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## Article

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# International tourists' perceptions of crime-risk and their future travel intentions during the 2010 FIFA World Cup™ in South Africa

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The 2010 FIFA World Cup™ tournament provided an opportunity for South Africa to showcase its unique beauty and attractiveness as an international tourist destination. However, the trepidation over crime emerged as a key concern in relation to South Africa's ability to host a successful 2010 FIFA World Cup™. This study investigates 398 foreign tourists' perceptions of South Africa during the soccer tournament, especially regarding crime and safety concerns. A questionnaire was distributed among tourists in Cape Town and Johannesburg; two of the major host cities and semi-final and final venues respectively. Findings reveal that most respondents had positive perceptions of South Africa as a holiday destination. Two-thirds of those interviewed agreed that South Africa was a safe place to visit. Over half of respondents were not concerned about their safety while in South Africa. Several individual factors were found to affect their crime-risk perceptions of which the most significant was nationality. Most notably, soccer tourists from the Middle East felt the safest, whereas those from South America and Western Europe felt the least safe. Crime-safety issues did not appear to affect respondents' future travel intentions, as the majority of study respondents said crime-safety concerns would not deter them from returning to South Africa. The findings of the study are useful to practitioners and contribute to the development of staging major sporting events in Africa, specifically, and globally more generally, in the future.

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## Introduction

Sport tourism, as a niche of the tourism sector in South Africa, has been rapidly evolving (Department of Sport and Recreation, 2009). It is reported that 10 per cent of all international tourists visiting South Africa fall in the category of sports tourists, with 60 to 80% of these being classified as spectators (SouthAfrica.info, 2010). The hosting of numerous high profile sporting events in South Africa such as the 1995 Rugby World Cup™ and the 2003 Cricket World Cup™, as well as the 2009 Fédération Internationale de Football Association (FIFA) Confederations Cup™, has further led to the growth and development of this sector (Oosthuizen, 2010).

Mega-events such as the 2010 FIFA World Cup™ and the Olympic Games have considerable impacts on the hosting country. Cornelissen and Swart (2006: 100) define mega-events as "complex affairs, which originate from a specific set of economic objectives, but which have potential and social corollaries that usually extend far beyond". The 2010 FIFA World Cup™, the biggest single sporting event, was unique in that it was the first-time the tournament had been staged on the African continent. As South Africa moves to an event-driven economy, the strategy by the national government is to use the hosting of mega-events to signal international recognition in relation to its economic, social and political capacity (Swart, Bob & Turco, 2010). The

2010 FIFA World Cup™ presented a unique opportunity for South Africa to showcase its tourism attributes to the world.

The hosting of a mega-event offers an increase in employment, tourism, spending, and media coverage (Kim, Gursoy & Lee, 2006). For example, the number of tourists visiting Barcelona, Spain doubled in the decade following the 1992 Olympic Games (World Sport Destination Expo, 2009). The staging of the event placed the international spotlight on the city, and although difficult to quantify, would certainly have contributed to the sharp increase in visitor numbers. The 2006 FIFA World Cup™ allowed Germany to change previous negative international perceptions to those which distinguish it as 'hospitable and welcoming' (Pillay, Tomlinson & Bass, 2009: 3). However, it is further cautioned that major sport events have both positive and negative impacts on host destinations, including economic factors such as increased income to the host destination and socio-cultural impacts such as crime (Barker, Page & Meyer, 2003; Matos, 2006). The international spotlight is very much on the country hosting the event. While the attractions of the destination are showcased, some of the more negative elements are also highlighted. Perceptions of high crime rates and incidents of crime involving foreign tourists are likely to tarnish the image of the event host destination (Kim *et al.*, 2006).

Since the democratic political elections in 1994, South Africa has been plagued by a reputation for being one of the most dangerous countries in the world (George, 2003). It is, thus, not surprising that the trepidation over crime emerged as a key concern in relation to South Africa's ability to host a successful 2010 FIFA World Cup (Swart *et al.*, 2010). Steyn, De Beer & Fouche (2009) add that the negative impacts of the high levels of crime would likely deter tourists from visiting South Africa. In the run-up to the FIFA 2010 World Cup™ tournament, the media in several countries (such as England, Germany) reported that South Africa had a high crime rate and that people should avoid travelling to the country and visitors attending would be at risk to local criminals.

The South African Department of Tourism's 2010 Tourism Plan identified the several challenges with respect to tourists' safety and security; viz. insufficient focus on tourism safety and security, limited crime prevention strategy and a lack of a national tourist safety and security plan (Department of Environmental Affairs and Tourism and South African Tourism, 2005). Cornelissen and Maennig (2010) noted that the 2010 World Cup security plan also required an effective communication strategy to counter negative international perceptions of the country. The security blueprint for the World Cup was approved in principle by FIFA (Mthethwa, 2010b). However, it emerged that during the Confederations Cup, the test event a year prior to the actual event, that the country's World Cup security plan required improvement (Cornelissen & Maennig, 2010). The South African Police Services (SAPS) deployed more than 44 000 new police officers (South African Government Information, 2010) and the South African government spent R1,3 billion on 2010 World Cup safety and security (Mthethwa, 2010a). Extra police were deployed on foot, motorbikes and horseback at key points throughout the country, including Durban's beachfront, the V&A Waterfront in Cape Town and the Gautrain route in Johannesburg. Transport infrastructure was substantially upgraded and security devices implemented on public transport such as trains. In addition, special crime courts were set up to deal with World Cup-related cases.

South Africa managed to host the World Cup successfully, with very limited safety and security issues (Turco & Swart, 2012). A study conducted by the country's national tourism organisation (NTO), South African Tourism, and the Ministry of Tourism – the National Department of Tourism – showed that 309 554 tourists visited the country for the event and spent more than R3,6-billion (US\$ 0,5-billion) (South African Tourism, 2011). Tourism Minister, Marthinus van Schalkwyk, said in his speech at a conference following the 2010 FIFA World Cup™ that “the tournament has positioned South Africa as a viable market and a spin-off of improved perceptions abroad could have a long-lasting impact, not only on South Africa and its development, but on the continent as a whole” (NDT, 2010). The South African president, Jacob Zuma (2010) spoke of the World Cup being ‘the single biggest turning point in the marketing of our country. The 2010 FIFA World Cup™ was unique in that it was the first time the tournament had been staged on the African continent’. However, the murder of Swedish honeymooner, Anni Dewani, in November 2010,

shortly after the successful hosting of the World Cup, made international newspaper headlines and once again highlighted South Africa's violent crime problem.

The objective of this study is to investigate foreign tourists' perceptions of South Africa during the 2010 FIFA World Cup™, especially regarding crime and safety concerns. The research focuses on the tourists' perceptions of safety and crime-risk, their motivation to visit the country, as well as their likelihood of both returning to South Africa and recommending the country as a travel destination to other people. Furthermore, the study aims to determine whether respondent's perceptions of crime-risk are linked to personal and behavioural factors such as age, gender, education level, nationality and previous travel experience. Before the results and findings of the study are discussed, the literature pertaining to the topics of sports tourism, tourism-crime, perceived risk and tourist behaviour is reviewed.

### Sports tourism research

The study of sport-related tourism has become increasingly important, both in terms of the tourism product itself, and as an academic field of study (Gibson, 1998; Weed, 2009a). Kurtzmann (2005: 47) describes the sport tourism industry as a ‘multi-billion dollar industry’ that has become a “dominant and defining force in the lives of millions of persons globally; to the extent that it is considered to be universally compelling”. Despite the global recession, the desire to travel for many people remains high.

While there are primarily three types of sport tourism (participatory, celebratory and event-based), it is the latter that receives the most attention. It is not only the economic impacts that are of significance, but also the number of other impacts which may have both positive and negative long-term effects on the host city, or country in which they take place. The Olympic Games and FIFA World Cup are considered the most prestigious global events in the world due to their global nature, scale and scarcity (Turco & Swart, 2012). Hosting a mega-event promises raised awareness through extensive media coverage, higher and continuous tourism demand, and increased investment through infrastructure development (Weed & Bull, 2009).

Sport tourism events can serve as part of the set of attractions a destination offers consumers (Dimanche, 2003). They can be viewed as a significant element for the branding of destinations as desirable locations for tourism and investment. Higham (2005) underscores that the media plays an important role in achieving destination branding. However, this is especially challenging for South Africa (and Africa generally) as the destination is often associated with negative images (Turco & Swart, 2012).

Much of the sport tourism research has focused primarily on the economic impacts of the event (Getz, 1998). There are, however, gaps in the sport tourism literature focusing on event tourists' experiences. Gibson (1998) suggests that future research needs to be conducted in order to explain the needs, expectations, and behaviours of sport tourists. Moreover, Weed (2009a) underscores the importance of ensuring that sport tourism research remains relevant within

the face of changing global trends and issues. There is a dearth of research that has been conducted on events in developing countries but with more emerging countries hosting mega-events, for example in Delhi 2010, Brazil 2014, Sochi 2014; these events present unique opportunities for further sport tourism research. This paper not only contributes to sport tourism research within an emerging market context but also addresses risk perceptions arising from South Africa's image as a country with a high violent crime rate.

### Tourism and crime-safety

The relationship between crime and tourism is one that has been examined and researched extensively over the last two decades (Pizam & Mansfeld, 1996). The effects that crime has on a tourist's decision-making experience whilst on holiday, and their post decision-making behaviour means that it is a crucial-risk factor to explore (Barker, Page & Meyer, 2002). The majority of international research has examined specifically the impact of crime on tourism demand as well as whether or not tourism has an effect on crime rates at a particular destination. An analysis of the literature reveals the following relevant themes; the effect of crime on tourism demand, tourists as victims of crime, tourists' perceptions of crime, and crime relating to event tourism (George, 2003).

A number of researchers have focused their studies on the impact of crime on tourism demand at certain holiday destinations (Alleyne & Boxill, 2003; Levantis & Gani, 2000; Pelfrey, 1998; Pizam & Mansfeld, 1996; Tarlow, 2000). Although crime against tourists is not a new phenomenon, these researchers had difficulty associating crime rates at tourist destinations to demand. Hence, a number of other factors such as economic considerations, accessibility, climate, and changes in consumer trends affect the decision-making behaviour of tourists (George, 2003). Additionally, the collection of valid and accurate data to measure crime is near impossible (George, 2003) and prevents researchers from providing substantial evidence that directly links crime rates to tourism demand (Fujii & Mak, 1980).

Another area of research has focused on tourist-crime victimisation at various tourist destinations. For example, studies have examined whether tourists are more susceptible to crime than local residents (Harper, 2001; Crotts, 2003). The common consensus amongst researchers is that because tourists frequent specific tourist locations, and display certain behavioural characteristics, they are more prone to be a victim of crime (Harper, 2001).

A major area highlighted in the literature is the issue of tourist's perceptions of crime-safety and its effect on tourist destination revisitation. The research has shown that perceptions of crime have a detrimental effect on tourism demand, as well as an effect on tourists' travel behaviour (Demos, 1992; Barker *et al.*, 2003; George, 2003, 2010). This may be because perceived crime-risk is a major, overriding factor in the decision-making process and tourists will choose the safer option when given the choice between

two destinations offering similar benefits (Sönmez & Graefe, 1998).

Holcomb and Pizam (2006), however, found that personal theft or knowing someone that has been a victim of theft while on a trip, did not affect the likelihood of visiting a destination where the theft occurred. Notably, the manner in which the crime report was handled by authorities was found to be the only factor to have a statistical effect on the likelihood to travel to the affected destination. Holcomb and Pizam's results support those of Mawby, Brunt and Hambly's (2000) and George's (2003) who found that tourists who experience personal theft would still return to the afflicted destination.

Tourists may develop a negative image towards a destination if they feel that their personal safety will be 'at risk' whilst visiting that destination. This may cause a reduction in tourism demand in three ways; firstly, prospective visitors may be deterred from visiting the destination as a negative reputation may have been formed. Secondly, tourists may not feel comfortable to partake in activities based outside of their accommodation, and thirdly, tourists may not return or recommend the destination based on their experience at the destination (George, 2003). Tourists' perceptions of crime and the way in which they form these perceptions may vary depending on factors such as the number of visits to a destination, as well as the demographic profile (Demos, 1992). These perceptions of crime and safety may also be affected by a person's 'conditioning to safety, the image portrayed of a destination, and the way in which the media influences perceptions of risk' (Barker *et al.*, 2003).

Mega-sports events attract large audiences to the host destination. Such events also provide an increased opportunity for criminal activity at a host destination (Barker *et al.*, 2003). Events including the FIFA World Cup™ could have a compounding effect on crime, where the impacts may be specific to the event itself. This makes it difficult for event organisers and planners to forecast when hosting such events (Barker *et al.*, 2003). The research on event visitor behaviour at host destinations is limited; as is the understanding of tourists' perceptions of personal crime-safety during a special event. Such perceptions influence tourists' decisions to participate in certain activities, venture out at certain times of the day, as well as tourists' overall enjoyment of an event (Barker *et al.*, 2003). The social changes that may occur as a result of an event will have an effect on tourists' perceptions of crime and safety, and their decision as to whether they will attend the event (Barker *et al.*, 2003).

### Perceived risk and tourism

Risk is defined in the consumer behaviour literature as "an individual's perception toward uncertainty and an exposure to the possibility of loss or injury" (Richter, 2003). Risk creates anxiety, which occurs as a result of being exposed to either potential or actual risk (Reisinger & Mavondo, 2006). Perceived risk is a major factor for travellers when selecting a tourist destination (Sönmez & Graefe, 1998) and is inherently related to a tourist destination's image (Lepp &

Gibson, 2003). Making tourists feel safe and secure before and during a holiday is becoming increasingly important for international destination competitiveness, since tourists usually consider several alternatives. The negative image formed through the lack of safety and security may harm the tourism industry due to negative word-of-mouth communication, regardless of the first-class visitor attractions on offer at the destination (Goodrich, 2002; Pizam, 2002).

In recent years, travel-related risk has been associated with a number of factors including terrorism (Araña & León, 2008), war and political instability (Gartner & Shen, 1992), health threats (Carter, 1998; Lepp & Gibson, 2003; Rittichainuwat & Chakraborty, 2009), natural disasters (Faulkner & Vikulov, 2001), and crime in or around tourist destinations (Pizam & Mansfeld, 1996). If consumers perceive there to be any threat from these risk factors, they may be discouraged to visit and may change their choice of travel destination (Kozak, Crotts & Law, 2007). For example, the September 11 ("9/11") terrorist attacks in New York led to a 6.8% decrease in international visitors to the USA during the year following the attacks (World Trade Organization, 2005). Similarly, political instability in Zimbabwe in the early 2000s led to the demise of the Zimbabwean tourism industry (Lepp & Gibson, 2003). Countries with high crimes rates have also affected tourist arrivals and have led to negative perceptions being formed by international travellers (George, 2003). These uncontrollable factors may have a lasting affect when they happen. As the likelihood of crises and disasters affecting the tourism industry increases, it becomes important to understand the nature of these incidents, forecast their potential impacts on the industry, and manage their consequences.

Researchers have found that tourists' perceptions of risk are affected by a number of individual factors such as age, gender, social class, education, nationality, and personality traits. Gibson and Yiannakis (2002) reported that preference for risk in tourism decreases with age. Although Sönmez and Graefe (1998) did not find gender to influence an individual's perceptions of risk, gender is known to influence risk perceptions. In a study of young tourists in London, U.K., Carr (2001) found that women have greater risk perceptions when it comes to the dangers associated with the city during night time. Similarly, Gibson and Jordan (1998) noted that females are more vulnerable to risk than males. Pizam *et al.* (2004) found that men were more likely to seek spontaneous, adventure-filled experiences, and were less likely to change their travel plans when confronted with risks such as terrorism, health, and natural disasters. Qi, Gibson and Zhang (2009) in their study of U.S. travellers' perceptions of risk and travel to China and the 2008 Beijing Olympic Games found that women perceived much higher violence risk than men, whereas men expressed more concern about health risks.

Nationality also appears to explain differences in perceptions of risk associated with travel (Richardson & Crompton, 1988; Tremblay, 1989; Barker *et al.*, 2003; Reisinger & Mavondo, 2006; George, 2010). Richardson and Crompton (1988) postulated that travellers of different

nationalities may perceive the same risk differently. Tremblay (1989), for instance, found that tourists that originate from the U.S. may have a greater perception of risk when considering terrorism as a risk factor, due to their increased exposure to terrorism, and media relating to terrorism. Barker *et al.* (2003) noted that international tourists attending the 2000 America's Cup in Auckland, New Zealand, placed higher emphasis on demands for safety than domestic tourists. Similarly, George (2010) also reported differences of risk perceptions amongst international and domestic tourists to Table Mountain National Park in Cape Town, South Africa. George found that domestic tourists were more aware of crime-risk and feared for their personal safety in the park than international visitors. Reisinger and Mavondo (2006) found that U.S. and Australian tourists are more likely to perceive travel as risky compared to British, Greek and Canadian tourists.

Earlier studies show that an individual's perception of travel risk is affected by several behavioural characteristics such as purpose of visit (Rittichainuwat, Qu & Mongkhonvanit, 2002; George, 2010), length of stay (George, 2003; Barker *et al.*, 2003), past travel experience (Chen & Gursoy, 2001; Lepp & Gibson, 2003), and travel information search and sources (Pizam *et al.*, 2004; Kozak, Crotts & Law, 2007). For instance, tourism-crime researchers have found that past experience can also affect perception of risk. Sönmez and Graefe (1998) noted that tourists that have experience of international travel may perceive less risk due to the fact that they have confidence from their past experiences and are more likely to return because their feelings of safety were increased. Lepp and Gibson (2003) suggested that there is a significant difference in risk perceptions between experienced and inexperienced tourists. They noted that experienced travellers were less risk perceptive specifically when considering health and terrorism.

## Perceived risk and sport tourism

There is a paucity of research conducted on the relationship between risk perceptions and sport tourism (Qi *et al.*, 2009). The few studies that have been carried out have focused on terrorism as the main risk factor related to mega-events such as the Olympic Games. Sport mega-events such as the Olympic Games are an attractive target for terrorists as they attract significant amounts of media attention (Cashman & Hughes, 1999). Both the 1972 Munich and 1996 Atlanta Olympic Games were victims of terrorist attacks. These attacks were likely to have had an effect on tourists' perceptions of risk relating to terrorism and sporting events (Qi *et al.*, 2009). Perceptions of increased risk associated to safety may affect tourists' future decision-making to attend, or travel to a major sporting event (Kim & Chalip, 2004). In recent years, mega-events such as the 2004 Athens Olympic Games, 2008 Beijing Olympic Games and 2010 New Delhi Commonwealth Games, had to increase safety and security budgets as well as implement stringent anti-terrorism measures. With more mega-events being held in developing countries in recent years, perhaps there will be a shift in the literature with increasing studies on crime in contrast to terrorism.

Neirotti and Hilliard (2006), in their study of visitors attending the Athens Olympic Games in 2004, found that spectators attending a sports event are influenced by their perceptions of the risks associated with the event. Most importantly, almost two-thirds of the study's respondents were concerned about safety and security in their decision-making to attend the 2004 Games. Over a quarter of spectators knew at least one person who decided not to attend the mega-event due to safety and security considerations.

Qi *et al.* (2009), examined the relationship between risk perceptions and travel intentions associated with China, host of the 2008 Olympic Games. The researchers investigated the perceived risk factors that 350 US college students held of China as an Olympic Games host country and their intentions to travel to the Beijing Games. They found that the Beijing Games was perceived as less risky than visiting China as a general tourist destination. In addition, Qi *et al.* (2009) found several risk factors had negative impacts on respondents' intentions to attend the Beijing Games. The perceived factors were further found to be associated with gender and tourist role types. Women perceived higher violence risk (including terrorism) than men and organised mass tourists were found to be more risk averse than drifters. The researchers did not find that previous international travel experience to be a significant predictor of perceived risk associated with travel to China.

### Repeat visitation

Sport mega-events such as the 2010 FIFA World Cup™ attract a significant number of tourists as well as international media attention, despite the event only occurring every four years. Hence, such mega-events have a huge potential for a long-term impact on tourism through repeat visitation (Taks *et al.*, 2009) which is defined as the post-purchase decision made by tourists to travel to a specific destination again, after already having visited there (Rittichainuwat, Qu & Leong, 2003).

Satisfaction is one of the most commonly referred to dimensions used to explain repeat visitation (Bowen, 2001). Several studies show that tourist satisfaction has a positive effect on the likelihood of a return visit to a destination (Baker & Crompton, 2000; Chen & Gursoy 2001; Kozak, 2001). Tourist satisfaction with a destination is thus a complex concept, based on tourist perceptions of different aspects of the destination. Tourists' past experience of a destination is also found to be a significant influencer of repeat visitation (Court & Lupton, 1997). A number of studies have found that repeat visitors have a higher probability of returning to a destination than first-timers (Court & Lupton, 1997; Sönmez & Graefe, 1998; Kozak & Rimmington, 2000). Alegre and Cladera's (2009) study in the Balearic Islands in the Mediterranean found that both satisfaction and number of previous visits have a positive effect on intention to revisit a destination.

As with destination image, past travel experience strongly influences potential tourists' information search in the decision-making process, as first-time and repeat travellers obtain their information from different sources, and place

different weightings on those information sources (Fodness & Murray, 1999). First-time visitors have no prior experience with the destination, so they rely on external information sources such as travel agents, holiday brochures, and the Internet. However, repeat visitors can rely on their experience as a source of information (Chen & Gursoy, 2000).

While it is evident that a range of personal and behavioural factors influences tourists' perceptions of travel-related risk, limited research exists on the relationship between risk perceptions and sport tourism; especially in relation to event visitor behaviour at host destinations and the understanding of tourists' perceptions of personal crime-safety at sport mega-events. Several hypotheses can be drawn from the literature. Tourists have negative perceptions of South Africa's crime and safety and security in the destination due to its high crime rates. However, it is also possible for tourists to have positive perceptions as they perceive visiting South Africa during the World Cup to be less risky than visiting South Africa as a general leisure destination.

## Methodology

### Sample

Personal (face-to-face) exit interviews on six match days during the 2010 FIFA World Cup™ were conducted; specifically in June before and after soccer matches. This method was administered so that respondents, that is, principally overseas tourists with English often being their second language can be carefully cross-examined. This method also permits fieldworkers to answer questions, ensure survey completion and check the quality of the interview process (Aaker, Kumar & Day, 2007).

Several fourth-year University of Cape Town Business Science marketing students were trained to recruit and conduct the fieldwork. The fieldworkers interviewed international tourists at various locations in Cape Town and Johannesburg, such as fan parks, outside host stadiums, and popular visitor attractions. These locations were chosen as there were envisaged to be high volumes of soccer fans congregating in these areas. Interviews lasted for approximately 10 to 15 minutes. Cape Town and Johannesburg were both chosen as convenient research locations as they were designated 2010 FIFA World Cup™ host cities, and funding was available to employ fieldworkers in these locations. The questionnaire was translated into German, Portuguese, and Italian.

A convenience sampling was employed in order to obtain large numbers of completed questionnaires quickly and economically. Other methods of sampling tend to be more impractical for exit interviews at spectator events. In addition, consumer research, which attempts to identify cross-cultural differences among respondents, will typically use convenience samples (Aaker, Kumar & Day, 2007).

### Survey instrument

A self-administered, structured questionnaire was used as the research instrument. Academics, foreign tourists and



local South Africans pre-tested the questionnaire to check for consistency in survey style and scale measurement prior to deploying the questionnaire. Three hundred and ninety eight (97 per cent) completed questionnaires were deemed usable.

The questionnaire included five sections: (i) previous travel and Soccer World Cup experience; (ii) perceptions of South Africa as a holiday destination; (iii) perception of crime-risk; (iv) travel intentions; and (v) demographics. Previous travel experience was assessed by asking respondents whether they had previously visited South Africa before and had attended a FIFA World Cup on another occasion. Respondents were then asked how many times they had visited South Africa; how many days they were staying in South Africa; how many other tourists were travelling with them; and what other cities they had visited in South Africa.

The second set of questions asked respondents about their perceptions of South Africa. Respondents evaluated eight 5-point Likert scale (1 = strongly agree to 5 = strongly disagree) questions related to safety, including how safe they thought South Africa is as a travel destination. Respondents were then asked whether or not they were aware of any incidences of crime or had encountered crime while in South Africa (and asked them to explain what happened in the specific incident). Respondents assessed four 5-point Likert scale questions on the likelihood to recommend South Africa as a holiday destination and to return to South Africa based on their perceptions of safety. The last set of questions captured demographic variables including nationality, age, gender, and occupation.

### Data analysis procedure

Descriptive statistics were initially performed to summarise the responses of tourists and make inferences about the survey data. Tests of item reliability were then conducted to ensure constructs of perceptions of crime-safety and likelihood of returning to South Africa were internally consistent. To gain an overall measure of tourists' perceptions of crime-safety, questions 18 to 25 from the questionnaire were summed to form a single measure. To gain an overall measure of tourists' likelihood to return to South Africa, questions 27 to 29 were aggregated to form a single measure.

An analysis of variance (ANOVA) was conducted to explore possible links between demographics and tourists' perceptions. The main objective was to investigate discrepancies in perceptions of crime-safety, likelihood to recommend South Africa as a holiday destination and return to South Africa for a holiday given differences in country-of-origin, age, gender, number of visits, length of stay and purpose of visit.

In order to establish whether overall tourists' perceptions of crime-safety can predict the likelihood of recommending South Africa as a tourist destination and likelihood of returning to South Africa, two linear regression analyses were conducted. The summated scale of overall perceptions of crime-safety as the independent variable for the two linear regression models were used. However, the dependent

variable was the likelihood of recommending South Africa for the first model and the likelihood to return to South Africa for the second model.

## Results and discussion

### Demographics

Of the 398 respondents, 76% were men and 24% were women. Mainly men were recruited and interviewed given that soccer tourists who attend the 2010 FIFA World Cup™ tournament were predominantly men.

The majority (54%) of respondents were between the ages of 25 and 35 years; 22% were between 36 and 50 years of age; 16% of respondents were between 19 and 24 years of age; 6% were 51 years or older; and 2% were 18 years of age.

The largest group (41%) of respondents was from Latin America (that is, North, Central and South Americas). The second largest group (40%) was from Western Europe. The remainder were from Australasia (8%), Asia (4%), the Middle East (4%), Eastern Europe (2%) and Africa (1%). These demographic results are reasonably consistent with SA Tourism's 2010 World Cup survey conducted. Twenty-four per cent of soccer tourists interviewed were from Eastern and Western Europe, 13% from Latin America and 32% were from Africa.

### Previous travel and FIFA World Cup experience

Our research showed that the majority (81%) of respondents were visiting South Africa for the first time. It can be assumed that the majority of soccer tourists interviewed had no first-hand experience of the country. Of these first-time visitors, 87% travelled to South Africa to attend matches for the 2010 FIFA World Cup™, which could explain the large amount of first-time visitors. This finding is consistent with those of the World Cup Global Fans Survey. Eighty six per cent of their survey respondents were also first-time visitors (CapeInfo, 2010). In our study, 15% of respondents had visited South Africa between 2 and 5 times; 1% had visited between 6 and 10 times; and 2% had visited more than 10 times.

Each respondent's visitation time varied. For example, 32% of the respondents had been in the country for up to a week; 31% for up to two weeks; 17% for up to three weeks; 5% for up to four weeks; and the remaining 15%, for more than four weeks. This data was cross-tabulated with respondents' perceptions of safety. The analysis revealed that respondents visiting South Africa for extended periods were less concerned about their personal safety and perceived South Africa as a safe place to visit. This finding is consistent with George's (2003) study, which uncovered that visitors' duration of stay influenced their perceptions of safety while on holiday in Cape Town.

Two-thirds (67%) of respondents had not attended a prior FIFA World Cup™ event in another country, whereas the remainder had attended at least one previous event (that is, hosted in Germany, Japan/South Korea, France, and United

States). Of the respondents who had attended a previous FIFA World Cup™, most respondents were from the United States (28%) and Western Europe (United Kingdom, Germany, France, the Netherlands, and so on) (47%).

Of the respondents interviewed, 86% said they were in South Africa solely to attend the 2010 FIFA World Cup™. This large percentage indicates that people who were in the country for the first-time were motivated to attend the 2010 FIFA World Cup™. Florek, Breitbarth and Conejo (2008) assert that a mega-event such as the FIFA World Cup™ is an important motivator as opposed to the destination alone. Of the remaining respondents, 8% reported to be in South Africa for holiday/vacation purposes; 5% for business purposes; and 1% were in the country to visit family and friends.

### Perceptions of crime

With reference to perceptions of crime in the country, a vast majority (90%) of respondents were aware of high crime rates in South Africa. Of these, 19% had no concerns for crime-safety. Forty-five per cent of respondents were made aware of crime through friends and family. However, 50% communicated that television and radio provided them the best source of information about crime. This finding suggests that tourists who watch the news on television or read newspapers gain the most insight on crime statistics in South Africa. Travel guidebooks and embassies appear to create minimal awareness of crime-safety since fewer (9%) respondents gained intelligence and news on crime-safety within South Africa. Visitors who had never visited South Africa relied on the information provided to them by external sources to shape their perceptions of the country.

Although less than one-fourth of international tourists had no concerns about crime during their South African trip, mugging (33%), general crime (28%) and petty theft (27%) were reported as major concerns. Out all incidents of crime being reported, 15 (4%) victims had their cameras and other personal items stolen from their hotels or in other areas during their stay in South Africa. Four tourists (1%) had items stolen from their rental cars and another seven (2%) were pick-pocketed.

International tourists were least concerned about violent crimes such as assault (17%), rape (7%) and murder (4%). For example, two respondents had their cars stolen with one was hi-jacked. Although relatively small in number, the nature of crimes committed against foreign tourists is cause for alarm for the South African tourism industry and police authorities.

Table 1 shows that respondents generally had positive perceptions with regards to crime-safety while attending the

2010 FIFA World Cup™ in South Africa. The majority of respondents felt that South Africa was a safe destination to visit, with 64% answering 'agree' or 'strongly agree', and only 9% answering 'disagree' or 'strongly disagree'. However, it should be noted that 25% indicated a neutral feeling with regards to this item.

In the previous section, it was noted that 90% of respondents were aware of high crimes rates in South Africa. While this finding is inconsistent with the literature review which suggest that countries with high crime rates have also affected tourist arrivals (George, 2003), it can be postulated that it was only after arriving and staying in the country did respondents perceive it to be safer than they imagined. The results also tend to support Qi's findings regarding the Beijing Games where it was perceived as being less risky than visiting China as a general tourist destination.

Seventy-one per cent of respondents had not witnessed crime, with 46% answering 'strongly disagree' and 25% 'disagree' to having witnessed crime. Similarly, a majority (91%) of respondents had not experienced crime personally whilst in South Africa during the 2010 World Cup tournament. Moreover, the statistical analysis revealed that respondents who had attended a previous FIFA World Cup were less likely to feel unsafe during the 2010 tournament. It may be that visitors who have attended previous mega-events are aware of the significant resources invested in reducing the risk of terrorism, and in the case of football – hooliganism – and the consequent emphasis on guaranteeing the safety and security of fans.

The majority of respondents (79%) felt safe walking in the streets during the daytime. This percentage is significantly higher than the study conducted by George (2003) which found that only 50% of respondents felt unsafe walking the streets of Cape Town in the daytime. However, a bigger security and police force was introduced during the 2010 FIFA World Cup™ in areas where tourists were expected to be on foot, such as the cities' central business districts (CBDs) and in and around the stadiums. Therefore, the employment of additional policing and other precautionary measures may have enhanced soccer tourists' positive perceptions of crime-safety. The research findings revealed that 51% of respondents were not worried about their personal safety, and 27% were neutral towards their personal safety. Moreover, 94% of respondents were not warned about terrorist attacks. This finding is not surprising given that South Africa has not experienced any major act of terrorism since a 1998 Planet Hollywood bombing (George, 1999). Lastly, respondents were somewhat undecided as to whether or not they might fall victim to crime since 35% answered 'neutral' to fallen to victim to crime in South Africa.



**Table 1: Mean scores and frequency of responses**

Scale Item	n	Mean	Strongly Disagree(%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree(%)	Don't Know(%)
<b>Assessment of Perceptions of Crime and Safety</b>								
SA is safe place to visit	398	3,70	0,8	8,5	24,9	49,5	15,1	1,3
Might not fall victim to crime in SA	398	3,21	4,0	19,8	34,7	25,1	11,6	4,8
Feel safe going out at night	398	3,28	8,0	17,1	25,4	36,2	12,3	1,0
Feel safe using public transport	398	3,38	4,5	11,1	33,2	29,9	12,6	0,5
Not worried for personal safety in SA	398	3,47	3,3	15,8	27,4	34,2	17,3	2,0
Not warned about terrorist attacks	398	3,71	4,3	17,1	15,3	26,6	34,4	2,3
Not witnessed crime while in SA	398	3,96	6,3	8,5	13,8	25,6	45,5	0,3
Feel safe walking in streets during daytime	398	4,05	3,0	5,8	12,3	41,5	37,4	0,0
<b>Overall Perceptions of Safety<sup>a</sup></b>	<b>398</b>	<b>3,68</b>	--	--	--	--	--	--
<b>Assessment of Likelihood to Recommend and Likelihood to Return</b>								
Likely to recommend SA as travel destination	398	4,54	0,5	1,0	5,5	29,6	62,3	1,0
Likely to visit SA again in future	398	4,34	0,5	2,5	12,1	31,4	51,8	1,8
Will return to SA for no fear unsafe	398	4,62	0,3	1,0	4,0	25,6	68,1	1,0
Will return to SA because SA is safe	398	4,63	0,5	0,8	3,8	24,6	68,8	1,5
<b>Overall Likelihood of Returning<sup>b</sup></b>	<b>398</b>	<b>4,53</b>	--	--	--	--	--	--
<sup>a</sup> Summated Scale (Q18-Q25)								
<sup>b</sup> Summated Scale (Q27-Q29)								

Willingness to recommend South Africa as a tourist destination and likelihood of returning to South Africa for a holiday

Respondents gave mainly positive responses to the items related to likelihood to recommend and return to South Africa. Ninety-two per cent (30% answered 'agree' and 62% 'strongly agree') of respondents were likely to recommend South Africa as a tourism destination. This finding was consistent with the African Response Survey which also found that 92% of visitors were likely to recommend South Africa as a tourist destination (African Response, 2010). Eighty-three per cent (31% answered 'agree' and 52% 'strongly agree') of our respondents were likely to return to South Africa for a holiday in the future. Fayos-Sola (1998) and Dimanche (2003) stated that major sporting events could substantially improve destination image and attractiveness. Hence, it is speculated that there is a link between likelihood to return and the excitement and hype of attending the 2010 FIFA World Cup™.

Respondents were also asked to consider their intentions to return to South Africa depending on their perceptions of crime-safety. Most soccer tourists stated that they either strongly disagreed or disagreed (94% and 93% respectively) to not returning to South Africa for fear of their safety. Although several researchers (Loeb & Lin, 1981; Pizam, 1982) noted that it is extremely difficult to link crime to tourism demand; it appears that fear of crime and safety during the 2010 FIFA World Cup™ did not have a negative impact on the likelihood of respondents returning to South Africa.

### Socio-demographics patterns of respondents' crime perceptions

A summary of the *F*-statistics from tests of ANOVA (refer to Table 2) suggests that nationality has a statistically significant effect on respondents' perceptions of crime-safety, likelihood of recommending and likelihood of returning (see Table 3).

In particular, tourists' country-of-origins have a significant effect on perceptions of South Africa as a safe place, their perceptions of safety during both night and daytime, and their fear of terrorist attacks. Respondents from the United Kingdom and Australia felt the safest at night. Respondents from Asia stated that they felt less safe walking during the day for fear of safety. This risk-averse attitude towards safety is consistent with Hofstede's (2010) cultural dimensions as Brazil and countries from Asia display high levels of uncertainty avoidance (UA). This finding is also consistent with several other travel-risk perception studies that suggest perceptions of safety contrast among tourists from different cultures. The results therefore seem to provide evidence of cultural traits influencing travel-risk perception generally rather than being specific to visits to South Africa.

Tourists originating from Brazil and the United Kingdom are likely to return to South Africa for a holiday and those from United Kingdom and United States are likely to return in the future because they do not fear their safety and find South Africa is safe. These findings are consistent with George's (2003) study of tourists' perceptions of crime-safety in Cape Town, where nationality influences tourists' likelihood to return Cape Town as holiday destination.

Gender also influences tourists' perceptions of crime-safety. This finding differs to those of Sönmez and Graefe's (1998), George (2003) and Lepp and Gibson (2003), where gender had little impact on travellers' perceptions of risk. In our study, females feel less safe going out at night and are more worried about personal safety than their male counterparts. Gender also influences respondents' likelihood to recommend South Africa as a holiday destination and likelihood of returning to South Africa. In both cases females are more likely to recommend and return to South Africa. A possible explanation could be that despite feeling less safe, they did not experience actual crime and in all likelihood contributed to positive word of mouth. Since we did not have a 50:50 split on gender for our study's sample, we cannot quite disagree with the findings of Sönmez and Graefe's (1998), George (2003) and Lepp and Gibson (2003).

Age ( $P = 2,91$ ) is a significant influencer of perceptions of South Africa as a safe destination. Compared to tourists younger than 50 years, older tourists deemed that they are more prone to become victims of crime in South Africa. Our finding is similar to that of George's study (2010) that found older respondents were more likely to feel worried about their safety while in Table Mountain National Park in Cape Town. In addition, respondents between 36 and 50 years of age are less likely to recommend South Africa as a tourist destination.

Earlier travel experience is a statistically significant influencer of respondents' perceptions of crime-safety and of public transport in South Africa. The number of visits to South Africa had a direct consequence of witnessing a crime ( $P = 5,45$ ), perceptions that South Africa is unsafe ( $P = 2,28$ ) and feeling unsafe using public transport ( $P = 5,12$ ). As expected, respondents who had visited South Africa more than once had an act of crime inflicted upon them and were bystanders of a criminal act. Respondents were more likely to have witnessed crime and to perceive public transport in South Africa as unsafe if they have visited South Africa

more than once. Our research findings concur with George's (2010) study in which routine visitors of Table Mountain National Park are more likely to become a victim of crime and perceive Cape Town as an unsafe city. Only a minority of our survey respondents visited South Africa previously; therefore, we cannot agree with certainty that our findings are comparable to that of George (2010).

The length of time during which respondents had been in South Africa was statistically significant in influencing whether or not respondents felt South Africa was a safe place ( $P = 2,82$ ), and had witnessed a crime ( $P = 4,42$ ). An increase in length of stay up to 3 – 4 weeks improved perceptions of South Africa as a safe place to visit and displaced their worries about their personal safety. Moreover, as respondents apparently witnessed acts of crime for the most part after 3 – 4 weeks, our findings are consistent with our previous discovery that tourists witness more crime as their number of visits increase.

**Table 2: Summary of ANOVA (F-values and mean scores)**

Factors	Not Fall Victim	Safe Night	Safe Public Transp	Not Worried PersSafety	SA Safe	Not Warned Terrorist	Not Witness Crime	Safe Walk Day	Likely to Rec	Likely to Rtn	Rtn Not Fear Safety	Rtn Safe
<b>Continent</b>	F=0,44	F=1,56	F=0,58	F=0,82	F=1,25	F=0,96	F=0,69	F=2,49*	F=1,02	F=1,03	F=2,88*	F=1,73
Africa (n=21)	3,31	3,57	3,38	3,29	3,86	3,56	3,81	4,00	4,71	4,62	4,76	4,86
Asia (n=15)	3,40	3,20	3,56	3,60	4,20	3,93	4,33	3,67	4,27	4,27	4,27	4,47
Australia (n=32)	3,04	3,53	3,37	3,50	3,69	3,44	3,69	4,34	4,44	4,14	4,56	4,59
Europe (n=153)	3,18	3,34	3,41	3,57	3,69	3,70	3,95	3,97	4,51	4,36	4,62	4,58
N. America (n=96)	3,28	3,25	3,44	3,49	3,68	3,66	4,01	4,26	4,58	4,28	4,76	4,75
S. America (n=80)	3,23	3,02	3,23	3,31	3,65	3,91	3,98	3,89	4,57	4,37	4,49	4,56
<b>Gender</b>	F=0,42	F=2,57**	F=1,57	F=3,53*	F=0,69	F=0,06	F=0,01	F=0,04	F=3,08*	F=3,67*	F=1,12	F=0,24
Male (n=321)	3,20	3,32	3,41	3,52	3,72	3,72	3,96	4,05	4,51	4,30	4,60	4,62
Female (n=77)	3,28	3,09	3,26	3,27	3,63	3,68	3,95	4,03	4,66	4,50	4,69	4,66
<b>Age<sup>a</sup></b>	F=3,48*	F=1,29	F=0,74	F=1,13	F=1,15	F=1,03	F=1,48	F=0,82	F=4,93**	F=1,99	F=1,16	F=1,20
19-24 years (n=64)	3,18	3,44	3,36	3,48	3,66	3,67	3,69	4,00	4,60	4,40	4,73	4,62
25-35 years (n=216)	3,18	3,26	3,37	3,47	3,79	3,69	3,98	4,04	4,63	4,40	4,60	4,68
36-50 years (n=90)	3,18	3,15	3,37	3,38	3,49	3,80	4,02	3,98	4,32	4,16	4,55	4,54
≥51 years (n=22)	3,65	3,51	3,69	3,82	3,99	3,86	4,14	4,41	4,41	4,27	4,68	4,59
<b>No. of Visits<sup>b</sup></b>	F=4,47*	F=0,39	F=11,15***	F=0,20	F=0,05	F=0,01	F=14,35***	F=0,01	F=0,21	F=1,03	F=0,34	F=1,78
1 time (n=326)	3,26	3,29	3,45	3,49	3,70	3,72	4,07	4,05	4,53	4,30	4,61	4,65
2-5 times (n=59)	2,95	3,19	3,00	3,42	3,68	3,72	3,42	4,07	4,58	4,42	4,66	4,53
<b>Length Stay<sup>c</sup></b>	F=0,92	F=0,95	F=0,06	F=2,28*	F=2,50*	F=0,27	F=4,88***	F=0,84	F=0,59	F=1,53	F=0,24	F=0,37
≤ 1 week (n=127)	3,28	3,32	3,40	3,44	3,73	3,77	4,23	3,95	4,57	4,49	4,63	4,68
≤ 2 week (n=120)	3,07	3,13	3,40	3,38	3,63	3,72	4,06	4,03	4,58	4,29	4,60	4,62
≤ 3 week (n=70)	3,25	3,35	3,35	3,43	3,70	3,77	3,79	4,16	4,49	4,28	4,67	4,59
≤ 4 week (n=22)	3,33	3,45	3,43	4,02	4,23	3,59	3,91	4,27	4,68	4,32	4,55	4,67
≤ 8 week (n=50)	3,30	3,42	3,36	3,66	3,61	3,56	3,40	4,12	4,49	4,26	4,63	4,58
<b>Purpose of Visit<sup>d</sup></b>	F=1,51	F=0,13	F=0,85	F=2,04	F=1,77	F=2,03	F=1,45	F=2,15	F=4,48*	F=2,61*	F=0,77	F=2,09
World Cup (n=341)	3,20	3,27	3,38	3,44	3,68	3,75	3,98	4,03	4,53	4,33	4,62	4,63
Holiday (n=30)	3,50	3,33	3,55	3,72	3,93	3,26	3,87	4,40	4,80	4,61	4,70	4,80
Business (n=21)	3,05	3,38	3,19	3,81	3,71	3,67	3,52	3,90	4,22	4,10	4,48	4,43

<sup>a</sup> Excluded respondents ≤ 18 years of age due to small sample size

<sup>b</sup> Excluded respondents ≥ 6 times visit due to small sample size

<sup>c</sup> Excluded respondents ≥ 8 week stay due to small sample size

<sup>d</sup> Excluded respondents family/friend visit due to small sample size

\* $p < 0,01$ ; \*\* $p < 0,01$ ; \*\*\* $p < 0,001$

**Table 3: Reliability statistics – overall likelihood of returning and overall perceptions of safety**

Overall Perceptions of Safety			Overall Likelihood of Returning		
Cronbach's Alpha		0,69	Cronbach's Alpha		0,61
Item-to-Total Statistics			Item-to-Total Statistics		
	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted		Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Not fallen victim to crime in SA	0,44	0,64	Likely to visit SA again in future	0,48	0,69
Feel safe going out at night	0,54	0,62	Will return to SA for no fear unsafe	0,47	0,68
Feel safe using public transport	0,48	0,63	Will return to SA because SA is safe	0,52	0,66
Not worried for personal safety in SA	0,58	0,61			
SA is safe place to visit	0,30	0,67			
Not warned about terrorist attacks	0,20	0,70			
Not witnessed crime while in SA	0,24	0,69			
Feel safe walking in streets during daytime	0,31	0,67			

## Conclusions and recommendations

This study investigated the perceptions of international tourists attending the 2010 FIFA World Cup™ tournament in South Africa. Overall, tourists had very positive perceptions of South Africa in terms of overall crime-safety and overall satisfaction. Tourists who attended the 2010 FIFA World Cup™ largely felt that South Africa was a safe place to visit and few had witnessed or experienced crime. We can conclude that foreign tourists who left after the 2010 FIFA World Cup™ most likely left South Africa with positive perceptions towards crime and safety. However, we cannot necessarily extrapolate this conclusion to tourists' future experiences in South Africa, as special safety and security measures were implemented during the 2010 FIFA World Cup™. Although the 2010 FIFA World Cup™ might have had a significant effect on improving tourists' perceptions of crime-safety, foreign tourists' could find themselves having different perceptions and expectations of South Africa during a period after the 2010 FIFA World Cup™; when the country is operating under normal policing conditions.

FIFA 2010 World Cup™ tourists' perceptions of crime-risk in South Africa were influenced by factors such as age, nationality, and previous travel experience. Tourism managers and destination marketers would benefit from researching the perceptions of different nationality groups and use this as a variable for market segmentation. When comparing perceptions of tourists of different nationalities, researchers should use country-of-origin along with national culture, in particular Hofstede's (2001) Uncertainty Avoidance Index (UAI) index. These types of investigations are under-researched in the tourism management literature.

The 2010 FIFA World Cup™ was a successful marketing tool in creating positive perceptions of South Africa. The results of this study support these positive perceptions in that an overwhelming majority of tourists would both return to South Africa and recommend South Africa as a tourist destination. Furthermore, unlike most of the respondents in this study whose initial motivation to travel to South Africa was to attend the 2010 FIFA World Cup™, motivation for travel in the near future will not be to attend a mega-event. Rather, the motivation to travel could be due to tourists' positive perceptions and exceeded expectations of the 2010 FIFA World Cup™. Research discussed in this study shows

that positive perceptions of crime-safety influence repeat tourism.

Clearly the findings from this study reiterate that an important aspect of destination and event management is related to risk perception. Roehl and Fesenmaier (1992) suggest that the promotion of safety is not enough to reduce perceived travel risks but that risk reduction should be addressed in order to motivate risk-sensitive tourists to travel. Although risk is a multidimensional measure, health issues and crime threats such as theft and muggings are considered major risk dimensions within emerging markets.

In future studies, gathering data in all of the host cities would provide a larger more varied sample that could enhance the findings and results of the study. Similarly, a comparative study between the host cities could identify city/country-specific factors that influence visitors' perceptions. It could also be valuable to conduct a before and after study, whereby respondents are questioned using entry and exit surveys. This would help determine the true expectations and perceptions of first-time visitors to the destination. Future researchers could also replicate this study at other mega-events and international tourist attractions and use several individual and behavioural criteria such as group composition and income and their affect on tourists' crime-risk perceptions.

Building on the work of Kozak *et al.* (2007), additional mega-event research could disaggregate different countries into regional geographical regions and nationalities to gain more insight, in an attempt to achieve more targeted marketing strategies. Research could also focus on tourists' perceptions of mega-event safety at different locations within host cities, for example, in and around stadiums, fan parks and CBDs.

Finally, this study contributes to the literature on crime-risk and mega-events and has particular relevance to developing countries such as Brazil (hosts of the 2014 FIFA World Cup and the 2016 Olympic Games) who experience similar challenges to South Africa in relation to high crime rates and associated negative image perceptions. It would be worth investigating whether there are any aspects, beyond the increase of visible policing, related to mega-events that make visitors feel less threatened than during general leisure visitation.

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