differ between both groups, and seems to have an almost equal amount of respondents agreeing and disagreeing. This shows that it can be a push factor to visit an event as found by Kim & Chalip (2004), but does not has a relationship with expected spatial behavior when travelling to an event.

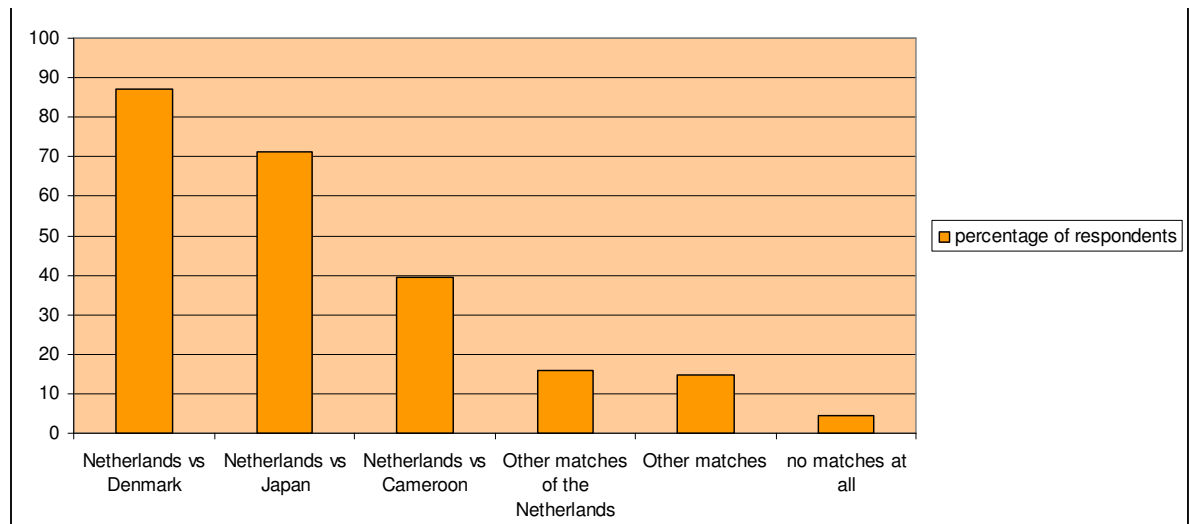
Graph 5.3 Agreement of respondents on 3 dimensions of travel motives (n 94)



5.4.2 Matches and other activities

It appeared from the interviews conducted for this thesis (chapter 4) that local policy makers were curious for the different activities visitors of the World Cup were planning to undertake. It was already clear that they would visit matches, but whether they would visit matches of other teams, and whether they would follow their team was still unknown. In extent to this, an important question was whether the supporters would undertake activities next to visiting matches, or “*would only sit and drink, on a beach or in a pub*” (indicated by Cheri Green, appendix 1). This subparagraph will give an insight in the different matches the respondents were planning to visit, and what kind of activities they were planning to undertake while travelling South Africa. The activities are also compared for institutionalize and non-institutionalized tourists.

Graph 5.4 Matches respondents indicated they would visit during the 2010 World Cup (n 94)



Graph 5.4 gives an overview of the different matches respondents indicated they were planning to visit. The most popular match was the first group match, Netherlands vs. Denmark. Of the respondents, 87.2 % indicated they would attend this match. There are a few explanations for this. The first explanation is that a large share of the surveys was conducted among Dutch supporters while travelling to South Africa on June the 10th, just prior to the first match. A second explanation can be found in the packages offered by ‘Oranje Camping’, of which the most included an arrival at Pretoria, which was the first location of the orange parade following the Dutch team throughout South Africa (plate 5.1), and from thereon included one, two or three matches. A last explanation is that a significant share of the visitor of the Oranje Camping were prize winners from the main sponsors of the event (Heineken and Spits News), who gave away packages including the first group match Netherlands vs. Denmark.

Plate 5.1 Orange caravan travelling from Johannesburg to Durban



The steep drop between the match against Japan (Durban) and Cameroon (Cape Town) can be explained by the travel distance between Durban and Cape; the journey takes approximately 2.5 days by car. Next to this, since the tournament was held in a non-holiday period for Dutch people, it is very likely that people don't have more time to spend than two weeks, in which the first two matches can be visited. Almost 50 percent of the visitors stayed less than two weeks in South Africa, in extent to this, 14 nights and two matches were the most

occurring value of the nights spent and matches visited by the respondent (table 5.6). It is interesting to remark that even though distances between the different cities where the Dutch team played their matches were extensive, and before the tournament worrying sounds were heard that the South African infrastructure would have problems coping with large movements of supporters (see chapter 4), still almost 80 percent of the Dutch visitors indicated they would visit more than one match (table 5.7).

The last interesting statistic is the low level of respondents planning to visit other matches of the Dutch team, or other matches in general. The first can be explained in three ways, being the fact that beforehand one cannot predict how far the Dutch team would reach into the tournament, the second being time and financial constraints of the supporters and last being the case that the Oranje Camping did not provide packages after the group stage of the tournament. Visitors had the option to extend their trip by changing their flight to a later date at a fee of 150 Euro, and they could book their hired camper for an additional period as well. According to the organization of the Oranje Camping, the booking of approximately 50 campers had been extended beyond the closing of the Oranje Camping after the last group match in Cape Town.

The low percentage of respondents indicated they would visit other matches indicates two things, the first being a low interest for other teams outside the Dutch team and the second being the fact that transport and tickets were not provided by the organizing tour operator.

Table 5.7 Amount of matches respondents planned to visit while travelling South Africa (n 94)

Number of visited matches	n	%
no matches	4	4,2
1 match	15	16,0
2 matches	35	37,2
3 matches	20	21,3
More than 3 matches	20	21,3

The question asked by local policy makers on what the Dutch supporters would do in the time between the matches can be answered by taking a look at graph 5.6. Respondents were asked to indicate what kind of activities they were planning to undertake besides visiting matches. On average, respondents were planning to undertake six different types of activities. This proves that Dutch visitors of the World Cup indeed were planning to see more of the country next to visiting matches.

When looking at the most popular activities (safari, visiting World Cup related festivals, going on a township tour and visiting natural attractions) it shows that respondents chose a varied collection of things to do. These findings show a different image from research conducted for Cape Town Routes Unlimited (CTRU) during the 2010 World Cup among visitors (Gab consultancy, 2010). Of their research population, only 6 percent of the international visitors indicated they would go on a township tour, compared to over 60 percent in this study. A larger percentage of the Dutch respondents in this research indicated to undertake all listed activities, except golfing and visiting craft markets, compared to the CTRU study.

What must be taken into account is that a set of these activities were provided by the 'Oranje Camping' as part of an additional package deal. The Kruger Park was visited (see plate 5.2), with a detour along the natural attraction 'Blyde River Canyon'. Visits of World Cup related festivals were possible surrounding the different matches, as well as on the Camping itself where entertainment was provided during the whole period. One of the more unique activities provided by the Oranje Camping were the visits of townships, as in every of the three hosting cities a football tournament was organized combining Dutch supporters with local youths. This initiative was organized together with the Dutch NGO 'Score' who organize sporting events in deprived areas in South Africa. A lot of media attention was given to these events, and the organization and Dutch supporters were applauded for visiting 'the other South Africa' (see plate 5.3).

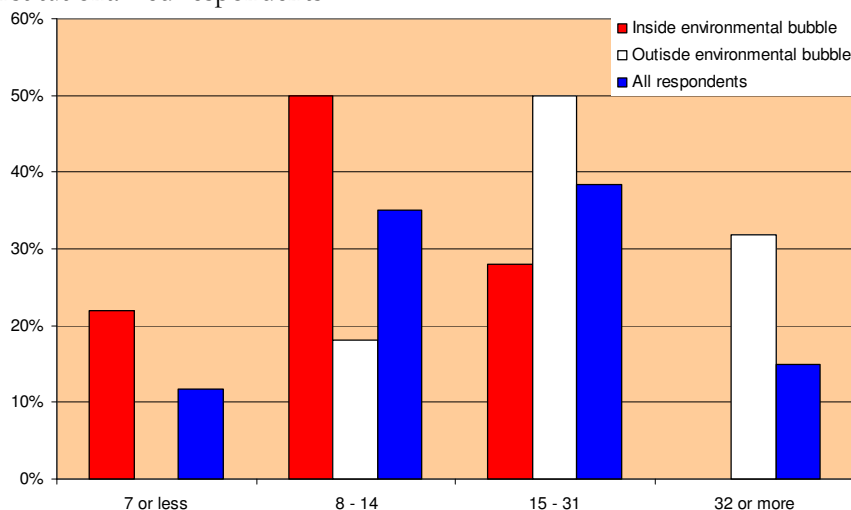
Still it can be questioned to what extent visiting such a sporting event in a township really stands for venturing out of the environmental bubble as these events were strictly coordinated by the ‘Oranje Camping’, and associates who arranged transportation into the townships, chose the local entrepreneurs who could host a market stall within the event spaces and provided the security for the Dutch supporters. According to the definition by Cohen (1972), the supporters venturing in these activities still are institutionalized tourists, even though the space they venture into clearly is outside of the environmental bubble. However, these spaces were closed off physically with fences and gates. Altogether these spaces had characteristics of an environmental bubble. More on this will be discussed in chapter 6.

Plate 5.2 Dutch supporters near Kruger National Park

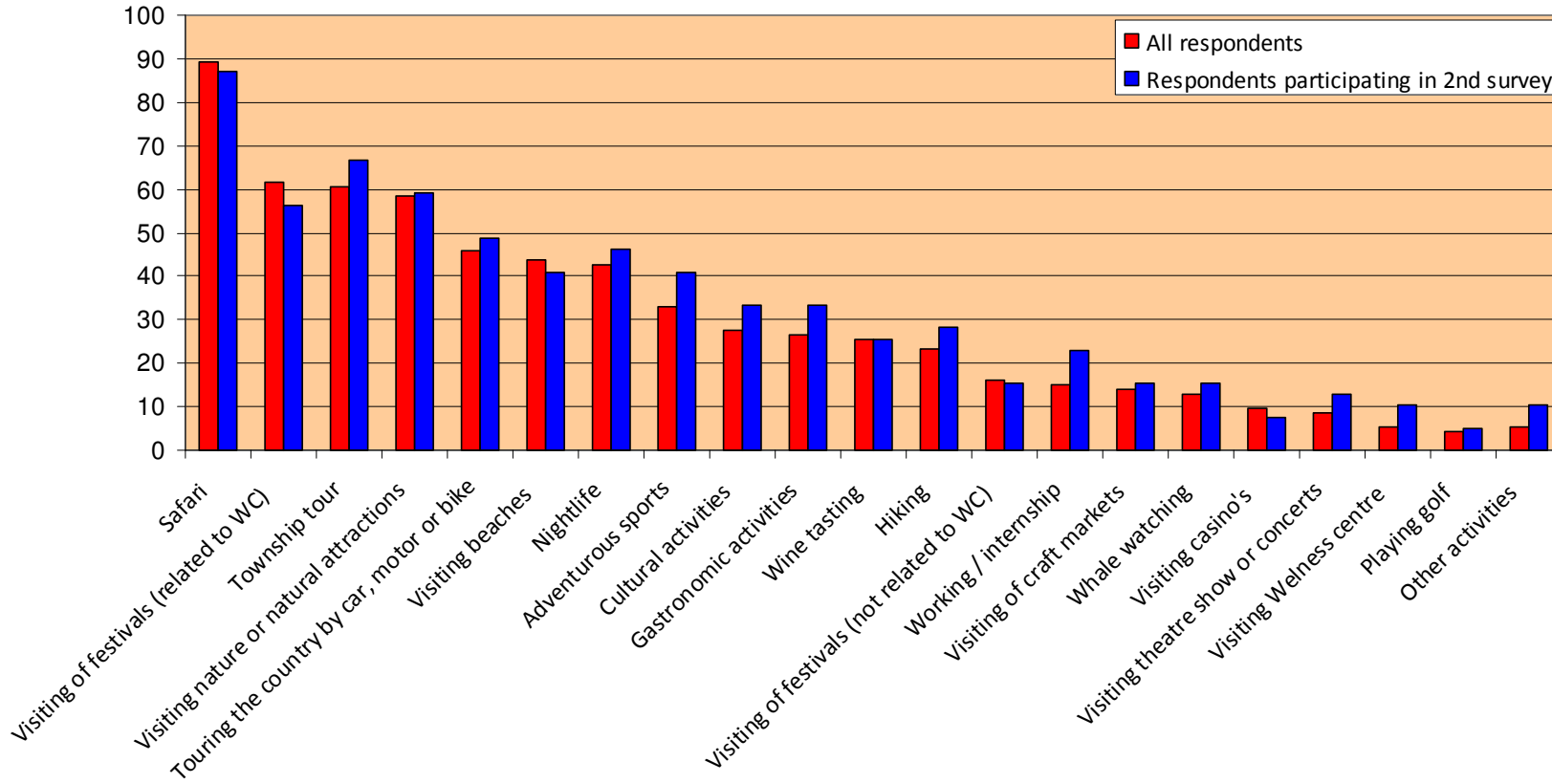


When comparing the number of different activities respondents plan to undertake who travel in and out of the bubble, a significant difference can be found. Respondents travelling inside the bubble plan to undertake an average 4.5 different types of activities, while the group planning to travel outside the environmental bubble plan to undertake almost 8.5 different types of activities on average. This finding corresponds with the finding from paragraph 5.3, where the number of activities was found to be a significant predictor for planning to travel outside the bubble. Graph 5.5 shows the second significant indicator for expected travel outside the environmental bubble, being the planned length of stay. It is clear that non-institutionalized tourists expect to stay longer in South Africa, a Chi-square test indicated a significant difference between both groups with a moderately strong relationship (Cramer’s V of 0.61). This is another indication of the existing difference between visitors travelling inside or outside the bubble.

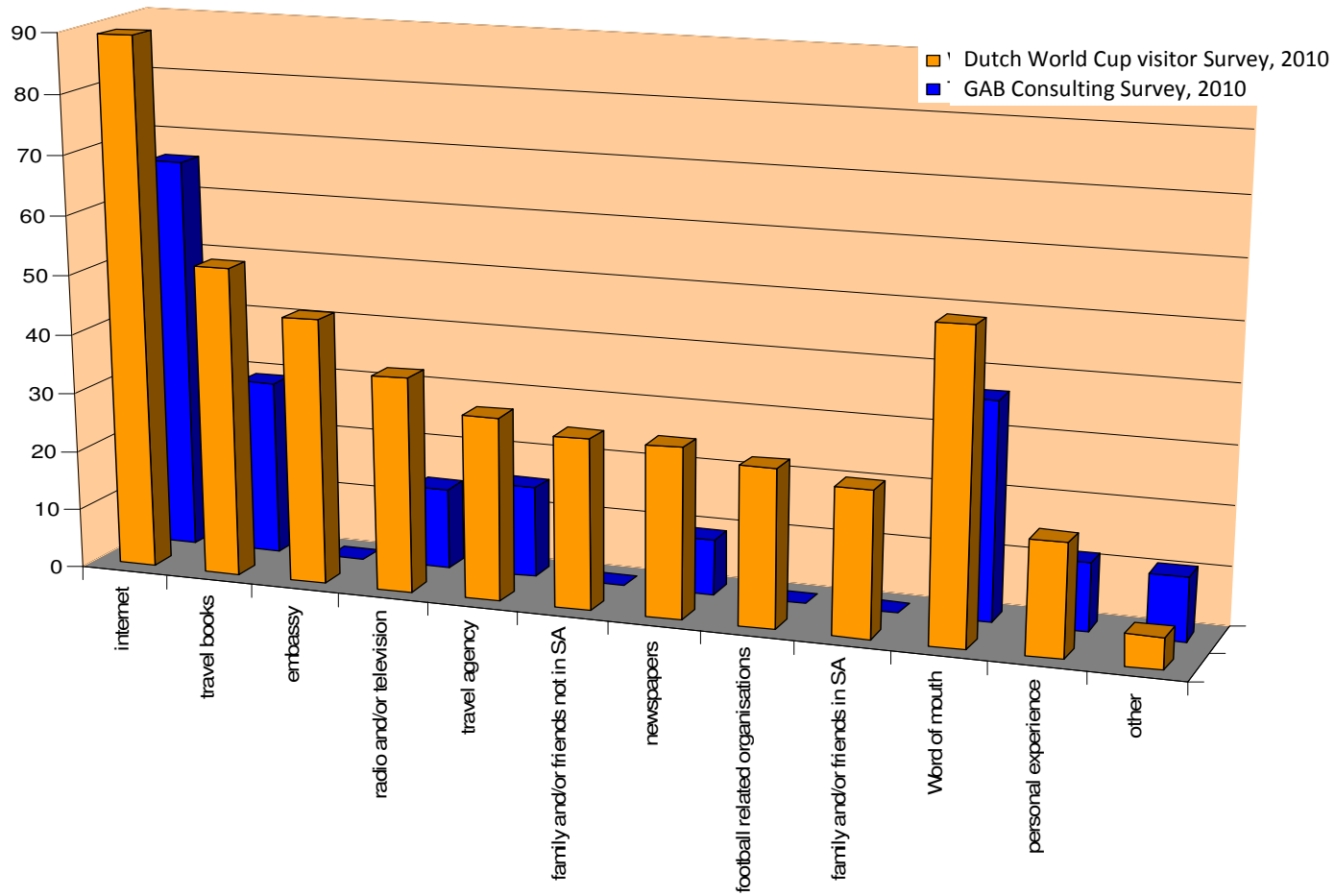
Graph 5.5 Length of planned stay in South Africa compared between institutionalized and non institutionalized respondents



Graph 5.6. Percentage of respondents planning to undertake activities while travelling



Graph 5.7 Sources used for preparation by respondents of World Cup Visitor Survey 2010 and Tourism Safety Survey 2007 (n 94)



5.5 What is the image respondents have of South Africa?

As argued in chapter 1 and 2, the image people have of South Africa is very important, not only because it is one of the main topics of this research but it can prove to be an important and tangible aspect of the legacy the World Cup event (see for example Jansen-Verbeke, 2008 or Jenkins, 1999). As was found in paragraph 5.2, over 80 percent of the respondents of this research project visited South Africa for the first time during the event. This does not mean that the image these visitors have can be seen as a ‘perceptual vacuum’ but it does mean that the image is often not based upon experience, but upon information derived from various sources (Ashworth & Voogd, 1990). The first section of this paragraph will thus look into the different kinds of sources respondents use for the preparation of their trip to South Africa.

Next to finding out where the image visitors of the World Cup have originates from, it is also important to find out what this image entails. In the literature, existing images are seen as the “cognitive structures which prepare the perceiver to accept, reject or modify the message promoted” (Ashworth & Voogd, 1990, p 84). Because existing images are often at the basis of marketing strategies, and determine their success to a large extent, it is important to find out which images exist among Dutch visitors before they travel to the 2010 World Cup. Next to this, this image is important in a second manner as well, as it is argued that a persisting negative image concerning the local safety situation existing in the international media could have acted as an impediment on the number of international visitors of the World Cup tournament (chapter 4, as argued by Dutch actors active in the organization of supporter travel to South Africa and media).

To measure the pre-existing image, the opinion of the respondents has been asked on 34 image-related questions. These questions have been derived from earlier research into similar topics (chapter 2) and from interviews with involved key persons, both from South Africa and from the Netherlands as well as from the media reporting on the event (chapter 4). The second subparagraph will look into this image, and discusses the factor analysis which was used to come to an understanding of the different images existing among the population. The third subparagraph will look into the relation among these images, and with other characteristics of the research population. The last subparagraph explains the different images by inserting the most interesting the variables previously discussed in this chapter into a regression analysis, which gives an insight in which of these variables influence the pre-existing image Dutch supporters have of South Africa.

5.5.1 Sources used for preparation

As image is seen as an important factor in this research, it is important to find out where this image comes from. The variable that is used to give an insight into the origin of this image is the different kind of sources the respondents have used for the preparation of their trip to South Africa. Graph 5.7 shows which sources the respondents of this research indicated they have used for the preparation of their trip, compared to the sources other international World Cup visitors used from a research conducted by GAB Consulting (2010) for Cape Tourism Routes Unlimited (CTRU). The categories that have no score in the CTRU research were only included in the research conducted for this thesis, and vice versa, the categories ‘word of mouth’ and ‘personal experience’ were only included in the CTRU research but have been calculated from other data to be able to compare them to this research. ‘Personal experience’ is the percentage of respondents who visited South Africa before, while ‘word of mouth’ is the percentage of supporters who used friends and/or family either living in South Africa or not for their preparation.

Interesting is the extremely high percentage of respondents (almost 90%) indicating they used the internet for their preparation. The research conducted for CTRU (GAB Consulting, 2010), showed that internet was for a general sample of international World Cup visitors also the most important source, but less respondents indicated they used the internet compared with the study conducted for this research project.

As the internet is full of different kinds of information, it is hard to give an indication of what kind of image is transmitted from this source. Travel books, used by more than half of the Dutch respondents, are known to give a colored and often relatively positive image of a destination (Urry, 1990). The third ranked source by the Dutch respondents is the Dutch embassy in South Africa, which was no category in the CTRU study. During the period before the World Cup, the embassy has been actively involved in educating Dutch supporters intending to travel to South Africa. They have started a website and a 'Facebook' page, published a booklet (Oranje Boekje), and started a sms-service. Almost half of the respondents made use of the efforts of the embassy, so this could be seen as an important source.

Two sources which have been mentioned least by the Dutch respondents are football-related organizations and friends and family living in South Africa. The last is easily explainable, as only one in five respondents had visited South Africa before, it is not very likely that a large share of the respondents has family or friends living in South Africa. The relatively low percentage of respondents indicating they used football-related organizations is more surprising, as for example the Supportersclub Oranje and KNVB were actively involved in the provision of information to visitors.

While comparing the number of different sources used by respondents travelling inside or outside the environmental bubble it was found that respondents travelling outside the bubble use an average of 4 different sources compared to 3.5 different sources by respondents travelling inside the bubble. This difference however was not found to be significant. Next to this, both the institutionalized and non-institutionalized tourists show a similar level of perceived preparedness for their trip, being rather well-prepared. What the influence of the preparation and number of used sources is for the image respondents have will be discussed in paragraph 5.5.3.

5.5.2 The pre-existing image of South Africa by Dutch visitors of the World Cup

A vast amount of scientific literature has been written on 'image' of places and tourist destinations (see Pike, 2002 for an overview). However, there still is not one methodology present which is widely used and accepted in order to measure destination image in a sound way (Pike, 2002; Tribe, 2005).

One of the reasons for this is that image lies in the eye of the beholder, and is not a characteristic of a place. Image is the way a spectator sees a certain place or destination, and this image varies from person to person and from context to context (Ashworth & Voogd, 1990). Every place or destination is different, and has got different characteristics which are important for the image it has among different people. In extent to this, a major event like the FIFA 2010 World Cup brings with it a new set of visitors, as described in paragraph 5.2. These new visitors are very likely to build their image upon different characteristics than regular visitors do (Getz, 2008).

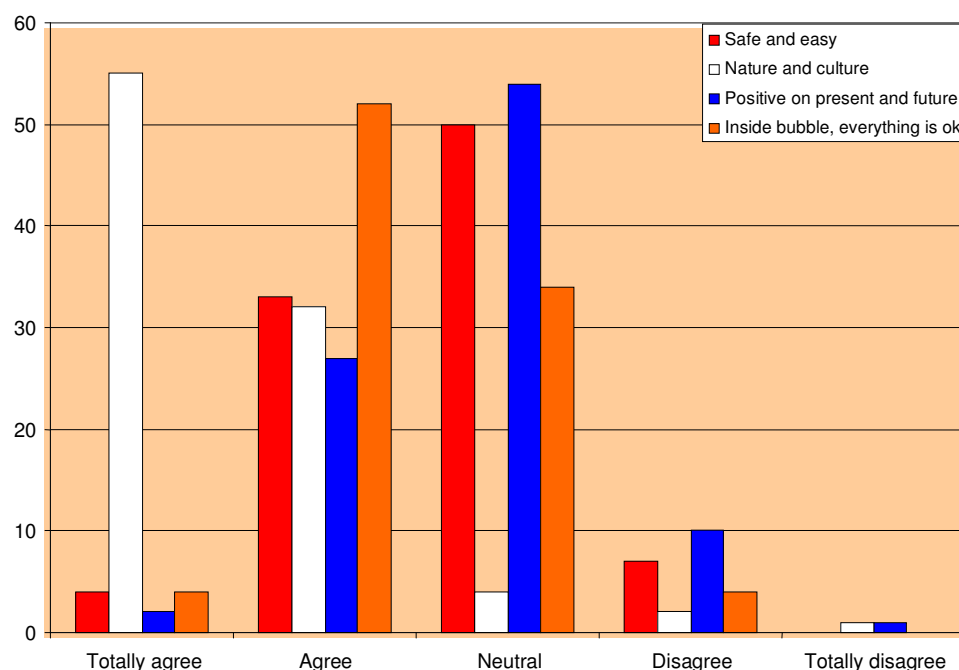
By simply copying image questions from earlier tourism surveys it is thus very unlikely to capture the image this group has in a meaningful way. The questions asked in this research are thus not only derived from a combination of tourism and image literature but also from interviews with South African and Dutch key persons involved in the organization of different aspects of the 2010 FIFA World Cup (chapter 4). In total, the respondents were asked to give their opinion on 34 questions (see appendix 2, or table 6.6. in chapter 6).

To see whether the image questions could be reduced to a smaller set of dimensions, a factor analysis was conducted. Four dimensions could be extracted explaining 50.2 percent of the total variance. The dimensions that were extracted are 'South Africa is a safe and easy country to travel', 'South Africa has a rich cultural heritage and astonishing natural beauty', 'Positive on present and future' and 'within the bubble everything is ok, but outside it is not'. These dimensions are computed from a set of 27 variables that were included in the final factor analysis. The remaining seven variables either did not load on any of these factors, or loaded equally on more than one factor. For an overview of the factor analysis see appendix 7.

The results from this computation are four new variables (dimensions) with values between 1 and 5, where a high score stands for a positive image. Graph 5.8 shows that three dimensions, 'safe and easy', 'positive on present and future' and 'inside bubble, everything is ok' are divided normally, while 'nature and culture' is highly skewed. Therefore, the dimension 'nature and culture' is recoded into a dichotomous variable with respondents who 'totally agree' with this dimension and 'all others'. The other three concepts are used as ratio variables.

The dimension 'inside the bubble, everything is ok' is important for the topic of this research. Respondents who indicate that they believe that within event and touristic spaces crime and problems associated with a 'developing country' will not occur also state that outside these spaces these problems do exist (appendix 7). This image dimension can be typically characterized as a 'bubble image', as it underlines the presence of environmental bubbles which seal the tourists from possible dangers and annoyances of a holiday destination.

Graph 5.8 Four image dimensions existing among Dutch visitors of the World Cup (n 94)



When looking at graph 5.8, it shows that disagreement with the four image dimensions is seldom, though there are clear differences when looking more closely at the three normally divided dimensions. 'Inside the bubble, everything is ok' has a mean value which is close to neutral (3.2), while 'Safe and easy' and 'inside the bubble everything is ok' have a higher mean value (3.4 & 3.6). While a fairly high level of agreement is found on all dimensions, a respondents tend to agree stronger on the statement that South Africa is a safe easily travelable country and that inside the environmental bubble, everything is all right but outside problems persist.

The mean value of agreement with the richness and diversity of natural and cultural attractions in South Africa scored 4.4. This extremely high level of agreement is very interesting for local policymakers, as this pre-existing image can be seen as an item which can be used successfully to brand the product 'South Africa'. As the largest part of the research population has not visited South Africa before (over 80%), this pre-existing image is to a large extent derived from other sources than direct experience. Since it is believed that the main interest of visitors of the World Cup is the event itself, it is interesting that there is such a high level of agreement on presence of unique cultural and natural resources in South Africa. Future promotional campaigns can aim towards both nature and culture, as these seem strong assets of the country.

Next to this, the relatively low level of disagreement with the statement that South Africa is a safe and easy country to travel can also be seen as good news for policy makers. Even though an image was communicated in the international media portraying South Africa as a dangerous and crime-ridden country (Briedenhann & Wickens, 2004), most respondents evaluate South Africa differently, even before they visited the country. In extent to this, a significant part of the respondents is fairly positive on the present and future of South Africa. In total, the results of this image study can be seen as fairly positive for South Africa and can prove to be a fruitful basis for further promotional campaigns.

The next step is to find out to what extent the image respondents have of South Africa is influenced by personal characteristics (as discussed in 5.2), travel motivations (as discussed in 5.3) and intended travel behavior in or outside the environmental bubble (as discussed in 5.4).

5.5.3 Relations between the four image dimensions

While the four image dimensions, which were introduced in the last paragraph, can be seen as embodying very different aspects of a tourist destination image, it is interesting to see how these dimensions correlate with each other. Table 5.8 shows that there is a certain level of correlation between the different image dimensions. Out of the four dimensions, three were positively related with each other while the fourth dimension, ‘within the bubble everything is ok’, did not correlate with the any of the other dimensions.

The dimension ‘optimistic about present and future’, represents an image of socio-economic characteristics in South Africa. Respondents indicating that they agree with this dimension are not likely to agree with the ‘third world country problems’ present in the dimension ‘within the bubble everything is ok’. In Appendix 7 evidence for this can be found, as the image variable ‘the presence of health problems like malaria and HIV/AIDS’ is present in both dimensions, but with adverse outcomes. There is no negative correlation either because respondents who are optimistic about present and future are likely to agree upon the capability of South Africa to organize their tourist and event spaces. The same arguments can be given for the ‘safe and easy to travel’ dimension as they are likely to agree upon the organizing capabilities of the host nation, but disagree upon the third world problems as well.

‘Safe and easy to travel’ correlates significantly with ‘nature and culture’ and correlates marginally significant with ‘optimistic about present and future’. The correlation values are below a critical level, so the dimensions do not describe the same image, but they are indeed related to each other. Respondents indicating they see South Africa as a place rich of natural beauty and cultural treasures are likely to perceive the country as being safe and easy to travel in, while respondents that find South Africa safe and easy to travel are likely to be optimistic about the present and future of the country.

A conclusion which can be drawn from these results is that when respondents think highly positive of the natural and cultural attractions present in South Africa, they are likely to think the same of the safety and easiness of travelling the country. Next to this, respondents who are feeling positive towards the safety and easiness of travelling South Africa are likely to feel positive towards the present and future of the country. The dimension that can be seen as deviant is the dimension transmitting an image of a divided place with third-world problems which only exist outside the environmental bubble. This dimension does not correlate with the other three, and thus transmits a separate, but important image of South Africa as a tourist destination.

Table 5.8 Correlation between the four image dimensions (n 94)

	Nature and culture	Optimistic about present and future	In the bubble, Everything is ok
Safe and easy to travel	0,33 **	,18 *	-0,10
Nature and culture		0,09	0,03
Optimistic about present and future	* Significant at 0.10 level	** Significant at 0.05 level	0,12

5.5.4 What determines images?

In theory (chapter 2) as well in practice (chapter 4), it was found that 'image' can be an important asset for a destination to distinguish itself in the global market place (see e.g. Ashworth & Voogd, 1990). In extent to this, 'image' is also perceived to be an important determining factor in the spatial behavior of people in general, and of tourists specially (Kim & Chalip, 2004). It is thus important to not only find out what the image is the Dutch visitors of the World Cup tournament have of South Africa, but also to investigate what the determining factors behind this destination image are.

To find out which factors influence the image an individual has of South Africa, a multivariate regression analysis was carried out for each of the four images separately (table 5.9). Three of the four image dimensions meet the demands of a linear regression model, while one dimension ('nature and culture') had to be converted into a nominal variable and was analyzed using a logistic regression model. The main findings from these analyses are presented below.

The regression models showed that two of the four dimensions could be partially explained by the included variables. A fairly high explained variance was found for 'safe and easy to travel' (adjusted R^2 0.35) and 'nature and culture' (0.36 Nagelkerke R^2). The other two variables did not show a high explained variance.

A first striking result is that travel motivations have only in a lesser extent a relation with the image dimensions. Not very surprising, and only marginally significant, a travel motivation based upon the nature and culture of the host destination has an influence upon the image respondents have considering nature and culture in South Africa. Agreeing upon this travel motivation increases the change that Dutch visitors fully agree upon the image dimension 'South Africa has a rich cultural heritage and astonishing natural beauty'. Next to this, respondents who agree upon the travel motivation 'sharing football without worries' have a lesser agreement upon this image dimension.

More interesting, and possibly important for future policy, is the influence the travel motive 'freedom and culture' has on the image of South Africa as a safe and easily travelable country. Respondents indicating that they are interested in learning about the local culture and in extent to this want to travel as independent as possible, have a positive image of South Africa as a safe and easy country to travel. This finding corresponds with findings from previous research (chapter 2, Kim & Chalip 2004), and can be seen as useful for further policy. Potential tourists who are interested in culture and demand an independent way of travel could be seen as a target group for further promotional campaigns, as these tourists are likely to have a positive image of South Africa in extent to safety and see the country as easy to travel.

Next to travel motivations, earlier travel experience with South Africa also significantly influences the 'safe and easy to travel' dimension. Respondents who visited South Africa before are more likely to agree upon this dimension, showing that previous experience with the country has a positive influence on the appreciation of the tourist infrastructure and safety of the country. In extent to this, the travel group size was found to have a significant influence on finding South Africa 'safe and easy to travel' as well. Apparently, respondents travelling in larger groups were less likely to disagree upon this image dimension. An explanation for this can be that travelling in groups reduces perceived risks and fear of crime associated with travelling in South Africa.

Contributing to this, the touristic facilities in South Africa are organized in such a way that travelling with more people is perceived as easy. An example of this is that rental cars are suggested as an ideal mode of transportation by travel books (e.g. Lonely Planet, 2002), but this kind of transportation is more suitable for (small) groups than for single travelers. Warnings from several sources as travel guides and newspapers stating visitors to South Africa should avoid walking alone in certain areas (see e.g. table 2.1 or Lonely Planet, 2002) could contribute to a reduced feeling of safety among single travelers as well. A side mark to this can be found in the publication by Boakye (2010) on crime and tourism in Ghana. His research showed that tourists travelling in large groups were more likely to be victims of crime while visiting Ghana.

This assumption brings us to the last two factors found influencing this image dimension significantly. According to this research, using more different information sources for the preparation of the trip to South Africa causes respondents to disagree upon the dimension portraying South Africa as a safe and easy country to travel, while a higher education leads to a stronger agreement upon this dimension. Both education groups ('highly educated' and 'all others') use on average the same amount of sources for their preparation, and both groups have a similar agreement upon being fairly well prepared for their trip. The relationship between sources and this image dimension could be explained in two ways. Either, a majority of the sources tourists use for the preparation of their trip to South Africa give a somewhat negative image of the country in respect to safety and travel. Or, it could also show that respondents who have a somewhat negative image have prepared themselves more intensive for their trip by using more different sources for their information. Future policy could be aimed towards promoting the image of South Africa as a safe and easy country to travel in sources used by the general public, and not in special in sources popular among the higher educated.

Both Dutch and South African policy makers have indicated that the popular media in Western countries have communicated a negative image of South Africa (Chapter 4). As consulting a high number of different sources of information correlates with having a more negative image towards safety and easiness of travelling, it could be an important strategy for South Africa to work on its public relations. As found in chapter 4, negative publicity can work as a self fulfilling prophecy. As South Africa is associated with crime and insecurity, publishers and editors of for example newspapers are likely to demand stories that fit this image, as argued by Dr. Platzky in an interview conducted for this thesis (appendix 1). Breaching this self fulfilling prophecy and highlighting other aspects of the country in the popular media could contribute towards a better relationship between the image (potential) tourists have of the country and the sources they use for the preparation for their trip.

When delving deeper into the influence the number of sources respondents use has on their image they of South Africa, it is interesting to note that it has a marginally significant influence on the image that South Africa is a country rich in cultural and natural treasures. This last finding is not surprising, as South Africa is advertised mainly as a 'world in one country' (e.g. Lonely Planet, 2002) highlighting its landscapes, wildlife and diverse mix of cultures known as the rainbow nation. The image of South Africa as a country of natural beauty and rich in culture is thus strengthened by the consulting of more types of sources.

The influence of both the travel motivations and the sources used for preparation on the 'nature and culture' image dimension was found to be marginally significant. Even though the logistic regression of the 'nature and culture' dimension was found to explain a significant amount of the variance found in this dimension, not one variable was found to have a significant influence on the dimension, while five variables were found to influence this dimension marginally significant. Interesting to note is that two variables indicating a high interest in the event show a negative relationship with this dimension. Respondents who indicate they have visited international sporting events before are less likely to fully agree on the dimension that South Africa is a country with unique natural and cultural treasures. The same is true for respondents indicating that they are motivated for travelling to South Africa to share football with others without worrying about travel schemes and other aspects of travelling. The travel motivation that would correspond with disagreeing upon this image dimension, was however not found significant, as respondents who indicated they were interested in the cup, and not in the country were not more likely to disagree upon this image dimension. The last variable found to influence this image marginally was gender, as males were more likely to find South Africa a country with astonishing natural beauty and a rich cultural heritage.

The image dimension, 'optimistic about present and future', is more difficult to interpret. In the regression analysis, only one variable was found to have a significant influence on this dimension, and the regression formula as a whole was not found to explain a significant amount

of the total variance. Only travelling outside the environmental bubble was found to influence this image dimension, which leaves drawing a conclusion on the factors influencing this dimension unfeasible. To be able to make a statement on whether the image dimension ‘optimistic about present and future’ is influenced by other features from this survey, the influence of constraints on the image dimension has been tested. A regression analysis found two significant results (table 5.10), showing that this image dimension is influenced by the perceived constraining effects of the safety situation (negative, meaning low perceived safety constraints causes a more negative image) and of perceived high prices as a constraint (negative, meaning high perceived prices cause a more negative image).

Table 5.9 regression scores for four image dimensions (n 94)

	Safe and easy to travel	In the bubble everything is ok	Optimistic about present and future	Nature and culture (1 = ‘positive’)
Adjusted R square	0,35	0,15	0,02	0,36 ^N
R square	0,46	0,30	0,20	
	Beta	Beta	Beta	B ^L
Constant	3,14	4,08	2,44	1,12
Gender (1 = male)	0,11	0,07	0,19	1,29
Age (in years)	0,03	0,18	0,09	0,00
Living together (1 = yes)	0,49	0,10	0,04	-0,15
Income (see table 5.1)	-0,10	-0,30	-0,03	0,11
Children living at home (1 = yes)	0,03	-0,21	0,17	-0,90
Travel group (see table 5.1)	0,25	0,20	0,07	0,15
Education (1 = high educated)	0,19	-0,23	0,10	-0,02
Visited international sporting event before (1 = yes)	-0,07	0,00	-0,03	-1,15
Visited South Africa before (1 = yes)	0,29	0,28	0,05	0,88
Travel motivation ‘culture and freedom’	0,34	0,12	0,12	0,85
Travel motivation ‘sharing football without worries’	-0,15	-0,05	-0,18	-0,55
Travel motivation ‘interested in the cup, not in the country’	-0,01	0,08	0,08	0,25
Number of different activities	0,17	0,00	-0,15	-0,07
Nights spent in South Africa	0,04	-0,25	0,22	0,04
Number of sources used for preparation	-0,17	0,11	-0,18	0,31
Travelling outside the environmental bubble	-0,18	0,13	-0,30	-0,48
	significant at 0,05 level	significant at 0,10 level	L Logistic regression	N Nagelkerke R

Now three of the four image dimensions have been discussed, some attention has to be given on the dimension ‘in the bubble everything is ok’. A small amount of the variance upon this dimension can be explained by the regression analysis as shown in table 5.9. Respondents with a high education level and/or a high income seem to agree less upon this dimension. Education, as discussed above, shows an opposite relationship with the dimension ‘safe and easy to travel’. This finding is found in table 5.8, where the correlation between the image dimension is shown, as well as respondents who find South Africa safe and easy to travel, disagree upon the bubble dimension, although not significantly.

Travel experience with South Africa and a larger travel group seem to cause more agreement upon this dimension. This shows that respondents visited South Africa before do have faith in the capabilities of South Africa to host an event and organize tourist space, but keep in mind that this reflects onto limited amounts of space. Having visited South Africa before also

causes respondents to see the country as safe and easy to travel, showing an opposite finding compared to the conclusion drawn upon education above. Travel experience with South Africa influences the way respondents perceive safety of travelling the country, but also causes respondents to acknowledge that this safety is to a certain extent reserved to a limited amount of space within the country.

In extent to this, it can be argued whether this limited amount of space, for example areas surrounding World Cup venues and tourist spaces as hotels, waterfront developments and safari parks, can be seen as a balanced reflection of South Africa or as an artificial and closed off network of exclusive spaces far away from the problems and threats of the third world around them (as discussed by Soja as the carceral city, by Davies as an ecology of fear, by De Caeter as the capsulated society). This gives a hint towards the interpretation that visitors who have a travel motivation aimed at adventure, freedom and culture travel ‘off the beaten track’ and find South Africa a safe and easy country to travel while visitors who travel on the beaten track and are less adventurous put a side mark on this ‘safety and easiness of travel’ by stating that only within certain areas this is true. Interesting to note is that both image dimensions are strengthened by visiting South Africa before, meaning that even after visiting the country, a share of the respondents agrees towards the first and a share agrees to the latter dimension.

Table 5.10 Regression analysis of image dimension ‘positive on present and future’ with four constraining factors

	Positive on present and future
Adjusted R square	0,16
R square	0,20
	Beta
Constant	1,76
Safety constraints (5=	-0,29
financial constraints	-0,18
constraining travel scheme	0,03
mobility constraints	-0,16

5.6 Conclusion & summary

In this chapter the results are presented of the questionnaire that was completed by a sample of Dutch visitors of the 2010 FIFA World Cup in South-Africa just before or at the beginning of their trip. In the first two paragraphs, the background characteristics were described in comparison to two reference groups: (a) a sample of ‘normal’ Dutch tourists who had visited South Africa in 2006, and (b) a sample of visitors to the previous FIFA World Cup in 2006 held in Germany, who were from New Zealand and thus had to travel a large distance to visit this sport event. It was found that the visitors of football related events both in South Africa were on average younger, more often male and had a lower income than ordinary Dutch tourists and planned a longer stay, which could be explained by the long period between the football matches the Dutch national team plays in the group phase of the tournament. The respondents of this study were more alike the New Zealand visitors to the previous World Cup in Germany. These comparisons suggest that the sample of this study is fairly representative for the total group of Dutch visitors who have visited South Africa for the FIFA World Cup.

Next the motivations that the respondents had for their trip to South Africa were described. Based on a factor analysis of nine items, three motivations could be distinguished: ‘culture and freedom’, ‘sharing football without worries’ and ‘interested in the cup, not in the country’. After having constructed a measure for the respondents’ travel plans (i.e. within the

environmental bubble that was constructed by the organizers of the world Cup and the tour operators, or outside the bubble by engaging in self-organized trips and activities), it was found that these two groups had clearly different travel patterns and motivations: people who planned to travel at least partly outside the environmental bubble were more likely to stay longer in South Africa, participate in more different kind of activities while in the country and have a travel motivation based upon 'culture and freedom' while travelers who mainly venture inside the bubble are likely to be motivated by 'sharing football without worries'. In the following paragraph people travelling outside the bubble also showed to use more sources of information when preparing their trip and plan to undertake more different kinds of activities.

A large part of this chapter is spent on the description and analysis of the images that the respondents had of South Africa at the beginning of their trip. A list of 34 items was constructed, partly based on the literature and partly on a number of in depth interviews with a number of stakeholders, with the aim of this study in mind. Based on a factor analysis 27 items were grouped into four different image-concepts or dimensions: 'safe and easy to travel', 'nature and culture', 'optimistic about present and future' and 'within the bubble, everything is ok'. These concepts had meaningful relationships with a number of background variables. In a series of multivariate regression analyses, the relative contribution of these variables to those images could be established. The extent to which the visitors had the image of South Africa as a country in which travel was safe and easy could be predicted mainly by previous travel experience in South Africa, travel motivation, number of travel companions and the number of sources used for the preparation of the trip. Out of the four derived travel dimensions, 'safe and easy to travel' can be seen as the dimension which could be explained best by the included variables and showed the best 'model fit'.

Another important finding is that previous visits to South Africa have also been found significant on the image dimensions 'inside the bubble everything is ok'. This shows that the respondents who visited South Africa, agree to a larger extent to both of these conflicting dimensions. This could mean that within this group of respondents, different type of visitors could be identified. It is thus very interesting to look at the influence visiting the 2010 World Cup has on the image Dutch visitors have of the country, which will be discussed in chapter 6.

One remarkable result still has to be discussed. As found in the research questions, spatial behavior within or outside the environmental bubble was expected to influence the image respondents have of South Africa. This chapter found that the relationship did exist, as respondents indicating they plan to travel outside the environmental bubble are less likely to agree upon the image dimension portraying South Africa as a safe and easy country to travel, and more likely to agree upon the image dimension portraying a positive image on the present situation and future of South Africa. In the next Chapter, it will be analyzed how a part of the respondents actually travelled during their stay in South Africa and whether or not their images of South Africa have changed after their stay.

This chapter has given an insight into the existing image Dutch visitors of the World Cup have of South Africa, and to a certain extent which factors influence this image. No conclusion can yet be given for the influence of the environmental bubble on this image. It has been shown that 'the environmental bubble' can be distinguished from the travel plans of the Dutch visitors of the World Cup, and that the group of respondents can successfully be divided into two groups who have different travel motivations. The next chapter will look into the question whether these groups do travel as they perceived before, and to what extent this influences their image after visiting the tournament.

Chapter 6 Image change and spatial behaviour during the 2010 World Cup tournament

“Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime” (Twaine, 1896).

6.1 Introduction

One of the central hypotheses of this research is that visiting South Africa leads to a change of image, and that the way respondents travel in South Africa has an effect on a change of this image. In the previous chapter, indications have been found that support this hypothesis. For example, previous visits to South Africa have been found a significant factor in determining the image respondents have of the country. The theory on the ‘environmental bubble’ in relation to tourist spatial behaviour as discussed in chapter 2 argues that visitors who spend a considerable amount of time within these enclosed spaces deal with a surrogate of the place in which they travel, and thus could obtain a different image of their travel destination (Allen & Brennan, 2004). Chapter 5 argues that there is a share of the respondents who indicate they plan to travel within this environmental bubble and have a corresponding travel motivation. Travel plans within the environmental bubble, however, do not seem to influence the image respondents have before they travel to South Africa.

This chapter not only gives an insight in the way the image of the respondents change by visiting South Africa, but by looking into the actual travel behaviour of the respondents it also tries to find out to what extent travelling within an environmental bubble mediates or catalyses a change of image. The third research question provides an empirical insight into the actual existence of the environmental bubble and the compliance of the respondents to this bubble. It addresses the spatial behaviour of the respondents while visiting South Africa and gives insight into relation between the planned and actual travel behaviour within and outside of the environmental bubble.

Q3: What are the experiences visitors have while travelling through South Africa, and to what extent indicate these experiences spatial behaviour in and outside the provided environmental bubble?

After looking into this question, the images that the respondents have of South Africa after their visit will be compared with their images before their visit. This is done in two ways. The separate image variables are compared, and in extent to this, the four image dimensions (‘travelling South Africa safe and easy’, ‘nature and culture’, ‘positive on present and future’ and ‘inside the bubble everything is ok’) introduced in chapter 5 are compared as well. With this data, an answer can be given towards the fourth and last research question:

Q4: What is the image Dutch visitors have of South Africa after visiting the 2010 World Cup tournament, and how does this relate to their experiences with South Africa, and to their spatial behavior either inside or outside the ‘environmental bubble’?

Together the empirical results of chapter 5 and 6 combined with the theory from chapter 2 and qualitative interviews from chapter 4 will answer the main research question and leads to the conclusion/discussion chapter 7.

This chapter will start with an investigation of the population, to see whether the second survey entails a representative part of the entire sample. After the representativeness of the sample is determined, an insight is given into the spatial behaviour of the Dutch visitors of the World Cup tournament. The third part of this empirical chapter will look into the image respondents have after visiting South Africa and how this image differs from their preliminary

image. The last empirical paragraph will clarify whether there has been a relation between the spatial behavior of the visitors and their change of image, with a strong emphasis on behavior in and outside of the environmental bubble. These paragraphs draw together into a conclusion which answers the two research questions.

6.2 Representativeness of the post-World-Cup survey

Before statistical valid assumptions can be made, the representativeness of the sample of the post-measurement has to be tested. This paragraph will look into the possible existence of a selection bias and test whether the respondents who participated in the longitudinal research can be seen as representative for the entire survey population. Of the 94 respondents participating in the first round of the survey, 39 respondents participated in the second survey as well. To test whether these 39 respondents can be seen as a representative sample, they are compared to the respondents who did not participate in the second survey on a number of socio-demographic characteristics as well as on their expected travel behaviour, motivations and the four image dimensions discussed in chapter 5. Table 6.1 summarizes the results of the comparison of the means of both samples.

Of the 17 compared variables, not one variable was found to differ significantly between both samples. Two variables, 'expected nights spent in South Africa' and the 'sharing football without worries' travel motivation did show a marginal difference, in which respondents participating in the longitudinal sample on average were expecting to stay longer in South Africa and were less likely to agree upon this travel motivation. When looking at the expected number of nights spend in South Africa, it is striking to see the high standard deviation of the longitudinal population. A number respondents is planning to spend a very long period in South Africa, for example to study or do voluntary work. When recoding the expected number of nights spend in South Africa into four categories (see table 5.1), no significant or marginal difference is found. In extent to this, the median number of nights is not differing strongly, as for the respondents participating in the longitudinal survey it is 16, and 15 for the respondents who only participated in the first survey round.

The second variable that was found to differ marginally is one of the three travel motivations. Respondents participating in the longitudinal survey were less motivated to travel to South Africa to 'share their interest in football without worrying about their travel scheme'. This motivation was argued to have a close link with the environmental bubble, as respondents who expected to travel within the environmental bubble significantly agreed stronger towards this travel motivation (chapter 5.4). While a slightly larger percentage of the respondents participating in the longitudinal survey did not expect to travel in the environmental bubble, no significant difference could be found between both samples. A marginal difference can be found on this travel motivation between both samples, but this appears to have no impact on the percentage of respondents expecting to travel outside the environmental bubble as no significant difference can be found between both samples on this variable.

One of the main topics of this research is the question whether the image Dutch visitors have changes by visiting South Africa during the World Cup. To be able to give a sound statistical supported answer to this question, it is important to establish that the respondents who did participate in the longitudinal part of this research did not have a different pre-existing image compared to the respondents who only participated in the survey conducted before the tournament. As shown in table 6.1, the four image dimensions which have been discussed and analyzed in chapter 5 did not show a significant difference between the two population samples. When looking at item level only three out of 34 items were found to differ significantly between both groups of respondents, being 'hooligans are a problem at sport events in South Africa', 'the division of wealth in South Africa is highly unequal' and 'the roads in South Africa are safe to travel on'. Respondents who participated in both surveys on average give a higher level of agreement towards the statements on hooligans and het unequal division of wealth and are

agreeing less towards the statement that the roads in South Africa are safe to travel on. As the other 31 items were not found to be significantly different, the respondents participating in the longitudinal research can be seen as having a slightly more negative pre-existing image of South Africa.

Table 6.1 T-test for representativeness of longitudinal sample

significant at
0,10 level

	N	Mean	Std. Deviation	t-value
gender (% male)	39	0,79	0,41	-0,28
	55	0,82	0,39	
Age	39	33,49	11,32	-0,30
	55	34,25	12,87	
living together (% yes)	39	0,44	0,50	-0,35
	55	0,47	0,50	
expected nights spent in South Africa	39	41,82	60,58	1,83
	55	22,85	27,44	
grade for South Africa as a holiday destination (between 1-10)	36	8,00	0,99	1,75
	52	7,63	0,95	
visited South Africa before (% yes)	39	0,18	0,39	-0,25
	55	0,20	0,40	
visited international sporting event (% yes)	39	0,67	0,48	0,83
	55	0,58	0,50	
number of sources used for preparation	39	3,82	1,35	0,74
	55	3,56	1,85	
travel outside environmental bubble	39	0,54	0,51	1,15
	55	0,42	0,50	
expected number of different activities	39	6,82	5,03	0,99
	55	5,91	3,31	
"culture and freedom" motivation	39	3,87	0,76	0,94
	55	3,72	0,74	
"sharing football without worries" motivation	39	3,17	1,12	-1,97
	55	3,57	0,88	
"interested in the Cup, not in the country" motivation	39	2,47	1,11	0,68
	55	2,39	0,85	
"in the bubble, everything is ok" dimension	38	3,64	0,56	-1,05
	54	3,50	0,65	
"positive on present and future" dimension	37	3,23	0,43	-0,54
	53	3,16	0,74	
"nature and culture" dimension	39	4,52	0,53	-1,28
	55	4,33	0,77	
"safe and easy to travel" dimension	38	3,32	0,54	0,37
	54	3,38	0,63	

In general, the part of the research population that participated in the longitudinal design is representative for the entire research sample. As shown in table 6.1, almost all of the tested variables show no significant difference between both research samples. As argued above, the two variables that show a marginal difference do not threaten the representativeness of the longitudinal research. Assumptions made in this chapter on the basis of the longitudinal sample can thus be generalized towards the entire study sample. The next paragraphs will look further into the longitudinal study.

6.3 Spatial behaviour during the World Cup tournament

Spatial behaviour in relation to image has been identified as an important topic where research into tourism should be focussed on (Jansen-Verbeke, 2008); related to the 2010 World Cup tournament research into spatial behaviour and image was indicated to be highly desirable in order to measure legacy and effects of the event, as discussed in chapter 4. Not only is it interesting to find out what the spatial dispersion patterns are of visitors who come into the country to participate in the festivities surrounding the tournament, also it would be worthwhile to find out whether these visitors undertake other activities provided by the extensive tourist industry in South Africa and whether they encounter negative experiences like feeling constrained by various reasons.

As chapter 5 already provided an insight in the different kinds of activities respondents were planning to undertake, this paragraph will go deeper into this as it will look to at whether respondents did undertake these activities and if not, what the reason for this has been. Next to this, an insight is given whether respondents have felt constrained during their trip and what the most important reasons for this have been.

6.3.1 Activities undertaken during the World Cup trip

To be able to make assumptions on the number and types of activities that respondents participating in the second survey undertake, or not undertake an insight has to be given into the different activities these respondents were planning to undertake. In extent to this, it is useful to look whether this planned activity pattern is different from the total group of respondents. Paragraph 6.2 already shows that participants of the second survey were a good representation of the entire survey based upon a number of personal characteristics, planned spatial behaviour and image of South Africa. Graph 5.6 shows that the types of activities both the whole group of respondents as well as the respondents participating in the second survey were planning to undertake show a similar pattern.

While Graph 5.6 shows the planned activities, it is more useful to see whether the Dutch visitors of the World Cup tournament did undertake these activities, or whether they were constrained to do so. In extent to this, it is interesting to see whether the visitors did participate in, or even organize activities themselves which they did not expect to undertake before they left for South Africa. The respondents could mention two activities they did undertake in extent to their expectations before they left and two activities they did not undertake which were present in the planning of their visit to South Africa. In total, seven respondents mentioned one activity in which they could not participate, while four respondents indicated they could not participate in at least two activities. An overview of the 15 activities which were not undertaken and the constraining factors can be found in table 6.2.

After the activities that respondents could not undertake have been discussed, an insight is given into activities that respondents undertook outside of their expected travel scheme. Table 6.3 gives an insight into these activities, and it is striking to see that the list of 'extra activities' is more extensive compared to the list of activities which have not been undertaken.

Table 6.2: Activities that were planned but not undertaken (total of 15 activities mentioned by 11 respondents)

Activity	frequency	Reason why not undertaken
Visiting city (Johannesburg or Pretoria)	5	No time in travel scheme Limited availability of transportation possibilities Location of accommodation in comparison to city centre (far away) Safety, advised to not go into city centre alone
Visiting townships (e.g. Soweto)	3	Safety, not safe to go into a township by yourself No time in travel scheme Taxi refused to drive into Soweto due to unsafe situation
Visiting key attractions (Krugerpark, Table Mountain, Robben Island, Cape peninsula)	4	No time in travel scheme Weather conditions, no flexibility in travel scheme Location of accommodation far away from attraction
Visiting natural and cultural attractions	1	No time in travel scheme
Surfing	1	Location of accommodation far away from surf spots
Spending every night at Oranje Camping	1	Not enough variation in programming, boring

Table 6.3 Activities undertaken next to pre-existing travel schedule (total of 59 activities mentioned by 34 respondents)

Activity	frequency	Organized by
Safari (including more extraordinary forms like elephant back and hunting safari)	9	Self and/or with friends (x6, e.g. elephant back safari and hunting safari) Dutch tour operator (x2, e.g. Krugerpark) South African tour operator (x1, Krugerpark)
City trip (including Johannesburg, Pretoria and Durban mainly focused upon inner city)	11	Self and/or with friends (x9, e.g. visit to inner city of Johannesburg and Pretoria) South African tour operator (x2 tour of Durban and Johannesburg)
Visiting townships (e.g. Soweto, and participating in township football event)	2	Dutch tour organization
Visiting key attractions (Krugerpark, Table Mountain)	4	Dutch tour organization (x1, Krugerpark) South African tour organization (x1, Krugerpark) With friends (x2, table mountain)
Extra World Cup Matches (including both Dutch team and other teams)	6	Self and/or with friends (x 6)
Diving (shark dive and regular diving)	4	Self and/or with friends (x 1, regular dive) South African tour organization (x 3, shark dive)
Bungee jump	2	Self (x 1) and with Dutch tour operator (x 1)
Gastronomic activities (including wine tasting)	3	Self and/or with friends (x 3)
Cultural activities (including museum and cultural village)	4	Self and/or with friends (x 4)
Nature related activities (lion park, canopy tour)	2	Self and/or with friends (x 2)
Visit to Lesotho	3	Self and/or with friends (x 3)
Shopping (shopping centre, art gallery)	2	Self and/or with friends (x 2)
Road trip	3	Self and/or with friends (x 3)
Other activities (including: casino, theme park and entire journey x2)	4	Self and/or with friends (x 4)

Box 6.1 the environmental bubble in movement: transporting supporters towards the stadium

These pictures give an insight in how the transportation of a group of approx. 800 Dutch supporters from the Oranje Camping to the stadium in Johannesburg (2 top pictures) and Cape Town (bottom picture) was arranged. A private train was arranged for these travels, and the stations and surrounding environments were highly secured, both by Dutch and South African private security and by the SAPS and railway police.

Even though the destination of the travel to Johannesburg was the township Soweto (Soccer City is located there), the township itself could only be seen from the windows of the train. Gates and other security measures completely sealed off the stadium from the surrounding environment.



Clear patterns can be distinguished in regard to the activities respondents did not undertake. The activity which was mentioned the most is visiting a host city besides visiting a match or World Cup event. Seeing the city centre, for example, or visiting a township seems to have been constrained by a set of factors. No time in the travel schedule, the location of the accommodation and related difficulties with transportation and safety issues have been mentioned as a reason why these activities have not been undertaken. As discussed in chapter 4, these constraints were expected by South African and Dutch policy makers and other experts, but as only a very marginal part of the respondents indicated that these constraints have been present in such a way that they altered their travel scheme, they have not been present on a large scale in the mindsets of the respondents.

Box 6.1 shows more detailed information on these issues, by showing how Dutch supporters travel to the stadium on a match day. It shows that due to strict security measures in many cases hosting a football match did not entail automatically that the supporters would get a closer look at the host cities. Next to this, restrictive travel schemes and remote accommodation locations were seen as returning constraints for undertaking activities. Paragraph 6.3.2 will take a closer look upon these constraints and to what extent these constraints were perceived by the entire population.

While 11 out of 39 respondents indicated they were constrained in undertaking activities they planned beforehand could be a hint towards a more constrained travel behaviour than showed by the preliminary survey, further analyses show an adverse outcome. All respondents indicating they did not undertake activities they were planning to undertake, also indicated they did participate in activities they had not planned beforehand. Ten out of these eleven respondents stated to participate in at least two activities next to what they had been planning to do. In total, only five respondents did not indicate organizing or participating in activities they did not plan beforehand. When looking at table 6.3, a summary is given of the activities undertaken by the respondents in extent to their preliminary plans. Who was responsible for the organization of these activities can be seen in table 6.3 as well.

The most popular activities were safari and city trips. Going on a safari is an activity which is widely associated with visiting (South) Africa, as can

be seen at the high percentage of respondents indicating they were planning to go on a safari while visiting the country during the World Cup (graph 5.6). In total, only five respondents from the second survey did not indicate they were planning to go on a safari during their visit, while two of them were found to do so while travelling South Africa. The other seven respondents thus participated in more safari activities than expected before.

The second highly popular category was not enquired on in the preliminary survey. Taking a 'city trip' or visiting a city centre has not been a designated tourist activity by South African tourism studies consulted for this research (Donaldson, 2008; GAB Consulting, 2010) where the focus is upon different activities within cities. This research shows however that Dutch visitors have been very interested in the holistic aspect of the major South African cities during their trip. Table 6.3 shows that this is the most frequent activity undertaken outside the preliminary planned travel scheme, while table 6.2 shows that it is also the activity which was mentioned the most as not been undertaken due to certain constraints.

Related to the visiting of cities, a very popular activity in the preliminary survey was visiting a township. As shown in chapter 5, townships have an important place in the image Dutch visitors of the World Cup have of South Africa. More than 60 percent of the respondents indicated they were planning to visit a township during their trip. Only two respondents indicated in the second survey that they visited a township (more often) than planned before. Looking back at table 6.2, it shows that a small number of respondents was constrained for undertaking this activity. Box 6.2 shows how visiting a township was part of the travel scheme organized by the Oranje Camping and describes how such an activity is lived by the Dutch visitors.

Questions can be asked whether visiting a township in such a way gives a good impression of these places and whether these visits are not just an extended version of the environmental bubble. Both from the extra activities and constrained activities it shows that a number of Dutch supporters were keen on visiting the famous township of Soweto near Johannesburg. A large group of Dutch supporters did visit Soweto, as the first match of the group stage was played in the Soccer City stadium in the township. As box 6.1 shows, however, visiting a match does not entail getting a closer look at the environment in which it is played besides the fences and security perimeters.

Table 6.3 shows that visiting football matches is the third most mentioned activity that has been undertaken which was not planned before the trip. It was found in

Box 6.2 Visiting a township, a hybrid form of the bubble?

The Oranje Camping together with the Dutch NGO 'Score' organized township visits for the Dutch supporters in Pretoria, Durban and Capetown (Paarl). At all three locations, a football tournament was organized combining local youths with Dutch supporters. Within a fairly enclosed and secured setting, a large group of Dutch supporters (Pretoria was the biggest event with about 200 Dutch visitors) could mix with the local township population, buy souvenirs and other products in a specially prepared market section and compete on the football field.

There were some strict rules that applied during the visit. Alcohol was banned and wandering of the premises into the surrounding township was not allowed. The guide commented on this as follows: "guys, stay with the group, the place we are going to is a little dangerous".

During this visit, interactions between Dutch tourists and local township youths have been manifold. Some were experienced in a positive way, and opened the eyes of the Dutch visitors for 'the other South Africa', however, most Dutch visitors found the poverty shocking

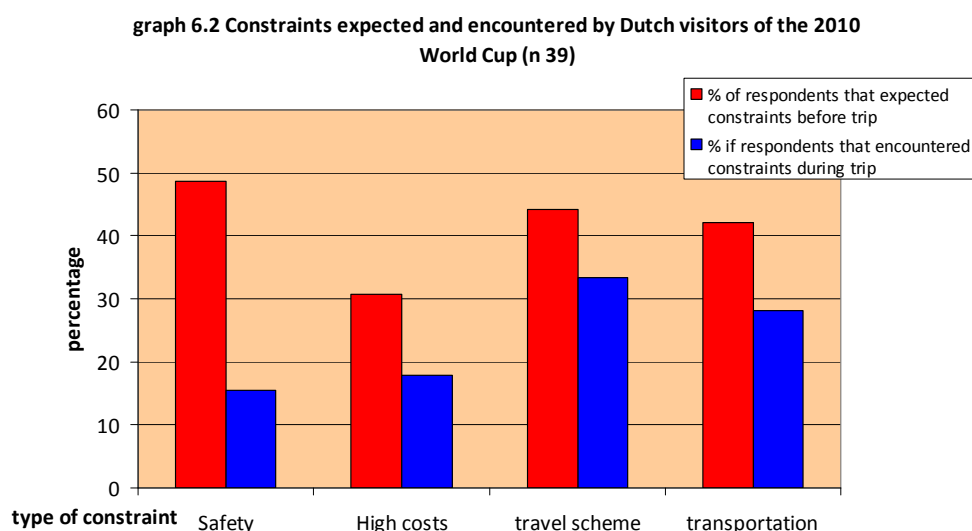


paragraph 5.4.2 that the Dutch visitors participating in this research in general did not plan to visit matches outside of the group stage and matches without the Dutch team. Field research conducted for this thesis has shown that the availability of tickets for matches, both of the Dutch team as well as for other teams was quite high and because transportation was widely available, visiting a match which has not been planned before departure to South Africa was fairly easy. The good performance of the Dutch national team could be also partly responsible for this finding, as respondents might have lengthened their stay in South Africa to follow the Dutch team. Visiting these matches did ask for stepping outside of the environmental bubble, as transportation to the stadiums and accommodation surrounding the matches was not arranged for by the major tour organizations.

A last remark on the activities undertaken by the respondents is that except for the previously mentioned activities, the key attractions, shark dive and bungee jump, the wide range of other activities have been organized by the respondents themselves or by friends. Both the shark dive and bungee jump were organized by the South African tour organization hired by the Oranje Camping to cater for the Dutch visitors but all other activities were self-organized. This finding opens a debate towards the definition and operationalization of the environmental bubble introduced in chapter 5 where it is seen as the contrast between respondents who arrange their trip themselves and respondents who only make use of travel organizations. Table 6.3 shows that the vast majority of respondents undertakes activities outside the planned and/or organized travel scheme and to a large extent organizes their activities themselves.

6.3.2 Constraints and safety zones

It appears that the majority of the Dutch visitors of the World Cup tournament have been undertaking more activities than they planned before their trip. A question that lasts now is whether visitors encountered the factors that could constrain their spatial behaviour and freedom during their trip before they left for South Africa. Graph 6.2 shows the percentage of respondents who believed that four types of perceived constraints could influence their travel behaviour before their trip, and how many respondents encountered these constraints while travelling in South Africa



Before their trip, almost half of the respondents indicated they could be constrained by the local safety situation to a certain extent. A striking difference can be found when comparing this to the actual encountered constraints caused by the local safety situation, for which only approximately 15 percent of the respondents indicated they were to a certain extent constrained in their spatial behaviour. The availability of transportation possibilities and travel schemes have

also been constraining to a lesser extent than expected, but this decrease is far striking. Twice as much respondents indicated they were constrained by travel schemes and availability of transportation than by safety issues.

The previous paragraph departs with the question whether the way travel is organized is a good indicator of whether tourists will travel within the environmental bubble. As can be seen, in graph 6.2, pre-existing travel schemes and, possibly related, lack of transportation possibilities have been constraining almost a third of the respondents in their spatial behaviour. As shown by table 6.3, the vast majority of the respondents undertake or participate in activities that are not organized by tour operators, and by doing this escape the constraining influence of pre-existing travel schemes and tour operators which has been linked to the environmental bubble in the last paragraph.

A question arises however whether the environments in which these activities are undertaken are within or outside of the environmental bubble. Visiting Table Mountain in Cape Town, for example, can be done by arranging it yourself, but the space surrounding this key attraction has got a lot of characteristics related to the environmental bubble, for example the high level of private security surrounding the entrance to the mountain and car parks (George, 2009) and the well maintained tourist infrastructure (see plate 6.2). Even though the mountain is open for the public free of charge, it can be seen as an exclusive space in two ways. Firstly a fairly high fee is asked to use the cable car to reach the top of the mountain and secondly, recent incidents involving violent robberies on the mountain have caused a strong increase in the presence of private security keeping unwanted individuals out (George, 2009).

Plate 6.1: Implementation of a safe zone before a match of the Dutch team in Cape Town



Plate 6.2: ATM on top of Table Mountain



As discussed in the literature, a widely applied strategy in South Africa is the implementation of 'safety zones' around certain areas where tourists conglomerate, for example surrounding events as shown in plate 6.1 (Horn & Breetzke, 2009). As the majority of the Dutch respondents indicated they have not been constrained by the local safety situation, an interesting debate can be held concerning these safety zones. This section will look into the presence of these safety zones and the compliance of the respondents to these zones, resulting in a debate whether the compliance to safe zones can be used as a means to operationalize the environmental bubble.

Respondents were asked a number of questions concerning 'safety zones', which were described as all the areas in South Africa where additional safety measures have been taken for visitors to enable them to have a safe and comfortable stay (table 6.4). In total, 84,6 percent of the respondents did notice these safe zones frequently during their stay in South Africa, while

only 7,7 percent did barely notice these zones. The other respondents did not have an opinion towards the presence of these zones, and not one respondent indicated that these zones were non-existent.

Whether these zones were necessary according to the respondents did not become entirely clear from this survey. Not one respondent indicate these zones were extremely necessary to make sure visitors could travel and stay in South Africa in a safe and comfortable environment, but not one respondent indicated these zones were totally useless, either. Most respondents agreed towards these zones being necessary at certain occasions (61,5 %) while a quarter indicated they were unnecessary most of the time. The other respondents (12,8 %) indicated they were necessary most of the time to guarantee safety and comfort.

Table 6.4. Statements towards safety zones (n 39)

Statement	Percentage of respondents agreeing to statement
The 'safety zones' gave me a safe feeling during my stay	41,0 %
'Safety zones' were necessary to guarantee visitors a good stay in South Africa	20,5 %
It is impossible to experience the real South Africa within these 'safety zones'	46,2 %
The safety measures taken were exaggerated	17,9 %
Because of the safety measures, I feel violated in my personal freedom	2,6 %
I'm glad I could escape into a safety zone from time to time	2,6 %

Table 6.5: Time spent inside safety zones during stay in South Africa (n 39)

	Yes	some time inside, some time outside	No
Did you spend a large part of your time in these 'safety zones'?	35,9 %	46,2 %	17,9 %

It seems that a fair share of the respondents found the created safety zones a welcome addition for having a safe and comfortable time in South Africa, but only a minority of the respondents found them necessary to guarantee visitors a good stay (table 6.4). On the other hand, almost no respondents saw these zones as a threat towards personal freedom and even more than half of the respondents disagreed upon the statement that these zones made experiencing the real South Africa impossible. A vast majority disagreed upon the safety measures as being exaggerated. According to the Dutch respondents, these statements seem to conflict the theory on the environmental bubble, which is described in chapter 2 as creating a 'surrogate environment' and is characterized by extreme and exaggerated safety measures which no longer serves to protect the people inside the environmental bubble, but which functions as a postmodern prison locking people in and out at the same time (De Caeter, 2004). It seems that the environmental bubble is present in the opinion of the respondents but according to table 6.4 it is not experienced as a negative attribute by them. Box 6.3 will delve deeper into the organization of these safe zones and draw parallels with the environmental bubble.

A vast majority of the respondents participating in the second survey state that they spent at least some time inside the environmental bubble (table 6.5). Only 17,9 % of the respondents state that they have barely spent time in these zones. This result is not entirely surprising, as for visiting a World Cup match or event, visiting a safety zone is obliged. In extent to this, the Oranje Camping which hosted the majority of the respondents of this research and a very large share of the Dutch visitors of the World Cup (Box 6.3) can be seen as a safety zone in itself. It is thus interesting for further analysis to look at whether there is a difference between the respondents who spend by far most of their time inside 'safety zones' and respondents who either venture in and out of these zones or stay most of their time outside.

When comparing these two groups with the two groups used for distinguishing the environmental bubble in the preliminary survey following the definition of Cohen (1972), a striking result can be seen (table 6.6). A large share of the respondents who planned their travel

individually (outside environmental bubble, or non-institutionalized) indicated they spend most of their time in South Africa within safety zones (within environmental bubble, or institutionalized). The other way around the same pattern can be seen, as respondents who planned their trip to a large extent through travel agencies before they left have spent a considerable amount of their time outside safety zones. These findings give a hint towards the operationalization of the bubble as presented in chapter 5 and following the existing theory (as coined by Cohen, 1972) on this concept as not being a good predictor of actual travel behaviour. In addition to this, the presence of the environmental bubble is not seen as a major constraint by the respondents, which is hinted in literature from a theoretical (e.g. Allen & Brennan, 2004) and philosophical angle (e.g. De Caeter, 2004)

Table 6.6: Planned travel behaviour and actual travel behaviour in relation to safety zones (n 39)

	Travelling within environmental bubble	Travelling outside environmental bubble	Total
Planning trip within environmental bubble	8	10	18 (46,2 %)
Planning trip outside environmental bubble	6	15	21 (53,8 %)
Total	14 (35,9 %)	25 (64,1 %)	39 (100,0 %)

The next paragraph will look into the way the visiting of South Africa has affected the image the respondents have of the country in a longitudinal measurement. The last paragraph will look into whether the change of image can be explained by studying the spatial behaviour and activity patterns of respondents as described in this paragraph.

Box 6.3: organisation of safety zones during the 2010 World Cup tournament

Obvious examples of these safe zones are the fortress like security measures surrounding stadiums on a match day (right picture), but a wide selection of less apparent safety zones were and are present in the country. An example is the convoy like transportation of Dutch fans, including light flashing police guidance, while travelling from Durban to Cape Town through the Transkei area (left picture). At all gas stations and stops along the main route, police was present to ‘protect’ the Dutch supporters. Responses of the Dutch fans were mixed, some had the opinion that this security measures were in place, as “it probably is a very dangerous area, people look very poor here”. Other fans responded annoyed with the police interference, as one comment shows: “All these security measures are a waste of time and money, there is nothing wrong here, we are just being frightened by this disproportionate show of force”

Another good example is the The Oranje Camping itself. The camping catered for all the needs of the Dutch fans, at what they called “South Africa prices”. However, reaction of a large group of the Dutch supporters who turned their back towards the programming of the camping and en masse moved outside of the boundaries of the campsite into a neighboring pub in Pretoria, showed that the group was altering the structure set by the organization of the Camping. “Not only was there a nice and warm fire at ‘mojo’ (the neighboring pub), you got twice the amount of beer for half the price compared to the camping. It’s nice to have a Heineken, but this castle (local beer brand) is also pretty nice”, as a Dutch supporter commented that evening.



6.4 Changes in images of South Africa pre- and post World Cup

One of the main themes in this research is if, and how the image Dutch visitors have of South Africa changes by visiting the 2010 FIFA World Cup tournament. As discussed in chapter 4 and analyzed in chapter 5, this image is measured using 34 statements derived from literature and qualitative interviews conducted with key persons related to various aspects of the event (chapter 4; appendix 1). For these 34 variables, a comparison is made between two moments in time, before and after the visit of South Africa. In total, a representative sample of 39 of the Dutch supporters who participated in the first survey have participated in the second survey as well. For these 34 variables a statistical difference between before and after the trip to the World Cup tournament is tested using a paired samples t-test, and in extent to this, the 4 image dimensions which have been derived in chapter 5 are analysed as well for changes by visiting South Africa (table 6.7).

Out of these 34 variables, 16 variables were found to have changed significantly in this period of time. In general, all statements on which the opinion of the respondents has changed over the course of time have changed in a positive way. Before the event, popular media have put the organizing ability of South Africa and the safety situation for visitors in doubt. As discussed in chapter 4, policy makers from South Africa as well as key persons from the supporters organization in the Netherlands indicated that the image of South Africa portrayed by the media was one of a high level of insecurity and incapability to host one of the World's biggest sporting events.

When studying the variables on which the respondents have changed their opinion significantly, it is striking to see that variables indicating that South Africa has organized a world class event without major problems and incidents have changed in a positive way. According to the Dutch visitors terrorist attacks and hooligan related problems were not a problem (image variable 23 & 26), major technical problems were kept to a minimum (image variable 28) and South Africa has succeeded in keeping event spaces safe and secure (image variable 22). In extent to this, preliminary worries on the preparedness of the South African volunteers for their job and the capability of the infrastructure to cope with the increased flows of traffic have in the opinion of the Dutch visitors been premature as their opinion on these image variables did not change significantly and is judged as neutral (image variable 30 and 17). In total, respondents were on average agreeing quite strongly upon the statement that South Africa is capable of hosting a major sporting event like the FIFA World Cup in a good way (image variable 29)

Other worries that have been spoken out by South African policy makers concerning possible problems international visitors could face were related to the availability, affordability and safety of accommodation and transportation (chapter 4). Dutch visitors showed after their trip that these worries did not live to become reality as they agreed stronger upon South Africa's roads, public transportation and other infrastructure being safe and of a good quality (image variable 2, 32 and 6) and in extent to this the respondents agreed stronger upon the statement that accommodation was widely available and good value for money (image variable 31 and 22). It can even be stated that the availability of accommodation and its 'value for money' characteristic can be seen as an opportunity for the South African tourism industry as they were strongly agreed upon by the Dutch respondents after their visit and changed significantly by visiting South Africa. From these findings, it can be concluded that the categories on which the local policy makers and academics showed the biggest concerns have withstood the test according to the Dutch respondents.

Looking at the more holistic image variables on South Africa as a tourist destination it is interesting to see that the topics which were widely discussed in the popular media, and which came up in interviews with Dutch key persons as well (chapter 4) have been graded more positively by the Dutch respondents after they travel to South Africa. In general, the Dutch respondents find South Africa a safer country after their visit (image variable 8), agree stronger upon the country as being safe and easy to travel (image variable 1 and 4), having a very friendly

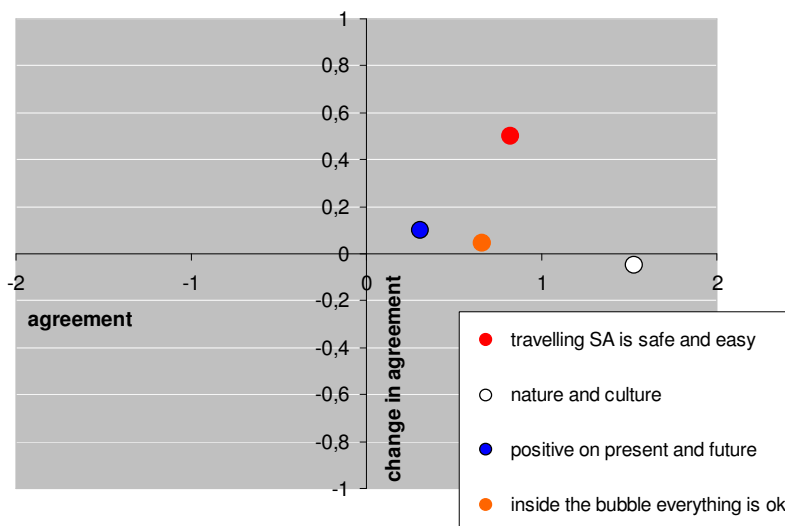
and helpful population (image variable 5) and find the touristic infrastructure well organized (image variable 7). Moreover, although the largest part of the respondents mainly travelled with a travel organization (Oranje Camping), a significant larger part agreed upon the statement that travelling South Africa without an official tour organization is possible (image variable 3).

The variables discussed in this paragraph make up for a large part of the image dimension ‘South Africa is safe and easy to travel’. This image dimension is the only one of the 4 dimensions which changes significantly after visiting South Africa. Graph 6.3 shows the score for each of the four dimension which has been calculated from the 34 image statements of the second survey and how it changed by travelling South Africa. The position of the image dimension is thus both compared to the other dimensions and to its previous position. Table 6.7 shows that a positive image boost towards South Africa as a safe and easily travelable country has occurred. The ‘nature and culture’ dimension shows no significant change, but it can be argued that these variables were already at a level on which no positive development could occur. This can be described as a ‘ceiling effect’. The other two dimensions did not seem to develop, but as these dimensions did not score very positive in the first survey, a different explanation has to be found.

Taking a closer look at the dimension ‘inside the bubble everything is ok’, an interesting finding can be done. While 2 variables change strengthening the dimension, one variable shows an opposite significant change (table 6.7). Respondents agree to a lesser extent to the omnipresence of health problems like HIV/Aids and malaria, while this dimension entails that outside the enclosed and secured spaces of the tourist industry these kind of problems persist. Thus, the separate image variables show significant changes, but as they change in separate directions, the average agreement of the respondents to the dimension as a whole does not change significantly. This result shows that this image dimension is no longer a valid tool for the measurement of the change of image. After visiting South Africa, respondents still agree that South Africa can organize safe and secure event and tourismescapes, but agree less upon the world outside of these spaces as being problematic.

The last dimension, ‘positive on present and future’ seems to keep hovering at a neutral score, without changing much by visiting the country. Although, the only variable that does change significantly is an important one. After visiting South Africa, respondents agree to a lesser extent that the socio economic position makes South Africa unattractive as a holiday destination. This is important, because it could level the moderate scores given to variables showing a positive feeling towards the present and future of South Africa as well as towards the third-world problems discussed in the previous dimension. A last theme which has been found in the media and interviews, the fear of being opposed to health risks has not changed significant and in general respondents do not seem to worry about it (image variable 16).

Graph 6.3. Change in agreement upon 4 image dimensions



Next to the image variables that have changed significantly, a large part of the variables stayed more or less the same. For example, the image variables on culture and nature did not change significantly and maintained a very high level of agreement (image variable 10 through 14). The image of South Africa as a country with a high level of natural beauty and culture seems to be well established among the Dutch supporters who travelled to South Africa for the World Cup tournament. Next to this, the image of South Africa as a modern country or as a country which can be an example for other African countries did not change (image variable 9 and 19), even though this has been one of the goals of the organizing committee. Images of South Africa as a poor country and of a country with a highly unequal division of wealth has also not changed (image variable 25 and 14). Especially the last mentioned variable has scored alarmingly high as respondents only agreed more upon the richness of nature and wildlife and presence of an astonishing natural beauty.

Table 6.7 Image of Dutch visitors of the World Cup have of South Africa before and after their visit to the country (2010)	Before trip Mean (sd)	After trip Mean (sd)	t-value (green = significant at 0,05)
Image dimension South Africa is Safe and easy to travel	3,33 (0,54)	3,83 (0,37)	-5,77
1: travelling South Africa is safe	3,11 (0,86)	3,66 (0,53)	-3,48
2: The roads in South Africa are safe to travel on	3,00 (0,93)	3,71 (0,77)	-3,45
3: Travelling South Africa without an official tour organization is not a problem	3,56 (1,13)	4,14 (0,72)	-3,42
4: Travelling in South Africa is easy	3,45 (0,86)	4,00 (0,77)	-3,3
5: South African people are friendly and helpful towards travellers	4,08 (0,75)	4,53 (0,51)	-3,09
6: The South African infrastructure (e.g. roads and airports) is of a good quality	3,38 (1,01)	3,95 (0,74)	-3,09
7: South Africa's tourist infrastructure is well organized	3,50 (0,80)	3,92 (0,67)	-3,02
8: South Africa is a safe country	2,71 (0,80)	3,11 (0,80)	-2,43
9: South Africa is a modern country	3,21 (0,94)	3,21 (0,91)	0
Image dimension South Africa is a natural and cultural hotspot	4,58 (0,42)	4,53 (0,47)	0,56
10: South Africa is rich in nature and wildlife	4,66 (0,78)	4,82 (0,39)	-1,06
11: South Africa has an astonishing natural beauty	4,68 (0,78)	4,74 (0,45)	-0,36
12: South Africa has a rich cultural and historical heritage	4,19 (0,70)	4,19 (0,85)	0
13: South Africa offers an unique cultural experience	4,46 (0,61)	4,32 (0,78)	0,93
14: The division of wealth in South Africa is highly unequal	4,71 (0,46)	4,58 (0,76)	1,09
Image dimension I'm positive on the present situation and future of South Africa	3,20 (0,43)	3,28 (0,45)	-0,93
15: The local socio-economic situation makes South Africa an unattractive country for a holiday destination (negative)	2,26 (0,92)	2,00 (0,80)	-2,05
16: Travelling South Africa does not expose me to higher health risks than other destinations	3,53 (1,03)	3,74 (0,72)	-1,21
17: The South African infrastructure will be able to cope with the increased traffic flows originating from big events like the World Cup	2,92 (0,81)	3,06 (1,01)	-0,76
18: The different ethnic groups of South Africa are living together in disagreement (negative)	3,29 (0,89)	3,17 (0,92)	-0,6
19: South Africa is an example for other African countries	3,79 (0,70)	3,82 (1,04)	-0,18
20: South Africa is a country with a worrying future (negative)	2,78 (0,92)	2,81 (0,92)	0,14
21: The South African police has grip on the crime situation	2,57 (0,77)	2,54 (0,96)	0,2

Image dimension Within the environmental bubble everything is OK, outside the problems of a third world country persist	3,64 (0,57)	3,69 (0,38)	-0,56
22: Within event-zones (for example surrounding stadiums during events) crime is no problem in South Africa	3,26 (1,18)	3,82 (0,77)	-2,74
23: Terrorist attacks form a thread during big events in South Africa (negative)	2,68 (1,08)	2,32 (0,97)	-2,71
24: Within touristic spaces (e.g. hotels, attractions and transportation) safety is guaranteed in South Africa	3,21 (1,09)	3,50 (0,86)	-1,68
25: South Africa is a poor country	3,76 (0,91)	3,63 (0,94)	0,7
26: Hooligans form a thread during big sport events in South Africa (negative)	1,86 (0,71)	2,14 (1,00)	1,47
27: Health problems like HIV-AIDS and Malaria are omnipresent in South Africa	4,00 (0,91)	3,49 (1,10)	2,52
Other variables related to the event			
28: South Africa is capable of organizing a big (sporting) event without major technical problems	3,22 (0,95)	3,78 (0,89)	-3,72
29: South Africa is capable of organizing a big (sporting) event in a good way	3,92 (0,75)	4,16 (0,92)	-1,5
30: The South African volunteers active during the tournament are well prepared for their job	3,50 (0,80)	3,47 (0,86)	0,17
Other variables related to the tourist industry			
31: Appropriate accommodation is widely available in South Africa	3,52 (0,80)	4,27 (0,57)	-4,49
32: The South African public transportation is of a good quality	2,29 (0,69)	2,81 (0,91)	-2,79
33: Accommodation in South Africa is good value for money	3,35 (1,05)	3,81 (0,91)	-2,13
34: South Africa has a nice climate for a holiday visit	3,76 (0,90)	4,03 (0,90)	-1,47

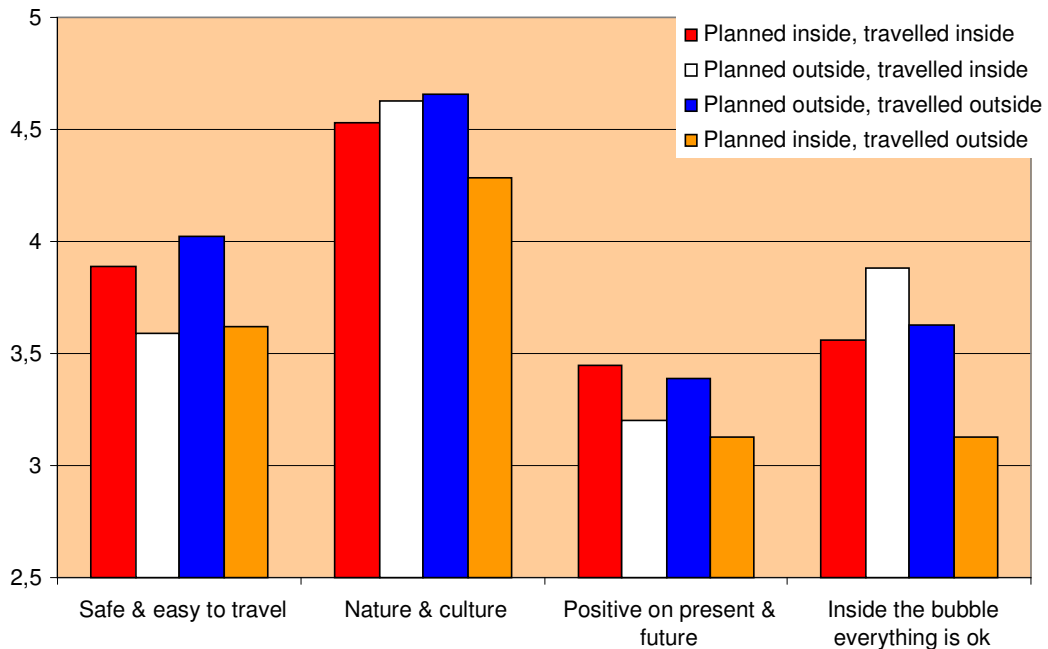
6.5 impact of travel behaviour on the images of South Africa

The last research question addresses the impact of travel behaviour on the (change of) image visitors have of their travel destination. As the concept 'environmental bubble' plays a central role in this thesis, the total group of post-visit respondents is for this analysis divided in four groups, according to their travel plans and actual travel behaviour (in- or outside the environmental bubble; see table 6.6). The results of this analysis are presented in graph 6.4 (post-visit image) and graph 6.5 (change between pre and post-visit image). Because of the small number of post-visit respondents, only descriptive data are presented. Since statistical valid testing was not possible, these results must be interpreted with a reserved caution.

As was shown earlier, the image evaluated most positively by the respondents is that of South Africa as a country rich in nature and culture. Next to this, the change in image between pre- and post visit confirms prior analyses that all respondents, irrespective of their travel plans and actual travel behaviour are more positive than before that South Africa is a country which is safe and easy to travel (graph 6.5). However, it also shows that the group of visitors which ventures outside the environmental bubble, although they had not intended to do this before they left, were the only people with a negative image change in three out of four dimensions, while the respondents who planned to travel outside the bubble and did what they intended had the most positive image changes.

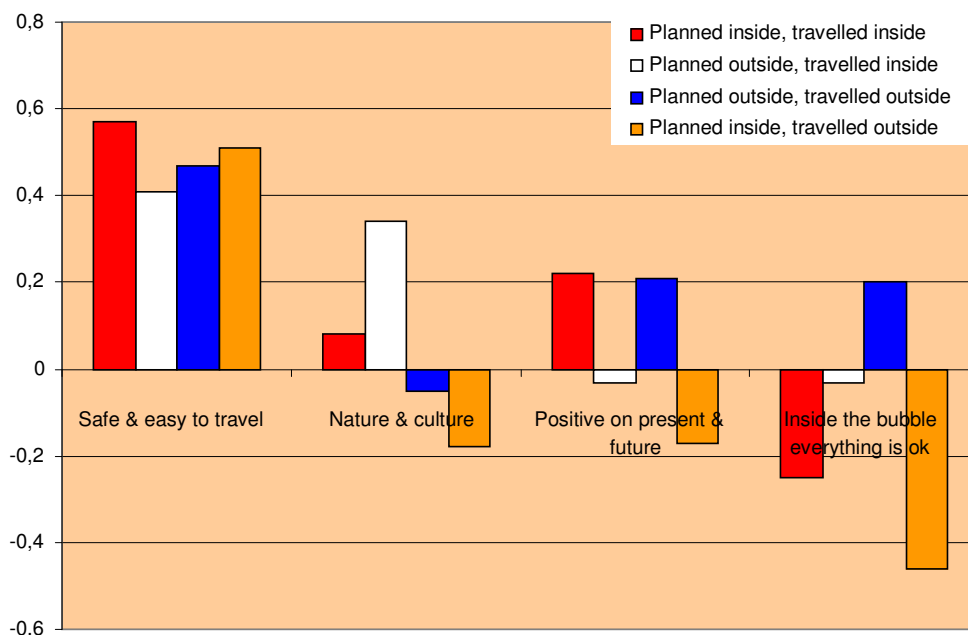
The respondents who adhered to their original travel plans, being in- or outside the bubble (the red and blue bar) had a more positive image on the dimensions 'safe and easy' and 'positive on present and future' as compared to the respondents who changed their travel behaviour (the white and orange bars). However, graph 6.5 shows that the respondents who travelled outside of the environmental bubble while planning to travel inside (orange bar), showed the second highest positive change of image, while the respondents who planned to travel inside and did so while visiting South Africa (white bar) showed the highest image change.

Graph 6.4 Post-visit image of four groups of travellers (n=39)



Graph 6.4 shows that those respondents who planned to remain inside the bubble before they left, but yet ventured outside the safe zones (orange bar) had the lower image of all (but still above neutral). People who had planned to travel outside the bubble, but yet remained inside had the highest score on the dimension 'inside the bubble everything is ok', which is consistent with the choice they had made for their actual travel behaviour. These findings confirm the validity of the operationalization of the travel variable, being a combination between planned travel (following Cohen, 1972) and actual travel (as suggested by Jansen-Verbeke, 2008). More longitudinal research using a larger study sample and measuring actual travel behaviour in a more detailed is suggested to put this interesting finding in perspective.

Graph 6.5 Change in image between pre and post-visit for four groups of travellers (n=39)



6.6 conclusion/discussion

Visiting the FIFA 2010 World Cup has caused a significant change of the image Dutch respondents of this research project have of South Africa. This statement can be given after comparing the level of agreement Dutch respondents have on 34 statements concerning the image of the host nation measured before and after the event. The two research questions and their answers respectively listed in the introduction provide important building blocks for coming to this conclusion. The first question delved into the actual spatial behaviour of the visitors during their stay in South Africa while the second question focused upon a possible change of image. Both questions are built upon the results provided by the qualitative study from chapter 4 and quantitative results from chapter 5. The next chapter, the conclusion and discussion, will provide an overview of the most important findings from these three chapters, feedback upon the existing theory and list recommendations for policy makers in South Africa, the Netherlands and other future event hosting nations. The conclusion of this chapter will provide a summary of the findings of the longitudinal empirical study by answering the two research questions and provide a set of recommendations concerning the image Dutch visitors of the World Cup event have of South Africa after visiting the event.

The first research question enquires about actual spatial behaviour and experiences of the Dutch visitors. An important result is that the overall appreciation of the trip and of South Africa as a tourist destination and organizer of an event were very positive. The risk of visitors becoming a victim of crime has been one of the most debated issues in the run-up towards the tournament. The safety situation was accompanied by worries concerning limited availability and highly inflated prices of accommodation and transportation. Before the tournament, quite a proportion of the Dutch visitors perceived these issues as possible constraints during their trip. This research has shown that after the tournament, these constraints have to a large extent been in vain. More than half of the Dutch visitors expected to have the largest part of their trip organized by mainly Dutch tour operators, and to follow the travel scheme which has been made for them. It is very likely that fear of crime and limited knowledge of the local situation have been important engines behind this.

Looking at the results of this research project, it can be stated that the Dutch visitors have been undertaking far more activities than they expected before, and organized these activities themselves. This finding shows that initial travel plans, as used to distinguish the environmental bubble by Cohen (1972) are not a good predictor for actual spatial behaviour. This environmental bubble has been re-conceptualized in this chapter, as 'safe-zones', meaning spaces which have been organized in such a way that they provide a safe and comfortable place for visitors, either temporary or for a longer stretch of time. More than a third of the respondents indicated they spend considerable amounts of time within these zones.

The second research question looks into the change of image which could occur by visiting South Africa. The results listed in table 6.7 and graph 6.3, give a detailed overview of the image Dutch visitors of the World Cup have before and after the tournament, and how this image changes by visiting the tournament. Striking to see is the relatively strong change of the image dimension translating an image of South Africa as a safe and easily travelable country. Apparently, the image the respondents had about this dimension before visiting the country does not correspond with what they experience during their visit. This finding is backed by the answer to the previous research question, which shows that respondents undertake more activities and are less constrained than they think beforehand. This is a conclusion which could be used in promoting South Africa as a country where tourists can travel relatively free and safely.

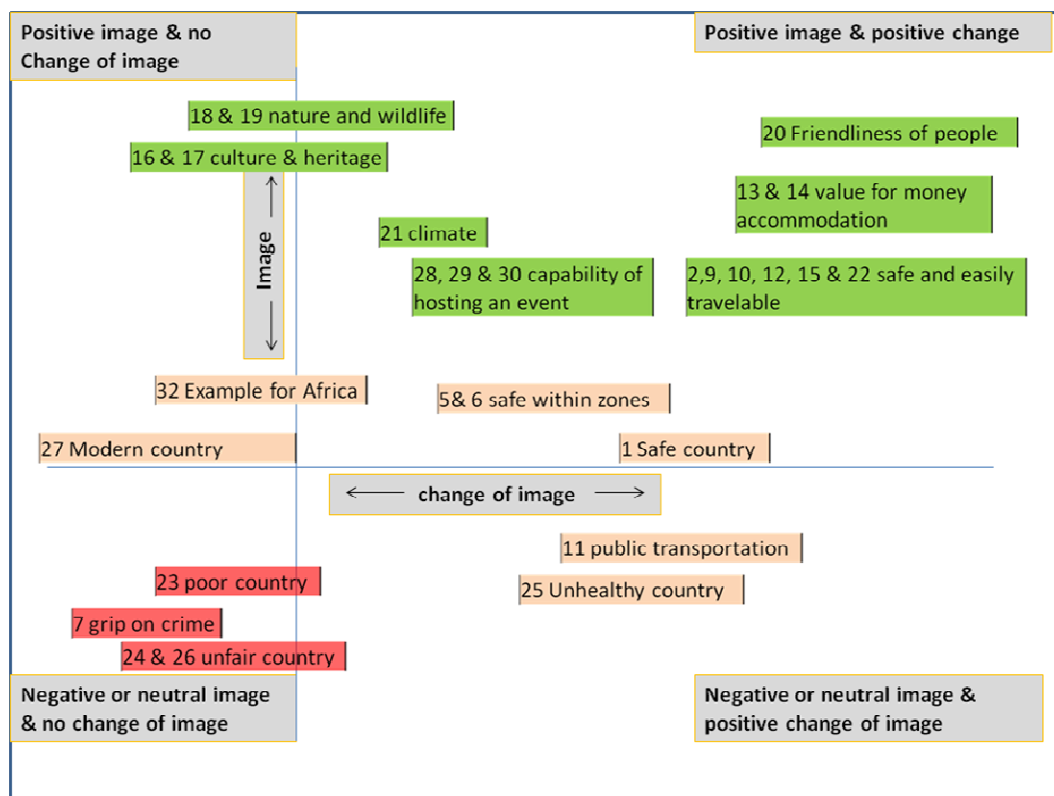
Graph 6.6 summarizes the most important findings of this chapter in a schematic way showing the image Dutch respondents have of South Africa after they visit the country and if and how this image changes by visiting the country. It appears that the image respondents have of South Africa as a country with natural beauty, wildlife and cultural treasures is corresponding

with their experiences at a high level of agreement to the statements that translate this image. A ceiling effect can be found; it is almost impossible to improve the very high scores given beforehand. On the right side of the graph the image variables can be found that improve in a strong way by visiting the country. These aspects of the tourist image should be the focus for future policy, as the image does not correspond with what the respondents experience while travelling South Africa. An important aspect is the ‘friendliness of people’ and ‘good value accommodation’.

Future research should take into account other aspects of the South African tourist industry with relation to value for money and quality, as this finding could be present in for example, outdoor activities, nightlife and restaurants as well. The finding that South Africa should built upon the important asset of a population which is friendly and helpful towards travellers should be translated into policy as this is very likely to mediate the more negative aspects of the tourist image of South Africa like poverty and crime. However, like acknowledged in the theoretical chapter of this thesis, countering an image which is often based upon stereotypes is often seen as very difficult (Ashworth & Voogd, 1990). Using its visitors to function as advocates of the country among friends and relatives could prove to be a successful weapon in this struggle, as for the vast majority of (Dutch) visitors of the event, South Africa has left a very good image.

Still however, there is a set of images which did not improve by visiting the country. Dutch respondents have quite a negative view towards South Africa as a poor and unfair country where the police lost their grip on crime. In extent to this, even though the image of South Africa as a country with strong health problems like HIV/Aids and malaria has improved, it is still seen as such by the Dutch respondents after their visit. Fortunately, the majority of the Dutch visitors does not agree upon the statement that the local socio-economic situation makes the country unattractive as a holiday destination (table 6.7), and 9 out of 10 respondents would recommend South Africa as a holiday destination to friends and relatives beating the 2006 FIFA World Cup in Germany where 8 out of 10 visitors recommended Germany after the tournament.

Graph 6.6: Schematic representation of change of image after visiting the tournament



A final comment has to be made about the fact that not all respondents had a positive image change. As was shown in graph 6.5, those respondents who planned to remain within the bubble, but yet ventured outside of it were the only people with negative image changes. Why this happened cannot be concluded from this study. It might have to do with personality characteristics which have not been measured in this study. As was shown in the theoretical model on factors influencing (changes in) destination image, presented in chapter 2 after Jenkins (1999, figure 2.3), psychological characteristics were mentioned as one of the possible factors that could affect image change. However, without further information, it was difficult to determine which psychological characteristics could be relevant for this study. Reflecting on the results, it is plausible that anxiety might have played a role. Anxious people will probably prefer to remain inside the bubble. Maybe they have been inspired by their fellow-travellers to venture outside the safe zones, but not always with a positive result. Further research on the effect of psychological characteristics on destination image is thus needed.

7. Conclusion discussion

“Producers thus have lost a part of the production process to visitors as the consumer takes on the role of agent of aestheticization or of branding” (Lash & Urry, 1994, p 15)

The main research question of this thesis is *‘What is the impact of visiting a hallmark event, such as the FIFA World Cup in South Africa, on the image visitors have of the hosting destination?’* This question was divided into four sub-questions.

Q1: What is the pre-existing image visitors of the World Cup have before travelling to South Africa, and which individual characteristics have an impact on this image?

Q2: To what extent are the visitors of the World Cup planning to be compliant to the provided environmental bubble, and to what extent is this level of compliance influenced by their individual characteristics and their pre-existing image?

Q3: What are the experiences visitors have while travelling through South Africa, and to what extent indicate these experiences spatial behaviour in and outside the provided environmental bubble?

Q4: What is the image Dutch visitors have of South Africa after visiting the 2010 World Cup tournament, and how does this relate to their experiences with South Africa, their individual characteristics and to their spatial behaviour either inside or outside the ‘environmental bubble’?

7.1 Summary of the results

The most striking finding of this research is that the image Dutch visitors of the 2010 World Cup have changes by visiting the country, in the benefit for South Africa. Nature, wildlife, culture and heritage can be seen as the strongest assets of South Africa in order to attract foreign visitors as almost all Dutch visitors rate these aspects of image very high, scoring on average over 4 out of 5. These image aspects did not change by visiting the country, because they were already rated very positive before visiting the country. With these image aspects, a ceiling effect took place.

Even though the images respondents have of South Africa change in such a strong way, the total appreciation of South Africa as a holiday destination does not change significantly by visiting the country. Before the trip, Dutch respondents on average gave an 8 on a ten point scale, while after the trip South Africa was rewarded with an 8+. It is very likely that for the total appreciation of South Africa as a holiday destination, a ceiling effect was present as well. What however must be acknowledged is the 8+ given after the trip was base upon actual experience, and not upon vague assumptions and fantasy. The total grade is for example influenced by image aspects which have been rated low, such as the inequality and poverty existing in the country according to the Dutch visitors.

Image aspects that were rated lowest by the Dutch visitors were related to the socio-economic position of South Africa. Respondents did not have too much faith in the South African police force and saw South Africa as a poor country with a high inequality (division of wealth and living together in disagreement). These image aspects did not change by visiting South Africa and stay negative. However, after visiting the country Dutch supporters see South Africa more as a safe and easy country to travel. Before the tournament, approximately 30 percent of the respondents did not agree that South Africa was a safe place to travel, and 40 percent of the respondents indicated they thought South Africa was an unsafe country. The aspects of image that improved the most were related to safety and travelling, accommodation and the friendliness

of the people in South Africa. Especially this last aspect scored extremely high in the post-visit survey, and thus can be seen as a strong asset for the South African tourist industry.

A strong involvement of the local population has some consequences for the position of the 'environmental bubble', as this incorporates a level of exclusion of visitors. Almost half of the respondents indicated that they arranged the largest part of their travels through tour operators. This hints towards a high enclosure within the environmental bubble, following the definition by Cohen (1972). After the trip, half of the respondents indicated they spend a significant amount of time within 'safety zones' which can be seen as a spatial incarnation of the bubble. Arranging the trip with tour operators did not seem to be a good predictor for travelling within safety zones, as visitors who before their trip indicated they arranged the majority of their travel through tour operators and other intermediaries and visitors who travelled individually were divided randomly over the categories of usage of safety zones. These 'safety zones' have been present during the tournament, as indicated by the respondents, but were not found to reduce individual freedom.

The literature acknowledges that the South Africa Police Services, supported by a high level of privatized security forces active in the country in general, and in tourist areas specially, are capable of providing safety for visitors more than they are capable of eradicating crime (see for example Horn & Breetzke, 2009). The finding that the Dutch respondents indicated they did thought the police had no grip on crime, but were more positive on the ability of South Africa to safeguard the security in certain areas underlines this. It seems that safety zones, and thus the environmental bubble, provide a basic level of security, a secure home base, from which visitors can choose to explore the rest of the country. The results from the survey indicate that even visitors who expected not too venture outside the environmental bubble at all did participate in activities organized by friends or themselves and ventured out of the 'bubble'. This proves that the environmental bubble can serve as a catalyst for more explorative behaviour.

This thesis shows that it is difficult to distribute tourists in typologies (as for example did by Cohen, 1972), as is shown by the pre- and post measurement of the environmental bubble. Almost all respondents indicated they participated in and organized more activities than previously planned, and most activities were organized without interference of (local) tour operators. This group can thus be argued to contest the borders and structure of the environmental bubble and create a hybrid space for themselves, and instead of measuring spatial behaviour (planned as well as actual) as a nominal or categorical variable, a scalar measurement of the level of in or exclusion in the 'bubble' seems more appropriate in future research.

This study has given an insight into the travel behaviour of the Dutch respondents while visiting South Africa for the 2010 World Cup tournament. It shows diverse travel patterns and hints towards the rejection of the assumption that visitors of this event would only be interested in the tournament itself and its related activities, which some of the interviewees in chapter 4 saw as a likely scenario. In extent to this, a large section of the Dutch visitors have organized activities outside of pre existing travel schemes and explored South Africa without interference of Dutch or local tour operators, at least partly outside the 'environmental bubble'.

Concerning these activities, this research shows that Dutch visitors have been very interested in the holistic aspect of visiting the major South African cities. An advice for the South African tourist industry and leisure management departments of the major cities is thus to focus more upon the cities in their campaigns towards tourists. In addition factors constraining the visiting of these cities should be reduced, like upgrading the image of public transportation and increasing the (perceived) safety situation within the South African inner cities.

One of the most important outcomes for policy makers can be found in the finding that 9 out of 10 respondents indicated they would advice friends and family to visit South Africa for a holiday. This was set as one of the goals by the organizing institutions and by former president Thabo Mbeki in personal, which was at that moment seen as almost impossible (Eberl, 2008). This finding corresponds with other recently published researches by the South African government (Volkskrant, 2010) and by Cape Town Routes Unlimited (GAB Consulting, 2010).

7.2 Strengths and weaknesses of the study

The introduction of this thesis introduced three research gaps which the research conducted for this thesis aimed to address. The first research gap concerned the research design of the majority of the studies conducted in this field. Critiques on existing scientific work in the field of destination image and events are that the majority of research consists of case studies, which lack possibilities for comparative analysis (see e.g. Jenkins, 1999). Next to this, conclusions on image change are often based upon empirical research without a longitudinal aim. This research overcomes this research gap by comparing measurements in two moments in time to be able to provide a comparative analysis based upon a longitudinal measurement.

The arbitrariness of the choice behind the tools used to measure image was found to be a second research gap (Jenkins, 1999). This, in combination with a lack of theory on tourism in general, and destination image studies in special (Ashworth & Page, 2011), forms the second research gap this thesis aims at filling. In order to find out how the aspects of image could be measured while reducing the risk of bias, a set of exploratory qualitative interviews was conducted among Dutch and South African actors related in various ways to the event.

The topics that were derived from theory and practice concerned the general touristic image of South Africa, safety for travellers not only reduced to crime but also incorporating other risks, image towards private and public transportation possibilities, the socio-economic image of South Africa, the image towards the capability of South Africa to host an event and the opinion of visitors in regard to the quality of the touristic infrastructure. These topics, and the 34 image questions that were derived from them do not give an overall image of South Africa. If even possible or desirable, this would demand a far more extended research design which is not feasible in the light of this research. However, the image derived from this research can be seen as highlighting the most important aspects concerning the touristic image of South Africa in relation to the organization of a hallmark event like the FIFA World Cup as derived from literature, suggested by key actors, fuelled by the media and shaped by the author.

To deal with the critique of a lack theory in this field of research, as posed by Ashworth & Page (2011), a theoretical concept was chosen to guide the image study. This theoretical concept, the 'environmental bubble', tackles a third existing research gap at the same time.

This third research gap was the lack of spatiality in tourism research (Jansen-Verbeke, 2008). The main topic of this thesis was to find out to what extent a spatial action, visiting a destination organizing a hallmark event, influences image change. In extent to this, the expected and actual travel behaviour in relation to the theoretical concept of the environmental bubble has been a central concept in this thesis. Even though studying spatial behaviour has proven difficult from a methodological point of view, spatial actions (with visiting South Africa as most important spatial action) have been found to be very important in the creation and re-creation of a destination image by visitors, contributing to the debate on destination image.

Next to offering a contribution to the scientific debate, this study has also known some limitations which provide recommendations for further research. The first limitation is already hinted above. Actual spatial behaviour appeared to be difficult to measure. Further research into this topic should find means to measure actual spatial behaviour, for example by using a combination between GIS and GPS measurements (see for example van der Knaap, 1999 for a report on GIS implementation in tourism studies). Next to this, another weakness is the translation and operationalization of the theoretical concept of the environmental bubble into practice. Due to a lack of empirical research on this theoretical concept, new means had to be invented to measure the influence of this 'bubble'. Whether the way in which this has been done in this study is 'the right way' has to be seen, and further empirical research into this theoretical concept is needed. It can be concluded that the suggested typology hinted by the inventor of this theoretical concept, Cohen (1972), has in the case of this research not proven to be a successful predictor for actual spatial behaviour.

A third weakness of this study addresses the research sample of this thesis. It appeared to be very difficult to get in touch with the research population and to find a large sample of respondents. Chapter 3 elaborates on the pitfalls that occurred while finding the research sample, but the total number of 94 respondents participating in the first survey round can be seen as sufficient for the pre-event analysis, but because the second survey round, was derived from the 94 participants of the first round a low number of respondents participated in the second survey. The total number of 39 respondents proved too small to conduct the multivariate analyses which were planned in the initial research design. Fortunately, both research populations can be seen as representative. Next to this the key element of this study, measuring image change statistically, was possible. Fortunately, the power of the study sample was high enough to detect significant changes in images before and after the tournament. Future studies in this field should try to find a better way to contact the population. A way to do this is by collaborating with institutions who have contact details of (potential) visitors to events, such as in the Dutch case the KNVB, supporters club, tour organizations and the embassy in the hosting nation. For this research, these institutions seemed hesitant to collaborate in scientific work, and hopefully the outcomes of this research could contribute to a better collaboration in the future.

The last weakness of this study, as reflected on in this discussion, is that the results cannot be controlled by other samples or empirical research. The sportive results of the Dutch national team, as they reached the final for the third time in the history of the FIFA World Cup, could contribute to a positive feeling about the host destination. Controlling the results by incorporating visitors with another nationality could reduce this 'success-effect'. Another control group which would have been useful are people who did not visit the event. Controlling for this group filters influences by media exposure and other forms of information and publicity concerning the host destination, and exposes the effect of visiting the organizing country apart from external effects. For this research, time, financial and capability constraints made incorporating these control groups impossible. Future research should take into account the possibility to control the results by incorporating these two types of control groups.

7.3 Theoretical reflections

The 'environmental bubble' is a concept which in the literature is often seen as something negative. It is the home base of the mass, or institutionalized tourist (Cohen, 1972), it provides a 'pseudo-experience' (Boorstin in Hall, 2005) of the actual destination and shelters tourists from 'foreign encounters' and the possible negative outcomes of these (Cohen & Cooper, 1986). Tourists are drawn into the bubble by tour operators and managers of the various elements of the tourist industry as a "morally convenient rationale" for keeping tourists locked in the organised tourism-scapes which means a certain level of control over their spatial behaviour and spending (Allen & Brennan, 2004, p 222).

Results from this thesis show that these environmental bubbles do exist in the case of the tourism-landscape surrounding the 2010 FIFA World Cup, and within the bubbles organized by FIFA, local policy makers, international and national tourist operators, hints of these critiques can be found. A typical example is the Oranje Camping, which catered for a large group of Dutch supporters travelling to South Africa during the group-stage of the event. With mainly Dutch staff, strict security measures, entrance control by the use of entry passes and inside Dutch entertainment and imported Dutch consumptions, sold at Dutch prizes using tokens only valid at the campsite. The Oranje Camping thus formed a closed circuit providing everything the Dutch soccer fan would need. For the fans travelling of the terrain, selected local tour organizers offered packaged trips to the main touristic highlights.

This research has shown that such an 'environmental bubble' corresponds with the theoretical accounts found in the literature to a certain extent, but some new aspects have been found as well. It appears that tourists residing in this bubble not just took it for granted, but recreated the structure provided by the bubble. Next to this, the quantitative study has shown

that the majority of the visitors make use of the provided 'bubbles', but venture out of them as well without making use of 'institutions' like tour local and non-local tour operators. Visitors who planned their trip in a package deal provided by tour operators and expected not to venture outside this provided structure appeared to undertake activities on their own, got in touch with South Africa beyond the bubble. Next to this, almost no respondents saw the presence of the bubble as restricting them in their personal freedom.

7.4 Recommendations for future policy

Now the results are summarized, the weaknesses and strengths of the study have been discussed, and the existing theory has been reflected and recommendations for future research have been suggested, some recommendations for future policy can be made. Throughout the empirical chapters, recommendations can be found, and the most important will be briefly summarized in this concluding section.

As commented before, Ashworth & Voogd (1990) argued that enhancing or creating a destination image does not take place in a perceptual vacuum. Pre-existing images, often mainly based upon stereotypes are at the basis of destination image, and make this destination image difficult to alter. This research has proven that, in the words of Mark Twain, travel is the biggest enemy of prejudice and bigotry, as visiting South Africa has altered the image Dutch football supporters had of the country in a highly significant and positive way. Spatial action is thus a very important determinant for destination image.

The most important recommendations which can be given in this account is that South Africa should cherish the image dimensions which were evaluated extremely positive before the trip and lived their expectations during the trip, being the natural beauty and cultural heritage of the country. Leaving people free to explore the country's natural attractions, and especially getting in touch with the local population should be at the prime focus of the South African tourist industry, as next to the high appreciation for the nature and culture dimension, friendliness of the population of South Africa has seen an extremely strong image improvement after visiting the even. The debate presented in paragraph 2.5.2 in which John Urry (1990) reflects on positive and negative outcomes of contacts between tourists and locals is in this regard very important, as the findings of this thesis suggest that barriers between locals and tourists should be kept to a minimum to stimulate contacts between tourists and locals and make use of the assets 'cultural heritage' and friendliness of the people' found important in this research.

This brings us to the most important recommendations on behalf of the existing environmental bubbles in the South African touristscape. As found in this research, a significant amount of the Dutch football supporters made use of these enclosed spaces while travelling South Africa. Instead of just evaluating it as something negative, spoiling the genuine experience of the country and transforming it into a 'pseudo-experience', the most important recommendation of this research is that these 'bubbles' can be evaluated in a positive way as well. The enclosed and secured spaces in which tourists feel at ease can serve as a basis to explore the country outside the bubble, and provide a step-up to explore the 'genuine South Africa'. Without this step-up, it is very likely that a significant share of the visitors of the event, and maybe even of South Africa in general, would not visit the country as it would not cater for the demands of the (partly) institutionalized tourist. Facilitating a bridge between 'in the bubble' and 'outside the bubble' could be a task for the South Africa policy makers involved in the tourist industry to not only improve the image visitors bring home after visiting South Africa, but also make tourism in South Africa a more inclusive industry for all South Africans.

This research proves that even though top-down management of the touristscape has been very important during the 2010 World Cup tournament, and possibly for the South Africa tourist industry in general, but as the respondents were found to participate in, and organize activities themselves in a bottom-up manner, a very important recommendation is to facilitate

this explorative behaviour by the tourists (both by non-institutionalized and institutionalized), and not suppress it by highlighting risks of exploring outside the environmental bubble like safety problems. Improving the perceived safety of spaces outside the environmental bubble, both for tourists and residents, could be a worthwhile, though difficult to accomplish goal for South Africa. To come back to a remark post by Lash & Urry (1994, p 10) that a post-industrial exciting landscape should be formed providing “new sociations” by providing contacts between visitors and locals, and not a “bleak dystopia of increasing wild zones” which are left behind by tourists and the locals who can afford entrance to the “progressively well-defenced symbol-rich tame zones”.

Environmental bubbles can have an important place in this landscape of new sociations. However, to be able to optimize the legacy of visiting the country, whether or not for an event, an inclusive landscape should, especially when taking into account the history of South Africa, be the outcome of the different forces shaping the South African tourism landscape. This inclusive landscape is very likely to improve the image visitors take home after visiting the country, and at the same time could help the benefits of the tourist industry trickle down over the various segments of the South African population. To be able to fully grasp the possible effects of a (partial) opening of the tourism landscapes, more research is needed.

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Appendix I Overview of interviews

Name	Profession	Institution	Date & Place
Klaas Deknatel	freelance journalist	zuidafrika2010.net	03-11-2009 & 07-11-2009 (Cape Town)
Ismail Farouk	Researcher in Urban Geography, activist and artist	University of Cape Town, African Centre for Cities (starring in VPRO documentary Staying alive in Johannesburg)	04-11-2009 (Cape Town)
Ronnie Donaldson	Professor in Geography	Stellenbosch University, Department of Earth Sciences	06-11-2009 & 10-11-2009 (Stellenbosch)
Cheri Green	Researcher in transportation	CSIR Built Environment	10-11-2009 (Stellenbosch)
Dr. Laurine Platzky	Coordinator 2010 FIFA World Cup	Western Cape Province	11-11-2009 (Cape Town)
Lloyd Vandenberg	Chairman	'Supportersclub Oranje'	Various informal meetings (Aalsmeer)
Hans Pluimers	Manager Sport & Entertainment	OAD reizen (tour organization)	14-04-2010 (Holten)
Jokko de Wit	Organizer	Oranje Camping	23-04-2010 (Breda)
Johan van Boven	Journalist	Sp!ts News	Various informal meetings (Rotterdam)
Willem Vissers	Journalist	Volkskrant	12-05-2010, informal meeting (Den Haag)

Conferences & Relevant activities

Type of activity	Place	Date
CHEC research colloquium	University of Western Cape, Bellville, Cape Town	02-11-2009
Honours student presentations (GIS)	Stellenbosch University, Stellenbosch	06-11-2009
Attendance Premiership match	Newlands stadium, Cape Town	01-11-2009
Exploring sights of 2010 activities	Grand Parade, Central Station, Greenfield Stadium & Athlone Stadium (Cape Town)	03-11-2009



Appendix II Questionnaire 'pre-measurement'

Bezoekers Enquête Wereld Kampioenschap Voetbal Zuid Afrika 2010

Beste voetbalfan,

Van 11 juni tot 11 juli 2010 vinden de FIFA wereld kampioenschappen voetbal plaats in Zuid Afrika. Het Nederlandse team zal voor dit toernooi traditioneel gevolgd worden door een enthousiast oranje legioen, en u bent daar ook bij! De Zuid Afrikanen kunnen, net als u waarschijnlijk, niet wachten totdat het toernooi begint en het land een maand lang één groot voetbalfeest zal zijn! Het WK heeft grote gevolgen voor een land als Zuid Afrika die veel verder gaan dan voetbal alleen. Een belangrijk onderdeel daarin is het beeld dat Zuid Afrika achterlaat bij de bezoekers van het toernooi.

Om hierachter te komen wil ik u vragen mee te werken aan een onderzoek. Namens de Universiteit Utrecht onderzoek ik hoe u het toernooi en uw verblijf in Zuid Afrika beleeft. Wij zijn erg benieuwd naar uw mening vooraf en uw ervaring na het bezoeken van het WK. De supporters vormen één van de belangrijkste ingrediënten van een succesvol toernooi, en met uw mening en ervaringen kunnen niet alleen nuttige aanbevelingen worden gedaan voor toekomstige toernooien, ook kunnen de resultaten bijdragen om het beleid van Zuid Afrika in de toekomst beter af te stemmen op de wensen van de Nederlandse bezoekers.

Ik hoop van harte dat u wilt meewerken aan dit onderzoek door twee keer een vragenlijst in te vullen, één voor het toernooi en één erna. Beide zullen ongeveer 15 minuten in beslag nemen. Onder de deelnemers aan het onderzoek worden diverse prijzen verloot, waaronder een officieel shirt van de winnaar van het toernooi en vijf keer een voetbalkadobon of Irischeque ter waarde van €50.

Uw gegevens zullen met grote zorg worden behandeld en anoniem worden verwerkt. Uw privacy zullen we garanderen. De gegevens zullen op geen enkel moment worden verstrekt aan derden en zijn alleen toegankelijk voor de onderzoeker.

Ik wil u in ieder geval alvast een prettige reis en een succesvol toernooi wensen, en ik hoop op uw deelname!

Met sportieve groet,

Egbert van der Zee,

Universiteit Utrecht
Faculteit Geowetenschappen

- 1) Wat is uw geslacht? M / V
- 2) In welk jaar bent u geboren? 19..
- 3) Wat is uw postcode? (alleen cijfers)
- 4) Wat is uw huidige echtelijke staat?
- 0 Alleenstaand
- 0 Samenwonend
- 0 Getrouwd
- 5) Heeft u thuiswonende kinderen? Ja / Nee
- 6) Wat is uw hoogst afgeronde opleiding?
- 0 VMBO (of vergelijkbaar)
- 0 HAVO/VWO (of vergelijkbaar)
- 0 Middelbaar Beroepsonderwijs (MBO)
- 0 Hoger Beroepsonderwijs (HBO) of Universiteit
- 0 Anders, namelijk
- 7) Onder welke inkomenscategorie valt u? (modaal is geschat op 32.500 Euro bruto per jaar)
- 0 Minder dan modaal
- 0 Ongeveer modaal
- 0 Tussen modaal en 2 x modaal
- 0 Meer dan 2 x modaal
- 8) Hoeveel nachten verwacht u in Zuid Afrika te verblijven? nachten
- 9) Met wie reist u naar Zuid Afrika? (meerdere antwoorden mogelijk)
- 0 Ik reis alleen 0 Familie met kind(eren) 0 Collega of zakenrelaties 0 anders, namelijk:
- 0 Met partner / echtgenote 0 Vriend of vriendengroep 0 Supportersgroep
- 10) Hoe groot is uw reisgezelschap? (bij een reisgezelschap horen alle personen waarmee u de gehele periode van uw reis in Zuid Afrika doorbrengt)
- 0 1 persoon 0 2 personen 0 3-6 personen
- 0 7-12 personen 0 meer dan 12 personen
- 11) Welke wedstrijden bent u van plan te bezoeken? (meerdere antwoorden mogelijk)
- 0 Geen wedstrijden 0 Nederland – Kameroen in Kaapstad
- 0 Nederland – Denemarken in Johannesburg 0 Overige wedstrijden Nederlands elftal (mits gekwalificeerd)
- 0 Nederland – Japan in Durban 0 aantal wedstrijden van andere landen (svp aantal invullen)

12) Op welke manier regelt u uw reis naar Zuid-Afrika? (meerdere antwoorden mogelijk, aankruisen welke van toepassing zijn)

	Vooraf via een georganiseerde reis	Vooraf op eigen initiatief (bijv. via internet)	Ik leg het vooraf niet vast, maar regel het ter plaatse	Overig namelijk:	Niet van toepassing
Reis naar Zuid Afrika					
Transport binnen Zuid Afrika					
Accommodatie rondom wedstrijden					
Overige accommodatie					
Tickets voor wedstrijden van het Nederlands elftal					
Tickets voor overige wedstrijden					
Activiteiten buiten wedstrijden om					

13) Voor zover u dat nu al weet: wat voor soort activiteiten bent u van plan om te ondernemen? (aankruisen welke van toepassing zijn)

Touren met auto, motor of fiets	Vlooiemarkt / craftmarket bezoeken	Natuur en natuurlijke attracties bezoeken	Safari / bezoek wildparken	Wandelen
Walvis safari	Stranden bezoeken	Golfen	Welness of beauty centrum bezoeken	Township tour
Culinaire activiteiten	Bezoeken theater, concert e.d.	Wijn proeven	Nachtleven / uitgaan	Bezoeken van casino's
Culturele activiteiten (museum e.d.)	Avontuurlijke sporten (mountainbiken, duiken, klimmen e.d.)	Festivals / Evenementen (niet WK gerelateerd)	Festivals / Evenementen (WK gerelateerd)	Overig namelijk:

14) Hoe bent u van plan zich te bewegen door het land? (meerdere antwoorden mogelijk)

- | | | |
|--|--|--|
| <input type="checkbox"/> Eigen auto (of ander motorvoertuig) | <input type="checkbox"/> Georganiseerde tour (supportersorganisatie) | <input type="checkbox"/> Minibus taxi |
| <input type="checkbox"/> Meerijden met vrienden / familie | <input type="checkbox"/> Openbaar vervoer (trein) | <input type="checkbox"/> Officiële taxi |
| <input type="checkbox"/> Georganiseerde tour (reisorganisatie) | <input type="checkbox"/> Openbaar vervoer (bus) | <input type="checkbox"/> Binnenlandse vlucht |
| <input type="checkbox"/> Anders namelijk: | | |

15) Welke bronnen gebruikt u voor voorlichting over Zuid Afrika? (aankruisen welke van toepassing zijn)

Ambassade / officiële voorlichting vanuit de overheid	Familie en/of vrienden woonachtig in Zuid Afrika	Familie en/of vrienden niet woonachtig in Zuid Afrika	Reisbureau / tour operator	Kranten
(Reis)Boeken	Radio / Televisie	Internet	KNVB of andere voetbal organisatie	Anders namelijk:

16) Heeft u eerder een Afrikaans, Aziatisch, Zuid- of Midden Amerikaans land bezocht?

Nee (ga verder naar vraag 15) Ja

17) Heeft u Zuid Afrika eerder bezocht, en zo ja, hoe vaak?

Nee, dit wordt mijn eerste bezoek Ja, ik heb Zuid Afrika eerder bezocht

18) Heeft u eerder een buitenlands sportevenement bezocht? (meerdere antwoorden mogelijk)

Ja, een eendaags sportevenement (bijv. een kwalificatiewedstrijd van Oranje)

Ja, een meerdaags sportevenement (bijv. de Olympische Spelen)

Nee, het WK 2010 wordt mijn eerste buitenlandse sportevenement

19) Geef uw mening over de volgende stellingen (Omcirkelen wat van toepassing is)

Als het WK niet in Zuid Afrika werd georganiseerd zou ik niet naar Zuid Afrika gaan

Ik vind het belangrijk dat mijn reisprogramma al voor mijn vertrek goed georganiseerd is

Het ervaren van de Zuid Afrikaanse cultuur is een belangrijk onderdeel van mijn reis

Ik vind het belangrijk dat ik tijdens mijn verblijf in Zuid Afrika vrijuit kan reizen

De mogelijkheid om even te ontsnappen aan de verantwoordelijkheden van het dagelijks leven, is een belangrijke reden voor mij om af te reizen naar Zuid Afrika

Als ik in Zuid Afrika ben, wil ik graag meer leren over de Zuid Afrikaanse cultuur

De lokale bevolking leren kennen is een belangrijk onderdeel van mijn reis naar Zuid Afrika

Natuur en safari zijn een belangrijke reden voor mij om af te reizen naar Zuid Afrika

Interesse voor voetbal delen met anderen is een belangrijk onderdeel van mijn reis

Ik ga goed voorgelicht op reis naar Zuid Afrika

20) Kent u mensen uit uw directe omgeving die in Zuid Afrika het slachtoffer zijn geworden van geweldsmisdrijven en/of overvallen?

Nee Ja

21) In welke mate denkt u dat de veiligheidssituatie beperkingen zal opleveren tijdens uw verblijf in Zuid Afrika? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
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22) In welke mate denkt u dat hoge prijzen beperkingen zullen opleveren tijdens uw verblijf in Zuid Afrika? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
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23) In welke mate denkt u dat een vooraf opgesteld reisschema beperkingen zal opleveren tijdens uw verblijf in Zuid Afrika? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
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24) In welke mate denkt u dat beschikbaarheid van vervoersmogelijkheden beperkingen zal opleveren tijdens uw verblijf in Zuid Afrika? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
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25) Geef in drie steekwoorden aan wat uw beeld is van Zuid Afrika:

...
...
...

26) Stellingen (geef uw mening over de volgende stellingen door een getal te omcirkelen, waarbij 1 staat voor geheel mee eens en 5 staat voor geheel mee oneens).

Veiligheid

Zuid Afrika is een veilig land	1	2	3	4	5	NVT
Reizen door Zuid Afrika is veilig	1	2	3	4	5	NVT
Terroristische aanslagen vormen een dreiging voor Zuid Afrika tijdens grote evenementen, zoals het WK	1	2	3	4	5	NVT
Hooligans vormen een probleem bij grote sportevenementen in Zuid Afrika, zoals het WK	1	2	3	4	5	NVT
Binnen officiële evenementen zones (bijv. rondom stadions tijdens het WK) is in Zuid Afrika criminaliteit geen probleem	1	2	3	4	5	NVT
Binnen toeristische plaatsen (zoals hotels, attracties en georganiseerd vervoer) is veiligheid gegarandeerd in Zuid Afrika	1	2	3	4	5	NVT
De politie van Zuid Afrika heeft grip op de criminaliteit	1	2	3	4	5	NVT
Reizen door Zuid Afrika stelt me niet bloot aan een groter gezondheidsrisico dan een andere bestemming	1	2	3	4	5	NVT

Transport en accommodatie

Zuid Afrika is een eenvoudig bereikbaar land	1	2	3	4	5	NVT
De Zuid Afrikaanse infrastructuur (wegen, vliegvelden e.d.) is van goede kwaliteit	1	2	3	4	5	NVT
Het Zuid Afrikaanse openbaar vervoer is van goede kwaliteit	1	2	3	4	5	NVT
Er zijn voldoende geschikte accommodatie mogelijkheden beschikbaar in Zuid Afrika	1	2	3	4	5	NVT
De prijs/kwaliteit verhouding van accommodatie in Zuid Afrika is goed	1	2	3	4	5	NVT
Reizen door Zuid Afrika zonder officiële reisorganisatie is goed mogelijk	1	2	3	4	5	NVT
De wegen van Zuid Afrika zijn goed en veilig bereikbaar	1	2	3	4	5	NVT

Uitstraling van het land en het toernooi

Zuid Afrika is een modern land	1	2	3	4	5	NVT
Zuid Afrika is in staat om een groot sporttoernooi of ander evenement op een goede, manier te organiseren	1	2	3	4	5	NVT
Zuid Afrika is in staat om een groot sporttoernooi of ander evenement te organiseren zonder noemenswaardige technische problemen	1	2	3	4	5	NVT
Zuid Afrikaanse vrijwilligers die actief zijn tijdens grote evenementen zijn goed voorbereid op hun taken	1	2	3	4	5	NVT
Het Zuid Afrikaanse infrastructuurnetwerk heeft geen problemen om drukte van grote evenementen op te vangen	1	2	3	4	5	NVT
Zuid Afrika is een voorbeeld voor andere Afrikaanse landen	1	2	3	4	5	NVT

Toeristische beeldvorming van Zuid Afrika

Zuid Afrika biedt een unieke culturele ervaring	1	2	3	4	5	NVT
Zuid Afrika is rijk aan cultureel en historisch erfgoed	1	2	3	4	5	NVT
Zuid Afrika biedt unieke natuurlijke schoonheid	1	2	3	4	5	NVT
Zuid Afrika heeft een rijk aanbod aan natuur en wildlife	1	2	3	4	5	NVT
Zuid Afrika heeft een goed georganiseerde toeristische infrastructuur	1	2	3	4	5	NVT
Zuid Afrika heeft een prettig klimaat voor een vakantie	1	2	3	4	5	NVT
De Zuid Afrikaanse bevolking is vriendelijk en behulpzaam	1	2	3	4	5	NVT

Sociaal Economische positie van Zuid Afrika

Zuid Afrika is een arm land	1	2	3	4	5	NVT
Zuid Afrika heeft een sterk ongelijke welvaartsverdeling	1	2	3	4	5	NVT
Gezondheidsproblemen als HIV/AIDS en malaria zijn alom aanwezig in Zuid Afrika	1	2	3	4	5	NVT
De verschillende bevolkingsgroepen van Zuid Afrika leven in onvrede met elkaar	1	2	3	4	5	NVT
Zuid Afrika is een land met een zorgwekkende toekomst	1	2	3	4	5	NVT
De Zuid Afrikaanse sociaal economische positie maakt het land onaantrekkelijk als vakantiebestemming	1	2	3	4	5	NVT

27) Wat voor rapportcijfer zou u Zuid Afrika als toeristische bestemming geven? (cijfer van 1 tot 10)

...

Hartelijk dank voor uw medewerking aan deze enquête.

Voor een zo volledig mogelijk beeld wil ik u vragen om ook deel te nemen aan de rest van het onderzoek. Dit houdt in dat u na terugkomst uit Zuid Afrika een soortgelijke enquête ontvangt die informeert naar uw ervaringen tijdens uw reis en uw beeld van Zuid Afrika nadat u er geweest bent. U krijgt daarnaast een aantekeningenboekje mee waar u uw activiteiten en ervaringen in kunt bijhouden. Dat kost nauwelijks tijd.

Door deel te nemen aan het vervolgonderzoek maakt u kans op leuke prijzen, waaronder een officieel shirt van de winnaar van het WK en 5 x een voetbalkadobon of Iris cheque ter waarde van 50 euro.

Mijn e-mailadres is:

Mijn postadres is:

Voor vragen of meer informatie over het onderzoek kunt u contact opnemen met de onderzoeker, per email of telefoon.

Egbert van der Zee

wkonderzoek@gmail.com

tel. 0630878435

Appendix III Questionnaire 'post-measurement'

1) Ik heb tijdens mijn reis activiteiten ondernomen die niet in het vooraf opgestelde reisprogramma zaten

Sterk mee eens

Mee eens

Neutraal

Mee oneens

Sterk mee oneens

NVT

2) Welke activiteiten heeft u ondernomen die u vooraf niet van plan was?

Soort activiteit:	Hoe georganiseerd?
	<input type="checkbox"/> Zelf georganiseerd <input type="checkbox"/> Met een lokale touroperator <input type="checkbox"/> Via een Nederlandse touroperator
	<input type="checkbox"/> Zelf georganiseerd <input type="checkbox"/> Met een lokale touroperator <input type="checkbox"/> Via een Nederlandse touroperator
	<input type="checkbox"/> Zelf georganiseerd <input type="checkbox"/> Met een lokale touroperator <input type="checkbox"/> Via een Nederlandse touroperator

3) Wat voor soort activiteiten heeft u niet of minder ondernomen dan u vooraf van plan was en waarom niet?

Soort activiteit:	Reden waarom niet of minder ondernomen

4) Heeft u evenementen en activiteiten bezocht die speciaal voor Nederlandse supporters verzorgd waren (bijv. Fan Feesten, activiteiten van de Oranjecamping, Oranje marsen)

Ja, meer dan ik van te voren had gedacht

Ja, precies zoveel als ik van te voren had gedacht

Ja, minder dan ik van tevoren had gedacht

Nee, ik heb deze evenementen niet bezocht

5) Naarmate ik langer in Zuid-Afrika was, ben ik meer activiteiten gaan ondernemen.

Sterk mee eens

Mee eens

Neutraal

Mee oneens

Sterk mee oneens

NVT

6) Als ik nogmaals in Zuid-Afrika zou komen zou ik gebruik maken van een volledig georganiseerde reis

Sterk mee eens

Mee eens

Neutraal

Mee oneens

Sterk mee oneens

NVT

7) Ik raad Zuid-Afrika aan als vakantiebestemming aan vrienden en familie

Sterk mee eens	Mee eens	Neutraal	Mee oneens	Sterk mee oneens	NVT
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8) Ik zou vrienden en familie aanraden om gebruik te maken van een georganiseerde reis als zij naar Zuid-Afrika zouden gaan

Sterk mee eens	Mee eens	Neutraal	Mee oneens	Sterk mee oneens	NVT
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9) Voor het WK werd erg gevreesd over de veiligheid van de buitenlandse bezoekers. In welke mate denk u dat deze zorgen terecht waren?

Heel erg terecht	Redelijk terecht	Neutraal	Nauwelijks terecht	Helemaal niet terecht	NVT
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10) Heeft u tijdens uw reis te maken gehad met criminaliteit?

0 Nee

0 Ja, ik heb zelf te maken gehad met criminaliteit

11) Heeft u tijdens uw reis van andere mensen gehoord dat ze slachtoffer zijn geworden van criminaliteit in Zuid-Afrika

0 Nee

0 Ja, ik heb gehoord van andere toeristen mensen dat ze te maken hebben gehad met criminaliteit

0 Ja, ik heb van Zuid Afrikanen gehoord dat ze te maken hebben gehad met criminaliteit

12) In welke mate heeft u tijdens uw reis beperkingen ondervonden door de veiligheidssituatie in Zuid-Afrika? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
-----------------------	------------------	----------	--------------------	------------------	-----

13) In welke mate hebben hoge prijzen u beperkingen opgeleverd tijdens uw verblijf? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
-----------------------	------------------	----------	--------------------	------------------	-----

14) In welke mate heeft een vooraf opgesteld reisschema u beperkingen opgeleverd tijdens uw verblijf? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
-----------------------	------------------	----------	--------------------	------------------	-----

15) In welke mate heeft de beschikbaarheid van vervoersmogelijkheden u beperkingen opgeleverd tijdens uw verblijf? (omcirkelen wat van toepassing is)

Heel veel beperkingen	Veel beperkingen	Neutraal	Weinig beperkingen	Geen beperkingen	NVT
-----------------------	------------------	----------	--------------------	------------------	-----

16) Stellingen (geef uw mening over de volgende stellingen door een getal te omcirkelen, waarbij 1 staat voor geheel mee eens en 5 staat voor geheel mee oneens).

Veiligheid

Zuid Afrika is een veilig land	1	2	3	4	5	NVT
Reizen door Zuid Afrika is veilig	1	2	3	4	5	NVT
Terroristische aanslagen vormen een dreiging voor Zuid Afrika tijdens grote evenementen, zoals het WK	1	2	3	4	5	NVT
Hooligans vormen een probleem bij grote sportevenementen in Zuid Afrika, zoals het WK	1	2	3	4	5	NVT
Binnen officiële evenementen zones (bijv. rondom stadions tijdens het WK) is in Zuid Afrika criminaliteit geen probleem	1	2	3	4	5	NVT
Binnen toeristische plaatsen (zoals hotels, attracties en georganiseerd vervoer) is veiligheid gegarandeerd in Zuid Afrika	1	2	3	4	5	NVT
De politie van Zuid Afrika heeft grip op de criminaliteit	1	2	3	4	5	NVT
Reizen door Zuid Afrika stelt me niet bloot aan een groter gezondheidsrisico dan een andere bestemming	1	2	3	4	5	NVT

Transport en accommodatie

Zuid Afrika is een eenvoudig bereikbaar land	1	2	3	4	5	NVT
De Zuid Afrikaanse infrastructuur (wegen, vliegvelden e.d.) is van goede kwaliteit	1	2	3	4	5	NVT
Het Zuid Afrikaanse openbaar vervoer is van goede kwaliteit	1	2	3	4	5	NVT
Er zijn voldoende geschikte accommodatie mogelijkheden beschikbaar in Zuid Afrika	1	2	3	4	5	NVT
De prijs/kwaliteit verhouding van accommodatie in Zuid Afrika is goed	1	2	3	4	5	NVT
Reizen door Zuid Afrika zonder officiële reisorganisatie is goed mogelijk	1	2	3	4	5	NVT
De wegen van Zuid Afrika zijn goed en veilig bereikbaar	1	2	3	4	5	NVT

Uitstraling van het land en het toernooi

Zuid Afrika is een modern land	1	2	3	4	5	NVT
Zuid Afrika is in staat om een groot sporttoernooi of ander evenement op een goede, manier te organiseren	1	2	3	4	5	NVT
Zuid Afrika is in staat om een groot sporttoernooi of ander evenement te organiseren zonder noemenswaardige technische problemen	1	2	3	4	5	NVT
Zuid Afrikaanse vrijwilligers die actief zijn tijdens grote evenementen zijn goed voorbereid op hun taken	1	2	3	4	5	NVT
Het Zuid Afrikaanse infrastructuurnetwerk heeft geen problemen om drukte van grote evenementen op te vangen	1	2	3	4	5	NVT
Zuid Afrika is een voorbeeld voor andere Afrikaanse landen	1	2	3	4	5	NVT

Toeristische beeldvorming van Zuid Afrika

Zuid Afrika biedt een unieke culturele ervaring	1	2	3	4	5	NVT
Zuid Afrika is rijk aan cultureel en historisch erfgoed	1	2	3	4	5	NVT
Zuid Afrika biedt unieke natuurlijke schoonheid	1	2	3	4	5	NVT
Zuid Afrika heeft een rijk aanbod aan natuur en wildlife	1	2	3	4	5	NVT
Zuid Afrika heeft een goed georganiseerde toeristische infrastructuur	1	2	3	4	5	NVT
Zuid Afrika heeft een prettig klimaat voor een vakantie	1	2	3	4	5	NVT
De Zuid Afrikaanse bevolking is vriendelijk en behulpzaam	1	2	3	4	5	NVT

Sociaal Economische positie van Zuid Afrika

Zuid Afrika is een arm land	1	2	3	4	5	NVT
Zuid Afrika heeft een sterk ongelijke welvaartsverdeling	1	2	3	4	5	NVT
Gezondheidsproblemen als HIV/AIDS en malaria zijn alom aanwezig in Zuid Afrika	1	2	3	4	5	NVT
De verschillende bevolkingsgroepen van Zuid Afrika leven in onvrede met elkaar	1	2	3	4	5	NVT
Zuid Afrika is een land met een zorgwekkende toekomst	1	2	3	4	5	NVT
De Zuid Afrikaanse sociaal economische positie maakt het land onaantrekkelijk als vakantiebestemming	1	2	3	4	5	NVT

17) Tijdens mijn reis heb ik een goed beeld gekregen van Zuid-Afrika

Sterk mee eens	Mee eens	Neutraal	Mee oneens	Sterk mee oneens	NVT
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18) Wat voor rapportcijfer geeft u Zuid Afrika als toeristische bestemming geven? (cijfer van 1 tot 10)

...

19) Heeft u nog andere opmerkingen over uw reis naar Zuid Afrika die kunnen bijdragen aan dit onderzoek?

Appendix IV: CHEC Research Colloquium Programme



CHEC

Cape Higher Education Consortium

PROGRAMME

CHEC 2010 Research Colloquium

2 November 2009

Venue: School of Public Health building, University of the Western Cape

08:00	REGISTRATION, coffee / tea
08:15	WELCOME
08:30	OVERVIEW of a national 2010 research audit, Prof Kamilla Swart
09:00	PRESENTATION by the Western Cape Provincial Government 2010 Coordinator, Dr Laurine Platzky on the Province's 2010 plans, research conducted and research gaps/needs
09:30	Questions
09:45	PRESENTATION by the City of Cape Town 2010 Director of Operations, Mr Lesley de Reuck, on the City's 2010 plans, research conducted and research gaps/needs
10:15	Questions
10:30	Refreshments
11:00	JOINT PRESENTATION by the higher education institutions of the Western Cape on 2010-related research, research capacity and possible research projects
11:45	Questions
12:00	BREAK-AWAY GROUP DISCUSSIONS
12:45	Lunch
13:30	FEEDBACK from groups
15:00	The process forward

Appendix V computation for travelling inside or outside the environmental bubble

Travelling within or outside the bubble

Respondents are classified into two groups, either arranging their travel in or outside the bubble. Whether people are arranging their travels inside the bubble is determined using the conceptualization by Cohen (1972), as respondents who arrange the majority of their travels with a tour operator or other intermediary are seen as 'inside' (or the institutionalized tourist) and respondents arranging their trip by themselves are seen as outside (or the non-institutionalized tourist).

Because empirical work that operationalizes the environmental bubble is lacking, and asking respondents directly whether they travel inside or outside the bubble would fall short for the various aspects of arranging a trip like visiting South Africa for the 2010 World Cup, this variable is computed through a set of questions on the arranging of the trip. Computation points are given for 'inside the bubble' (when respondents arrange their travel in advance with a travel organisation) and for 'outside the bubble' (the categories 'before trip at own initiative' and 'on the spot' are rewarded with one point). Because respondents could tick more categories at this question, a summation of the points given was made to determine the overall score. One exception was made when respondents only chose the category 'on the spot'. These respondents acquired 3 points, as only arranging their travel on the spot is clearly strongly 'out of the bubble'. The categories 'other' and 'not relevant' are interpreted in every case to optimize the score given.

Arranging trip to South Africa;

92 respondents chose one category for the arrangement of their trip to South Africa. Two respondents chose more categories. One respondent (# 7) both arranged her travel before with a travel agency and by herself. She stated that she used an 'around the world ticket'. The other respondent (# 82) chose three categories, before with a travel agency and by himself and on the spot. Arranging a trip to South Africa on the spot seems odd, but what could be the case is that he booked an open ticket and let his trip out of the country depend on how the Dutch team would do in the tournament. Both visitors get a point for inside and outside the bubble.

Before trip with a travel agency: 58.8 % (n 55)

Before trip at own initiative: 43.6 % (n 41)

On the spot: 1.1 % (n 1)

Other: - (but some respondents indicated they used internet ticket agency to buy their tickets such as vliegwinkel.nl. one respondent indicated he/she used an 'around the world ticket')

Not relevant: -

Computation points;

outside bubble 1 point: 40

outside bubble 2 points: 1

outside bubble 3 points: -

inside bubble: 55

both: 2

Arranging transport in South Africa;

83 respondents chose one category for the arrangement of their transportation in South Africa, 11 respondents chose 2 categories. One respondent indicated transportation was not relevant.

Before trip with a travel agency: 60.6 % (n 57)

Before trip at own initiative: 10.2 % (n 19)

On the spot: 29.8 % (n 28)

Other: - (but some respondents indicated they used rental cars either on the spot or arranged via the internet. One respondent bought a car and one indicated using public transportation)

Not relevant: 1.1 % (n 1)

Computation points;

outside bubble 1 point: 15

outside bubble 2 points: 6

outside bubble 3 points: 20

inside bubble: 57

both: 5

Accommodation surrounding matches;

89 respondents chose one category for the arrangement of their accommodation surrounding world cup matches. 4 respondents chose 2 categories, of whom 3 chose both 'in advance at own initiative' and 'on the spot'. One respondent (# 40) chose 'in advance with travel organization' and 'on the spot'. One respondent chose 3 categories, both 'in advance with travel organization', 'in advance at own initiative' and 'on the spot' (# 82).

One respondent (# 6) indicates this question as not relevant, stating she owns a house in South Africa and lives there temporarily. In this case, a point for 'out of the bubble' is given for this category (where normally this category stands for 0 points).

Before trip with a travel agency: 69.1 % (n 65)

Before trip at own initiative: 19.1 % (n 18)

On the spot: 17.0 % (n 16)

Other: - (but some respondents indicated they arranged accommodation via the internet, either before or on the spot. Others stayed in a B&B or backpackers or used a couch surfing website, all pre-arranged)

Not relevant: 1.1 % (n 1) (indicating living in South Africa temporarily)

Computation points;

outside bubble 1 point: 16

outside bubble 2 points: 4

outside bubble 3 points: 11

inside bubble: 65

both: 2

Other accommodation;

86 respondents chose one category for the arrangement of their accommodation outside the match days. 5 respondents chose two categories and one respondent chose three categories (# 82). 4 respondents combined accommodation reserved in advance by themselves with arranging accommodation on the spot, while one respondent combined accommodation reserved in advance with a travel agency with arranging it on the spot. The respondent who chose 3 categories picked 'in advance with travel organization', 'in advance at own initiative' and 'on the spot' (# 82).

The high number of 'not relevant' can be subscribed to the opinion of the respondents that all accommodation is linked to visiting football matches. One of the respondents stating 'not relevant' stated the same at the previous question with the comment that she was temporary living in South Africa (# 6). From the respondents stating not relevant, the same scores are used as with the previous question to avoid a gap in the total computation.

Before trip with a travel agency: 46.8 % (n 44)

Before trip at own initiative: 19.1 % (n 18)

On the spot: 24.5 % (n 23)

Other: - (but some respondents indicated they arranged accommodation via the internet, either before or on the spot. One respondent stayed in his own house and one responded indicated he would 'browse around')

Not relevant: 17.0 % (n 16)

Computation points;

outside bubble 1 point: 18

outside bubble 2 points: 5

outside bubble 3 points: 17

inside bubble: 56

both: 2

Tickets for matches of the Dutch games;

91 respondents chose 1 category, 3 respondents chose 2 categories. Of these 3 respondents, only one respondent used a travel organization before travelling to South Africa. The other two respondents combined their own initiative before the trip with an 'on the spot' arrangement of tickets.

From the people who indicated 'other', three stated that they got their tickets directly from FIFA and two other people got their tickets from participating organization. These answers can be seen as an indication that people obtain their tickets in various ways, but without the interference of a commercial middle organization. For this category, a point is given for travelling outside the bubble to all 7 respondents. Respondents indicating 'not relevant' will get no points for travelling neither outside the bubble nor inside the bubble.

Before trip with a travel agency: 39.4 % (n 37)

Before trip at own initiative: 41.5 % (n 39)

On the spot: 9.6 % (n 9)

Other: 7.4 % (n 7) (comments given by the 7 respondents indicating other were FIFA x3, supportersclub, present from brother, guest organization SCORE and one missing answer. Other statements given were: FIFA, supportersclub, KNVB and internet)

Not relevant: 5.3 % (n 5)

Computation points;

outside bubble 1 point: 27

outside bubble 2 points: 1

outside bubble 3 points: 39

inside bubble: 37

both: 1

Tickets for other matches;

92 respondents chose one category, and two respondents chose two categories. The two respondents who chose two categories one (# 43) had a combination of 'on the spot' and other ('informal circuit') and the other (#22) had at own initiative before the trip and 'not relevant'. The last combination is surprising. The results indicate that a large share of the population (57.4 %) find tickets for non-Dutch matches not relevant, and another 24.5 % of the respondents indicate they will arrange it in South Africa. This shows that a very small number of respondents (17 %) bought tickets before travelling to South Africa. This could mean that most respondents are mainly interested in the Dutch team and don't bother going to other matches, unless when there is an occasion to do so while travelling South Africa. This category is therefore difficult to compute into in- or outside bubble points. Only a very small percentage (5.3 %) booked tickets for other matches in advance with a travel organization. Because the majority commenting 'not relevant' is not homogeneous

(respondents choosing 'not relevant' chose different categories in earlier questions) makes this question very difficult to interpret. Therefore, it will not be used for the in- or outside bubble computation.

Activities;

Only 76 respondents chose one category, while 17 respondents chose two and one respondent chose three categories. All respondents choosing 2 categories indicated their activities are arranged before their trip by a travel organization and that they will arrange activities on the spot. This indicates that 25 respondents expect only to participate in activities that were pre-arranged by a travel organization and not arrange anything by themselves. 10 out of eleven respondents expect only to participate in activities which are pre-arranged at their own initiative, and one respondent (# 82) will undertake activities on the spot in extent to activities arranged by himself and by a travel organization. This sub question distinguishes people who expect to spend their entire trip within the bubble and people who expect to leave the bubble, even if it is just for activities.

Before trip with a travel agency: 44.7 % (n 42)

Before trip at own initiative: 11.7 % (n 11)

On the spot: 60.6 % (n 59)

Other: - (though some respondents indicated they used 'internet' (x2), 'FIFA Volunteer' and 'several methods of arranging activities')

Not relevant: 3.2 % (n 3)

Computation points;

outside bubble 1 point: 45

outside bubble 2 points: 2

outside bubble 3 points: 6

inside bubble: 37

both: 1

Total;

When computing the scores for 'inside the bubble' and 'outside the bubble' on the six valid categories mentioned above, a scalar score can be found. The scores for 'inside the bubble' were subtracted from the scores for 'outside the bubble' which provided a measurement indicating whether respondents arranged the majority of their travels through a travel organization (institutionalized) or by themselves (non-institutionalized). This variable was then transferred into a nominal variable with two categories: 'mainly inside the bubble' and mainly 'outside the bubble', leading to 50 respondents who can be placed in the institutionalized category (inside the bubble) and 44 respondents who can be placed in the non-institutionalized category (outside the bubble).

Appendix VI factor analysis of travel motivations

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	2.963	37.036	37.036	2.963	37.036	37.036	2.761	34.519
2	1.521	19.007	56.042	1.521	19.007	56.042	1.568	19.600	54.119
3	1.071	13.386	69.428	1.071	13.386	69.428	1.225	15.310	69.428
4	.674	8.420	77.848						
5	.619	7.738	85.586						
6	.531	6.634	92.219						
7	.373	4.662	96.882						
8	.249	3.118	100.000						

Rotated Component Matrix^a

	Component		
	Culture and freedom	Sharing football without worries	Interest in the cup, not in the country
m1 - If the World Cup tournament would not have been organized in South Africa, I wouldn't have visited the country			.874
m2 - Having a well organized travel schedule before going to South Africa is important for me		.777	
m3 - Experience South Africa culture is an important aspect of my trip	.877		
m4 - Travelling independently is important for me during my trip to South Africa	.645		
m6 - When travelling South Africa, I am keen on learning more about the local culture	.874		
m7 - Getting to know the locals is an important aspect of my trip to South Africa	.790		
m8 - Experiencing South Africa's natural beauty is an important reason why I visited the country (negative association)			-.634
m9 - Sharing interest in football with others is an important aspect of my trip to South Africa		.822	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Appendix VII Factor analysis of 34 image statements

	South Africa is a safe and easy country to travel	South Africa has a rich culture and nature	Positive on present and future	within the bubble all is well, outside it is not
South African infrastructure is of good quality	,818			
Travelling in South Africa is easy	,770			
Travelling South Africa without an official tour organization is not a problem	,694			
Travelling in South Africa is safe	,647			
South Africa's tourist infrastructure is well organized	,623			
South Africa is a modern country	,622			
South Africa is a safe country	,585			
The roads in South Africa are safe to travel on	,494			
South African people are friendly and helpful towards travellers	,404			
South Africa has an astonishing natural beauty		,882		
South Africa is rich in nature and wildlife		,879		
South Africa offers an unique cultural experience		,833		
South Africa has a rich cultural and historical heritage		,726		
The division of wealth in South Africa is highly unequal		,612		
South Africa is an example for other African countries			,629	
The South African police has grip on the crime situation			,625	
The different ethnic groups of South Africa are living together in disagreement			-,623	
South Africa is a country with a worrying future			-,547	
Travelling South Africa does not expose me to higher health risks than other destinations			,536	
The South African socio-economic situation makes the country unattractive as a holiday destination			-,520	
The South African infrastructure will be able to cope with the increased traffic flows originating big events like the World Cup			,426	
Terroristic attacks are a threat during big events in South Africa, like the World Cup tournament				-,669
Hooligans are a problem at sport events in South Africa				-,651
Within event-zones (for example surrounding stadiums during events) crime is no problem in South Africa				,649
Within touristic spaces (e.g. hotels, attractions and transportation) safety is guaranteed in South Africa				,614
South Africa is a poor country				,475
Health problems like HIV-AIDS and Malaria are omnipresent in South Africa			-,425	,444