

Economic impacts of the FIFA 2010 World Cup in Durban, South Africa

Concept- Local Economic development

Local economic development (LED) offers local government, the private and not-for-profit sectors, and local communities the opportunity to work together to improve the local economy. It focuses on enhancing competitiveness, increasing sustainable growth and ensuring that growth is inclusive.



Background

- Nation Building: As a consequence of apartheid it was widely acknowledged that South Africa lacked a common national identity.
- Fragments of identities. Therefore tools such as the anthem, the flag and the slogan 'the rainbow nation' were used to create a sense of unity and bridge the divide amongst all racial and ethnic groups.

Project 1- Critical analysis of Umlazi Nodal Regeneration Project

- The 6 nodes where identified for redevelopment and rejuvenation of The King Zwelithini Stadium and other economic regions.
- Results of research showed failure of project to spill over to poorer regions of Umlazi.
- However Several positives in areas of stadium and mega city.



Project 2- The redevelopment of the beach front and the local economy

- The Moses Mabhida stadium built in close proximity to the beach front
- Regeneration to attract tourists to stay and therefore boost the economy.
- Results–Beach front more family friendly
- Wages for locals in working in tourist industry have improved
- Locals feel second best to tourists

Examples of regeneration at the beach front