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**Spectator perceptions of the social impacts of events in East London: a study of Spec-Savers Ironman South Africa 70.3, Buffalo City**

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**Congress Theme:** Responsible and/or sustainable events

## **ABSTRACT**

In recent years, events have shown rapid growth as types of attractions within destinations with such events creating a favourable image of a host destination, expanding the traditional tourist season, spreading tourist demand more evenly through an area and attracting foreign and domestic visitors (Keyser, 2002). Events, thus, are increasingly becoming established as an integral and major part of tourism development and marketing strategies.

East London (in the Eastern Cape, South Africa) has hosted a number of successful events (Buffalo City Tourism, 2010) however, no known social impact studies related to the community of East London are known to have been conducted. The purpose of this study is to address this gap and to evaluate the social impact perceptions of event spectators. The overall research question in this study is: *What are the spectator perceptions of the social impacts of events in East London?*

The research design for the proposed study primarily involved exploratory and descriptive research. The target-sampling frame was the spectators at the Spec-Savers Ironman South Africa 70.3 Triathlon event held in East London. Potential participants were included in the sample through utilising a purposive quota sampling method. The research instrument consisted of four sections, namely: demographic profiling (age, gender, race, etc): overall event impact perceptions: reasons for spectator participation, and social impact perceptions of the respondents. The event attendees were interviewed. No incentive was offered for participation, and participants were assured of their confidentiality of their responses.

The findings suggest that the opportunity to meet new people, attend a major event and enhancing East London's reputation as an events destination were deemed positive social impacts. Conversely, the study suggested that littering and social inequalities (exclusionary) are negative social impacts.

One important implication of these findings is that spectators appear to have some awareness concerning the social impacts of such events. Another is that event organizations need to implement effective strategies for communicating with event spectators (including host residents) about the social impacts of their events. The results in this study have produced a foundation that events management practitioners, decision makers, researchers and academics can utilise in planning for future events that are socially sustainable in a developing economy context.

**Keywords**

Sports, events, social impacts, East London, South Africa, Spec-Savers Ironman, triathlon, spectators.

## **Introduction and background**

The global events industry has been recognised by governments around the world as significant economic and social activity, as indicated by O'Toole (2010). The notable increase in the popularity of events has become apparent in the growth in the number and size of the events that are being produced in the country.

Attracting visitors, according to Page (2009), is a vital element to any community and its tourism infrastructure. Monies garnered from the support of the local community in the off-peak tourism season, are often seen as an essential element, and, are this of paramount importance to the economy of the destination. The consistency and spread events encourage the visitors to attend; and sometimes these events attract new visitors that would not ordinarily have visited the destination. It must be noted that the event attendees bring in new and emergent dimensions to the host destination.

Getz (2005) states that events tourism has become one of the most common channels through which tourists can satisfy their desire to experience interaction with locals, by for example, the exchange of knowledge of other cultures, and by participating in entertainment activities during the event. Keyser (2002) confirms that the increased focus on hosting events has provided the advantage of keeping the domestic tourism market active. South African Tourism (2006) has identified a need to support events which is a strategy to be used for the marketing of tourist attractions at a destination. Tassiopoulos (2010) further points out that organisations such as Event Corporations and Sport Commissions whose core business is to develop and manage event strategies for the city or region have been established. However, it is asserted that if bodies are managed and co-ordinate effectively, a well thought-out event strategy has the potential of actualising and realising the following benefits for a city/region as follows:

- Provide a means by which to reinforce a city's benefits and attributes and generate a favourable image for the city as a tourist destination;
- Establish a city as a major tourist destination by attracting high yield tourists, especially repeaters;

- Enhance a city's competitive position within a country and position it on the global map;
- Generate increased rate of tourism growth;
- Truly bring a city to life, showcasing its brand personality and instilling confidence and pride in its local community;
- Maximise the use of, and revenue for, existing facilities;
- Favourable incidental media coverage through the event platform which extends the normal communication reach;
- Improve the organisational, marketing, and bidding capability of the community; and
- Increase community support for events.

City events strategies, continues Tassiopoulos (2010: 94), “show that differentiation exists in relation to the capacity for bidding for events, ability to attract major events, infrastructural capacity and institutional arrangement”. Mulligan and Raj (2008) affirm that the growth in volume of events and the increasing competition to host major events indicates that irrespective of the debates, events have been accepted by Governments as powerful image-makers for towns, cities, regions and countries across the globe. Specific events dominate certain destinations – it may be indicative of certain destinations developing events niches as well as clear branding and positioning.

### **Events in South Africa**

The World Travel & Tourism Council (WTTC, 2002) indicates that in South Africa, with the demise of the apartheid regime in 1994, the national government made a decision to structure tourism one of the country's leading industries in the creation of employment and in the generation of the foreign currency earnings. The national, provincial and local spheres of governments made it their mission to prioritise tourism as a desired strategic end-result in respect of its high probability in the creation of employment opportunities against the backdrop of a vibrant economy. Such initiatives are envisaged to play a crucial role in acting as a catalyst in alleviating the frontiers of poverty in South Africa. Furthermore, in 1995, Nelson Mandela the former, and, first democratically elected South

African, president stated in one of his addresses that the mega events that are staged in South Africa have shown a positive impact on nation building (South Africa Tourism, 2006). Van Schalkwyk (2008) points out these events have enormous impact in developing economies such as South Africa. South African Tourism (2006) furthermore emphasises however, that the nature of impacts have not been properly understood nationally. It is further stated that most of these events have occurred in the absence of a nationally co-ordinated strategy inclusive of the sport and cultural sectors. There is also lack of uniformity with regard to the methodology that is utilised to measure these impacts nationally.

### **Events in the Eastern Cape Province**

The Eastern Cape Province is one of the largest provinces in South Africa. Tourism is utilised as a vehicle to drive Local Economic Development for the province. The Provincial Growth and Development Plan (PGDP) Strategy Framework, further, identifies opportunities for tourism development in the Eastern Cape which includes developing niche markets, amongst others, in events and business tourism. The PGDP Programme is aimed at, amongst others, consolidating the development of events such as the National Arts Festival and the Wild Coast Festival (PGDP, 2004).

Buffalo City, which is in the Amathole District of the Eastern Cape Province, is the second largest metropolitan area of the province. Buffalo City includes East London, King William's Town, Mdantsane and Bhisho (the provincial capital). Buffalo City forms the central hub of the Eastern Cape, with the Sunshine Coast tourist route leading west from Buffalo City, to Port Elizabeth and the Wild Coast route leading from Buffalo City, north-east towards Durban (Buffalo City Municipality, 2002 and Buffalo City Tourism, 2010). Buffalo City, and its surrounding region, however, has had a very limited, untapped tourism sector to date with enormous scope for expansion (Buffalo City, 2002). In the past three years Buffalo City Municipality has decided to form a tourism unit known as Tourism Buffalo City (TBC) which deals with marketing Buffalo City regionally, nationally and internationally. The rationale behind the formation of this tourism unit is the need to create a powerful tourism multiplier for promoting eco

tourism, cultural tourism and sport tourism in order to create jobs locally and to promote economic growth. Buffalo City's Tourism Master Plan aims to focus on opportunities for further development, including, events tourism as the city has invested in sports infrastructure and has already hosted some mega events (Buffalo City Municipality, 2009).

East London is South Africa's only river port; it is the commercial and tourism hub of Buffalo City. East London has strategically positioned itself as a sport event tourism destination. This will enable East London, to create tourism spinoffs as a result of these events.

### **Spec-Savers Ironman South Africa, East London (Buffalo City).**

Spec-Savers Ironman South Africa Triathlon is an international concept which was established by Triangle Events Triathlon. Triangle is said to be one of the international event organising agencies with dependencies in four countries. Triangle Events Triathlon organises Ironman in France, South Africa, Austria and Monaco. This event is often hosted in Austria where it was originally established. The event has two formats: the half-race (70.3) and the full- race.

South Africa has hosted both formats of this event; the one format is Spec-Savers Ironman South Africa 70.3 Buffalo City, which is the half event, and is held under the auspices of Buffalo City Municipality. The other format, the full one, is held in Port Elizabeth, under the auspices of Nelson Mandela Bay Municipality.

Spec-Savers Ironman South Africa 70.3 Buffalo City race consists of a 1.9km sea swim, 90km cycle and 21.1km run. The event takes place in the heat of the South African summer season and has gained popularity for itself and Buffalo City. The triathlon guide (2010) states that the event was staged for the third time in Buffalo City in 2010, and attracted the participation of between 2000-5000 athletes and approximately 20 000 spectators. This event is viewed by Buffalo City Municipality as a major niche-market

sporting event. An influx of visitors from both the African continent, and beyond, is deemed important for tourism development in the area.

### **Social Impacts of Events**

The social and cultural impacts of event tourism are defined by Teo (1994) as the ways in which event tourism contributes to change in value systems, morals and their conduct, individual behaviour, family relations, collective lifestyles, traditional ceremonies and community organisation. Fredline, Jago & Deery (2003) emphasise that there is a greater recognition of the fact that events have a lower likelihood of lasting more than a couple of years if the perceived social impact by the spectators and community is not well understood. Measuring social impacts of events tourism should be considered as critical as economic impacts and environmental impacts (Fredline et al., 2003). Moreover, this move is related to the public sector's increased interest in the triple bottom line that focuses on economic, socio-cultural and environmental impacts, as oppose simply economic issues. Although many events attract big number of tourists, as Fredline *et al.* (2003) points out, the big number of event attendees is the spectators that come to support the events tourism.

Event tourism has positive and negative social impacts. **Positive social impacts:** would include expanding cultural perspectives, shared experiences, increase community pride, and improves understanding of different communities. **Negative social impacts:** would include social inequalities, increased noise levels, negative community image, and unequal benefits for the host and guest. Therefore, Fredline et al. (2003) suggests that it is crucial that events tourism is consistent with requirements of the spectators and local community. Fredline *et al.* (2003:36) points out that understanding of the social impacts of event tourism is vital for the viability and sustainability of events tourism for the host destination. Furthermore, no known social impact studies have been conducted with the regard to the events that have been staged in East London. This study thus serves a crucial purpose for a destination such as East London (and thus, Buffalo City).

## **Research Methodology**

The interception site for the study was the East London Beachfront during the Spec-Savers Ironman South Africa 70.3 Buffalo City, a one day event, on the 17 January 2010. The research instrument, a questionnaire, was administered to respondents by four trained research fieldworkers at the starting and finishing points (intercept sites) of the event. The data gathering process was conducted in face-to-face encounters. In addition, all respondents were informed of their right to participate in the research. Respondents were advised on: (a) their status as volunteers in taking part in the study, (b) their right to refuse to answer any question, (c) confidentiality, and (d) anonymity.

### *Study design*

This study predominantly utilised a descriptive approach. Data was gathered through structured interviews, through the use of questionnaires, in order to determine the East London spectators' perceptions about the social impacts of events

### *Sample*

The target population included the spectators of the event. The sample was drawn from East London where most of the activities that constitute the event, were staged. The spectators were intercepted using the purposive quota sampling technique. In total, 87 questionnaires were completed of which 77 were deemed useable. During the process of data collection in some instances the respondents answered the questions representing the group.

### *Research instrument*

The research instrument used was a structured questionnaire, which provided factual information on the subject under investigation through utilisation of open and close ended questions. The research instrument consisted of four sections, namely, demographic profiling (age, gender, race, etc), overall event social impact perceptions, motivation for spectator participation, and, social impact perceptions of the respondents.

## Findings

The demographic profile of the respondents is summarised in Table 1

### 1. Demographic

Table 1 Demographic profile summary

<b>AGE</b>	<b>TOTAL %</b>
18-30	44.2
31-40	27.3
41-50	10.4
51-58	6.5
<b>60-above</b>	11.7
<b>GENDER</b>	<b>TOTAL %</b>
Female	63.6
Male	36.4
<b>EDUCATION</b>	<b>TOTAL (%)</b>
Grade 8	2.6
Grade 12	19.5
Post matriculation	11.7
Undergraduate or diploma	44.2
Postgraduate	20.8
Other	—
<b>POPULATION</b>	<b>TOTAL (%)</b>
Black	7.8
Coloured	3.9
White	85.7
Other	2.6
<b>MARITAL STATUS</b>	<b>TOTAL (%)</b>
Married	54.5
Single	40.3
Divorced	3.9
Widowed	1.3
Other	—
<b>INCOME PER ANNUM</b>	<b>TOTAL (%)</b>
Less R35000	18.3
R35001-R50000	4.2
R50001-R70000	8.5
R70001-R100000	18.3
R100001-R200000	19.7
R300001-R400000	11.3
R400000-R500000	2.8
R500001 and above	12.7

The findings characterise the respondents as being 18-30 years old (with the 31-40 years old also being a notable), most were white females who were married, have at least

tertiary level educational qualifications (undergraduate degree or diploma) and most likely earn ZAR 100,001 to ZAR 200,000 per annum. However, those in the ZAR 700001- ZAR 1000000 earning bracket were also deemed a notable finding. This finding suggests the availability of disposable income to spend money to attend (and even participate at) such events.

*2. The motivation for spectators to participate in the event*

The study sought to determine if the spectators were interested in the future continuation of the event. The results suggest that 93.5% showed an interest in the continuation of this event. Furthermore, the study found that a key motivating factor for the spectators to attend this event is family members participating in the event.

The spectators were asked to indicate their attendance at the event in the previous two years. The results showed that 61% of the respondents had previously attended the event. The research further probed spectators’ perceptions concerning their level of interest for this particular event.

Table 2: Summarises the findings of the motivational reasons

<b>THE STATEMENT THAT BEST SUMMARISES LEVEL OF INTEREST</b>	<b>TOTAL (%)</b>
I am interested in the event and attend some aspects of the event when I can	41.6
I am an avid fan of the event and try and attend every year	33.8
I am not interested in the event, but I sometimes attend it because family/ friends are interested	19.5
I have absolutely no interest in the event, but I am attending because I am bored	5.2

The majority (41.6%) of the spectators attend some aspects of the event (as depicted in Table 2). However, 33.8% indicated that the spectators are enthusiastic followers of this particular sporting discipline. Furthermore, 19.5% had no interest in this event but they attend because they support family and friends.

### 3. The perceived specific social impacts of the event

The study sought to determine the social impacts of the events through determining the perceptions of spectators concerning the appearance of the area; noise level; number of people (crowding); social inequity; entertainment opportunities; meeting new people; opportunities to have fun with family and friends.

#### 3.1. Impact of the destination

Table 3.1.1: Impact of the event on a destination

<b>APPEARANCE OF THE AREA</b>	<b>TOTAL (%)</b>
Decrease	3.9
Increased	50.6
No change	23.4
Do not know	22.1

The majority (50.6%) of spectators perceived the event as bettering/improving the appearance of East London. It was further noted that almost a quarter (23.4%) of respondents indicated that there was no visible change to the appearance of the area.

#### 3.2. Noise level in the area

The noise level as discussed in the literature was categorised as one of the negative social impacts in the event. The study chose to determine the spectator perception concerning the social impact on the residential area. The findings are presented as follows:

Table 3.1.2: Noise level in the area

<b>NOISE LEVEL IN THE AREA</b>	<b>TOTAL (%)</b>
Decrease	7.8
Increased	35.1
No change	31.2
Do not know	26

The results suggest that 35.1% perceived the event to be increasing the noise level (or noise pollution). The findings further suggest that almost a third (31.2%) perceived no change in this regard with just above the quarter respondents stating that they were not aware of the noise during this event.

### 3.3. Number of people in the area

The literature of the study indicates that the number of people that attend events can provide positive or negative social benefits to the spectators or community; therefore it is critical for this study to ascertain the social impacts of crowds on destinations of such events.

Table 3.1.3: Number of people in the area due to the event and social impacts

<b>NUMBER OF PEOPLE IN THE AREA HAS</b>	<b>TOTAL (%)</b>
Decrease	2.6
Increased	53.2
No change	9.1
Do not know	35.1

The study probed the social impact perceptions of the East London spectators regarding the volume of people that visit Buffalo City during this event and found that the majority (53.2%) respondents perceived an increased social impact due to a larger number of people in the area. However, just over 35% did not know whether there was an increase in the social impacts due to the increased crowds which could be attributed to the event.

### 3.4. Social inequity

The literature highlights that social inequities have elements that have the potential to negatively impact the event. Table 3.1.4 depicts the results in this regard.

Table 3.1.4: Social inequity

<b>THE EVENT INCREASES SOCIAL INEQUITY</b>	<b>TOTAL (%)</b>
Agree	31.2
Disagree	28.6
Do not know	32.5

The spectators were relatively equally distributed in their responses regarding this particular impact, as results suggest as depicted in Table 3.1.4. The majority (32.5%) of spectators; subsequently indicated that they did not know if the event increased social inequity, a further 31.2% confirmed that this event was perceived as increasing social

inequality whilst a further 28.6% disagreeing that this event contributed to social inequity.

### 3.5. Entertainment opportunities

The literature suggests that entertainment is one of the core components in the event. Entertainment is therefore viewed as a positive social impact. This particular question probed to identify entertainment opportunities associated with this event.

Table 3.1.5: Entertainment opportunities

<b>ENTERTAINMENT OPPORTUNITIES HAVE</b>	<b>TOTAL (%)</b>
Decrease	2.6
Increased	39.0
No change	19.5
Do not know	39.0

The findings suggest that almost 40% of respondents perceived the event to have improved the entertainment opportunities. It is further noted that 2.6% perceived the event as decreasing the entertainment opportunities. The results further suggest that almost a fifth of respondents perceived the event as not providing any change to entertainment opportunities to East London.

### 3.6. Opportunities to meet new people

The theory suggests that events have potential to get people together. This in return creates opportunities for people to meet during this event. Moreover these events provide spectators, whom would have not ordinarily met, a chance to meet.

Table 3.1.6: Opportunities to meet new people

<b>OPPORTUNITIES TO MEET NEW PEOPLE HAVE</b>	<b>TOTAL (%)</b>
Increased	54.5
No change	15.6
Do not know	29.9

Table 3.1.6 depicts that the majority (54.5%) of respondents perceived the event to increase opportunities to meet new people. However, it was further noted that 15.6% of respondents indicated no change for opportunities to meet new people. The study further suggests that almost a third did not know. This finding suggests that they may have other motives for attending this event.

### 3.7. Opportunities to have fun with family and friends

The literature suggests that events create platforms for family to meet and have fun. The study further sought to determine if the event provided opportunities to have fun with family and friends.

Table 3.1.7: Opportunities to have fun with family and friends

<b>THE EVENT PROVIDES PEOPLE OPPORTUNITIES FOR PEOPLE TO HAVE FUN WITH THEIR FAMILY AND FRIENDS</b>	<b>TOTAL (%)</b>
Agree	<b>81.8</b>
Disagree	<b>2.6</b>
Do not know	<b>11.7</b>

The results suggest that the majority (81.8%) of respondents concur that the event provides opportunities for people to have fun with their family and friends that that the event was thus seen to appeal to family and friends. This finding is further supported by the demographic profile finding that suggests that most spectators are married and that the event is perceived to be providing families opportunities to bond and unite.

### *4. The Overall Perceived Social Impacts of the Event*

Generally, the spectators' perceptions concerning the overall positive social impact of the event included the following: exercise and healthy lifestyle, supporting family and friends, economic benefits, marketing and image enhancement, opportunities to meet people and opportunities for entertainment. Spectator perceptions concerning the overall negative social impacts of the event included: littering, noise pollution, traffic congestion,

overcrowding, lack of facilities for physically challenged attendees, and a lack of awareness about the event.

### **Discussion and Findings**

It should be noted that due to the limited sample size, it is not feasible to claim that the findings in this study are representative of the entire spectator perceptions. However, this study provides critical information for event tourism development in Buffalo City.

The results suggest that the demographic profile of the event tourism spectators are as follows: 18-25 years old (and 31-40 years olds are also noted); were white females that are married and have tertiary qualifications and most likely earn most likely ZAR100001- to ZAR200000 per annum. This study also draws attention to the different generations which predominate at the event, namely, Generation X (or Gen X) and Generation Y (or Gen Y) (as per Kotler, Bowen & Makens, 1999). Gen X is the generation were born between 1965 and 1976 (or between 1964 to 1979, according to Fountain & Charters, 2004) whilst Gen Y was born from about 1979 onward (18 to 30 year old. Gen Y is also known as the Millennial Generation. The results suggest a predominance of Gen Y consumers who are mostly 18-30 years of age. Gen Y is considered to want to create something lasting that works - sustainable projects that will continue to affect the lives of those in communities for years to come. Gen Y have had far more opportunities than the previous generations, have been freed of dependence on conventional media, and is more interested in making their mark and expressing themselves. The second most prominent respondent group in the study, Gen X, have lived through the dismantling of apartheid, have reached sexual maturity in the high risk age of HIV/AIDS and have developed a pessimistic economic outlook which is aggravated by problems in finding highly sought after jobs. Consequently, Gen X is a more sceptical, and, cynical about frivolous marketing pitches that promise for easy success. Gen X purchase a lot of consumer products such as clothes and computers. They are savvy and wary shoppers as they have done much of the shopping themselves when they grew up, therefore, are experienced consumers. Their financial pressures have made them value conscious, preferring lower prices and more functional looks. Gen X responds to honesty in advertising and share

cultural concerns; respond favourably to firms that have proven track records of environmentally and socially responsible actions. They are cautious romantics who seek a better quality of life and are more interested in job satisfaction than in sacrificing personal happiness and growth for promotion. Experience, and not acquisition, is prized. The literature suggests that different generations perceive events impacts from different perspectives and these impacts contribute to change in their value systems, morals and their conduct.

The findings of the study suggest that spectators perceive the event to improve the appearance of the event destination. This could be the result of the local authorities making an extra effort to clean and neaten the destination before the event is hosted. This thus further suggests that the authorities would be well advised to develop a holistic plan to maintain the general appearance of the destination on an on-going basis, not only for the event.

Although the event provide opportunities for spectators to meet new people, enjoy entertainment and have fun with family and friends (positive social impacts of this event), noise levels and overcrowding were identified as negative impacts of the event. This thus further suggests that the authorities would be well advised to develop a holistic plan to minimise the negative social impacts of the event on an on-going basis.

The study found that the research findings for social inequity impact factors are inconclusive and it may be indicative of the nature of this sport which is accessible to the people who largely posses exceptional triathlon athletic skills and are viewed as elite athletes. Furthermore, the sport is considered a relatively expensive sport which may unintentionally exclude certain social and economic groups (including Black South Africans). An adequate understanding of the social impacts of events is crucial because it assists the event planners and local tourism authorities in deriving a programme that will appeal to current and prospective spectators. In the context of South Africa, as a developing country these findings provide a framework for local events tourism authorities to plan accordingly to manage the positive impacts that are suggested by the study and minimize the negative impacts.

One important implication of these findings is that event tourism spectators seem to have some limited awareness concerning an array of social impacts in events. Another is that event organisers need to implement effective strategies for communicating with spectators about the social impact benefits of these events. With regard to these impacts, it is necessary for Buffalo City Tourism and the Local Economic Development (LED) of the Buffalo City Municipality to capitalise on positive impacts of such events and to ensure that the negative impacts of such events are minimised when hosting such events. The growth of the events tourism sector is crucial in a young and developing destination such as East London. The literature review of this paper has indicated in that destinations should create events that are socio-culturally responsive to the spectators and host destination. For many events management organisations, attaining the equilibrium point between the event and social impacts and a pleasant experience for spectators are an important issue that should not be overlooked because they may have consequences on event attendance. Marketing strategies need to be developed to market the event to the potential spectators/customers.

In summary, various events management and organisers should craft strategies related to mitigating the deemed negative impacts of events, such as, noise levels and overcrowding.

### **Conclusion and Future Research**

Despite the limitations of this study, the results are useful for understanding how spectators perceive positive and negative social impacts of sports event tourism in Buffalo City. The social impacts that exist in sports events tourism clearly need in-depth understanding so that the planning for such impacts is comprehensive and contributes to sustainability of events. The notion of the triple-bottom-line needs to be viewed as a critical component in the success of achieving sustainable events tourism, globally. In view of this finding it is important for event organisers, destination managers, tourism planner/managers to understand the social impacts of events tourism.

This will in a long term ensure the sustainability of events in the Buffalo City (including the East London) area. The social impacts of events tourism have a remarkable influence on the success or failure of event tourism for the host community/destination. These findings can be utilised for future research purposes, and they have managerial implications for events professionals in the events industry in the Buffalo City region. It is very important that the events, organisations and parastatals take cognisance of the social impacts that are associated with planned events. The study recommends local government and private sector collaboration in the implementation of public awareness programmes to educate event spectators concerning the social impacts of events. Planning and management must provide a holistic approach in planning stages of events.

The perception of the spectators needs to be understood on a continual basis as they play a significant role in the current and future success of events tourism. The Buffalo City region cannot afford not to understand the social impacts of this rapidly growing sports events tourism destination. An integrated method of planning is required when planning such events to enable a continuous management of social impacts of events in order to ensure sustainability.

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