
Stakeholder Perspectives on the Strategic Role of Sport and Events to the Cape Town City Brand

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Abstract

Although the concept of place branding is still relatively new, there is an increasing awareness of the significant impact sport can have on a city brand (Berkowitz, et.al., 2007; Zhang & Zhao, 2009; Knott, et.al., 2012). Grafström, et.al.(2009:3) state that cities are now considering the addition of sport to their brand traits and are focusing on both “sport re-imaging” due to the advanced nature of international sport, and the economic gains associated with hosting major sport events. Furthermore, according to Kotze (2006:285) “the hosting of sport events is increasingly being viewed as part of a broader tourism strategy aimed at enhancing the profile of a city”. This paper is based upon the recent findings of a post graduate research project investigating the strategic value of sport to the city brand of Cape Town in South Africa. The aim of the study is to investigate the perception of key sport and tourism stakeholders on the role sport plays in the city brand. This has been achieved via a series of semi-structured interviews conducted with 15 key stakeholders in Cape Town. A review of case studies, academic journal articles, and other relevant secondary sources of information has been used to contextualize these findings. The outcomes of the study include support for existing place branding knowledge; the influence and value of sport and events to a city’s brand; perceptions and experiences of stakeholders in relation to sport and its connection/relevance to the city. As a result, the contribution of sport toward conferring a competitive advantage to Cape Town has been determined. Recommendations are made regarding the strategic value that sport contributes to city branding and thus the results obtained from this study will benefit both Cape Town and other international cities.

References

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