Here are samples of texts in the thesis that will/will not be counted towards 12,000 wordcount:

**Not counted**

**Counted**
which, together, have had the effect of elevating the status of the event (Schaefer 2005). The echo of 'F1' is encapsulated by Henry (2003:17) as such:

F1 stands at the technological pinnacle of all motorsport. For this reason, it is the richest, most influential, difficult, political, and international racing championship in the world.

The speed and unique appearance of F1-cars, the innovations of race-circuits named after host countries, and the celebrity status of F1-drivers have driven the popularity of F1-racing (Sylk & Reid 2010). This is further propelled by ancillary F1-merchandise; sponsorships; and investments by corporations and national governments; and global media coverage (Farrand et al. 2006; Sylk & Reid 2010).

On top of attendance to F1 races, the World Championship attracts approximately 500 million television viewers annually (Sylk & Reid 2006b). It is estimated that the industry generates over US$4 billion per year, with commercial rights alone producing US$1 billion of that revenue (Sylk & Reid 2006a,b, 2010). The success and growing influence of F1 is palpable, as are the factors which fuel this well-publicised mega-event.
3.2.2. Quantitative Methods: Surveys

The ubiquity of questionnaire surveys attests to their utility and ease of use (Partin 2009). With this in mind, I designed questionnaires that reflected my research objectives (Peston 2009).

A set of surveys was designed for those attending the SOPs (Figure 3.1). Table 3.1 provides information on respondents.

<table>
<thead>
<tr>
<th>Nationality</th>
<th>Total</th>
<th>Singapore</th>
<th>Expatriates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>200</td>
<td>91</td>
<td>109</td>
</tr>
<tr>
<td>Male</td>
<td>126</td>
<td>48</td>
<td>53</td>
</tr>
<tr>
<td>Female</td>
<td>74</td>
<td>43</td>
<td>41</td>
</tr>
</tbody>
</table>

See Appendix A for complete data from questionnaires.

Of the 200 surveys I collected, 91 (45.5%) respondents were ‘Singaporeans’ and 109 (54.5%) were ‘Foreigners’ (Table 3.1). These surveys could only be gathered from the areas I had access to (Figure 3.2).

The dissonance of nationality in the survey resulted in some confusion and presented an unexpected problem. Some respondents indicated foreign nationalities though they held permanent-residence (PR) status in Singapore, and considered themselves as belonging to the ‘Singaporean’ category. ‘Foreigners’ therefore strictly consisted of short-term tourist visitors to Singapore. The distinguishing of the disparate groups required further questioning as such. The distinction made between the two groups should therefore be that of locale and tourism, and will subsequently be referred to as such despite the terminological categories used in the surveys.

The extent of the Singapore government’s involvement as partner of the SOPs is striking (Figure 4.1). Indeed, the ‘meticulous planning and attention to details’ (ST 2007b) on the part of the government is impressive. Even ‘F1 Supertour’ 5 Bernie Ecclestone attributed the success of SOPs to the dominant role played by the government (ST 2010a).

The STB Tourism Development Fund allows for 50% of costs incurred by the SOPs to be financed by the government (ST 2007p; 2007l-r). However, exact figures remain unavailable, exemplifying the opaque costing and governance processes mentioned by Fyfe et al. (2003). Nevertheless, estimates are in the region of S$150 million per event; approximately S$150 million has been spent since 2008 (2016; 4).

The hefty investments, coupled with the significant involvement of government agencies (Figure 4.1), indicate the substantive role of the government in SOPs. This is especially apparent vis-à-vis private-sector involvements, which will be subsequently discussed.

---

5 Bernie Ecclestone, famously addressed in tabloid journalists as ‘F1 Supertour’ in recognition for his role in popularizing the sport (Rafter 2008).
Basically,

1. abstract and list of key words
2. table of contents, listing chapter titles and subheadings by page, and including appendices
3. list of tables within main body
4. list of figures within main body
5. list of plates within main body
6. acknowledgements
7. references
8. formula/calculations within main body

**will not** be counted towards the word count.

Only the body of the thesis (including quotes and footnotes) will be counted towards the 12,000 word count.