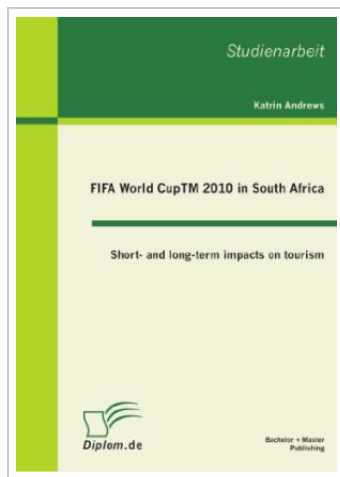



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FIFA World Cup™ 2010 in South Africa, Short- and long-term impacts on tourism

By Andrews, Katrin

Condition: New. Publisher/Verlag: Bachelor + Master Publishing | Studien-Arb. | After the era of apartheid, festivals, conferences and events such as the hosting of the FIFA World Cup 2010™ provide exciting opportunities to market South Africa as preferred tourist destination. The exposure to international media and their audiences will have significant impact on the country's tourism industry and will generate benefits for the local economy. These benefits include an increase in economic growth and job creation, social and infrastructural transformation as well as the alleviation of poverty. In order to induce sustainable contributions to the country's economy from staging this mega event, South Africa needs to show a high level of professionalism and responsibility in their elaboration and execution of the various planned initiatives and programmes. The country will face challenges and setbacks, but it knows about the necessity to prepare this event diligently and to not only support the country's but also Africa's overall image and economic objectives. In the following paper the author presents the current position and future outlook for South Africa's tourism industry. She will clarify the terms sport tourism and its general impacts on the tourism industry as well as introduce the...



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