

# SA'S FIFA WORLD CUP CHALLENGES



The SA is the host of the next year's Fifa World Cup and it faces serious challenges. The prices of accommodation have considerably increased, which could scare off tourists from coming back to the SA next time. There are also problems with transportation.

South Africa is to host the 2010 Fifa World Cup. **The event is viewed a great opportunity to show the world the SA as an ideal tourism destination.** The country surely has lots to offer. There are game parks as well as beautiful beaches. The event could, however, even harm the SA tourism industry in long term as the experts have been warning for some time. Everything depends on how the SA presents itself during the month long championship.

There are already several issues that trouble the organizers. For example the providers of accommodation plan to cash heavily on the lack of rooms in the area. Some places have increased their prices 6 times over the last few months. Experts warn that such approach may bring the owners considerable sums of money this time but it will also prevent tourists from coming back to the South African Republic.

No one likes to go on vacation to a place where they were ripped off. The word of mouth spreads unpleasant experiences quite fast and it is particularly hard to change tourists mind once they have decided that this is a too expensive destination. **Nevertheless, an estimated 450,000 foreign visitors are coming to the event and it seems unlikely that the businesses would decrease their prices.** After all it is always about the demand and the supply.

Another problem that could arouse during the World Cup is connected with transportation. SA officials planned to have a high-speed train ready for the tournament that would transport visitors who arrive at the Johannesburg airport to other places where the matches take place. Unfortunately the project will not be ready before the event starts. Taxis and shuttle buses will have to do the job which could result in serious transportation problems and traffic jams.

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