Residents' perceptions of the Berg River canoe marathon as a major sporting event in the Western Cape

Abstract
This research examines the ways in which local residents living in close proximity to the event perceived the Berg River Canoe Marathon as a major event in the Western Cape. By identifying these different patterns of perceptions within the community, it is possible to gain a better understanding of both the tangible and intangible impacts of events and how they differently affect the quality of life of local residents as individuals and the community as a whole. The research method was based on a convenient sampling approach. A questionnaire survey of two hundred residents was conducted and five different dimensions of perceiving the impacts of events were examined ranging from extremely negative to very positive. The impacts analysed included social, economic and environmental impacts. The residents in all the five locations perceived community pride and entertainment to be very positive and were in favour of the continuation of the event. In profiling the residents who held each of the representations identified, it was found that the most negative group was those residents who had little or no involvement in tourism and are not interested in canoeing as a sport. Thus, it is necessary for event organisers and event managers to get the members of community involved in the planning and management of the event to spread the benefits to a larger portion of the community.

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in pouring rain during the wet winter month of July, when the Berg River level is expected to be at its highest. Sport events and their socio-economic impact: residents’ perceptions of the Isuzu Berg river canoe marathon. Article. Feb 2010. Sport events have become big business as countries as well as cities are competing fiercely to host major events. The purpose of this article is to determine the economic impact of visitor spending during the annual Cape Argus Pick’n Pay Cycle Tour. Direct spending was determined based on a survey consisting of 583 respondents, while the impact of View. WESTERN CAPE MINISTER OF CULTURAL AFFAIRS AND SPORT, ANROUX MARAIS BERG RIVER CANOE MARATHON 2019 3 JULY 2019 Good morning, goeiemôre, molweni nonke. It gives me great pleasure to officially start the 2019 Berg River Canoe Marathon in our icy Paarl this morning. Making this marathon all the more significant is the social inclusivity of spectators from the surrounding communities and friends and family to cheer participants on at each bridge. To the spectators the athletes are icons of inspiration and to the paddlers the spectators are beacons of encouragement, feeding off each other’s energies for the betterment of the code as well as community upliftment. Berg River Canoe Marathon. 2,755 likes · 245 talking about this. The Berg River Canoe Marathon covers 240km from Paarl to Velddrift over four stages in... Whether you are a serious racer or social paddler, the challenge of completing the 240km, over four See more. CommunitySee all.