

**Residents' Perceptions of the 2008  
Confederation of African Cup (CAN 2008) Event**

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**Abstract**

This paper examines residents' expectations of the 2008 Confederation of African Cup of Nations. Data was obtained through a questionnaire survey of 1308 residents of the host communities in January, 2008. Factor analysis was performed to determine the major variables that influence residents' expectations, whilst T-test and Analysis of variance were used to explore differences across socio-demographic groupings. It was found that residents had mixed expectations about the event and anticipated both costs and benefits. Specifically, there was high expectation of economic rewards ranging from investment opportunities through employment to tax revenue whilst at the same time there were concerns about increase in commercial sex workers and possible spread of HIV/Aids. It was concluded that hosting of events including international sport generate both anxiety and high expectations among some elements of the community. Planners are therefore encouraged to moderate expectations and assuage anxieties.

**Keywords:** Residents' expectations, international sport, events, Africa.

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**Introduction**

Measuring and understanding residents' perceptions about tourism including mega-events has been found to be essential for successful tourism development/hosting of an event. Roche (1994) describes mega-events as short-term events with long-term consequences for the cities that stage them. There is a consensus in the literature that the support of host communities is essential for the successful development of tourism in a community. It is argued that a host community that is positively disposed will enhance the tourist's experience and contribute to the destination attractiveness (Fredline & Faulkner, 2000; Snaith & Haley, 1999; Waitt, 2003). Waitt (2003) argues that if residents' perceptions are not examined, loss of support for tourism development, an unwillingness to work in the tourism industry and hostility towards tourists can result. Farrel & McLellan (1987) consider successful tourism as one which is ecologically sound, economic viable, socially just, culturally appropriate and humane. Consequently, residents' perception research about tourism and/or mega events have focussed on profiling economic, social, cultural and environmental impacts (Upchurch & Teivane, 2000).

In Africa, the Confederation of African Cup of Nations (CAN) remains the most popular continental sporting event. The origins of the event date back to June 1956, when the creation of the Confederation of Africa Football (CAF) was proposed during the third Federation of International Football Association (FIFA) congress in Lisbon. The idea culminated in the first Africa Nations Cup held in Khartoum, Sudan in February 1957. There were to be four participating teams namely Sudan, Egypt, Ethiopia and South Africa but the latter was disqualified due to the apartheid policies of the then government in power. Starting with the 1968 tournament, the competition has been regularly held every two years.

Like most mega events, it provides the host city (and country) with a unique opportunity to sell itself, its culture and attractions directly to a wide international audience. Ghana being an active and regular participant of the tournament has already had the opportunity of hosting the event three times (1963, 1978, 2000), with the 2000 tournament being co-hosted with Nigeria. Perhaps, it was this previous experience and the possible socio-economic benefits that motivated Ghana to bid for the hosting of the 2008 Confederation of Africa Cup of Nations.

Although hosting of sporting events is becoming a popular phenomenon in both developed and developing countries, it comes with its own challenges. There is a general consensus that the associated benefits of hosting major sporting events are very often not realised or the costs tend to outweigh the benefits. Apart from this, the commercial and sustainable use of event facilities/venues in the post event era has proved challenging. For a developing country like Ghana, the question of whether such capital intensive expenditures are monies well spent, is legitimate and appropriate given the opportunity cost of this investments in areas such as education and primary health care, National Health Insurance Schemes and the fact that the immediate year or so before the event, saw extensive power outages in the country with severe power rationing and its consequent effect on productivity. Media reports suggest that over US\$200 million was spent on the rehabilitation and construction of four stadiums to host the 2008 Confederation of African Cup of Nations. This excludes the amount spent on preparing training pitches for the 16 teams and the Tamale hostels to accommodate the visiting teams.

In spite of the fact that the Confederation of Africa Nation cup is a popular international sporting event and also an old phenomenon on the continent, there is a dearth of information on host populations' perceptions about the event. Even though, Ghana has had the chance of hosting the tournament four times no detailed study has been conducted on the residents' perceptions and attitudes towards the event. This paper aims at filling part of the gap by investigating into Ghanaians perceptions and attitudes towards the 2008 Confederation of African Cup of Nations. Specifically, the paper investigates host community pre-tournament perceptions and explores difference across socio-demographic profile and expected impacts. It is also to serve as a benchmark against which post event perceptions can be measured to find out if residents' expectations were met.

**Preparation towards 2008 Confederation of African Cup of Nations and its Impacts on the Ghanaian Society**

After Ghana was selected to host the 2008 Confederation of African Cup in 2006, the Ghanaian government established the Local Organizing Committee (LOC) to oversee the event preparation and also work with the Confederation of Africa Football and the Federation of International Football Association (FIFA) to ensure acceptable standards and successful hosting of the tournament. Preparation activities carried out by the Local Organising Committee with support from government and the Confederation of Africa Football were in seven main areas: the construction and refurbishment of stadiums, building of hostel facilities, beautification of the cities, showcasing the country's diverse culture, transport and communication, promotion and marketing of the event and safety and security. To efficiently carry out these tasks, four local venue committees were also established to help decentralise and co ordinate activities at the Local Organizing Committee at the four event venues/towns.

First, the Ghanaian government spent US\$ 200 million on building of two brand-new soccer stadia (at Essipon and Tamale in the Western and Northern Regions respectively) and the refurbishment of two old stadia in Accra and Kumasi (Ohene Gyen and Baba Yara). To facilitate the process the stadia were closed for almost two year for renovation exercise ahead of the 2008 Confederation of African Cup of Nations 2008. All the stadia involved were furnished with up-to-date facilities including a play-back facility, electronic score board, an enhanced VVIP lounge as well as a well equipped media centre. Apart from the main stadia being renovated or constructed for the tournament, training pitches were prepared for the 16 participating teams.

Secondly, to ensure adequate accommodation for the participating teams and their fans, three main projects were embarked upon. In Tamale, where commercial accommodation was considered inadequate, the government built a 1000 capacity hostel as part of the hosting of the tournament. It is worth noting that the ultimate aim was to handover this facility to the University of Development Studies (UDS) in the north of the country. In the other hosting venues, hall of residents of Universities and Colleges were secured to supplement the existing hotel facilities. This was possible because the event took place when the Universities and Colleges were on vacation. In addition, training sessions were organized for hotels, restaurants and food vendors in all the venues by the Ghana Food and Drug Board and Ghana Tourist Boards to improve the quality of their service delivery.

The third activity related to the promotion of the country's culture and attractions. In order to add some colour to the event efforts were made to showcase the diverse traditional cultures of the country. As part of process, a number of artists, instructors and cultural troops were assembled at the School of Performing Art, University of Ghana for training and rehearsals for the opening and the closing ceremonies. Besides, arrangements were made for the host communities to showcase their rich culture and tourism potential to the fans of the participating teams.

The fourth major activity was the beautification of the cities, particularly the host communities. Among the project undertaken were improvement of sanitation, night lighting and waste management. A number of waste management companies were resource to help clean the cities.

The fifth activity centred on the improvement of transportation and communication. In order to provide convenient and efficient transport for participating

teams the State Transport Company was charged with the duty and was assisted to procure new buses for that purpose. In addition, the number of Metro transport buses in the hosting cities was doubled to facilitate the easy movement of both residents and visitors. Apart from these, the roads leading to the stadiums were resurfaced to facilitate free flow of traffic. The sixth activity related to the promotion of the event at the local, continental and international level. At the local level, a number of communication media including, Television (TV), FM station, print media, billboards, workshop and sale of paraphernalia were used to generate awareness and interest in the tournament. The internet and adverts on CNN and BBC were largely used to reach the international audience.

The final project focused on safety and security. With Ghana past experience of stadium disaster at the Ohene Djan stadium (9<sup>th</sup> May, 2001) as well as FIFA's strict regulations on safety standards great attention was paid to this project. Activities embarked to ensure safety and security included the training of the police in crowd control, installation of fire detection devices, placing the fire service on high alert and the provision of medical supplies and equipment to the Red Cross. For example 25 ambulances were imported to add to the existing fleet in the host communities.

### **Resident Perception Research**

There has been an increase in hosting of mega-events as part of the tourism mix, including the staging of international sporting events. Studies suggest that the common perception among residents is that mega-events results in both positive and negative impacts on the host community.

On the positive side, it has been widely recognized and documented that mega-events like the African Cup and World Cup create crucial opportunities for the tourism industry of the hosting country or provincial government as well as having a tremendous influence on the politics, economics, society and culture of the areas (Bramwell, 1999; Getz, 1991; Hall, 1989; Hughes, 1993; Jeong, 1988; Ritchie, 1984). Bramwell (1999, p.459) posits that "investment of huge sums of public money in the building of stadia has been justified by policy makers by the "potential returns" of spending and jobs, large number of day and overnight visitors, stimulation of other development, enhanced community visibility and image and psychic benefits for the community".

Among the positive empirical findings are improvement in living condition (Soutar & McLeod, 1993; International Association of Convention and Visitor Bureaus, 1993), new infrastructure and facilities (Allen et al., 2002; Kim & Petrick, 2005; Mihalik & Simonetta, 1999) changed in pre-existing patterns of activity and lifestyle (Kim & Petrick, 2005), image enhancement (Allen et al., 2002; Kim & Petrick, 2005; Mihalik & Simonetta, 1999), more opportunity for sport matches (Bramwell, 1997; Gamage & Higgs, 1997). The results from studies conducted by the International Association of Convention and Visitor Bureaus (1985, 1993) confirm the continuing importance of mega events including conventions. These studies suggest that delegates to international events stay an average of 4.1 days and spend an average of US\$818. It is estimated that accommodation alone accounts for 46% of the delegates'/supporters' expenditure, with 24% for food, 13% for retail and 17% for other expenditures including entertainment and local transport. Soutar & McLeod (1993) found in their

investigation into residents' perceptions about the impacts of the America's Cup that residents were of the view that their living condition was enhanced by the event.

On the negative side, evidence suggests that usually host communities' associate mega-events including international sport with increases in alcoholism, smuggling, prostitution, insecurity and additional policing cost (Deccio & Baloghy, 2002). Others include the increase in real estate cost, over building of apartments and a leakage effect (Jeong, 1998). The other immediate negative consequences of stadium-based sports may include traffic congestion and crowding, and undesirable impact such as vandalism and littering. Bale (1994), is of the view that although these impacts are generally short term, they can cause disruption to a great number of community residents.

### **Factors that influence Host Population about Tourism**

At the heart of perception studies are the factors that influence individuals' perceptions. A number of studies have been conducted in the past two decades as part of the effort to identify the key factors that influence residents' perceptions and attitudes towards tourists and tourism. Among the factors studied and identified to influence perceptions about events are the stage of tourism/event's development (Fredline & Faulhner, 2000; Doxey, 1975;), previous experience (Fredline & Faulhner, 2000, Moscovic; 1983;), media influence (Gamson et al., 1992), geographical proximity to activity concentration (Faulkner & Tideswell, 1997; Teo, 1994) and socio-demographic characteristics (Kuvan & Akan, 2005; Teye, et. al., 2002). Residents' reactions to recurring events have been noted to become less negative over time. Longitudinal research on resident reactions to events has demonstrated growing support over time (Fredline & Faulhner, 2000; Ritchie & Lyons, 1990; Ritchie & Smith, 1991). Also previous experience and outcomes with a product, destination and event have been found to serve as a reference point for new encounters (Moscovic, 1983). Thus Ghana's previous experiences of hosting the African Cup of Nations was expected to have significant bearing on individuals' perceptions about 2008 Confederation of African Cup of Nations. The media has also been noted to have potential influence on perception through the actual content of stories and their decision either to report or not to report particular issues (Gamson et al., 1992). Demographic characteristics provide another set variables which, in the Western developed countries, have generally had no bearing on variations in perceptions (Ryan & Montgomery, 1994) whilst they have been identified to have significant influence in developing countries (Husband, 1989; Teye, et al., 2002).

### **Conceptual Framework**

Apart from the effort of identifying factors that influence residents' support for tourism, a number of theories and models have been put forward to help explain why residents react to tourism as they do. After assessing the strengths and weaknesses of the various models including Doxey's irridex index (1975), Butler's destination life cycle model (1980), the dependency theory, choice modelling, play theory, compensation theory, conflict theory, and attribution theory and the social exchange theory, the present researchers considered the social exchange theory as the most appropriate framework for developing an understanding residents' perceptions' of the 2008 Confederation of African Cup event.

The social exchange theory, posits that when people participate in a certain activity, they analyze the pros and cons of the activity and choose an option that minimizes their losses and maximizes their benefits. According to the theory, when the exchange of resources between community members and tourism has achieved a high level of balance or when the degree of exchange tips in favour of community participants, the impact of events is recognized positively. Alternatively, when the exchange is lower on one side or when there is an imbalance, the impacts are recognized negatively. That is, community members assess the positive and negative impacts of events based on what advantages can be enjoyed from the events versus the costs they will incur. Thus, social exchange theory accounts for divergent resident evaluations of tourism and event impacts primarily in terms of experiential or psychological outcomes. This theory suggests that residents evaluate tourism/events as either positive or negative in terms of the expected benefits or costs to be derived (Ap, 1992). This theory has some advantages in that it can provide a theoretical framework to explain why community members have positive and negative perception of tourism at both individual and collective levels. With particular reference to sport, (Waite, 2003) contends that the perception of impacts of sports mega events are likely to differ across residents' socio-demographic profile because each segment has its own social exchange relations with other stakeholders in hosting the mega event.

This framework was preferred over its counterparts because of its popularity, flexibility, versatility, suitability in making comparison and ability to incorporate a large set of data. The popularity of the social exchange model is reflected in its frequent application in studies relating to community attitude to tourism. Researchers who have employed social exchange model in their studies include Perdue et al. (1990), Ap (1992), Teye et al. (2002), and Gursoy and Rutherford (2004). The social exchange model has been used to study residents' attitude towards tourism in both the developed and the developing world. It is also described as versatile because of its application in many contexts, for example, gift giving (Moschetti, 1979), marriage and kinship (Levi-Strauss, 1969) and collective bargaining (Lawler & Bacharach, 1986). It is evident from these examples that the model can be employed in diverse fields of studies.

Nevertheless, like most models, the social exchange theory has some inherent weaknesses. First, it can be described to be over ambitious as it claims to have the ability to explain any social phenomena. Overload could lead to loss of simplicity which is fundamental to any good model. Secondly, the social exchange model assumes that human beings like computers, are systematic and logical information processors whereas several studies suggest otherwise. Studies suggest that human beings often engage various shortcuts in their thinking and decision making (Taylor, 1981, cited in Pearce et al., 1996). As Moscovici (1984) reports, when faced with problems, people first generate a conclusion, often based on previous experience, and then seek information to support that conclusion or decision. Lastly, the model also assumes that each individual has an equal influence on policy and planning which, in reality, is not possible.

## **Research Methods**

The data was collected from local residents of the Greater Accra, Western, Ashanti and Northern Regions of Ghana through a questionnaire. The questions were developed based on a review of literature (Getz, 1991; Cho, 1990; Jeong, 1995; Kim & Petrick, 2005). However, since every tourism impact study is unique necessary modifications were made to make the instrument reflect on the local situation. The resulting questionnaire comprised of two sections. In the first section respondents' perceptions were sought on seven tourism impact dimensions identified through the use of multiple items to measure construct such as: (1) economic benefits (2) economic costs (3) Socio-Cultural benefits (4) Socio-Cultural cost (5) Environmental benefit and (6) Environmental cost. A Likert scale with a range of one to five was used for the impact statements, where "one" denoted "strongly agree" and "five" denoted "strongly disagree" was used to capture the extent to which respondents agreed with the statements. The second section of the questionnaire focused on respondent characteristics such as community of residence, residential status, age, sex, marital status, educational attainment and occupation of the respondents. The questionnaire was pilot tested and further refined before the collection of the data. The data was collected in the hosting regions in January 2008 through face-to face interviews by the 16 field assistants. One thousand five hundred questionnaires were randomly distributed in the four study areas and 1,456 were returned. After the editing and data cleaning exercises one hundred and forty-eight copies were discarded for incomplete answers, 1,308 were used for analysis. Factor analysis was used to identify the structure of the host population perceptions of Ghana hosting the 2008 Confederation of African Cup of Nations. To aid in the interpretation of results, the scale for cost factors (economic, socio-cultural and environmental) were reverse coded. Analysis of variance (ANOVA) and t-tests were also used to analyze the difference in the perception of the impacts of events and the difference in the willingness to collaborate.

## Results of the Study

### Profile of Respondents

A detailed description of the profile of the respondents was crucial for the interpretation and understanding of residents' perceived impacts of the 2008 Confederation of African Cup of Nations. Table 1 shows socio-demographic characteristics of community, residential status, gender, age, education background and occupation.

**Table 1:** Description of Survey Respondents

Characteristics	Percent (%)
<b>Host Cities</b>	
Accra	38.4
Kumasi	24.2
Takoradi	13.8
Tamale	23.7
<b>Residency</b>	
Rural	45.9
Urban	54.1
<b>Gender</b>	
Male	65.6
Female	34.4
<b>Age</b>	
< 30	61.6
30 – 50	34.1
50 and above	4.3
<b>Marital Status</b>	
Single	55.8
Married	44.2
<b>Education Attainment</b>	
No formal education	4.5
Basic	23.6
Secondary	24.6
Tertiary	47.3
<b>Occupation</b>	
Student	22.5
Self employed	24.7
Civil servant	27.4
Company employee	9.3
Unemployed	10.8
Others	5.3
<b>Total</b>	<b>100.0</b>
<b>Number</b>	<b>1308</b>



On the whole, about 38.4% of the respondents were from Accra where the open and closing ceremonies were held, whilst the rest of representation was Kumasi (24.2%), Tamale 23.7% and Takoradi (13.8%). Aside this, there were more urban representation (54.1%) than the rural (45.9%). Most of respondents (61.6%) were under than 30 years of age and were single (55.8%). Respondents were generally male (65.6%) indicating gender bias. This was expected as football is generally more popular with males than females. The skewness in the gender distribution of the respondents is limitation of the study. The education attainments of the respondents were tertiary (47.3%), Secondary (24.6%), basic (23.6%) and no formal education (4.5%). The study was dominated by civil servants (27.4%), self employed (24.7%) and students (22.5%) (Table 1).

### **Factor Analysis**

Factor analysis was employed to identify the structure of the host population pre-event perceptions of the 2008 Confederation of African Cup of Nations. The analysis was performed on the 42 explanatory variables and the results are presented in Table 2. The principal components method, using varimax rotation, reduced the 42 explanatory variables to six underlying dimensions or factors that influence residents' perceptions about the 2008 Confederation of African Cup of Nations.

**Table 2: Results of Factor Analysis**

Factor	Variable included in the Factor	Loadings	Eigen value	% of Variance Explained	Cronbach Alpha	Mean of Scale
I	CAN 2008 will lead to an improvement in the quality of life	.558	7.252	17.267	0.772*	1.81
	CAN 2008 will increase investment opportunities	.684			0.475	
	CAN 2008 will increase trade and business	.670			0.578	
	CAN 2008 will increase shopping opportunities	.646			0.546	
	CAN 2008 will increase employment opportunities	.604			0.517	
	CAN 2008 will increase tax revenue	.529			0.504	
	CAN 2008 will promote the local economy	.586			0.419	
II	CAN 2008 will lead to beautification of our district	.695	4.147	9.873	0.767*	1.97
	CAN 2008 will lead to the protection and maintenance of the environment	.748			0.512	
	CAN 2008 will improve sanitation in our district	.737			0.600	
	CAN 2008 will improve waste management in our community	.615			0.649	
III	CAN 2008 will lead to generation of excessive litter	.617	2.274	5.413	0.713*	4.11
	CAN 2008 will lead to crowding and congestion	.636			0.452	
	CAN 2008 will lead to traffic problems (road accidents)	.606			0.544	
	CAN 2008 will lead to pressure on social amenities	.686			0.500	
IV	CAN 2008 will increase the cost of building	.656	1.875	4.464	0.708*	3.60
	CAN 2008 will increase the cost of living	.689			0.504	
	CAN 2008 will result in an increase in rents	.657			0.558	
V	CAN 2008 will increase crime rate	.654	1.655	3.941	0.782*	4.15
	CAN 2008 will lead to an increase in commercial sex workers in our district	.760			0.579	
	CAN 2008 will lead to the introduction of new diseases in our district	.598			0.689	
	CAN 2008 will lead to increase in drug use and alcoholism	.736			0.527	
					0.568	
VI	CAN 2008 will encourage cultural activities	.511	1.478	3.519	0.618*	2.31
	CAN 2008 will result in a better appreciation of our traditional culture	.509			0.536	
	CAN 2008 will improve educational opportunities	.500			0.501	
Total			18.68	45.0		
1						
KM0:0.864; Bartlett's Test of Sphericity: 13515; Sig: 0.000; Total Variance Explained: 45%;						
*Cronbach's Alpha for the Dimension. Factors III, IV and V have been reverse coded						

Factor 1 labelled economic benefits, comprised mainly the expected economic benefits to be derived from the 2008 Confederation of African Cup of Nations, such as increase in investment opportunities, increase trade and business, increase in shopping opportunity, increase in tax revenue and promotion of the local economy. It accounted for an eigenvalue of 7.252 and 17.27% of the total variance. Eigenvalue refers to the sum of the squares of the loading of all the variables of a factor and provides a measure of the variance of the whole data accounted for by the factor (Wheeler, Shaw and Bar, 2006). The second factor describes the environmental benefits expected from the 2008 Confederation of African Cup of Nations, including beautification of the hosting districts, protection and maintenance of the environment, improved sanitation and improved waste management in the districts. The second factor accounted for an eigenvalue of 4.147 and 9.87% of the total variance. The third Factor relates more to the potential environment costs to be incurred and accounted for an eigenvalue of 2.27 and 5.41% of the variance. Factor four tapped into the expected economic costs to be incurred which ranges from increase cost of building, through increase cost of living to increase in rent. The factor scored an eigenvalue 1.875 explaining 4.46% of the total variance. The fifth factor captured the dimension of residents' perceptions of the potential social costs of the 2008 Confederation of African Cup of Nations. Issues bordering on increase in crime rate, commercial sex workers, introduction of new diseases and increase in drug use and alcoholism were the core of this domain. This factor accounted for a variance of 1.66 which is 3.9% of the total variance. The last factor relates more to cultural benefits to be derived from the event and explained 1.47 of the variance representing 3.5% of the total variance.

All the 42 items had factor loadings over 0.50. The reliability alphas, which are designed to check the internal consistency of items within each dimension, were higher than 0.70 indicating that (Nunnally, 1978) criterion was met. The grand mean score for the six factors were 1.81, 1.97, 4.11, 3.60, 4.15 and 2.31 respectively (Table 2). In all, the six factors explained 45% of the total variance of residents' perceptions about the 2008 Confederation of African Cup of Nations.

### **Expected Impacts by Individual's Profile**

Both t-test and one-way analysis of variance (ANOVA) were employed to determine whether significant differences existed in respondents' expected impacts of the 2008 Confederation of African Cup of Nations in terms of respondents' socio-demographic and sport characteristics. The t-test statistic was applied on variables that were measured along dichotomous scale (gender, marital status, sport fan, and football fan) whilst analysis of variance technique was employed on variables with three or more categories. The existence of significant difference was determined by comparing the P-values with the level of significant set (0.05). Table 3 presents the mean responses of perceived costs and benefits of the 2008 Confederation of African Cup of Nations by socio-demographic and sport characteristics.

**Table 3** Perceived Impacts of CAN 2008 by Respondents Profile

Characteristics	Mean Response					
	Benefits			Costs		
	Economic Benefit	Environmental	Social Benefit	Economic Cost	Environmental Cost	Social Cost
Gender						
Male	1.21	1.25	1.42	3.52	4.08	4.12
Female	1.18	1.19	1.48	3.74	4.14	4.21
	P 0.03			P 0.00		
	T. 2.13			T 4.22		
Age						
18-30	1.20	1.24	1.43	3.60	4.12	4.08a
31-50	1.20	1.23	1.47	3.60	4.07	4.26b
51 +	1.22	1.14	1.36	3.45	4.01	4.20
						P 0.01
						F 6.86
Marital Status						
Never Married	1.21	1.25	1.46	3.55	4.07	4.03
Married	1.19	1.21	1.42	3.64	4.14	4.29
				P 0.01		P 0.00
				T 2.48		T 5.41
Education Level						
No Formal Edu.	1.25	1.10b	1.32	3.90b	4.43a	4.43b
Basic	1.29b	1.11b	1.54	3.74	4.05b	4.35b
Secondary	1.16a	1.18b	1.41	3.69b	4.10b	4.28b
Tertiary	1.22b	1.31a	1.47	3.47a	4.08b	3.98a
	P 0.02	P 0.00		P 0.00	P 0.02	P 0.00
	F 3.02	F 9.27		F 9.15	F 5.01	F 17.04
Employment Status						
Unemployed	1.20	1.19	1.45	3.66	4.06	4.29b
Student	1.25	1.29	1.51	3.49a	4.06	3.82a
Self employed	1.16	1.19	1.42	3.73b	4.14	4.30b
Public sector	1.21	1.23	1.43	3.26	4.09	4.25b
Private sector	1.15	1.24	1.39	3.55	4.19	4.14
Others	1.22	1.31	1.40	3.47	3.99	4.00
				P 0.03		P 0.00
				F 2.60		F 13.92
Sports Fan						
Sports Fan	1.19	1.24	1.44	3.58	4.10	4.16
Non Sports Fan	1.26	1.25	1.49	3.81	4.25	4.29
				P 0.01	P 0.03	P 0.04
				T 3.19	T 2.95	T 1.97
Football Fan						
Football Fan	1.19	1.22	1.44	3.59	4.10	4.18
Non Football Fan	1.28	1.36	1.53	3.73	4.17	4.17
	P 0.01	P 0.00			P 0.01	
	T 2.57	T 3.33			T 2.78	
Location						
Accra	1.24a	1.21	1.42b	3.71b	4.13b	4.26b
Kumasi	1.16b	1.34b	1.52a	3.26a	3.99a	3.99b
Takoradi	1.14b	1.27b	1.48	3.77b	4.06	4.49b
Tamale	1.22	1.15a	1.37b	3.65b	4.18b	3.94a
	P 0.03	P 0.00	P 0.02	P 0.00	P 0.03	P 0.00
	F2.90	F 9.97	F 3.28	F 20.10	F 4.64	F 23.81

N = 1308

Statistically Significant at  $\leq 0.05$ . Means "a" are statistically different from Means "b" at  $\leq 0.05$

With respect to economic benefits, it was noted that there was a general agreement among the different socio-demographic and sport groupings that the 2008 Confederation of African Cup of Nations would result in economic benefits. However, on the average females (1.21), secondary school leavers (1.16), football fans (1.19) as well as sport fans (1.19) were found to be more positive about the expected economic benefits than the others (Table 3).

Although, there was a general perception that the 2008 Confederation of African Cup of Nations would result in environmental benefits, significant differences were detected in the rating of this domain by education level ( $P = 0.00$ ,  $F = 9.29$ ), location ( $P = 0.00$ ,  $F = 9.97$ ) and football status ( $P = 0.00$ ,  $T = 3.33$ ). On the average, it was observed that respondents with tertiary education (1.10), in Tamale (1.15) and non football fans (1.28) were less positive about the expected environmental benefits of the 2008 Confederation of African Cup of Nations than their counterparts.

With the exception of location ( $P = 0.02$ ,  $F = 3.28$ ), no significant difference were detected in the rating of the social benefits of the 2008 Confederation of African Cup of Nations by the other socio-demographic and sport characteristics. As evident from Table 3, most respondents expressed uncertainty whether the 2008 Confederation of African Cup of Nations would result in social benefits. At the community level, it was observed that while residents in Tamale (1.37) and Accra (1.42) were in agreement that the 2008 Confederation of African Cup of Nations would result in social benefits whilst their counterparts in Kumasi (1.52) and Takoradi (1.48) had lower expectations.

Although, the general perception was that there would be economic costs associated with the 2008 Confederation of African Cup of Nations, significant differences were identified in the rating of the domain with regards to gender ( $P = 0.00$ ,  $t = 4.22$ ), sport status ( $P = 0.01$ ,  $t = 3.19$ ), education level ( $P = 0.0$ ,  $F = 9.15$ ), employment ( $P = 0.02$ ,  $F = 2.60$ ) and location ( $P = 0.00$ ,  $F = 20.10$ ). On the average, the expectations of males (3.52), tertiary graduates (3.47), students (3.49), sport fans (3.58) and residents of Kumasi (3.26) were observed to be favourable. Even though they expected some economic costs to be associated with the event, they were less pessimistic in their expectations.

In all the socio-demographic groupings, respondents were found to associate the 2008 Confederation of African Cup of Nations with some environmental costs. However, on the average respondents with no formal education (4.43), sport fans (4.10) and residents of Kumasi (3.99) were less critical in their perceptions of the potential environmental effects of the 2008 Confederation of African Cup of Nations (Table 3).

Irrespective of the different socio-demographic groupings and whether they were sport fans or not respondents anticipated social cost from the hosting of the 2008 Confederation of African Cup of Nations. Significantly, the youth (4.08), never married individuals (4.03), those with tertiary education (3.98), sport fans and residents of Tamale (3.94) were more positive in their perception of expected social costs (Table 3).

## **Discussion**

The rating of the impacts items revealed that residents had mixed feelings about the impacts of Ghana hosting the 2008 Confederation of African Cup of Nations. It was perceived that the hosting of the tournament would result in both economic, social and environmental costs and benefits. This mixed feeling was expected as in any form of tourism venture including the hosting of international sport there are bound to be some

beneficiaries and losers. This notion is in conformity with the social contact hypothesis which suggests that in any form of interaction between the guest and host there is bound to be some benefits as well as costs to the two parties. It also supports the notion put forward by Fredline & Faulkner (2000) that as with other elements of the destination mix, events may have positive and negative impacts on residents and that only sound management can help to minimize the negative effects. The study also confirms the assertion that socio-demographic characteristics have an influence on perception (Husband, 1989; Teye et al., 2000).

The expectation expression that the 2008 Confederation of African Cup of Nations would lead to economic benefits was as expected. Given the popularity of the tournament on the continent and the fact the top 16 soccer nations were involved, it was expected to draw a large number of visitors into the country. The period before the event and during which the research was conducted witnessed a lot of media/press stories about the expected numbers of visitors and the need for the hospitality industry to embrace/ prepare itself for the visitors. Various workshops/training activities were carried out by various organizations for stakeholders and all these built the expectations of industry and residents. As observed by Fredline & Faulkner (2000) the stage of development of tourism or an event influences residents' perceived impacts, particularly the benefits to be derived. The expectation was that international visitors would lodge in hotels and other commercial accommodations in the destination area, purchase food and beverage, rent cars and use local transport, pay event fees/purchase tickets, embark on sightseeing and tours, engaged in evening entertainment and above all engaged in shopping for gifts and souvenirs.

All these activities were expected to impact on the economy in the area of jobs, new businesses, additional income and expansion in infrastructure. The extent to which residents associated the 2008 Confederation of African Cup of Nations with economic benefits can said to be consistent with findings of the International Association of Convention and Visitor Bureau (1985, 1993). This result confirms the continuing importance of events including international sports and conventions.

With specific reference to the 2008 Confederation of African Cup of Nations, the high economic expectations may be linked to the activities of the Local Organizing Committee and the Venue Organizing Committees. Prior to the opening of the tournament, the Local Organizing Community had hinted that the tournament could attract over a million visitors to country. This estimated figure may have influenced peoples' economic expectation in terms of economic benefits. Apart from this there were deliberate efforts (through various workshops and television programmes) by the two bodies to sensitize the public on the potential economic benefits. This was perhaps to justify the huge expenditure from the tax payers.

The expected economic benefits may also be associated previous experiences of hosting the African Cup of Nations by Ghana. The country has had three opportunities (1963, 1978, and 2000) of hosting the tournament prior to the hosting of the 2008 Confederation of African Cup of Nations and it was likely that the economic benefits derived from the past might have influenced peoples' perceptions about the possible economic benefits. Some researchers have observed that residents' reactions to recurring events become less negative over time (Fredline & Faulkner, 2000; Ritchie & Lyons, 1990; Ritchie & Smith, 1991). These researchers argue that unlike the tourism situation, community's reactions to recurring events become less negative over time largely because organizers become more experienced at minimizing disruptive effects of

the event and marketing it to the local public (Faulkner & Fredline, 2000). Longitudinal research on residents' reactions to one-off events has demonstrated growing support over time (Ritchie & Smith, 1991). In the case of recurring situations, successive exposures may result in locals becoming more adapted, either through the development of effective coping strategies or passively by becoming desensitized to its effects.

As evident from the factor analysis results, one of the factors that combined to explain residents' perceived impacts of the 2008 Confederation of African Cup of Nations was economic costs. Some residents expressed reservations about some possible economic costs including increased in cost of building, rent and cost of living. This mixed feeling was also to be expected as in any form of tourism venture including the hosting of international sport there are bound to be winners and losers. In reality the mass infrastructural development and expansion works embarked on by some hoteliers led to an increase in the price of building materials, hence the fear of possible increase in rent and its accompanied increased in cost of living. These concerns may be traced to past experience, of Ghana hosting the event.

Another domain that emerged from the factor analysis was the effect of the tournament on the environment. Specifically, respondents were of the view that the hosting of the tournament would lead to beautification of the host cities, protection and maintenance of the environment, improvement in sanitation and waste management. This feeling can be linked to great effort made by the Local Organizing Committee and the government to give the hosting cities a face-lift. During the preparation stage, there were visible signs of garbage being cleared and streets being swept on daily basis. Besides, house-owners were supported to repaint their houses. As part of the beautification project special discounts were offered on paint. These concrete environment-related activities perhaps made a strong positive impression on peoples' mind. This supports the general notion that visible and concrete things make lasting impressions.

At the same time, respondents expressed concern about potential environmental costs including generation of excessive litter, crowding and congestion and traffic problems particularly road accidents. Ghana, is rated high among the countries with car accidents in the world, hence the fear that the situation might worsened with the inflows of additional cars from the nearby countries such as Ivory Coast, Nigeria, and Togo. Concern about excessive litter generation and crowding was expected as they constituted some of the common and visible challenges associated with tourism development including hosting of events (Deccio & Baloglu, 2002).

It is evident from the study that social costs remain one of the grey areas of mega-events including international sports. Respondents registered some concern about possible social costs of hosting the tournament including an increase in crime rate, commercial sex workers, and introduction of new diseases and possible spread of AIDS. The concern about the activities commercial sex workers and possible spread of AIDS may be attributed to the fact the incidence of AIDS is particularly high in Africa, hence the possible fear that the 2008 Confederation of African Cup of Nations could worsened Ghana's situation. This is coupled with media stories of an influx of commercial sex workers from neighbouring countries in the period immediately before the event.

Consistent with the social exchange theory and the argument put forward by (Waite, 2003), the study found that respondents perceived impacts of tourism differed across respondents' socio-demographic profile. As evident in Table 3 respondents' perceived economic and environmental benefit of the 2008 Confederation of African

Cup of Nations varied with sex, and education. For example, on the average females (1.21), secondary school leavers (1.16), football fans (1.19) as well as sport fans (1.19) were found to be more optimistic about the economic costs than the others (Table 3). On the negative side, the respondents' perceived social cost of the 2008 Confederation of African Cup of Nations was noted to vary with age, marital status, education attainment and employment status. Irrespective of the different socio-demographic and sport groupings, respondents anticipated some social cost from the hosting of the 2008 Confederation of African Cup of Nations. Significantly, the aged (1.16), married individuals (1.13), those with no formal education (1.08), basic school leavers education (1.14), unemployed (1.11) and residents in Takoradi were more negative about the perceived social effects of the 2008 Confederation of African Cup of Nations than their other counterparts (Table 3). According to (Waitt, 2003) such variation occurs because each segment has its own social exchanged relation with the different stakeholders involved in the hosting of the event.

### **Conclusions**

First, there was a high expectation of rewards from the tournament. Prior to the tournament most Ghanaians were of the view that the 2008 Confederation of African Cup of Nations was going to impact positively on all aspect of their lives including the economic, social cultural and environmental. This may be attributed to the fact that the staging of major events has become an integral part of tourism destination marketing (Mules & Faulkner, 1996; Ritchie & Smith, 1991) in Ghana. The various expected economic benefits (including improvement in the quality of life, increase in investment opportunity, trade and businesses, shopping opportunities, employment opportunities, tax revenue and promotion of the local economy) confirm the popular notion that mega-events can contribute significantly to the economic viability of communities. As Gillett (1982) reveals, events provide opportunity for investment that ensures a city's economic strength for tomorrow. What was significant about the 2008 Confederation of African Cup of Nations was its ability to demonstrate that the hosting of sporting events can be used for a broader public good. With specific reference to the Northern Region, Tamale benefited from new accommodation facilities which are to be utilised by the University of Development Studies as student accommodation.

Secondly, it is evident from the study that socio-economic variables have significant influence on residents' perceived impact of mega-events, including international sporting event. Results of this study indicated that residents from different socio-demographic background evaluated the perceived effects of the 2008 Confederation of African Cup of Nations differently. This confirms the views of Fredline & Faulkner (2000) and Kim & Petrick, (2005) that socio-demographic variables are important when investigating into residents' perceived impacts of mega-events in developing countries.

It is evident from the study that society is not a homogenous group, but one made up of nested groups with different interests, perceptions and expectations. It is therefore imperative that different approaches must be developed to address the needs and expectations of individuals/minority groups to minimise the fears of losing out in the negotiating and bargaining process to more vocal and visible segments of society. It was observed from the study that while some members were interested in jobs and



more income, other were interested in the beautification and improvement of sanitation in their communities.

Thirdly, it can be concluded that hosting of events including international sport generates excessive stress and anxiety among some members of the host community. With reference to the 2008 Confederation of African Cup of Nations, there is evidence that some residents were concerned with possible increases in crime rate, commercial sex workers, and introduction of new diseases and possible spread of AIDS. Planners and policy makers would have to find ways of managing these feelings so that they do not translate into negative and/or anti-social behaviours towards the industry and visitors.

Fourthly, most of the negative impacts raised by the respondents were in support of the existing literature on mega-events. Issues relating to insecurity, alcoholism, prostitution, crowding and congestion, littering which were identified in the study were also observed by Deccio & Baloglu, (2002) and Kim & Petrick (2000). Finally, there was sufficient evidence to conclude that significant differences in residents' expected impacts of the 2008 Confederation of African Cup of Nations existed across their socio-demographic profiles. This was supported by the fact the P-values (0.000) generated by the t-test analysis and analysis of variance were both less than the significant level set (0.05).

The study provides some guidelines for the planners of the 2010 World Cup to be held in South Africa. It is expected that the negative fears anticipated by Ghanaian hosts would be similar to those anticipated for the 2010 event, and given that the socio-economic/demographic disparities within the population is even greater in South Africa, event planners need to be even more cautious about unmet benefits and fears of associated costs. The next stage is to conduct the same study after the event to explore actual perceived impacts and differences between the pre and post event perceptions.

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