

# FIFA World Cup 2010: Impact and Implementation on Tourism & Economic Sector Development and Its Correlation with Poverty Reduction in South Africa

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## Abstract

This paper will explain about how the development in South Africa as host of the biggest football event, the FIFA World Cup 2010. Development is done thoroughly to all infrastructure in various cities and regions, especially in the tourism sector. The development is one step forward by South Africa in an effort to establish a positive image of the country in the international environment after years of always experiencing social problems in the internal environment of the country. The attractiveness of football and world cup is also expected to be able to develop the tourism sector, as the momentum for South Africa to build and improve the country's economic condition, which will end in the advancement of various other life sectors. And the efforts made by the South African government to keep the development as a matter of sustainability in the years following the completion of the World Cup. The sustainable development, in particular, relates to efforts to reduce the high poverty rate in South Africa with respect to the first point in SDGs, which is 'no poverty'.

**Keywords:** Development & SDGs, Tourism, Football, World Cup, Economic, Poverty

## 1. Introduction

South Africa is one of the oldest countries in the African continent with abundant natural resources, especially in the fields of minerals such as gold, diamond and platinum production. However, while supported by rich and potential resources, it does not guarantee that South African people can live a safe and prosperous. Many South Africans are still living either poorly or under the poverty line. This is due to the fertile nature before, always exploited by the colonizers. Historically, South Africa has been colonized by colonizers since 1652, when Dutch explorers landed in the country and named themselves Afrikaner. This Afrikaner is considered a pioneer of white people in South Africa. Then in 1812, the English knew of the abundant reserves of gold and diamond mining in the country, came and sought to seize control of the South African territory from the Dutch side. The seizure of the territory resulted in the Dutch defeat and South Africa region divided into two, namely northern South Africa which is controlled by the Dutch and South Africa which is controlled by the south of England. However, the distribution of power was not able to solve the problem and a series of wars are still going on. Finally, in 1910 the United Kingdom succeeded in uniting the entire South African region consisting of Transvaal, Cape Colony, Colony Christmas, and Orange River Colony became the South African Union, and in 1931 officially South Africa became a fully British colony with the form of state dominion (Thompson, 2014).

The existence of the state of the dominion, resulting in the country is very well-known for the application of Apartheid politics made by white citizens against blacks, especially when the National Party succeeded in governing the government in South Africa in 1948. The Nationalist Government established a separation law, classifying people into multiple races, developing the rights and boundaries for each group, such as pass laws and settlement boundaries. And of course, the most famous is the mastery of white minorities against the majority of blacks, through Apartheid's political system. In that system the rights of the majority blacks are limited by the power supremacy owned by white minorities. The mass of racial policies through the apartheid political system lasting from 1948 to 1992 was decided by a referendum on the sustainability of the application of apartheid politics and ended in 1994 marked by the victory of the African National Congress (ANC) and the election of Nelson Rolihlahla Mandela the first black president in South Africa (Shaphiro, 2011). It is at once a sign that South Africa has embarked on a new era of post-apartheid, which has negatively impacted the overall restrictions in various areas of life in South Africa, particularly in the social problems that often end in the crisis on the welfare of economic conditions, politics, and security in the country.

In 2004, South Africa was set by FIFA, the highest federation in international football as the host of the 2010

FIFA World Cup. The trust given by FIFA to South Africa to hosting the four-year event is inseparable from South Africa's success out of Apartheid's political system for more than five decades became the central issue of the country. Not only that, South Africa is the first African country to successfully organize the biggest soccer event in the world. This is certainly a momentum for South Africa to improve the international negative image of their country and the African continent as a whole, which has always been identified with the problems of poverty, hunger, primitive life, racial discrimination and civil war (Christelis, 2006). By hosting the 2010 World Cup, in addition to improving their image internationally, South Africa can also take advantage of the opportunity to reconstruct economic development, infrastructure and improvements in the tourism sector that are the main objectives of the nation's national interest (Stuart, 1995). In this case the South African government is doing development, especially in terms of tourism by utilizing the power of football as a way of their public diplomacy, through the implementation of the World Cup. Expected ultimately, it can affect an increase in economic conditions and social unification of the country and this impact can spread in other sectors of life. In addition, this development is also expected to provide a foundation or capital for South Africa as a form of sustainable development in the future, especially in terms of reducing poverty in Africa. It may be interrelated if the development project undertaken by South Africa, is connected as an effort in the realization of the first point in the sustainable development goals (SDGs), which is 'no poverty'.

## 2. Tourism, Economics, and Poverty

In general, tourism can be interpreted as "*Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited*" (World Tourism Organization, 2004). The existence of this tourism can be created because of the relationship between tourists with parties who provide services and services about tourism. And it can also run with the support of either central government or local government, in providing infrastructure facilities and infrastructure needed for tourists (Theobald, 2005). Tourism as an activity, has become an important need for human beings, either in developed countries or developing countries. Tourism is one of the sectors in global life that has the most significant impact on the development and development of a country. One of the causes is said to be the most dominant sector, because it has linkages with the economic sector, causing development in the tourism sector has a synergistic relationship and a positive impact on the economic field of a country. Even development in tourism can also be claimed to have sufficiently effective ability against efforts to decrease the level of pitch in certain countries (C. Ashley et al, 2001), due to the mutualism or mutual relationship with the economic sector (Bryden, 1973). Poverty in general can be said to be a condition in which both individuals and within the scope of the group can't meet the basic needs of life and from the aspects of economic ability and low welfare, is also included with the limitations in participating in the field of political and socio-cultural (Elesh, 1970).

Along with the increase in the economic sector, it will appear about *Pro Poor Tourism* (PPT) which in its implementation is expected to positively affect the opening of employment opportunities through the number of employment, the increase of income from the community, and the decline for the level of poverty of the population. Thus, through this PPT we can see an effort to alleviate poverty through development in the field of tourism (A. Spenceley & J. Seif, 2003). The PPT is initiated and established by several multilateral or non-governmental institutions on the basis that it (tourism) can contribute positively and significantly in the economic growth of a country, improve the welfare of the community and play an active role in poverty alleviation (Regina Scheyvens & Janet H. Momsen, 2008). This PPT will be a business as well as a method that can be done to improve tourism activities and able to provide economic benefits for those who have low economic levels.

However, not all scholars argue the same that development in the field of tourism can also directly reduce the level of poverty in a country. Or even some reviewers think that tourism and poverty have negative correlations, although it is undeniable that tourism has a positive correlation with the economic field. Which is doubt can be seen from the fact that sometimes tourism is not enough to be able to provide evidence significantly in reducing the level of poverty, so there is still need for strengthening of the concepts and economic indicators that tourism can alleviate poverty (Jamienson, et al, 2004). Another point of view that can reinforce why tourism has no relation or no impact on the reduction of poverty lies in the fact that development in many developing countries whose poverty rates are relatively high depends largely on investments or funds provided by developed countries. Thus, with such an investment it is indirectly that the country that gets the investment will be dependent on the state that provides assistance. The aid is basically trying to position this developing country in a position that continues to depend on the developed world. This also applies in the context of tourism, where the development

of tourism sector that is usually or often dominated by foreign parties, will result in the largest profits generated will only lead to the foreign party (Mbaiwa, 2005).

But it can be seen from another point of view that development in tourism was also able to positively influence other than the negative side previously described above. Where the tourism sector can be a magnet in the interesting and open opportunities for the entry of investment from various parties, which in turn is expected to encourage economic growth, extensive employment, as well as an increase in state revenues. The country's foreign exchange earnings will basically relate to the customary pattern of the tourists themselves in doing tours to a country. Where in general they will make a lot of expenditure and will have a direct impact on trade and economic sectors, which will further support for increased revenue in certain areas that become tourist attractions for tourists. Overall, it can be seen that tourism as having a role in supporting the growth of a country's economy and improvement of food availability, also has a role in cultural preservation, in supporting the preservation of tradition, and improving the quality of human life especially in poor countries and developing countries (Geoffrey Wall & Alister Mathieson, 2006).

### *2.1 Tourism & Economy Industry in South Africa*

Despite the huge potential in natural resources, African countries, in particular, involving South Africa, have always been viewed as a low-income country. This view is always imagined when we hear the country on the African continent, then the perspective that will first appear in general is always associated with backward countries, full of conflict, poor, and high crime rates. Which indeed affects the level of welfare for the people in the South African country in particular. Thus, the government of South Africa is always trying to do various development to change the negative image and attract the attention of foreign parties by maximizing the wealth owned by the South African country. Thus, it is hoped that not only the negative image will change, but will actually establish better prosperity for the people of South Africa, both economically, politically, or socially and culturally. One that South Africa seeks to promote is the tourism sector, which is the mainstay of the tourism industry for South Africa's economy. This can be seen from how this sector is able to contribute to the income of 9% of the country's GDP (Government, 2017). The Government of South Africa has allocated tourism as a key sector with excellent growth potential, where the government aims to increase the contribution of tourism both directly and indirectly to the economy from R189.4 billion in 2009 (7.9% of GDP) to R499 billion by 2020. This effort can be seen from the role of tourism in supporting one of every 12 jobs in South Africa (Brand South Africa, 2012).

Domestic tourism in South Africa plays a significant role in the South African tourism industry. Where this field is predicted to continue to increase due to people who previously generally have a low economic level, but now has begun to develop, especially supported by economic and political aspects and security is increasingly stable in the country. Thus, this also causes tourists and local tourists who are also increasingly improved. Improvements in the domestic sector also occur in international markets, where elements of this sector become very important in the tourism industry and South Africa's overall economic growth. This fact is proved that in the international tourism market, business travel, conferences, incentives, and leisure segments are a major supporting factor for the tourism industry in South Africa. This is also supported by the democratic reforms that took place in South Africa in 1994 and brought fresh air for South Africa, especially in the field of tourism. Which is the growth of visitors in either the regional or overseas market sector experienced a significant increase. However, although there is no doubt that growth will continue as a result of regional or international demand, no one can guarantee that such growth will be sustainable or nobody can guarantee that the tourism industry will always play a major role in growth economics and create community welfare. There is a need for competent policies and strategies to ensure that South Africa with all its conditions and wealth in the field of tourism can continue to experience development in a more positive direction, which in turn will also affect the welfare of the community (Africa G. o., 1996).

The beautiful natural panorama of South Africa, the friendly residents, and the development of infrastructure in the field of tourism, especially has made South Africa one of the most popular destinations in the world. Then it is supported by the success of South Africa as the hosting country of the world's largest inter-country football event, World Cup in 2010 ago. Which is by holding this event, a magnet of its own for South Africa so that it can record a more or less 8.1 million visitors or foreign tourists in the year. Momentum in 2010, as if not wasted by South Africa, one of which in 2011 issued a policy to the strategy of the national tourism sector in order to ensure the tourism sector is increasingly playing an active role in terms of supporting the welfare of the community, especially in the creation of jobs, exports of services, and foreign exchange earnings, and

encourages a better understanding of the social conditions of society and culture (Brand South Africa, 2012).

## *2.2 Sustainable Development Goals “No Poverty” in South African*

The African continent is known as the second highest density continent in the world after the Asian continent, with approximately 1.2 billion people split into 54 states that are also divided into five major sub-sections: Northern Africa, Western Africa, Central Africa, Eastern Africa and Southern Africa. Although supported by a large number of potential human and natural resources, it does not directly make the country of the region listed as a prosperous country and capable of prospering the lives of its people. Which is almost more than 40% of sub-Saharan Africa's inhabitants experience an unworthy life and are below the poverty line (Africa O. , 2017). The number of poverty in Africa is predominantly dominated by people living in rural areas of East Africa and Southern Africa who depend on agriculture to produce food and for their survival (Portal, 2017). Although the problem of poverty is a real global problem experienced by every country, especially in developing countries, but the problem of poverty that occurred in the African region is not natural and even lead to what is said as absolute poverty. Because in this absolute poverty, where an individual or a group is no longer able to finance basic needs in terms of food, clothing, and shelter. So that the condition of absolute poverty makes the condition of a person to be very primitive. This is generally due to the absence of equitable distribution of income to every resident or community.

Sustainable Development Goals or commonly known as SDGs are a further form of development programs promoted by the United Nations as a substitute for the Millennium Development Goals or MDGs implemented from 2000 to 2015. One of the targets of the MDGs was the main objective of reducing the poverty rate of the population by 2015. It can be assumed to recognize that poverty is a major problem that must be shared by all of communities in the world. And then it is poured through one of the points in the focus of the SDGs in the period 2015 to 2030 in the case of no poverty or the eradication of poverty. The existence of placement in no poverty in the first point of SDGs, basically not separated with the consideration that poverty is still a common problem in various countries in the world, the eradication of poverty and hunger to be realized in 2030, as if the main reference or goal in SDGs. Or in other words, when referring to the MDGs whose primary goal is poverty alleviation and achieved by at least 50% reduction in poverty, the primary aim of the SDGs is to keep what the MDGs achieve, minimize poverty in the world, through 17 goals in SDGs covering the theme of development, the main agenda, and sustainability as well as underlying various other development goals such as infrastructure, tourism, food, etc (United Nations Development Programme , 2017).

The existence of poverty in a country, basically will not be separated with the economic and social conditions of the country. Poverty can cause chain losses that affect many aspects of life. Poverty causes hunger, poor quality of education and health, as well as other aspects. Poverty brings hunger, because people are unable to meet their dietary needs. Poverty also brings about the low quality of education, because people are unable to access education that is constrained by financial problems. Furthermore, such patterns continue as well as apply to health problems and other problems. Even the problem of poverty can also be a trigger for the occurrence of social and political problems. Where social problems such as the conflict or the number of unemployed will greatly affect the level of welfare and support the increasing poverty in the country. The long-standing condition of poverty in the African continent, especially in South Africa, is essentially inseparable from the social conflicts and political upheavals that have occurred in the country in the past. Where at that time, South Africa was shackled from the political regime of Apartheid. However, the reality of poverty remains the main problem in South Africa after the collapse of Apartheid politics there.

After escaping apartheid politics and entering the early 2000s, in conjunction with the MDGs program, the problem of poverty, social inequality and the ongoing spread of HIV / AIDS have become some of the major domestic issues in South Africa, especially for black people. Where 60% of blacks in South Africa are still below the poverty line, while 20% of the population is infected with HIV/AIDS. However, this seems to be inversely related to the statistics that show that South Africa is a country with gross domestic income is ranked second largest after Nigeria in Africa which covers 24% of the total African continent. In the category awarded by the World Bank, South Africa also belongs to a country with an upper-middle income country. All these advances were obtained by South Africa after their release from international sanctions in 1996, which resulted in an increase in their economic rate. At present, the majority of the population in South Africa is dominated by middle-class population (Kedutaan Besar Republik Indonesia di Afrika Selatan, 2015). The high unemployment rate in South Africa remains the biggest challenge in managing the domestic sector economy of South Africa. This is further exacerbated by the political situation in South Africa with the exploitation of moderate left-wing

parties who are still fighting over each other in intervening the economic sector there. To deal with various social problems and also the lack of jobs in South Africa, in 2014 the government set a policy to reduce poverty by 50 percent. This policy is a manifestation of a medium-term development form that was undertaken in response to continuing development in various infrastructures following the 2010 World Cup football tournament. That at once is also done to maintain the growth momentum in the country in the face of world economic decline. Through this policy, the government seeks to reduce the number of unemployed from 23 percent to 14 percent by creating approximately 500 thousand new jobs (Kedutaan Besar Republik Indonesia di Afrika Selatan, 2009).

In the current era of SDGs, the implementation of the first point of no poverty has begun to be pursued by the government or from other international bodies such as the United Nations Development Program (UNDP). Which in addressing the problem of poverty, the program that has been initiated by the South African government will be combined with the framework of cooperation of the UN. The existence of this strategic vision aims to combine the needs and priorities of South Africa with UNDP in realizing a more inclusive society characterized by diminishing inequalities and increased prosperity, as well as to reduce the poverty rate as low as possible. The work program contains several components, one of which is Inclusive Growth. This component will focus on supporting South Africa in addressing poverty reduction and inequality by improving social returns, improving economic capabilities, and embracing all of the unemployed and immigrants in the country, to get into a common market. With respect to work, UNDP will focus its assistance on a two-pronged approach. The first is the creation of *jobs lab* that will examine policy and institutional options in employment creation in rural areas with priority on productive age groups and women. The second is an approach that will focus on services for the productive age or refers to a job-sharing scheme appropriate to work skills, such as promoting entrepreneurship and promoting unity and support for gender equality (Africa R. S., 2013).

### **3. South Africa and FIFA World Cup 2010**

The success of South Africa in convincing the international public of their election to host a grand four-year world football feast, the South Africa FIFA World Cup 2010 was a rare and historic occasion for them. This is because South Africa, which is only known as one of the developed countries on the African continent, but still considered quite primitive if the indicator of developed countries compared with other developed countries outside the African region. South Africa has always been facing their own domestic problems, starting with civil wars, social conflicts, economic and health issues, as well as politics. The various problems that arise in the domestic realm, automatically affect the views and negative images projected from other countries against South Africa. Thus, the momentum of South Africa's election to host this grand event, can be said to be a step forward or opportunity that the South Africans have to change their negative image internationally, and extend the influence of various scopes such as politics, social, economics, and also the tourism sector.

Although South Africa was chosen as the host country for the event, it has gained some pessimism or pessimism from some circles who internationally expressed doubts that South Africa is capable of performing its mandate as a host country by successfully meeting the high expectations of the international public. This inviting and underlying many doubts like that, basically can't be separated from the social conditions in South Africa that still holds the status as one of the countries with the highest crime rate in the world. However, gambling taken by FIFA as the highest unit in international football by deciding South Africa as the host country is basically inseparable from the development experienced and built by South Africa. Which is what South Africa is trying to do in the economic transformation one of which is realized through their active participation in the world economy, social, and politics, and by opening cooperative relationships with other countries in the African region ((CIA), 2017).

With the World Cup held in their country, the South African government as a whole aim to make changes related to social inequalities that have always been embedded in the life of African society with developed countries. Not only in football coverage, but broadly within the scope that includes the development of image from South Africa towards a better direction in two major sectors against the national interest of the country which includes the sector of economic development and the improvement of the tourism sector. Which the country has so far been impressed has a bad image as a consequence of the implementation of apartheid's political practices (Stuart, 1995). The impact of South Africa's success in escaping the shackles of racial and ethnic discrimination through the application of their apartheid politics in the past has resulted in South Africa having the opportunity to open and run relations with other countries. As well as opening the view of the world's public that the African continent, through South Africa as its representative is able to organize large events on an international scale that has always been dominated by the majority of developed countries.

The attempt by the South African government to promote its country by putting itself on the host of the World Cup in 2010 is indirectly a form of diplomatic efforts to seek sympathy and attention from the international world, so that it is directed to their country. This form of diplomacy through sport is better known as the practice of public diplomacy in a multi-track, which is the largest form of public diplomacy by South Africa since their government's revolution to the democratic system in 1994. And this diplomacy also includes the most public diplomacy dangerous because it carries a huge risk to the political and social stability of South Africa that is still quite vulnerable to the fluctuations in their domestic problems. Even with the momentum of hosting the World Cup, it has been a drastic improvement for South Africa. This is because when they were still applying apartheid politics in 1962-1994, instead of having the opportunity to host, they were even forbidden to participate in major international sports events either Olympic or World Cup. However, after freedom from the implementation of Apartheid politics in 1994, South Africa began to gain confidence in hosting several international events in sports such as the 1995 Rugby World Cup, Cricket World Cup 2003, A1 Grand Prix in 2006, FIFA Confederations Cup 2009, and the biggest is the FIFA World Cup 2010 (Brand South Africa, 2010).

The steps taken by the government to prepare themselves in organizing this international event is also no doubt. By involving the media through communication and information technology has become a major tool in the process of promoting this event to the world community especially in terms of tourism. South Africa provides a variety of interesting information and promotions on matters relating to the country, one of which is the positive portrayal of the cities that are the main venues in organizing this tournament. In terms of development and infrastructure, South Africa has been committed in this respect, supported by the stability of the business, as it has the support of domestic or overseas investors' readiness to commit to the success of this event. In addition, to raise the active participation and support of the local people of their own country, South Africa also seeks to promote that this event will not disturb the economic and welfare conditions of the community, assuring that otherwise this event will have many positive impacts on domestic life in South Africa. Because inevitably, in preparation for an international event as big as the World Cup, South Africa's government must first be able to resolve their domestic problems, especially in terms of public welfare, health, and high crime rates there. Which is the main factor of international public confidence that sees pessimistic that this event will run smoothly if implemented in a country that is often dubbed as the 'rainbow nation'.

In preparation for the event, the South African government has at least spent more than three billion dollars more specifically allocated to three main sectors - building stadium infrastructure, in the form of building a new stadium or renovating existing stadiums and spending as much as \$ 1.1 billion. The second sector is in the improvement of standards and means of transportation in several cities which are the main venue in the World Cup, in the form of road reconstruction, establishing connectedness between host cities by improving ground transportation such as rail and air by airplane, which is recorded to cost the largest is \$ 1.3 billion. And the remaining \$ 392 million is used for the construction of a major port of entry from the country (Times, 2012). As expressed by South African President Jacob Zuma, massive development investment in various infrastructure sectors led to the development of world-class stadiums, road reconstruction and improvement of transportation advice, is expected to help South African position as the country of choice for investment and international business. He also believes that South Africa will benefit from the infrastructure developed in preparation for the World Cup and should use the sport as a unifying force in the future (Reuters, 2010). The opinion of President Zuma, quite relevant if we take the opinion described by Jeremy Goldberg, which by instilling sports values and it can be understood universally, then the sport can be used as a tool to establish togetherness and harmonization of relations between communities, without must pay attention to the background of each party (Goldberg, 2000).

Because basically the initial goal of the South African government daring to take on responsibility as a host country is to support and assist in the realization of economic and social development that is expected to stimulate more constructive social behavior towards individuals, thereby creating unity, peace, security, and overall development, and will have a positive impact on the whole society. Where this also corresponds to the objectives relating to the UN program at that time is the Millennium Development (MDGs) period. With the success of South Africa organizing the event, it has indirectly left a historic heritage of pride and unity among its people and proves that the pessimistic international public opinion of the capabilities of South Africa is a mistake. It has also simultaneously transformed South Africa's image in the eyes of the world.

### *3.1 Development and Implications for South Africa in FIFA World Cup 2010:*

#### *3.1.1 Tourism Sector*

The success received by South Africa in hosting the World Cup in 2010, as if to bring its own impact for the

tourism sector in the country. Although we know that South Africa has abundant natural wealth and makes it a magnet for local and foreign tourists, but the momentum of this World Cup will be so special for their tourism sector. This is because their appeal as a 'rainbow nation' becomes increasingly stronger with the presence of the great football event there. Based on the survey, newly arrived tourists to the country during the World Cup event, were surprised and argued that South Africa was not the country they had been thinking and who had always been skeptical in the media. This is certainly a privilege for South Africa, where at that time they have visited more than 300,000 tourists who aim to witness the World Cup, although previously feared by the local government that the global financial crisis can hamper for the tourists to come ((FIFA), 2010).

And of course, another achievement for South Africa, when the majority of them are very fascinated by the natural beauty of the rainbow nation. This is evidenced through a survey showing that the majority of the tourists are very enthusiastic and have the desire to return in the future to explore the natural wealth of the country. Which is almost 90% of tourists who attended the 2010 World Cup said they would strongly recommend the country as a tourist destination for their family and friends. According to the report, 309,554 foreign tourists arrived in South Africa for the primary purpose of attending the 2010 FIFA World Cup between June and July and the tourists spent around R3,64 billion during their stay. The high enthusiasm of the tourists, also indicates that the government managed to suppress and improve the negative perceptions of South Africa which is always considered to have security problems during this ((FIFA), 2010).

In an official statement released by the Ministry of Tourism of South Africa explained that the impact of the World Cup has brought more than 309,554 foreign tourists with the main goal to watch the World Cup. Of which 38% are from Africa, 24% from Europe, 13% from Central & South America, and 11% from North America. Of the 309,554 foreign tourists, 59% of them are first-time tourists coming to South Africa. Many foreign tourists also have an impact on the economic sector of South Africa, where the total expenditure by tourists who come specifically for the World Cup recorded more than R3.6 billion, which is 25% specific or as much as R954 million comes from European tourists, R641.1 million is considered by South and Central American tourists, as many as R585.2 million, and North America gave R555.1 million. It was even noted that in that year, the average spending of tourists coming to South Africa had exceeded the average annual spending in South Africa in 2008 and 2009. The South African trademark as a destination for recreation also increased by 9% and offset by an increase 35% the level of desire to visit this country again in short-term post-World Cup (Ministry of Tourism Republic of South Africa, 2010). Based on these data, South African ministries and governments are determined to make greater development of the tourism sector and make it one of South Africa's mainstays of development in other fields. Because the government considers that by making tourism a magnet that will attract tourists to come and visit the country in the future, it will also directly strengthen the economy of South Africa.

### *3.1.2 Economics Sector*

South Africa is a developing country in the continent of Africa, but classified one of the developed countries, especially in the economic field in the black continent. Where South Africa has a GDP per capita index of \$ 10,000 per year. In addition, it is estimated that in 2000-2009 almost 50% of the population in South Africa remained at an inadequate standard of living or still suffering from poverty with a high unemployment rate of 40% (Forbes, 2010). Basically, holding a big event by a country will cause a lot of contradictions. Particularly in preparing for the event, the idea of whether the budget will outweigh or exceed the expectations for the success of the event and whether it will have no negative impact on social welfare and benefits for the host country. These things are a bit of a concern when South Africa was chosen to host the implementation of the World Cup in 2010. The concern is not without basic or just regular skepticism. The fact that has been previously described above has become a reference for some observers who say that there is a possibility with the holding of the event, will even further aggravate the economic and social conditions of South African society.

But even so, the positive impact is also felt by the existence of the World Cup event in this country, has become a distinct advantage for the economy of South Africa. President Jacob Zuma declared that his government benefited about R33 billion invested in various forms, such as transport infrastructure, telecommunications, and the construction and renovation of the stadium (Africa.com, 2017). The expenditure has more or less created 130,000 jobs in construction (Marcus, 2010). And when looking at the whole, then with the World Cup held indirectly has absorbed about 415,000 workers in all sectors. In the end, the World Cup has raised 0.5% or R93 billion for South Africa's GDP by the end of 2010 (Justin Sylvester & Daniel Harju, 2010). While there are many pros and cons of the economic benefits, what needs to be an enthusiasm for the South Africans is the long-term impact of the World Cup on the country's development, especially in business.

After the World Cup, Africa in recent years has attracted great interest from many international investors as well as multinational corporations (MNCs). Which can't be separated from the growth of African countries when South Africa successfully organized the World Cup event successfully. It can be seen that there is some agreement in the purchase of 51% of shares by Walmart to Massmart, as one of South African retailers. The same is true for several German printing companies, Rako labels, which generated an investment of R77 million in Cape Town, South Africa. Even MD company Uwe Bögl said the German company's interest to invest in South Africa was aided by successful World Cup organizers. Another post-World Cup development, experienced by South Africa, invited them to join Brazil, Russia and China in an economic group called BRICS. It is certainly the greatest achievement for South Africa for more than a decade of trying to rebuild the country that once stumbled through ethnic and racial issues through apartheid's political policies. Until the end, South Africa managed to manage the country's economy and succeeded in carrying out several major international events and attracted the attention of several world economic powers, such as Russia and China. As has been pointed out earlier, that one of the areas that have long-term impacts on economic development for South Africa is on the tourism sector. Which according to Grant Thornton, 96% of World Cup visitors make sure they will make their next visit to the country and 92% said they would recommend South Africa as a tourist destination for their relatives and relatives (Harding, 2011).

### *3.2 Post World Cup and Poverty in South Africa*

After South Africa unexpectedly successfully responded to the challenge of the international public and it can be said to be very successful in organizing the 4th annual grand football event when compared to the host country in the past, but there are some very big questions related to the future of South Africa. It is possible South Africa to keep the momentum of the World Cup by continuing to develop in order to maintain the sustainability of development that has occurred in the country during the World Cup? Which will ultimately lead to the main goal of the government is to unite and improve the lives of its people, especially talking about the high level of poverty. In 2017 now, euphoria will last World Cup held in 2010, slowly began to erode although still leaving the gold ink in the history of the rainbow nation. But what happens and how does the South African government manage the legacy left behind by the World Cup for South Africa's progress in the present? Of the many investments in the development sector undertaken by the South African government at the time, one of the obvious highlights was about the magnificent stadiums that stood in several towns.

Most of the few magnificent stadiums built on a budget that are not cheap and functioned for the sake of the event, now as if dead and just become a real symbol of the legacy from the World Cup itself. Although the government has been thinking about the long-term effects of the establishment of the magnificent stadiums even before the start of the World Cup, it still seems to be ineffective for both the government and the people of South Africa. We can take what happens at the stadium located in Cape Town, which is considered the symbol of the worst legacy left by the World Cup in the city. Many people think that this stadium is an exaggeration to be in the city, because of its location is not strategic and is located away from the life of football fans in South Africa. It is said to be an excessive form of infrastructure also because the stadium is considered a burden to the public, which has cost at least 32 million US dollars since 2010 for its maintenance. Which is the amount of money that, for the majority of the community is considered better to be allocated to urban infrastructure facilities more urgent, such as providing facilities in sanitation and home construction for people living below the poverty line. Thus, it is as if inversely proportional to the long-term prospects of the usefulness of the stadium. The government actually wants to make the stadium a multi-purpose or multifunctional place with several long-term tenants either domestically or internationally to keep incoming revenue. However, the problem is especially in terms of domestic, until now it is difficult to get parties who want to rent the stadium in the long run, including football club or rugby club there. One of the definite causes is economic problems. On average, they prefer to rent sports facilities in the suburbs and have a pretty good quality, although not as grand as Cape Town Stadium (Molefe, 2014).

And problems like this, not just happen in Cape Town. Cape Town is just a small example of the government's mistake in viewing the market system in South Africa. Despite having good goals and projections, the government is still unaware that the facility requires substantial allocation of funds, while in fact South Africa is still struggling with poverty and economic problems for its people. Although supported by modern infrastructure and supporting the relative efficient distribution of goods to major urban center throughout the region, yet some constraints such as the lack of stable electricity supply have become a crisis in itself and hampered growth rates. From recent data, South Africa's economic growth has declined in recent years or exactly a few years after the World Cup. That is a slowdown of about 0.3% in 2016. Problems such as unemployment, poverty, and inequality

remain the main areas of concern to seek solutions by governments. The official unemployment rate is at the level of 26% of the population workforce and continues to increase significantly, especially in black ethnic groups there ((CIA), 2017). Since 2011, it is estimated that more than three million South Africans fall below the poverty line, of which more than 30.4 million people or about 55.5% of the population live on less than R992 (\$ 75) per person per month. Even young South Africans have been trapped in poverty from an early age with 43.5% of people under the age of 17 living in families who earn below the average income of R797 (\$ 60) per month. This is a matter of course-it will continue to recur until they grow up, which proves that more than 50% of South Africans do not experience work in productive age (Chutel, 2017).

Basically, although the development and infrastructure that exist in South Africa with the World Cup has had the opportunity and potential to be able to do greater development and more useful in the future, but still can't prevent people in South Africa to be completely free from problems basic like economy and poverty. Thus, there is still a need for various policies of the government in the future to overcome this problem of poverty. Basically, the government already has capital or other basic steps in trying to reduce the poverty level, namely through the SDG program covering 17 areas of development, especially in the first point of the effort to eliminate poverty globally. We can see this program enthusiastically to eradicate or at least reduce the level of poverty in Africa, especially in South Africa. Because if it mirrored when the World Cup in 2010, which at that time is the period of the MDGs program, it can be said that South Africa managed to achieve the target with the decline in poverty and unemployment rates during the event. Furthermore, the need for other efforts by the government to effectively exploit the development that took place during the World Cup, both infrastructure and infrastructure to improve the welfare of society and development that has been implemented can at least be a historical legacy of the World Cup is useful and beneficial to the community. Where in that case required a harmonious relationship between the government and the community in generating ideas and innovations of interest so that infrastructure and development has a value and a deeper role in reducing the level of poverty in South Africa.

#### 4. Conclusion

South Africa has been successful organizing the world's largest football event, the FIFA World Cup 2010. This is an achievement and history for the African continent, especially South Africa which, at the start of their declaration as hosts by FIFA, received many responses or a negative response by saying that they will get a big hurdle on their way to the World Cup. This is based on the fact that South Africa has always had problems in terms of social conflicts, poverty, health, and security, as is commonly always credited to countries in the African region. However, South Africa is able to answer all these challenges by creating a positive impression through the World Cup. Where the government plans to make the momentum of the World Cup as the beginning of a unifying for the social and community environment in South Africa that has always been turbulent because of the influence of apartheid political in the past. Then, with the World Cup event in this rainbow nation it seems to be a magnet for the tourists either local or foreign to come and enjoy the World Cup and their beautiful nature. This is also make a parallel effect with the objectives of the South African government that make the tourism sector as a key commodity in improving their economy as well as having links to UN-initiated programs through Sustainable Development or SDGs. In this regard, South Africa as a country with one of the highest poverty rates in the world, seeks to make this World Cup momentum an effort to reduce poverty in their country in the future. Which in the past was in the Millennium Development (MDGs) period, South Africa managed to reduce their poverty level by almost 50%. But, a few years after the World Cup in the country, the South African government seems to still not be able to take advantage of the development from the legacy of the World Cup is proven still high enough poverty rate in the country.

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