

2010 FEDERATION INTERNATIONAL FOOTBALL ASSOCIATION (FIFA) WORLD CUP AND AFRICAN RENAISSANCE

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ABSTRACT

This study aimed at examining the global impact of the first hosting of the Federation International Football Association (FIFA) World Cup in 2010 and explained its significance in Africa's socio-economic and political context. The research context focused on earlier bids to host the various editions of games but failed. These auspicious successful hosting of the mega sport events could be seen as the water shade of globalizing the Continent's potentials and asserting its growing socio-economic development and growth in Post-Apartheid era. This paper addresses several issues emanating from the realization that the need for rapid development of infrastructure, global alliance and skill in mega events management need not be over-emphasised. The paper explored the shifting of global media stereo-typing beginning with the co-hosting of the 1996 Cricket World Cup by India, Pakistan and Sri-Lanka. This successful hosting was aided by the glaring fact that African Professional Football has arrived. This is amply illustrated by the fact that the European Football Association, (EUFA), League Championship has been a great boost to many African Superstar strikers.

Keywords: *Best Tourism Management Practice Model, Mega Event Soccer, World Tournament, Infrastructure facilities, Media/Communication*

INTRODUCTION

Africa's rapidly growing economies, mainly South Africa, the only Organisation of Economic Cooperation and Development (OECD) member Country in Africa. Algeria, Nigeria and Egypt have always appreciated the need to leverage the hosting right to explore greater height in the development spectrum and assert the Continent's aspiration in modern renaissance. Various co-related themes in sport, tourism, leisure and hospitality management in preparation for the 2010 FIFA World Cup mega event in South Africa have been assessed to buttress the fact that Africa has come to terms with the reality of globalization and now have nothing to do with its hitherto reference as semi-peripheral in terms of countries or events as observed by Dimeo and Kay, 2004. Separating consumer experience from brand by consultants is no easy task because it has to do with separating grievous brand errors everywhere from supermarket aisles to the ski slopes and other excitements like the Vancouver 2010 Olympics adventure. Tourism developers and communication experts are destined for an onslaught of advertising from global brands hoping to benefit from the halo effect of short-term alignment with the spirit of the games. Participants and observers continue to witness efforts from countless brands that have been busy trying to assert their inherent patriotism hoping to convince global consumers that their purchases are good consumer decision. During the Winter Olympics, Canadians had the opportunity to make team Canada more patriotic than ever before.

These points of reasoning enlightened consumers on the 2010 FIFA World Cup in South Africa. Consultants in Canada know the stereotypes, and so did anticipate the vignettes that will forever be embedded in the Olympics experience. Olympics addicts normally propose a healthy competition for their brands that will be vying for attention as they witness fascinating number of companies that spend a fortune on advertising to promise a certain experience (or in some cases, country allegiance). This was observed by Marcus, (2006) during the Germany 2006 FIFA World Cup. Incidentally, many fail to deliver on the promise. Brand building is a long-term endeavour and it takes a lot more than an advertising campaign to generate value. So, who were the brand gold medallists at Vancouver 2010? Of course, they were the corporate sponsors whose messages serenaded patriotism and national consciousness, just like the MTN Pty Limited creatively used their 'Ayoba Time' (Auspicious time) theme to win the hearts of participants at the 2010 FIFA World Cup.

Outsmarting Global Games Brands: Brands had several opportunities to qualify as the media investigate what brands promise Africa has to offer from FIFA World Cup events to cultural experiences. It was worthwhile seeing more than the expected clichés and stereotypes. One would now ask how brands are acting in ways that are intelligent, imaginative and inspiring to outsmart branded Soccer landscape.

Intelligent: Does the brand's promise align with its core positioning, or is it being opportunistic? Is the brand committed to soccer legacy over the long-term - that is, will it deliver on its promise? This writer would say, yes because of a variety of measured successes in terms of the awareness and goodwill created before the kick-off. The second and third stages of the assessments were perceptions during and after the events in the context of sport with the power to change the world as proposed by Taliep, (2008). One would feel that all rational assessors would agree that the tournament in South Africa was successful, just like the view-points of FIFA during and at the closing remarks.

Imaginative: Does the brand find creative, imaginative and unconventional ways to connect with its consumers? Is interactive concept inviting us to take part and even advance the brand through engaging exposures? This work would rather leave the reader to re-live this experience as Sony, the FIFA official electronic games recorders advised us in their soft sell promotional message with all the emotional emphasis.

Inspiring: Does the brand generate infectious enthusiasm and inspire us to be better? For South Africans, does the brand help us envision the future of the country and the continent in making a commitment to professional soccer players, the host communities or our nation? This study would rather say the answer is still blowing in the wind for policy makers to grab in their commitment. Otherwise, it will be assumed it was all a successful hosting of the event. Initially and emotionally, soccer fans would be more eager to see what goals and how were they scored and which teams. Ironically, these are emotional momentums which have only little aspects of hosting aimed at showcasing the heart of Africa; and so the winning goal to be celebrated is humanity as the image of Africa brightens up at this successful hosting that marks a turning point of Africa's renaissance.

Marketing Strategy of the 2010 FIFA World Cup: In making purchase decision for sport consumers as regards ticket rates, strategies did have strong effects on public relations for better or worse in the FIFA events. The Local Organising Committee, (LOC) recommended the \$70 lower rung gate fee in the common exchange without variation; the impact of strong positive appeal to the games notwithstanding. According to Hardy, Sutton, et al (2007), in the United States of America "although entrepreneurial stakeholders have been selling sport events for centuries, rational marketing system are relatively new". This is why this writer takes a fresh look at FIFA marketing principles in relation to sport industry trends - growth, consumer purchasing power, social investment and responsibility. As pointed out by Day (2006), most of the critical global media has dwelt almost predominantly on sensationalism of incidents, accidents, corporate malfunctions as re-echoed by South African Government and security agents. The less obvious benefits expected was most likely the global exposure in showing the world the fantasy of South Africa using the triple bottom issues in socio-political, economic and the environment in developmental aspirations as emphasised by Cornelissen and Swart, 2007. Environmental and human diversity of the country is put permanently on international events map. According to the Local Organising Committee, there is no basis of putting a price tag on the type of international exposure of the 15 sponsors and overall skill acquisition which the hosting of the event expected and guaranteed.

Sponsors and Quest for Brand Exclusivity: An essential aspect of the 2010 FIFA marketing plan and concept is the sustenance of brand image. The strategy is the encouragement, engagement, sharing and collaboration with the first rung of the five FIFA Partners and the rest of the sponsors. They include Coca Cola, Hyundai Kia Motors, Adidas, Emirates (UAR Airlines), Sony and Visa. Others are MTN, Satyam, Budweiser, Castrol, Continental, Seara, McDonalds and Aggreko. The national partners are National Bank, Telkom and, of course, the South African Broadcasting Corporation, SABC. The rationale is based on the principle of integrated mutual relevance in terms of promotional interests of all the stakeholders using stakeholders' theory focusing on mutually benefiting communication in the execution of the FIFA tournament strategic marketing mix. This includes the concept of overall community relationship, integration and fund raising activities. Corporate sponsorship of sport events has become a fashionable marketing tool with enviable World class modus operandi in global marketing platform because it offers the opportunity of "solus brand placement" of television commercials in single international media globally. The quest for brand exclusivity by multinational businesses has become an overriding tool in brand image projection worldwide. This is why it is not cheap or easy to acquire such opportunity, a concept which this study visited.

Brand Promotions, Positioning and Communication Strategies: The study explains that sponsorship is a promotional licensing by a principal stakeholder - in this case, the FIFA brand owners, who authorized the sponsors to market the product and acceded the rights and privileges to the hosts to promote same in return for the payment of agreed fees during the event management period - 2006 to 2011, that is

before Brazil takes over the management of the next World Cup in 2014. The sponsors thus use the special legal relationship leverage to "achieve their promotional objectives and/or to facilitate and support broader marketing mix", Mullin, Hardy, et al (2007). It is a known fact that one bit of information from series of data leads to others in sequence in order to make shared meaningful language and communication tool. These are measurable, realistic, verifiable and quantifiable information both locally and internationally, and they are unaffected by subjective thoughts or feelings like prejudice or cultural issues arising from existing perceptions. Thus we have the following analogies:

When a brand generates growth and thus energies, it becomes irresistible (for example, Adidas Inc.). It sparks and attracts new users to move up the quality ladder. Thus, the higher the level of brand knowledge and awareness; the more will be its preference, and degree of consumption or brand choice. The combination of esteem and knowledge trend, (for example, the performance of World Cup League) brings future growth, relevance and acceptance. This was evidently exhibited at the MTN Ayoba Time Show in which fans found exciting, patriotism and "energising?". Nonetheless, perception, itself, could be analysed to show that it arises from inadequate or incomprehensive communication. These are blurred facts, ideas, attitude and even behavioural patterns. There is a West African wise saying which states that "excessive freedom breeds negative lifestyle and laziness which in turn led the grasshopper to prostitution, hunger and death by starvation as it hopped from field to field" indiscipline signified. Both theologian and social communication experts say that failure to communicate logically and timely leads to frustration; and failure to commune leads to despair. According to the Sport Events City Network research report, signifying best practices, the city promotional strategies need to have the following objectives:

- Stakeholders need to focus on the identity of respective cities and their tourism icons and nostalgic legacies through sustainable brand image creation.
- Obtain insights in the strategic use of venues and highlights such as Fan Parks at the 2010 FIFA World Cup
- Evaluate and measure perceived community and other stakeholders' benefits
- Skilfully identify perceptions and proceed to create contextual communication model in planning text messages and identify strategic tool selections that launch successful hosting
- Identify need for a balanced portfolio to maximize benefits and impacts.

The 2010 FIFA World Cup, an event centred development strategy is a part to glory which seeks to overcome a historic sense of marginality in South Africa's challenges of a middle-class developing country beset by inequalities and high unemployment. However, it is touted that since the World Cup is the most popular and durable ideological image laundering agent, which is able to conjure unity, transcendence and in a cosmopolitan force in the world setting. Thus youth and education could be used to convey global messages of national values such as peace, justice and mutual understanding which the National Communication Partnership

group fully utilized. This is in accordance with the forum's brand image strategic plan of action made in 2008. The group was poised to mobilise professional communication team in both the public and private sectors as well as academics in getting out the key communication and vibrant messages necessary to sell African heritage and the FIFA 2010 World Cup. Such motivating and impact media message was powerful and persuasive enough to change any negative perception over time before the kick-off on June 11, 2010.

Kim, Gursoy and Lee (2004) assert that FIFA World Cup tournaments and the Olympic Games are categorised as hallmark or mega-events while Ritchie (1984:2) refers hallmark events as "major or recurring events of limited duration, developed primarily to enhance awareness, appeal and profitability of a tourism destination. In the short or long-term, they rely on their success, uniqueness, status or timely significance to create interest and attract attention". Lots of literature materials on costs and benefits impacts emphasising on these spectacular issues on economic, social and environment abound and they advocate the need for development and hosting of mega events (Bohlmann, 2006; Allmers and Maennig, 2008; Cornelissen and Swart, 2006). The World Cup will deliver a rationale for revitalising the communication and civic infrastructures and provides a forum for the articulation and celebration of rationale pride, and could deliver huge profits.

These profits include skill development and mega event management know-how and technological investments and transfer of technology that will usher in the much needed knowledge based workforce in post - World Cup South African economies. Consumers move up the brand leadership ladder because with such greater awareness on the global level, product knowledge, performance, and could come forth with creative change and innovation in motivating the impact of media messages. They were powerful and persuasive enough in impacting on the negative perception of availability of facilities and crime level. The sequence has the same effect among individuals and nations.

The quest for fame, identity, recognition and self-actualisation is in accordance with Abraham Marlow's principle of hierarchy needs. The upward movement by consumers seeks for future mutual benefit relationships as producers enjoy extra reward in terms of profitability and brand upsurge. Consumers themselves enjoy greater satisfaction from performance quality. Thus consumers' psyche in post-modern irrationality has brought about brand value maximization that has broken up the old fashioned gradual upward-movement toward maximum satisfaction especially among the Y - Generation. They are smart, brash and ready to face challenges. Generic products/services (in the mass market segment) are thus being dumped on the shelf to struggle to maintain existing market share as the upward mobile consumers buy visible brands on their passions, rather than simply on the basis of price and hitherto income level. This is why the 2010 FIFA LOC has recorded a huge turnout of 67,999 volunteers in just one month in application call - out. Without the legal exclusivity right and protection, the sponsors will not spend their money and so FIFA has been serious about protecting these rights under the South Africa law - the 2010 FIFA

World Cup as a "protected event" in terms of the Merchandise Act. There were some cases and prosecutions such as a Pretoria sports bar that (without this global brand right, a World Cup destination marketing legacy) used "World Cup 2010" in signage without authorisation. This technique is termed "ambush marketing" which explained as promotional activity on the basis of an event that does not involve payment of a sponsorship fee to the event organizers. Under the terms of the law, local businesses were basically prevented from using the following phrases and/or images that contain reference to the 2010 World Cup:

1. 2010, Twenty Ten
2. 2010 FIFA World Cup
3. 2010 FIFA World Cup, South Africa 2010
4. Soccer World Cup, SA 2010, RSA 2010
5. Football World Cup or Confederation Cup
6. South Africa World Cup, World Cup South Africa

Such rights entitle the sponsors the retailing opportunities, purchase of media airtimes with the inclusion with the sponsors' names, trademark and/or logo with that 2010 FIFA, South Africa. The comprehensive rights and benefits are as follows:

1. Use of corporate name, logo and/or trademark in print and broadcast media advertisement or commercial placement platforms and memorabilia.
2. The right to exclusive association within product or service category
3. The right of entitlement to events and match facilities world wide during the period.
4. The right to various destinations in connection with 2010 FIFA such as "Official Sponsor" or "FIFA Partner"
5. The right to use FIFA Official product or service, for example, 'Visa Card FIFA 2010' Credit Card
6. The right to conduct promotional activities of the events, such as communication process and perceived sport activities, lifestyles, cultural and ethical values, such as identifiable messages to across the board and targeted audiences.

The brand image stretching through re-sourcing, essence, objective, organisational culture and vision has become so enviably imperative in corporate communication in such powerful way that multinational companies are ready to pay any such sponsorship fee for world class events like the 2010 FIFA World Cup. In "sensitizing the nature of brand and its essence aimed at summarising the process of image building, they become ideal vision in an "imagery pyramid" with a crisp brand promise", (Chernatony, 2006:223). The author lays emphasis on two ladder-base concepts of brand image building in recognition of different ways people rationalise brand essence, as the model could be built on its pyramid focus on personality as creative insight as a core of the brand. It is in recognition of this context that sponsors focus on the Nelson Mandela image as father of 2010 FIFA Soccer game, hospitality and cultural heritage in ascribing such values to their service delivery promise.

The positive perception and the vision of soccer game appear to be a useful means of conceptualising ideals to be communicated to the audience. Sponsors tend to see such visionary as core systems of public service delivery within the context of Accelerated and Shared Growth Initiatives of South Africa - ASGISA and the acclaimed Batho Pele Principles in national ethos and corporate governance. Brand pyramid concept insight built around the Mandela personality of humility and service popularly termed the "Mandela touch" is seen as fashionable and thus an applicable corporate fit to communicate as internal and external core characteristics of their brand.

It is reckoned that such characteristics reflect the critical components that are important attributes that consumers and audience at large will like to hear and appreciate. Further more, Chernatony illustrates this brand promise by using the "Heinz Promise You" message created by the Bates Dorland Advertising Agency in the UK in the context of reassuring audience in a world of rapid social change in family relationships even more complicated - "that the Heinz brand is about providing comfort through the reassuring simple food? In the same empirical theory, Michel and Amber (1999), conceived a brand as a "social representation structured as a central nucleus and a peripheral system relating to the interface between them and the brand situation - an inseparable focus". In this case, it is interpreted that the "beautiful Football Game" can not be separated from cultural universal which means that sport ideology can sell anything.

FIFA 2010 QUALIFIERS

<i>EUROPE</i>	<i>AMERICA</i>	<i>ASIA/OCEANIA</i>	<i>AFRICA</i>
<i>England</i>	<i>Argentina</i>	<i>Australia</i>	<i>South Africa</i>
<i>Italy</i>	<i>Brazil</i>	<i>New Zealand</i>	<i>Algeria</i>
<i>France</i>	<i>Uruguay</i>	<i>Japan</i>	<i>Nigeria</i>
<i>Portugal</i>	<i>USA</i>	<i>S. Korea Rep</i>	<i>Cameroon</i>
<i>Greece</i>	<i>Mexico</i>	<i>Korea Dem. Rep</i>	<i>Cote d'Ivoire</i>
<i>Slovakia</i>	<i>Chile</i>	<i>Ghana</i>	
<i>Spain</i>	<i>Paraguay</i>		
<i>Switzerland</i>	<i>Honduras</i>		
<i>Denmark</i>			
<i>Germany</i>			
<i>Netherlands</i>			
<i>Serbia</i>			
<i>Slovenia</i>			

The tournament remains a serious battle for advertisers to draw TV target audiences into watching commercials and then entice them to act upon such advertisements. Viewers are fond of channel hopping during advertisement breaks especially in Nigeria. Brand-driven quality programming that captures the target audience has become the solution. Identifying your markets' passion, entertainment-wise, is the key to winning their loyalty for good. Unlike the barter kind of arrangement with TV stations where commercials are placed in between programming, a brand-driven programme makes it difficult to avoid the presence of the brand.

2010 FIFA OPENING FIESTA

FIFA 2010 World Cup was set for fantastic upward mobile tourism investment and revenue gathering splash in South Africa and in the rapidly growing economies like that of Nigeria with budget projected to the tune of about US\$34 billion at the beginning of 2010. This was also a bid to revitalise Africa's cultural heritage to the appreciation of tourism operators as revenue base rises. It is acknowledged that Soccer fans were indulging in the World Cup fiesta apart from the usual imbibing of Western culture and lifestyle of beach sun bathing. It was now time to showcase and reposition heritages including African cuisine and gastronomy in the traditional African hospitality. At the opening of the month-long Soccer fiesta in South Africa's nine host cities from June 11 to July 11, the FIFA President, Sepp Blatter described the Johannesburg Soccer City and International centre of the event with a capacity of 94, 700 seats as FIFA legacy heritage which shamed Afro-pessimists who have hitherto believed that Africa will never rise from the ashes of poverty, armed conflicts and under development. In effect, Africa's renaissance did arise.

The R1.6 billion Five-Star stadium edifice compares with London's Wembley as a beauty flagship of FIFA 2010 World Cup. Accordingly to Blatter, it symbolises the dawn of hope of a nation that has known so much pain of Apartheid hardship. The World Cup main venue was a legacy of Africa's political and social economic freedom and so it is a living hope and a celebration of humanity as this is the second site where Nelson Mandela addressed a 100,000 crowd in 1990 three days after his release from prison. The first address was at the Cape Town's Parade Ground.

Vuvuzela, home made plastic trumpet became the inherent noisy exuberance instrument as unforgettable once in a life time exposure spectacular of the eyes and ears for years to come. South Africa, which battled Apartheid odds for more than four decades, has now become Africa's economic power house and a place of hope, freedom and optimism. The reward of hosting the World's mega sport event granted in 2004 is worthy a celebration in grand style dancing at the fan fest centres greeted by ovation across the country in assured traditional African hospitality. This is because the Western Media soared because architects of the Afro-pessimistic view thought that FIFA made a mistake in granting the hosting right in Africa, the home of violent crime, bastion of poverty and war on HIV/AIDS.

Thus on the opening ceremony, it amply signified a milestone for South Africa as it showcased its capacity to host a perfect fiesta and shame Afro-pessimists and so let the capacity and action do the double talking according to the South African government. At kick-off on the 2010 FIFA, it was like none of the past 18 editions from 1930 and this made South Africa rejoice over this unique football and cultural fiesta that unravel in Africa with colour and vuvuzela noise for happiness and excitement promise aimed to stun the senses in the celebrations of humanity, Ke Nako. This is because the resources of the first World Cup in African continent has proved an inspiration for millions in view of the fact that South Africa has by this global feat, the country has joined the rest 82 elite nations in football ranking by FIFA/Coca Cola. This is reckoned as solidarity of FIFA World Cup victory.

However, amidst the excitement, security agents supported by the Interpol warned of the alleged arrival of about 300 members of the dreaded Argentina "Braras Bravas" rebellious fans known for shocking pressure group in sports and politics. They are said to be living in comfortable lifestyles with powerful lawyers and is led by Marco Mallo whose Peronist political party affiliation - Hinchandas Unidas Argentinas - HUA aid and abate fraudulent sport and election malpractices in the South American Country. This researcher monitored the anticipated activities of the rebel tugs just as their unruly British counterparts who according to the SAPS and their British and Middle East Immigration Services intercepted them in Abu Dhabi, before the dangerous group could arrive South Africa to disrupt the match events, with or without tickets.

The FIFA 2010 World Cup™ like none of the 18 editions that have gone before, it is not only South African pride but an entire African continent rejoiced over the 31 days of football and cultural fiesta unravelled in Nelson Mandela's homeland with the rainbow colour, noise and excitement promise to stun the senses. From 15 May 2004, when South Africa was invited to host the 2010 FIFA World Cup, to the moment of the big kick-off between the host nation and Mexico, the resonance of the first World Cup to be held on the continent of Africa has proved an inspiration for millions. South Africa had just a solitary FIFA World Cup victory to their name as it became the 16th nation to stage football's greatest event which dominates the world's sporting consciousness like never before. As a country, they believe it would bring significant changes, uniting black and white around the green and gold of the Bafana Bafana jersey and lengthening the distance between today and a troubled past. With noisy vuvuzelas and inherent exuberance, there was this promise to make it a spectacle visible before our eyes and ears.

It will not be forgotten for a long time. That goes for players as well, the superstar namely - Lionel Messi, Cristiano Ronaldo, Wayne Rooney, Drogba, Kanu Nwanko and the rest of the Ghana teams who have travelled from all four corners of the globe to showcase their skills in ten magnificent stadiums. The football calendar is so congested that it can sometimes be difficult to generate real excitement around an event with another. The Soccer fiesta had promises to be different as it unleashed the potential of a continent whose teams have never progressed beyond the quarter-finals of earlier the tournaments. Within the seven months since all the 32 teams became known, conjecture has swirled from north to south, east to west, as to who would be the likely winners. There were excitements on Brazil making it to a sixth title or Spain, crowned European champions for the first time two years ago as to take the vital last step to global dominance?

And so it was for Spain as it won the trophy. Diego Maradona could not inspire Argentina from the bench in the same mercurial fashion as he managed on the pitch in 1986. England under their Italian coach could not come as a last bolt but suffered a humiliating defeat ever recorded in the last 54 years. Spain, the Euro-Super stars defeated the fanciful Netherlands even as Cape Town rooted for the team to pip the 2010 FIFA World Cup.

Only the Black Stars of Ghana, African flag bearers managed to reach Q - Final. Fanciful Cameroon, (making their sixth appearance at the global showpiece), talented Côte d'Ivoire, Bafana Bafana and Super Eagles of Nigeria could not go beyond the first round stages before they were all knocked off by South Korea. African teams could not take charge as yet, even on their own Continental flag off pitch. They could not as yet dispute the right to be called world champions for the next four years before it all starts up again at Brazil 2014. The same awe-inspiring Johannesburg venue - the Soccer City was the opening and closing of the first of 64 matches of the tournament. At this edition, there were the traditional 'group of death' - commonly perceived to be Group G, where Brazil, Côte d'Ivoire, Portugal and Korea DPR locked horns and renewed long-standing rivalries. Only one newcomer has joined the party - Slovakia - with two coaches attempted to emulate Franz Beckenbauer and Mario Zagallo in becoming FIFA World Cup winners as player and coach. This edition saw Diego Maradona of Argentina played that role but lost as well.

Measuring Success through Media Impact: The US-based CNN has put fans at the heart of 2010 World Cup coverage along with social Network, Foursquare to connect fans all over the world from its location base. Foursquare and the global media outfit had to team up in recognition of the impact of the biggest Mega Sport event in Africa. With this initiative, they were able stretch across all the 32 World Cup participating countries. Under this beam arrangement, according to CNN, fans were able to follow CNN Website at www.foursquare.com/cnn to check in more than 100 venues through out the event period, June 11 to July 11, 2010. At other national and global coverage level, the International Broadcast Centre at the Soccer City combine the power of Radio and High Definition TV transmission to have effective outreach to more than two billion viewers across football loving nations worldwide.

In a round the host cities survey, this researcher found from Cape Town through Johannesburg to Durban a variety of famous and infamous raucous aspects of brand promotion as around the Moses Mambida Stadium in Durban, KwaZulu-Natal was agog in full colour during a street carnival just before the city's first World Cup match between Germany and Australia. There, a bevy of Bavarian celebrities opined that South Africa host cities like Cape Town have truly reached "first world class" standards. Other celebrities who came and witnessed the standard of flawless organisation of the 2010 FIFA world Cup events include David Beckham, the English Striker who watched the England vs. USA at the Royal Bafokeng Stadium at Rustenburg. Others include Singers Alicia Keys, Shakira and John Legend, and their Band, Black Eyed Peas from UK who performed at the grand opening at Kick-Off in Johannesburg.

Apart from isolated cases of shoplifting reported from a Brazilian group which attempted to steal laptop computers from a shopping mall; to which the police commissioner, General B. Cele said was "aimed at inputting criminality on South Africa", there was no other crime report by the local and international media

throughout the fiesta. The situation justifies the observation of Martin Luther King in his auto-biography, 1968 in which he said only cowards ask the question, "Is it safe?" But he noted that expediency ask. "Is it politic?" He added, "Vanity asks the question "Is it polite"? But conscience asks. Is it right? The rationale is that there could be a time when it is expedient to take a position that is neither safe nor politic, nor popular, but because it is right - civic conviction by doing the right for the sake of transparency and transformation as one would paraphrase modern age philosophers. After the glitz and the glamour of the 2010 World Cup, Africa would have conveyed the message that the continent is as competent as the rest of the world. From now onwards, it could be predicted that Africa will be perceived as a modern, capable, caring, progressive and reputable continent. Global citizens are likely to become more informed about the continent's current and future political and socio-economic potentials because soccer currently rocks the globe and so South Africa is urging the world to celebrate and capture the passion and excitement of the event.

Apart from that, it builds a sort of emotional bond between the audience and brand such that the brand is seen as providing the ultimate in entertainment which is what the audience cares about first and foremost before a need to know what the brand's offerings are and how it could be of benefit to them. It is now meet to look at the idea of creating and managing sport tourism in the context of value creation through sustainable public relations strategy advocated by brand communication strategists, Bird's Renaissance of South Africa which manages the Mauritius Tourism Promotions activities. The experts say their aim is to impact the psyche and enthusiasm of tourists and mega events participants. Such communication process leverages on ameliorating negative perceptions and scepticisms both of the host cities and the country as a whole. The overall idea is to convert fans into active and vibrant spectators with motivated ovation.

According Bird's, Mauritius ranks neck to neck with South Africa as one of the greatest destinations in the world perceived as 'one destination with many voyages', apart from the FIFA World Cup attractions. The brand, being largely a global concept with renowned icons like the Table Mountain but yet faces such venerable and erroneous prejudice and international media stereotype. In that regards it needs constant refreshing in foreign media such as the BBC and the CNN to target them to their business diaries and sport programmes as well as "advertorials?". These are ideally termed marketing and media galleries for effective brand exposure which brand South Africa used effectively during the January 2010 World Economic Forum at Davos, in Switzerland.

Sport Mega Event and Media Impact: The impact of modern media technological capacity is anchored on the endless facilities offered by the Internet communication convergence technology that widens the length and breadth of mega events. Thus the contribution to the society through events like the 2010 FIFA World Cup could be visualised as an individual perception in an ever increasing reflective and flexible society with overall emphasis on freedom and lifestyle. The media take advantage of this flexibility to the limit and could be more easily manipulate opinions through

reflective and perceptive concepts and propaganda. That was how the Western media have always used "stereotyping" in blackmailing Africa as a dark continent for centuries. Conversely, the genuine media power has the effect of trailblazing an event to wider significance to the society much more than just the account of mere staging of a sport event as argued by Masterman, 2004.

The strains on the partially consolidated democratic system is really strenuous but as a socio-political economic analyst, Cornelissen, (2004) concludes, that it is on the balance of benefits of employment creation, income generation and improved life circumstances from expectant population when she assessed the expenditure of fiscal resources that were channelled into hard infrastructure. This is because the hosting occurred within wider international context where specific developments around commoditised sport and economic exchange, the author noted. Such specific development are rationalised as including the globalisation of South African economy as follow up investment plough back processes in responding to sponsorship messages by the 15 major multinational corporations. These are expected to liberalise skills and technology transfer.

The event is touted to enhance all Africa's development input - such as South Africa footballers' immigration opportunity. It is also emphasised that comparative issues and socio-political elements linked to FIFA 2010 will highlight nation building; patriotism and nationalism construct which shaped other countries. For example, the South Africa Broadcasting Corporation, (SABC) have now acquired the high technology concept code-named 3D High-Definition Colour Transmission equipment, the first in Africa. The public broadcaster also mobilised Outside-Broadcast facilities in host communities near the stadium to reach more than six billion viewers in more than 200 soccer loving countries in live transmission.

CONCLUSION

One would feel the full impact of Africa's first FIFA World Cup in ever lasting heritage in various ways. First, the event became an ideally fulfilment of its brand promises and the lessons South Africa, and indeed the Continent have adequately learnt from the strategic planning stages to the perfect execution of the project. It is fascinating that the success achieved manifested peace, security and augured well for socio-economic, political stability and prosperity. This is because it has faithfully showcased a powerful signal in terms of the creation of a level playing ground for global investment prospects. The Local Organising Committee - LOC have shown recognizable transparency; organisational ability and trustworthiness which augurs well for global business and transfer of technology. Similarly, the fans that would now become worthy ambassadors for Africa, would tell their story world wide that Africa is no longer the "Dark Continent?". They have witnessed the availability of skills in mega events management, emergency facility, comfortable mass transportation and world class hospitality environment.

Perhaps, the salient manifestations of all these are the near spontaneous increase in the number of local and international sponsors among whom are Aggreko,

rental facilitators and Brazil based Seara at the momentous clarion call. They all joined South African corporate community that spearheaded spontaneous colourful celebration of humanity across street carnivals in the host cities to showcase emotional patriotism using the brand image in which every one and their cars are bedecked with national flags. If all these are not fool-proof evidence of positive perception and enthusiasm, then spontaneous responses to entertainment at match venues, pitches and Fan Parks will speak out louder with huge purchases of FIFA World Cup souvenirs. Above all, the presence of thousands of international media representatives as their reportage changed to objectivity and gave a trail blazing positive assessment of the event. Visiting celebrities, soccer stars and government officials from across the world including former United States President, Bill Clinton and German Chancellor, Angela Merkel all joined to witness how South Africa showcase itself as adequately ready for international business. The country had the chance to address some hitherto "intractable social challenges? as reported by Cape Argus Newspaper.

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