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CAN SOUTH AFRICA USE THE HOSTING OF THE 2010 FIFA WORLD CUP TO ADDRESS ISSUES OF UNEMPLOYMENT AND POVERTY?

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***Abstract*:** The South African government has boldly set a target for economic growth at 6 percent annually in an effort to reduce unemployment, create wealth and prosperity – effectively working towards the Millennium Development Goals (MDG) in 2015. While there are several other measures already put in place to achieve these goals, another aspect that could help the country reach its target for economic growth and development could be the successful hosting of the 2010 Fifa World Cup. The aim of this research is to interrogate ways in which the preparation and the subsequent hosting of the event could be managed in a manner that would enable the country to achieve its growth targets through infrastructure development and effective allocation of resources.

Key words: Employment, economic growth, development and poverty alleviation.

DECLARATION

I herewith declare that this thesis is my own work and has never previously been submitted to any other university.

Merryman Kunene

University of the Witwatersrand, Johannesburg
June, 2007

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Table of contents

Chapter 1: An overview of South Africa's developmental challenges 1

1.1 Introduction and background information

1.2 Problem statement

1.3 The Promise of 2010 Fifa World Cup

1.4 The structure of the paper and chapter outline

Chapter 2: **Literature review** 9

2.1 Introductory remarks on the literature review

2.2 Theoretical review on unemployment

2.3 Theoretical review on poverty and poverty alleviation

2.4 Alternative approaches and the role of mega events

2.5 A brief outline of relevant cases, selection criteria and evidence pointers

Chapter 3: Methodology and Comparative Cases 22

SECTION A – Methodology

3.1 Case study methods in context

3.2 The case study methods and its applicability to this enquiry

3.3 Issues of data collection

3.4 Background information on the selected cases and the criterion

3.5 Concluding matters methodology and analysis techniques

SECTION B – Comparative Cases

- 2002 Fifa World Cup South Korea
- 7th All Africa Games (Johannesburg, 1999)

Chapter 4: Discussions, Analysis and Conclusion 38

4.1 Discussions and Analysis

4.2 Conclusion, Policy recommendations and areas of future research

Bibliography

Appendices:

Questionnaires

Graphs on infrastructure development from the World Bank

Relevant data & indicators of SA on jobs, growth, infrastructure development, etc

Map of Alexandra Township

Key indicators for South Korea

Executive Summary of the Economic Impact of the 2010 Fifa World Cup by Grant Thornton Kessel Feinstein