

**RESIDENTS' PERCEPTIONS OF THE BERG RIVER  
CANOE MARATHON AS A MAJOR SPORTING EVENT IN  
THE WESTERN CAPE**

**by**

**MBAZE-EBOCK VIVIAN ARREY**

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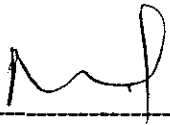
**SUPERVISOR: DR KAMILLA SWART**

**CAPE TOWN**

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## DECLARATION

I, Mbaze-Ebock Vivian, hereby declare that the content of this dissertation represents my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. The studies represent my own opinions and where use has been made of other work, it has been dully acknowledged in the text.



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Mbaze-Ebock Vivian

Cape Peninsula University of Technology

Date 6/11/06

## **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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## **ABBREVIATIONS AND ACRONYMS**

**CTRU: Cape Town Routes Unlimited**

**DEAT: Department of Economic Affairs and Tourism**

**ICF : International Canoe Federation**

**SASC: South Africa Sports Commission**

**SAST: South Africa Sport Tourism**

**SRSA: Sport and Recreation South Africa**

**WCCU: Western Cape Canoe Union**

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# Chapter 1

## Background of research problem

### 1.0 Introduction

Event tourism represents a specific type of tourism and has been defined as “the systemic planning, development and marketing of festivals (and special events) as tourist attractions, development catalysts, and image builders for destination areas” (Getz, 1991: xii). Events have become an increasingly significant component of destination marketing (Getz, 1997) and are used to increase visitation and reduce seasonality of tourists flow (Higham & Hinch, 2002). The increasing appeal of events as an additional element in the tourism destination marketing mix is evident throughout the world (Getz, 1992; Hall, 1995; Van den Berg, Braun & Otgaar, 2000). In fact, sporting events are rapidly increasing in popularity as a means of attracting attention to particular geographical (destination) locations (Getz, 1989). For example, countries like Germany and South Korea that hosted the Fédération Internationale de Football Association (FIFA) World Cup attracted to their countries sport participants, organisers and spectators who otherwise would not have visited the places.

Shone and Parry (2005), in their discussion of the social implication of events, regard events as creating better social interaction, helping develop community cohesion, increasing cultural and social understanding, and improving communities’ identity and self confidence. Fredline (2000) also indicates that major events stimulate the local economy and “showcase” the region to the world, promoting potential future tourism and business activity. These are some of the reasons for the increasing private and public support for events based on economic development strategies. There are other important positive impacts often associated with the staging of events, many of which may directly benefit the local population. These include the development of facilities and infrastructure, entertainment and social opportunities, and a sense of pride and identity brought about by playing host to a major event (Getz, 1997; Hall, 1992; Ritchie, 1984; Shone & Parry, 2005).

According to Raj (2003), the benefits attached to events have created a platform for event organisers and destination marketers who now use historical and cultural themes to develop annual calendars of events to attract visitors and create cultural images in the host destinations by holding events in community settings. Events provide an opportunity for local communities to develop and share their culture. This creates a sense of value and a belief (by individuals) in the community; it also provides opportunities to exchange experiences and information. Ideally, events give tourists the opportunity to see how local communities celebrate their culture and how this affects community development (Getz, 1997; Raj, 2003). They enable visitors to interact with the host community and help people to enjoy and meet their leisure needs. Thus, people and communities that host events, provide visitors with a vibrant and valuable culture.

However, it is also clear that there are outcomes of staging an event that can have a negative impact on the local population. Getz (1997) states that any event attracting large numbers of visitors to a relatively small area is likely to create noise, cause heavy traffic, overcrowding and disruption of local activities. Some costs and benefits of an event may affect the whole community whereas others tend to impact on certain subgroups of the population (Fredline, 2000).

While governments and event organisers appear to be pursuing events for the benefits they may bring, it is vital to consider all the impacts, both positive and negative, and the effect events might have on residents of the host communities. The obligation of governments and event right holders is to ensure that their decisions on tourism development do not have any adverse effects on the community. According to Inskeep (1991:140), "tourism development is aimed at protecting and enhancing the environment, meeting basic human needs, promoting current and intergenerational equity, and improving the quality of life of all people". Fredline (2000) also notes that failure to consider these objectives, particularly current (intergenerational) equity and the avoidance of negative quality of life impacts, is likely to result in at least some sectors of the community holding negative perceptions of the event, and bringing into question its value to the community.

## **1.1 Clarification of terms**

### **Canoeing**

Canoeing is a recreational activity that involves the use of a paddle to propel a canoe or a kayak with human muscle power. The International Canoe Federation (ICF) defines canoe as “a craft, sharp at both ends, propelled by human power with a paddle either single blade or double bladed where the paddler is facing the direction in which the craft is going” (ICF, nd).

### **Perception**

This is the process by which an individual selects, organises and interprets information inputs to create a meaningful picture of the world (George, 2001).

### **Culture**

Culture consists of the shared attitudes, perceptions, values, and behaviour of a group of people (George, 2001).

### **Event**

Events are transient and every event is a unique blending of duration, setting management and people (Getz, 1997).

### **Event tourism**

Event tourism is the system of planning, development and marketing of events as tourist attractions, catalysts for other developments, image builders and animators of attractions and destination areas (Getz, 1997).

### **Major events**

These are events that, by their scale and media coverage, are capable of attracting significant visitor numbers, media coverage and economic benefits (Getz, 1997).

## **Sport**

Sport is regarded as all forms of physical activity, which through casual or organised participation, aims at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in a competition at all levels (Council of Europe, 1992).

## **Sport event tourism**

Sport event tourism comprises all the events in which the primary purpose for travel is participating in or viewing of sport (Turco, Riley & Swart, 2002).

### **1.2 Background of study**

Tourism is regarded as a major force in the economy of the world, an activity of global importance and significance. It contributes to world peace, poverty alleviation and is a relatively 'clean' industry. South Africa has become one of the fastest-growing tourism destinations in the world and is ranked 32<sup>nd</sup> tourism destination in the world (South African tourism, 2005). The growth of tourism is also acknowledged with Cape Town named the number one most visited long-haul destination in the world (Anon, 2004). The annual growth rate of international arrivals has increased by 10.3% from 2004 to 2005 (South African Tourism, 2005). In 2004, almost 1 million tourists visited the Western Cape with Cape Town having more than 97.2% of the tourists in the province (South African Tourism, 2005). Tourism growth is an important instrument that government can use to increase the quality of life of ordinary South Africans in a consistent and sustainable manner.

The Berg River Canoe Marathon is one of the most challenging sporting events in the country, since it is a test of ultra fitness, determination and skill that pushes both paddlers and back-up teams to the limit. The event is divided into four days covering an average of over 50 kilometres (km) daily. The top athletes cover the entire distance in approximately twelve hours. The event takes place annually and the starting point is Paarl Market Square. It finishes in Velddrif covering a total distance of about 208 km. Although the Berg River



Canoe Marathon is included in the Western Cape events calendar as a major event, it still lacks wider recognition in comparison to other major sporting events such as the Pick n'Pay Argus Cycle Tour and Old Mutual Two Oceans Marathon, to name but a few.

Another aspect of the Berg River Canoe Marathon is that since the race depends on the flow of the river, there is supposed to be constant monitoring of the use of water by farmers and checking of flora growing in the river. It has been recognised that communities that host events often have little or no say in the organisation; hence there is a lack of awareness concerning costs and benefits of the event to the community (Getz, 1997; Hall, 1989).

### **1.3 Statement of the research problem**

Although there has been increasing sport event tourism research in South Africa, very few of these studies have considered residents' perceptions of these events (South African Tourism, 2002). This being the case, this study will focus on assessing residents' perceptions of the Berg River Canoe Marathon as a major sporting event in the Western Cape.

### **1.4 Research questions**

The key aim of the research is to assess residents' perceptions of the Berg River Canoe Marathon. The following research questions guide the case study:

- How do residents in the surrounding locations respond to the Berg River Canoe Marathon?
- How do residents in the surrounding locations perceive any effects of the Berg River Canoe Marathon?
- What influences residents' perceptions or expectations of and support for the marathon?
- How can community involvement in the event improve its management and contribute to sustainability?

- How could the event management organisation offer insight into residents' perceptions?

In answering these questions, an understanding of the viewpoints of the residents was obtained through personal interviews. The information collected from the primary research helps determine particular socio-economic issues and various management practices adopted for the Berg River Canoe Marathon. Hence, this study contributes to better planning methods in terms of community involvement in events.

## **1.5 Research objectives**

The objectives of this study are to:

- Determine how residents in the surrounding locations respond to the Berg River Canoe Marathon.
- Identify variations in perceptions among the residents in the surrounding locations where the Berg River Canoe Marathon takes place.
- Identify what influences residents' perceptions of and support for the Berg River Canoe Marathon.
- Determine how community involvement in the event might improve its management and contribute to sustainability.
- Determine how event management organisations could offer insight into residents' perceptions.

## **1.6 Research design and methodology**

In conducting this investigation both quantitative and qualitative data collection methods were employed.

### **1.6.1 The survey population**

The survey population included residents living adjacent to the route of the race. Due to the wide coverage of the race, only five locations were surveyed. These five locations were:

- Paarl city centre (starting point of the event)
- Drakenstein East (Paarl)
- Lady Loch (Wellington)
- Piet Abraham and Hermon
- Velddrif (finishing point of the event)

## **1.6.2 Methods and tools of data collection**

### **1.6.2.1 Secondary sources of information**

Secondary data on tourism and sporting events in general and South Africa were sourced from journal articles, government publications, conference papers, books and the Internet. The secondary data collection served to inform as well as to contextualise the present study.

Secondary data sources consulted included:

- Books dealing with sport tourism, event management and marketing tourism.
- Journals: A variety of journals were consulted, including:  
Journal of Travel Research  
Annals of Tourism  
Sport Marketing Quarterly  
Journal of Sport Tourism  
Tourism Management  
Event Management
- Newspaper: These included the *Weekend Argus*.
- Internet resources: Various websites were accessed.

- Dissertations and theses

### **1.6.2.2 Primary data collection**

Primary data sources involved the use of:

- Questionnaire surveys;
- Personal interviews; and
- Observational method.

### **1.6.3 Sample selection**

In this investigation the stratified convenient sampling approach, widely used in social science research, was employed as it helps to ensure that relevant subgroups are adequately represented in the sample by dividing the population into strata based on important variables such as historical racial classification and residential areas (Welman, Kruger & Mitchell, 2005). This method of sampling enables the researcher to get a gross estimate of the results, without incurring the cost or time required to select a random sample. Residents living within 1-10 km radius were selected for the survey in the five identified regions, mentioned previously.

### **1.6.4 Sample size**

A sample of residents in five of the surrounding locations of the event was taken with consideration given to their social class and historical status. Altogether, two hundred residents were surveyed. The researcher chose two hundred residents because this research is part of a broader study, name: Comparison of sport tourism events in Western Cape and Kwazulu-Natal and this number was required to fit into the broader study. The researcher did not evenly share the questionnaires based on the five locations but concentrated on the

starting and finishing points of the race hence, the higher proportion of respondents at these locations Paarl and Velddrif.

### **1.6.5 Method of analysing data**

The data analysis involved the use of Statistical Packages for Social Sciences (SPSS) software where statistical tests generated tables, bars, charts, and cross tabulation. The qualitative data was analysed into conceptual categories based on the constant comparative method.

### **1.7 Delineation of research**

This research was based on one sporting event within the Western Cape (Berg River Canoe Marathon) and only residents within close proximity to the event location were surveyed, using questionnaires.

### **1.8 Significance of the research**

It has been recognised that sport events play a significant role in the overall tourism market. Some events are staged at a particular time of the year, which will attract an audience when a large number of tourists are not normally visiting the area (Getz, 1997). However, not all events are staged for tourists; some events must be staged at a specific time regardless of whether it is peak or off-peak tourism season. Events of this nature help to keep other sectors of the tourism industry busy. The event should help the city/ region to:

- Enhance a locality's competitive position within a country and put the city on the global map;
- Generate a good image for the locality as a tourist destination;
- Truly bring a locality to life, showing its brand personality and instilling confidence and pride in its local community and
- Improve the organisational and marketing capability of the community.

## **1.9 Expected results and contribution of the research**

The research is intended to support the development of appropriate and sustainable sport event tourism strategies by focusing on the host community as an important stakeholder. The study will benefit the South African tourism industry as it will provide a better understanding of the perceptions of the community, thus giving room for comprehensive planning, management and implementation approaches to sport event tourism resources. It will further assist with promoting sports and the Western Cape as “The Cape of Great Events”; thus boosting other sectors of the tourism industry by contributing towards creating sustainable jobs and reducing the rate of unemployment.

## **1.10 Structure of the study**

Chapter One provided the background to the research problem. It gave a general overview of the benefit and contribution of the events industry as the fastest growing sector of tourism and how cities and towns are using events to market their destinations to attract tourists during the off-peak seasons. The remaining section of the chapter focused on the research questions, the objectives of the study, its significance and the expected outcome(s).

Chapter Two focuses on the background to the marathon. It deals with the relationship between sport and tourism, followed by an overview of sport in South Africa and the Western Cape. It also explores the history of canoeing as a sport globally and in the South African context. The history of the Berg River Canoe Marathon as a major sporting event in the Western Cape is also examined.

Chapter Three describes the nature of sporting events, as well as the impacts of sport tourism on the community and residents’ perceptions. It also provides a theoretical framework on which residents base their perceptions and outlines factors affecting residents’ perceptions of sporting events at the macro and micro levels.

Chapter Four deals with research methodology. It describes the methods of collecting data, the sample frame, size, questionnaire design, process of collecting data and the challenges experienced while collecting data.

In Chapter Five the results of the survey are discussed. The conclusions and recommendations are presented in Chapter Six.

### **1.11 Conclusion**

South Africa has been hosting major events such as the 1996 African Nations Cup, the 2003 Cricket World Cup and the Presidential's Golf Cup for years and is currently preparing to host the 2010 FIFA World Cup. It is therefore, vital for research of this nature to be undertaken so that the impacts of events on host communities may be gauged and considered in the planning of future events.

## **Chapter 2**

### **Background to the marathon**

#### **2 Introduction**

The first part of this chapter provides an overview of the relationship between sport and tourism and the contribution of sport to the tourism industry, while the second part focuses on sport in South Africa and the Western Cape. The third section deals with the history of canoeing as a sport at the global level and in South Africa. The last section pays particular attention to the marketing and growth of canoeing as a sport in South Africa.

#### **2.1 The Relationship between Sport and Tourism**

Hall (1992) states that the relationship between sport and tourism needs to be defined. He defines it in two categories: first, as travel to participate in sport and travel to observe sport; secondly, it also means all forms of active and passive involvement in sporting activities, participated in casually or in an organised way for non-commercial reasons, which necessitate travel away from home and work locality.

In order to define the term 'sport tourism' it is important to consider the two areas within which it features, namely, sport and tourism. Sport tourism is conceptualised as a social, economic and cultural phenomenon that arises from the unique interaction of activity, people and place (Weed & Bull, 2004). The debate about the use of 'sports tourism' versus 'sport tourism' has been problematic. It has been argued that 'sport tourism' should be used as it refers to the broader social institution of sport, whereas 'sports' refers to the collection of activities that have come to be defined as such (Weed & Bull, 2004).

Though sport tourism is one of the fastest-growing market segments in the tourism industry and a relatively new focus in destination planning, it still needs thorough research and



development in marketing, planning and community involvement, to yield the benefit(s) accruing from it (Deputy, 1996).

Sport is recognised as a major contributor towards increasing and driving economic development in the country. Thus, the target markets for sport tourism products have to be defined in terms of their buying patterns as well as purchasing power since sport tourists are people who visit a destination for the primary purpose of participating in or viewing sport (Turco, Riley & Swart, 2002).

Weed and Bull (2004) mention that the increase in sport tourism could be brought about by the increase in wealth, leisure time and improved means of transport. They further note that influences such as those associated with attitudes and values, globalisation, corporate capitalism and the media have become more relevant in recent times. The influence of television is one of great significance, encouraging international exchange in sport and the expansion of international sporting competitions such as the Olympic Games, Commonwealth Games, FIFA World Cup and Grand Prix motor racing. Sport fans and others who are searching for spectacular tourist experiences are attracted to such competitions through television (Weed & Bull, 2004).

The potential economic contribution that such mega events can generate has been a chief motivating factor, leading to an increase in government support for cities to host them. Weed and Bull (2004) argue that in spite of the benefits to both the sport and tourism sectors, as well as to the wider economy, communication between public sector policy-makers, in some cases, seems to be non-existent as well as communication to tax-paying residents.

## **2.2 Sport in South Africa**

According to the South Africa Year Book (2004/2005) since 1994, sport has been making a substantial contribution to nation building and reconciliation in South Africa. Sport and Recreation South Africa (SRSA) and the South Africa Sports Commission (SASC) are responsible for the provision and facilitation of sport and recreation delivery in the country.

The key objectives of SRSA are to increase the level of participation in sport and recreational activities, raise the profile of sport and maximise the probability of success in major sporting events. SASC provides support to the minister and coordinates and contributes to drafting of legislation for sport and recreation (South Africa Year Book, 2004/5).

South Africa has experienced an increase in tourism, partly attributed to a number of high profile sport events. The marketing of sport events has also become important in an effort to stimulate growth in the tourism industry. In order to maximise South Africa's tourism potential, the government launched a sport tourism campaign in 1998, named South Africa Sports Tourism (SAST). This body was created to act as an umbrella body under which existing events may receive unified promotional support, for additional sporting events and recreational activities to be developed to benefit to the broader tourism industry and so that the country's recreational resources can be promoted to potential domestic and international tourists (Swart, 1998).

According to Oosthuizen (2004), at the South Africa Third Annual National Tourism Conference held at Gallagher Estate in Gauteng Province on 13 October 2004, it was noted that tourism is widely recognised as a growth sector internationally and that it is estimated that thirty percent of domestic and international tourism to South Africa comprises sport tourism. He further mentions that according to a Standard Bank Survey, tourism has become a greater contributor to the Gross Domestic Product (GDP) as it has outstripped gold earnings as a revenue generator for South Africa (having grossed R53 billion in 2003 in comparison to the R35 billion in the mining sector). With respect to South Africa's wealth of natural resources, the variety of sport activities and events and the potential to develop additional initiatives in this domain, it is logical to pursue the option of sport tourism.

The government's sport tourism initiative is based on four factors. Firstly, bidding to host international sport events such as the 2010 FIFA World Cup. Secondly, promoting sports events (such as the Comrades Marathon, Pick n' Pay Cape Argus Cycle Tour, the Isuzu Berg River Canoe Marathon and Old Mutual Two Oceans Marathon) internationally in order to attract more participants and spectators. Thirdly, promoting South Africa as a training

destination for the “northern hemisphere” athletes during the winter months. Lastly, promoting the country as a destination for social participants in sport/recreational activities. This refers to visitors’ participation in terms of enjoying South Africa’s magnificent golf courses, beaches and hiking trails.

### **2.3 Sport in the Western Cape**

The Department of Cultural Affairs and Sport is responsible for organising, promoting and funding sports in the Western Cape. Its mission is to promote and transform sport culture for the benefit, well-being and unification of the people of the Western Cape. The vision of the department is to turn the Western Cape into the sport and recreation ground of South Africa through the hosting of major national and international events in the province (Western Cape Department of Cultural Affairs, Sport and Recreation, 2005).

To promote the growth of tourism and sport in the province, the department has been working in close collaboration with Cape Town Routes Unlimited (CTRU), which is responsible for marketing the Western Cape Province as a tourist destination to both domestic and international tourists. The department wants to encourage sport activities as part of cultural festivals and to strengthen the links between cultures and sport, thereby adding value to the events. The vision of the department is to strive to benefit local businesses increase the number of visitors, as well as increase the scale of event exposure and encourage community attendance at events (Western Cape Department of Cultural Affairs, Sport and recreation, 2005).

The relationship between CTRU and the Berg River Canoe Marathon is that of marketing and sponsorship. CTRU is involved in the marketing of the event domestically and internationally to bring in more spectators and participants.

## **2.4 The History of Canoeing as a Sport**

Canoeing as a sport takes place where there is water, be it an ocean, lake or a river. The sport of canoeing falls into many categories including sprint racing, slalom marathon and white water racing, to name but a few.

Canoeing is a recreational activity which involves the use of a canoe or kayak (Answers, n.d). It usually refers to using a paddle to propel a canoe or a kayak with human muscle power. The International Canoe Federation (ICF) organises several competitive and non-competitive disciplines of canoeing, of which sprint and slalom are the only two with competitive status in the Olympic Games.

## **2.5 Canoeing in South Africa**

According to South Africa Information (2004) canoeing was formalised as a sport around the Dusi Canoe Marathon that started in 1951, when eight starters left Pietermaritzburg in frail single-canvas and wood canoes. Six days later, Ian Player was the only one of the eight to finish and the first canoe race was born in South Africa. The South African Canoe Federation was founded in November 1956. It administers the sport through its regional affiliates. There are around 5000 registered athletes taking part in marathon, wild water, sprint, slalom, canoe polo, freestyle, ski paddling and dragon boat racing. Morgan (2004) notes that despite canoeing not being one of the big name sports in South Africa, it has enjoyed good growth in the first ten years of the country's democracy and is well positioned to make a big impact.

## **2.6 Background of the Berg River Canoe Marathon**

The Berg River Canoe Marathon is one of the most challenging sporting events in South Africa. It is a test of ultra fitness, determination and skill that pushes both paddler and back-up team to the limit. The event is divided into four stages covering an average of over 50km

daily. It runs over a period of four days and covers a total distance of 208 km. Below is a breakdown of the days and the distance per day that participants have to cover.

Day 1: 59.1 km

Day 2: 43.2 km

Day 3: 55.0 km

Day 4: 50.0 km

The Berg River Canoe Marathon is an annual event that takes place in the middle of the winter season in the Western Cape (early July). It starts at Market Square, Paarl (about 1 hour drive on the N1 from Cape Town) and ends at the river mouth in Port Owen in Velddrif (200 km north of Cape Town).

The event is a real test of endurance on the part of the participants, for 208 km is a long distance to cover in four days. Andre (2005) mentions that, at the stopping point of each day, participants are sore, with wounds and blisters on their hands and feet because of the long distance they cover. Participants' performance at the end of each day determines their starting position the following day, and the top paddlers inevitably start first at the beginning of each race day.



Figure 2.1: Berg River indicating the various stopping points:

Source: [www.canoesa.org.za/isuzu Berg](http://www.canoesa.org.za/isuzu%20Berg) [5 March, 2006]

## 2.7 History of the Berg River Canoe Race

### 2.7.1 Interview with Andre Collins (current chairman of the Western Cape Canoe Union)

The Berg River Canoe Marathon started in 1962 with 20 paddlers who came from all over the country to compete in the race in the Western Cape. The competition was the brainchild of Willem Van Riet and his father who, as adventure tourists, saw the potential of the event in the Western Cape. In the midst of this initiative and the potential of the event to canoeing

fans, the Western Cape Canoe Union (WCCU) was also formed in 1962 with laid down rules and regulations to guide members regarding the race.

The initial opening of the Berg River Canoe Marathon in 1962 is significant in the history as the river was flooded. Since then the marathon has never witnessed such water levels. The winning prize for the competition was a Volkswagen car. It was won by an amateur (Nollie Meiring from the former Free State province) who participated in the race simply to have fun not for monetary benefits. Thus, the management committee did not award him the prize as he was regarded as an amateur. In 1968 and 1972, Andre Collins won the race and he has been participating for 36 years.

In the 1960 people used to sleep on mats on the farms as no mattresses were allowed. However, in the 1970s they were allowed to bring their own mattresses. Today, this idea has extended to the use of bed and breakfast (B&B) establishments, guesthouses, hotels and camping at various viewing points. The nature of canoe sport took a different format in the 1980s with amateurs qualifying to be awarded prizes of value.

Another aspect of the race was the fact that the event was not advertised in the countryside. People simply happened to get word of the event through friends or family members who participated in the race, or from people who lived along the bank of the river where the event takes place.

In the early years of the race, the paddlers built their own canoes and there were no sponsors to assist organisers of the event in any manner. Furthermore, there were no criteria for participants to qualify for the competition. As the event progressed, criteria were established and people became aware of the need to fulfil certain criteria in order to qualify for participation in the competition. The South African Canoe Federation has stipulated rules and regulations to guide all participants. These include:

- Proficiency test;
- Possession of a life jacket;
- Ability to swim; and

- Grading of the Berg River to make sure it is up to standard for competition.

## **2.8 The growth of the Berg River Canoe Marathon in the Western Cape**

The marathon has experienced many changes since its inception in 1962. The number of entries was stipulated to be a maximum of 350 paddlers due to the width of the river. The constant drought has caused a reduction in the water level and has affected canoeing as a sport in the Western Cape.

According to Andre (2005) the number of paddlers has been fluctuating, with 2004 having the least number of participants, only 190. This was a result of the excessive drought that struck the Western Cape between 2002 and 2004. In 2005, the number of entries rose to 207. This could have been a result of good weather conditions and the fact that there has been an improvement in the organisation and service quality of the event as reiterated by Andre Collins. He also mentions that the more participants the event draws, the more spectators there are to watch the paddlers.

There has been an increase in the number of African, Coloured and Indian (referring to historical racial classification) participants in the event. Initially, when the event started, there were no paddlers from other races except White. However, recently, the number of paddlers from other races has increased. Eight Blacks registered in 2005. This low rate of involvement by other races could also be attributed to the fact that canoe sport requires huge capital to buy the kits. The fact that a 4x4 vehicle is required to carry the canoe also makes it an expensive sport to participate in (South Africa Information, 2004).

Another area that has seen substantial growth in canoe sport in the Western Cape is the skills development project in Paarl, where interested individuals are given an opportunity to develop their skill in the sport. Through the help of the WCCU, canoe equipment and registration fees are provided to Blacks interested in the sport. Some Blacks are elected as coaches to administer training, which normally takes place during the weekend. The involvement of Blacks in the administration of the skills development project to interested



canoeing participants has helped to redress the injustice created by the apartheid regime that regarded canoeing sport as a 'White man's sport' thus excluding Blacks from participating. With the skills development initiative, the training programme has been the most successful in the event and it has been in existence for fifteen years (South Africa information, 2004).

A further aspect of the event relates to environmental sustainability. There has been a cleaning campaign to make sure that the quality of services provided to both spectators and participants is improved. South Africa Information (2004) states that 'The Blue Trees Campaign' (BTC) has helped to make the water accessible to both paddlers and spectators at various viewing points. The organisers of the event take responsibility for cutting down trees in areas where paddlers may be obstructed, as this will hinder the smooth operation of the competition.

Sponsorship has been an area of concern for the event. As mentioned earlier, the event started in the 1960s without sponsors. Kooperatiewe Wijnbouwers Vereniging (KWV) and a few sponsors like Control Instrument and Mitchell and Tyres became major sponsors in the 1970 with a sponsorship of R70 000-R80 000 (Andre, 2005). This gesture relieved the participants as they had some sort of financial support. The sponsorship created much recognition for the sport as people affiliated with the KWV brand were interested in the event. However, when KWV gained international recognition, the sponsorship was withdrawn to avoid conflict with the brand identity. Today, the main sponsors of the event are Isuzu, Mens' Health, Cape Town Routes Unlimited, Powerade, Coca-Cola and Wine Cellar.

## **2.9 Marketing of the event**

Andre (2005) indicates that the marketing of the event has been a major source of concern for organisers. When it started there were no advertisements. It was only when KWV became a sponsor that they started advertising the event locally in newspapers. There was a video for television coverage that took about twenty minutes. The marketing of the event has grown to involve the community, wine cellars that market the event through their shops and church groups in Bridge Town. Today, the event is promoted throughout the province in the various

tourism bureaus, provincial and local newspapers, on television and on the event website – [http// www.bergrivermarathon.org.za](http://www.bergrivermarathon.org.za).

## **2.10 Conclusion**

This chapter has provided an overview of the history and origin of canoeing as a sport in the global context. The relationship between sport and tourism and the contribution of sport and tourism to the South Africa economy as an industry that creates jobs and helps to foster the unity of the country as a rainbow nation are highlighted. The chapter also draws attention to the background of the Berg River Canoe Marathon as a major event in the Western Cape and charts the growth and marketing of the event from its inception to date.

✶

## **Chapter 3**

### **Perception Analysis**

#### **3 Introduction**

This chapter describes the nature of sporting events and their potential impacts. An overview of event impact research in South Africa and globally is also provided. A theoretical framework is given to highlight the perceptions of residents and an understanding of their attitudes towards sporting events is given. Factors affecting residents' perceptions are examined using extrinsic and intrinsic dimensions.

#### **3.1 The nature of sport event tourism**

The nature of sport tourism events can be understood through a few explanations of what constitutes the event industry. Getz (1997:1) describes the range of events as a:

Kaleidoscope of planned culture, sport, political, and business occasions: from mega events like Olympics and world fairs to community festivals; from programmes of events at parks and attractions to visits by dignitaries and intergovernmental assemblies; from small meetings and parties to huge conventions and competitions.

He further supports his notion of an event with the assertion that "Events constitute one of the most exciting and fastest growing forms of leisure, business, and tourism-related phenomena" (Getz, 1997:16). From the above description, it is clear that events represent a wide range of tourism activities. Consequently, proper strategic planning and organisation are essential in order to maximise the potential benefits accompanying the hosting of these events.

Sport events play a key role in the growth of the entire events industry (Getz, 1999). One of the reasons is that sport events have been seen to be an effective addition to the economic development mix of cities and regions (Burgan & Mules, 2001). It has been argued that sport events can stimulate planning to improve amenities and business activities in a city or region (French & Disher, 1997), improve a city's or region's position in the market (Jago & Mules, 2002), increase the aggregate number of visitors a city or region attracts and reduce seasonality of tourist visits (Higham & Hinch, 2002). With the growing appeal of events as an additional element in the tourism destination marketing mix, it is important for event organisers and managers to assess the impacts of these events on the host community.

### **3.2 The impacts of major sporting events on the community**

The impact of tourism occurs in different forms and shapes, including social structure, physical environment of destination areas and impacts on the economy. Much of the early works on tourism impacts focused particularly on economic benefits to the virtual exclusion of any social or environmental cost / benefit recognition. This is usually because tourism is being used to support destination economy, and the fact that economic impacts are generally the easiest to measure, the most immediate to occur and reflect the general development initiative of the private sector.

However, while tourism development undoubtedly supports employment, generates income and helps to diversify destination economies, not all economic impacts are necessarily positive (Getz, 1997; Hall, 1992, Shone & Parry 2005). An example of negative economic impacts due to tourism may include the 'displacement effect' which may take place when tourism development is undertaken at the expense of another industry such as agriculture (Cooper, Fletcher, Fyall & Gilbert, 2005). Each community will be affected in different ways, and while one community may be highly successful through tourism, another may receive little benefit.

Tourism events have numerous impacts on the host city, ranging from cultural, economic, social to environmental factors. Sport events have both positive and negative impacts on their host destination. Hall (1992:10) suggests that the ability of major events perceived to attract economic benefits often provide the official justification for hosting events. Economic analysis of events provides reasons as to why events are held and the effects that they have on a region. However, while many of the economic impacts of events are quite tangible, many of the social impacts are not.

The full assessment of economic impact must also take into account other aspects. The benefits sought by the development of tourism through sport events are similar to the economic roles of events. Allen, O'Toole, McDonnell and Harris (2002) believe that the economic role of events is vital based on the fact that "Event(s) act as catalysts for attracting visitors and increasing their average spend and length of stay. They are also seen as image-makers for the destination, creating a profile for destinations, positioning them in the market and providing a competitive marketing advantage".

The impacts of events can greatly affect the quality of life of the local residents. Therefore, arguments have been advanced (Getz, 1997; Allen *et al.*, 2002) for the adoption of strategies that take the social and environmental impacts of events into account when carrying out economic impact assessment of each individual event. Event organisers generally only take into consideration the economic implications and ignore residents' perceptions, which provide an important non-economic dimension for gauging how events benefit or impact on the host community (Hall, 1992; Jeong & Faulkner, 1996).

Fredline (2000) and Hall (1992) acknowledge that the impact of sporting events that affects communities is the "feel-good" aspects of events. At times residents are prepared to put up with temporary inconveniences and disruptions because of the benefits events generate, coupled with long-term expectation of improved facilities and a good profile of the city. Also, increased visitation because of sport events could mean the opportunity to meet new people and learn about new cultures. Research conducted by McCool and Martin (1994) show that strong community attachment positively influences perceptions of tourism impacts.

Raj (2003) mentions that the people and communities that host events provide visitors with a vibrant and valuable culture. Events provide opportunities for visitors to enjoy and experience local illumination and culture. Sport events also provide support to those who pursue economic opportunities related to sharing community culture with the broader world.

Getz (1997) notes that badly managed events can also have wide effects on the social life and structure of communities. These could include loss of amenities owing to noise or crowds, resentment of inequitable distribution of costs and benefits, and inflation of goods and services that can upset housing markets, and impacts most severely on low-income groups. Event organisers generally pay little or no attention to the social and environmental impacts of events. This could be due to the fact the social and environmental impacts are difficult to measure. It is argued that there is a clear need to adopt a holistic approach since in any location; harmony must be sought between the needs of the visitor, the place and the host community (Getz, 1997; Allen *et al.*, 2002). Host communities play a key role in running a major sporting event or any other large-scale event. Getz (1997) focuses on the event manager gaining support and resources from the host community, while also looking at the local benefits and costs, cultural meanings of the event and the political factors. If all these factors are taken into consideration it can lead to a good event and even a good relationship between the event and local community.

The political implication of events is another area that has contributed immensely to events' impacts on the host community (Shone & Parry, 2005). The effects of events could be important to political elites and event organisers. The declared economic value of events is commonly used to legitimise public subsidy through contributions of cash and public services (Mules, 1998). Politicians tend to attract major events to their city or region so as to boost their political status and gain the benefits of being associated with useful civic activities and positive special events.

Shone and Parry (2005) note that major events held in a town or city might not only help provide social and economic benefits such as community cohesion, jobs and income to local people, but might significantly alter the image of the place in the long-term. This can be a

useful outcome especially for locations that might have endured a long period of economic decline or social drift, for which a major special event could not only rekindle community involvement and civic pride, but also transform visitor perceptions of the place from negative to positive. A research survey by Kim and Morrision (2005) indicate that the image of South Korea was more positive as a tourism destination after the FIFA World Cup in 2002.

Allen *et al.* (2002) and Hall (1989) classify the potential of event impacts into four dimensions, with each having both negative and positive manifestations. Many of these impacts are similar to those associated with general tourism, particularly in the long term, as an event can potentially lead to increased general tourist activity. For example, prolonged length of stay for visitors, improved city profile and job creation. The Table below illustrates the impacts of sporting events.

**Table 3.1: Impacts of sporting events**

Events impacts	Positive	Negative
Social and cultural	<ul style="list-style-type: none"> <li>Shared experience</li> <li>Revitalising traditions</li> <li>Building community pride</li> <li>Validation of community groups</li> <li>Increased community participation</li> <li>Introducing new and challenging ideas</li> <li>Expanding cultural perspectives</li> </ul>	<ul style="list-style-type: none"> <li>Community alienation</li> <li>Manipulation of community</li> <li>Negative community image</li> <li>Bad behaviour</li> <li>Substance abuse</li> <li>Social dislocation</li> <li>Loss of amenity</li> </ul>
Physical/environmental	<ul style="list-style-type: none"> <li>Showcasing the environment</li> <li>Providing models for best practice</li> <li>Increasing environmental awareness</li> <li>Infrastructure legacy</li> <li>Urban transformation and renewal</li> </ul>	<ul style="list-style-type: none"> <li>Environmental damage</li> <li>Pollution</li> <li>Destruction of heritage</li> <li>Noise disturbance</li> <li>Traffic congestion</li> </ul>
Political	<ul style="list-style-type: none"> <li>International prestige</li> <li>Improved profile</li> <li>Promotion of investment</li> <li>Social cohesion</li> <li>Development of administrative skills</li> </ul>	<ul style="list-style-type: none"> <li>Risk of event failure</li> <li>Misallocation of funds</li> <li>Lack of accountability</li> <li>Propagandising</li> <li>Loss of community ownership and control</li> <li>Legitimation of ideology</li> </ul>
Tourism and economic	<ul style="list-style-type: none"> <li>Increased tourists visits</li> <li>Extended length of stay</li> <li>Higher yield</li> <li>Increased tax revenue</li> <li>Job creation</li> </ul>	<ul style="list-style-type: none"> <li>Community resistance to tourism</li> <li>Loss of authenticity</li> <li>Damage of reputation</li> <li>Exploitation</li> <li>Inflated prices</li> <li>Opportunity costs</li> </ul>

Source: Adapted from Allen *et al.* (2002) and Hall (1989; 1992).

### 3.3 Residents' Perceptions

Despite the growing incidence of South Africa hosting large scale and major events such as the 1995 Rugby World Cup, 2003 Cricket World Cup, The Presidents' Golf Cup and the upcoming 2010 Soccer World Cup, there has been only limited research conducted by both private and public companies to identify and evaluate the impacts of sporting events on the communities that host these events.



Another problem encountered in sport tourism is that most of the available research tends to focus on individual events and not on improving an overall understanding of the sport tourism market and how it operates at a national or regional level. However, intensive research has been undertaken in other areas of sport tourism (Burnett & Uys, 2000; Swart, Bob & Heath, 2005; Turco, Swart, Bob & Moodley, 2003).

Although residents' perception research has been neglected in South Africa, comprehensive studies have been done in countries like Australia, Canada, China and America where some researchers have looked into the host community reactions to major sporting events (Fredline, 2000; Fredline & Faulkner, 2002). Ritchie and Aitken (1985) identified residents' attitudes towards various aspects of hosting of the 1988 Olympic Winter Games and examined the changes in residents' perceptions and attitudes over the 12 month period between March 1983 and March 1984. Results of the study reveal that respondents in March 1984 had a higher level of awareness of the 1980, 1984 and 1988 Olympic Games, than the respondents in the March 1983 survey. In a similar study by Ritchie and Lyons (1987), residents' attitudes towards the 1988 Olympic Winter Games were measured to identify the level of their awareness of previous Games sites. The results of the study were consistent with a previous study that the majority of Calgary residents were aware that they would be the host city of the 1988 Winter Olympic Games and showed a high tendency to forget previous Games sites.

Soutar and McLeod (1993) examined differences in residents' perceptions on the impact of the America's Cup prior to, during, and following the completion of the event. They used 14 items to compare residents' responses to the event's impact and identified the dimensions of "economic impact" and "physical congestions". Respondents showed a low-level of perception of physical congestion one year before the event was started. However, a year after the event was held the perception of the respondents was different as they realised a positive change in their living condition. They concluded that the America's Cup had a positive influence on the living conditions of the host city.

Additional research that has helped to throw more light on residents' perceptions of events is that of Deccio and Baloglu (2002) on non-host community residents' reactions to the 2002 Winter Olympics. This research assessed the spill-over impacts on neighbouring locations who did not host the event. The findings of this study show that although some residents perceive that the Olympics will bring opportunities, most do not anticipate any local impact from the event. Also, those residents who are environmentally conscious did not support the Olympics while those who are economically dependent on tourism and those who participate in outdoor activities generally support the Olympics. Thus, it is evident that the impacts of sporting events are widespread both to the host community and non-host community. Therefore, there should be constant research to identify such impacts so that measures may be taken to ensure that all the stakeholders are as satisfied as the host destination.

Fredline, Jago and Deery (2003) developed a generic scale to measure the social impacts of events and this has contributed to providing a parsimonious instrument for the measurement of events. Also, Kim and Petrick's (2005) study on residents' perceptions on the impacts of the FIFA 2002 World Cup has helped to add to the existing body of literature. In their study, they concluded that residents' perceptions of the impacts of mega-events may vary with passage of time. This framework model is presented in the next section.

### **3.4 Theoretical framework and model**

X The theoretical framework of this study is based on the social representation theory. Social representation theory forms the conceptual and theoretical basis for understanding residents' perceptions of major events. This theory represents an appropriate and effective foundation for studying residents' perceptions of tourism events (Ap, 1992; Jurowski, 1998; Jurowski, Uysal, & Williams, 1997; Perdue, Long & Kang 1999). Moscovici (1982:122) defines social representations as the "the systems of preconceptions, images and values which have their own cultural meaning and persist independently of individual experience". Representations are the mechanisms people use to try and understand objects and events in the world around them. They tend to turn the unfamiliar into the familiar, as objects and events are recognised

on the basis of past experiences, and prior knowledge serves as the reference point for new encounters (Fredline, 2000; 2002).

The 'social' element refers to the fact that groups within a society share these representations and facilitate communication and this social process helps to form a 'constellation' of representations (Fredline, 2000). This theoretical framework help to explain the motivations and reasons people accept or reject such representations. Social representations are not the sole determinants of individual perceptions but help determine how people see the world through their interactions and communications with the society (Purkhardt, 1993). There are three sources of social representations: direct experience, social interaction and the media. They are outlined in the next section.

#### **3.4.1 Direct experience**

Direct experience of an event provides residents with more information on which to base their perceptions and this information is more directly under the control of the individual than other sources (Fredline, 2000). Direct experience may be a catalyst for change as people question inconsistencies between prevailing social representations and actual observations (Pearce, Moscardo & Ross, 1996). Since sport event tourism experiences are spontaneous as they are intangible, inseparable and vary at each time, direct experience will have an influence on an individual's perception of an event because the services are produced and consumed at the same time. Thus, there is no tangible aspect to show apart from the memory of the event, which is the experience.

#### **3.4.2 Social interaction**

Sporting events create an avenue for social interaction where family, friends, colleagues, casual acquaintances and strangers come together. People are affiliated with groups that have similar social identities to them, and inclined to adopt representations comparable with other group members (Breakwell, 1993). It has been noticed that some people are likely to be members of more than one reference group (Kotler, 1998).

Fredline (2000) notes that not all members of a community have the same exposure or contact with an event that is the basis of social representation. The author further suggested that, where direct experience is limited, people will borrow social representations from some other sources such as the media or political figures. Other important individuals and groups are likely to be important references.

### **3.4.3 Media**

Whitson and Macintosh (1996) note that media coverage of sport events helps countries to present themselves in favourable terms. Faulkner *et al.* (2000) also reiterate that media coverage assists destinations in building a positive image that helps to generate future tourist demand. Major sporting events provide destinations with an unbeatable opportunity to project their tourism image. Dwyer, Mellor, Mistilis and Mules (2000) highlighted the benefits of added exposure gained by the destination through advertising and media coverage associated with events coupled with the direct economic benefits generated.

### **3.5 Understanding residents' attitudes of sporting events**

As mentioned previously, sport event tourism is a growing segment of tourism and many destinations are using sport events to market themselves in order to attract visitors and/or participants. Sport events are one of the many different types of tourism attractions, and since sporting events involve active participants and spectators sport event tourism is significant. Sport is an important activity and people from various religions and races interact with one another.

It is obvious that if local residents have negative perceptions of the event this might have negative implications for its commercial success and its contribution to the destination's attractiveness (Fredline, 2000). If local residents perceive their quality of life to be lower due to the impacts of an event, this may affect their interactions with tourists, reduce support for

advocates of tourism (event) development, reduce favourable word of mouth promotion, and perhaps even result in protest and legal action (Pearce, Moscardo & Ross, 1996).

Teo (1994:126) defines the social and cultural impacts of tourism as “the way in which tourism is contributing to changes in the value systems, moral and their conduct, individual behaviour, family relationships, collective lifestyles, creative expressions, traditional ceremonies and the community organisation”. Because of the complex nature of man and variations in behaviours within the community, there is a growing acceptance of the concept of social responsibility, responsible tourism and alternative forms of tourism (Pearce, Moscardo & Ross, 1986). At the same time, there has been an increasing community opposition to tourism development that harms both the social and natural environment.

Residents of a community may hold different views on any tourism activity. This has led to social impact studies of tourism and its related activities in the community. Case studies of the social impacts of tourism examine impacts on the residents at the macro and micro levels (Faulkner & Tideswell, 1997; Fredline, 2000). Researchers at the macro level assume a level of homogeneity among the residents of a region (Faulkner & Tideswell, 1997). To them tourism event impacts are examined in terms of variables that characterise the region as a whole and the level of actual or perceived impact is assumed to affect all residents in a similar way. Faulkner and Tideswell (1997) identify these variables as extrinsic and intrinsic variables.

### **3.5.1 Extrinsic and intrinsic variables**

Extrinsic factors refer to variables that affect the perception of residents at the macro level in the sense that they have a common impact on the community as a whole. On the other hand, intrinsic variables recognise that the host population is heterogeneous and perceptions of the impacts of tourism events may vary in association with variables in the characteristics of individuals (Faulkner, 1996). Key variables are summarised in the Table below.

**Table 3.2 Extrinsic and intrinsic variables of events**

Extrinsic variables	Intrinsic variables
Stage of tourism development and Age (stage) of the event	Residential proximity
Social carrying capacity –Tourist and residents ratio	Involvement in tourism
Seasonality	Frequency and timing of the event
Resident and visitor cultural difference	Demographic characteristics
Spatial concentration-distribution of tourism development	Spatial concentration of infrastructure/ownership

(Source: Fredline, 2000)

### **3.5.1a Extrinsic variables with specific location**

#### *The stage of tourism development*

Research in the area of tourism development has shown that the stage of tourism development has an impact on the perceptions of residents within a community (Fredline, 2000; Fredline, Jago & Deery, 2002). Models have been developed to illustrate how tourist destinations pass through a number of stages as tourism becomes more advanced over time. One of the most common stage-based models referred to is Butler's Tourism Destination life-cycle model (1980), which describes how changes in the number and type of tourists over time are associated with changes in tourism infrastructure, environmental assets, and the competitive environment.

These changes may affect the viability of the tourism industry in the area. It is suggested that when an activity becomes oriented towards high-volume mass tourism then impacts will reach a level which will annoy local residents and result in a more negative perception of tourism. Doxy's irridex model (1975) suggests that residents' responses to tourism will pass through a series of stages (euphoria, apathy, irritation, and antagonism) as continuous exposure to intensifying negative impacts is reflected by increasing annoyance. Taking into

consideration the nature of the Berg River Canoe Marathon which is linear and not concentrated in one venue, its impacts may be dispersed along the course and “watered down”, the impact might be that residents within the vicinity where the event takes place display irritation. However, Faulkner and Tideswell’s (1997) study of residents’ perceptions reveals that in general, it is not the case as event impacts are virtually instantaneous.

Fredline (2000) notes that these models have contributed to the development of a greater understanding of residents’ perceptions of tourism; however, the models are simplistic as there are many other variables relating to the characteristics of a destination and the type of tourism activity such as contact, theme and authenticity which will mediate the development and residents’ perceptions. Nevertheless, these models are valuable to the extent that they highlight the fact that negative social impacts will be exacerbated unless preventive planning and management action is taken (Fredline, 2000).

### *Carrying capacity*

Tourism carrying capacity of a region can be defined as “the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of experience gained by visitors (Mathieson & Wall, 1982). The concept of carrying capacity involves the consumption of natural, man-made and socio-cultural resources. A region with more resources is likely to have a higher carrying capacity, although the fragility of resources also needs to be considered. Additionally, the skillful management of resources could be used to extend the carrying capacity of the destination (Gunn, 1998; Mansfield, 1992). The concept of carrying capacity is difficult to elaborate and measure but it provides valuable insight into residents’ perceptions of tourism (Murphy, 1985).

Other measures that shed light on carrying capacity include tourist and resident ratio and the type of tourists attracted to a region. Research into tourists and residents ratio conclude that there is a relationship between the perceptions of general tourism and the ratio of tourists visiting a destination, with higher ratios resulting in more negative attitudes (Butler, 1975;

Liu & Var, 1986). The type of tourist to a destination has implications for the social carrying capacity because tourists who are more distant in terms of race, culture, region and appearance are likely to have, at least, a more noticeable socio-cultural impact on the host population.

The more an area and event is known for good service delivery the more tourists are attracted to it. Thus, the high influx of visitors in the area might exceed its carrying capacity and might impact negatively on the community because their daily activities are disrupted (Cooper *et al.*, 2005). With the Berg River Canoe Marathon, the carrying capacity of the event is 350 participants. The carrying capacity of the event is determined by the number of entries and the water level. The number is guarded because of the width of the river and to also make it easy for navigation of the paddlers.

### **3.5.1b Extrinsic variables associated with the event**

Every event is different and may require a different approach at any point in time. Thus, it is essential to examine factors that might affect individual events and how these factors can affect the community as a whole. The relevant factors are outlined below.

#### ***The age of the event***

The age of an event may affect the perception of residents within a particular community. According to Cohen (1988), the age of an event may, to a certain degree, define the legitimacy or authenticity of the event. Some events have substantial histories but because of the growing desire to exploit this type of attraction for tourism promotion purposes, many more are very new.

Although the stage models previously mentioned might be appropriate for explaining the irritation that accompanies the gradual build-up of impacts associated with tourist activity, the growth of impacts of an event may have quite a different progression. Fredline (2000) contends that winning the right to stage a major event inevitably attracts media attention and



that amongst some segments of the community it is often associated with euphoria derived from a feeling of success. It may also be possible, however, particularly if there are any controversial aspects of the proposed event, for some community sectors to oppose the initiative as soon as they become aware of it. Public and private discussion of the perceived costs and benefits will then begin, with people drawing on their experiences of the events as well as their anticipation of impacts to determine their stance on the issue. Longitudinal research conducted by Soutar and McLeod (1989; 1993) with regard to the America's Cup Defence series in 1987 suggested that residents were likely to anticipate more negative impacts than actually experienced.

### *Seasonality of events*

The seasonal patterns of tourist activity can lead to fluctuations in the impacts of tourism (Sheldon & Var, 1984). Cities and destination marketing organisations are using event tourism to reduce the effect of seasonality in tourism by providing a range of events in the events calendar to help attract visitors who otherwise would not visit a destination during off-peak season.

Allen *et al.* (2002:36) contend that "a strong advantage of event tourism is that it can attract visitors in the low season, when airline and accommodation providers often have surplus capacity". Getz (1997) describes the way events can overcome seasonality by capitalising on whatever natural appeal the off-season presents, such as winter sports like the Berg River Marathon and Big Wave Africa, as opposed to summer sports, seasonal food and produce, scenery or wildlife viewed in different places, and under changing conditions. In many destinations the residents prefer the off-season for their own celebrations and these provide more authentic events for visitors (Getz, 1997).

### *Frequency of the event*

One dimension that distinguishes events is frequency differentiation. Some events take place regularly in the location while others are once-off events. In the case of a once-off event,

residents may be more inclined to put up with negative impacts than with a recurring event like the Berg River Canoe Marathon, given that it will be an ongoing source of irritation. Fredline (2000:24) also notes that “residents will eventually adapt to, and accept, recurring events as this may be facilitated by the fact that those organising the event might get better at managing it over time”.

### *Size*

Hall (1989) is of the opinion that the size of the event has to be considered in the context of the size of the host community. The size of recurring events like the Berg River Canoe Marathon tends to be smaller than once-off mega events. Thus, large events will have more impacts than small events but it is not clear whether all types of impacts are proportionally related to size (Fredline, 2000).

### *Theme and Authenticity*

Hall (1992) suggests that the more an event is seen by the impacted public as emerging from the local community, rather than imposed on them, the greater will be the community’s acceptance of it. According to Fredline (2000) those events that originated within the community will have more authenticity for the host population, unless they have been manipulated and exploited for tourism purposes. The acceptance of imported events may depend on the extent to which the community embodies values that are consistent with the socio-cultural milieu of the region, and whether or not they fulfil the expectations of the host communities (Cohen, 1988).

If residents perceive that external forces impose an event upon them, they are less likely to accept it (Getz, 1991). Event tourism requires legitimacy, which refers to the perception by residents that the event is of benefit to the community and therefore deserves support (Cooper *et al.*, 2005). Also, if the theme of the event is consistent with the values of the community, and residents perceive it as authentic; they are more likely to perceive positive impacts such as entertainment and social benefits. With the growing public awareness

regarding cultural and ethnic differences, there has been increasing demand for tourism products that offer cultural authenticity (Cooper *et al.*, 2005).

### ***Infrastructure requirements of the event***

Events that require little infrastructure development and largely make use of existing facilities are clearly less of an economic burden than those that require new stadiums, improved transport network and substantial redevelopment (Fredline, 2000). However, they also provide little tangible legacy to the region. On the other hand, large-scale events like world championships may attract additional development in the form of sporting facilities, new venues and supplementary accommodation (Fredline, 2000).

### ***The use of recreational facilities***

The use of recreational facilities by residents of a community contributes to their perceptions of tourism. Where some communities are more active in outdoors activities than others, they can anticipate having stronger feelings about what is done with resources and facilities. Allen, Hafer, Long and Perdue (1993) found that residents perceived that tourism improves existing facilities and parks and generally had a positive attitude towards recreational opportunities and tourism development. On the contrary, Lankford and Howard (1994) found that residents felt as if they had to compete with tourists for space and recreational facilities. Those who regularly engage in outdoor activities are more likely to experience competition and overcrowding in those environments. On the other hand, Jurowski (1994) found that residents who used the resources were more likely to look at the impacts tourism positively but were reluctant to support certain types of tourism that would lead to overcrowding and competition.

### ***Cultural differences***

Cultural differences have been a barrier to the smooth development of tourism. Where cultural differences between visitors and residents are minimal, the scope for

misunderstanding and xenophobic reactions is reduced and the locals are likely to be more favourably disposed to tourism (Butler, 1975). Similarly, when an event and the visitors that it attracts are consistent with the socio-cultural milieu of the host community, the potential for negative reactions is reduced. Cooper *et al.* (2005) also note that where tourists are wealthier than the people with whom they come into contact, there is likely to be some attempt of emulation as well as some resentment. This may reflect in behaviour, dress and spending patterns.

### **3.6 Key intrinsic variables affecting residents**

As people differ so does the perceptions of event and tourism activities. The key intrinsic variables include the following: proximity, involvement in tourism, community attachment, contact, demographic variables, knowledge, community participation and social injustice. These variables are discussed next.

#### ***Proximity***

This refers to the closeness of the region to the event and its residents. A number of studies conducted on tourism impacts have found an inverse relationship, with perceptions becoming less favourable with increasing proximity (Brougham & Butler, 1981; Teo, 1994). Other tourism researchers indicate a direct relationship, with residents living closer to the area of “high tourist activity” perceiving tourism more positively (Sheldon & Var, 1984; Keogh, 1990). Fredline and Faulkner (1998) in their studies of the Gold Coast Indy found mixed results with regard to residents’ perceptions of the impacts of the event.

Fredline (2000), in her comparative studies of the Gold Coast Indy and Australian Formula One Grand Prix in Melbourne, found that residents’ perceptions and proximity are related to distance. Those residents living closer to the event area are more likely to be members of the negative clusters and are less likely to be ambivalent while those living far away appear to be less likely to be negative and more likely to be ambivalent. Thus, proximity and residents’

perceptions are directly related, with residents close to the event area more likely to be affected than those who are far from it.

### ***Community involvement and attachment to tourism***

Residents' involvement in tourism will depend on how individuals within a host community take part in any tourism activity taking place within their locality either as participants, volunteers or rendering services for money. Ap (1992) suggests that members of the host community who have businesses or employment interests in the tourism sector will be generally more positively disposed to tourism because the benefits outweigh costs associated with increased tourist activity. On the other hand, residents who are not involved in tourism will not derive any substantial benefits from the event or activity, and will be more inclined to hold negative perceptions (Pizam, 1978; Brougham & Butler, 1981; Pizam, Milman & King, 1994).

Involvement in tourism could be meaningful if residents within a community perceive the impacts of tourism on the region as a whole rather than being a function of personal benefits and costs of an individual resident (Faulkner & Tideswell, 1997). Fredline and Faulkner (1998) also suggest that individuals should put group interests ahead of their own personal interest because they appreciate the benefits this industry brings to the community in general.

The bond between a person and their community is an important determinant in the formation of tourism perception (Um & Crompton, 1987; Jurovski, 1994). Um and Crompton (1987) found that residents attached to their community had a less positive attitude towards tourism. Conversely, McCool and Martin (1994) and Seid (1994) found that strongly attached respondents viewed tourism impacts more positively. Although it is true that the length of stay of any residents within the region can determine their perception, it is also possible for newcomers, who chose the community for specific reasons, to rapidly develop social networks and become highly attached within a short period of time.

### ***Community ownership and control***

Allen *et al.* (2002) contend that badly managed events can have wider effects on the social life and structure of the communities. These can include loss of amenities owing to noise or crowd, resentment due to inequitable distribution of costs and benefits, cost inflation of goods and services that can upset housing markets and impact most severely on low income groups (Getz, 1997). It is essential for communities to have a major say in the planning and management of events. However, event managers or organisers often do not consult and involve members of the community in the planning process. Hall (1992) maintains that political analysis is an important tool in regaining community control over events and ensuring that the objectives of these events focus on maximising returns to the community.

### ***Social justice***

The extent to which residents may be more disposed to accept the impacts of tourism events might be influenced by perceptions regarding distributive justice (Fredline & Faulkner, 1998). This issue is particularly relevant in South Africa, which is multi-racial and has experienced a racial system of government. Many of the negative impacts around the Berg River Canoe Marathon may be localised in the area or the track where the event takes place and those residents who have assets within the area will assume that they are not treated fairly. On the other hand, positive impacts of the event tend to be more diffused than the cost(s).

### ***Public participation***

Tourism in South Africa has a poor history of involving local communities and previously neglected groups in tourism related activities. Reid (1999) notes that community members had in the past regarded themselves as playing no part in tourism and considered themselves merely objects for tourists to look at. However, with the advent of democracy in 1994, the challenge of the country has been to develop policies that rectify the imbalances of the past

and open up the tourism industry for participation of the hitherto disadvantaged citizens of the country (Reid, 1999).

Reid (1999) further describes community participation as giving people more opportunities to participate effectively in development activities. These include empowering people to mobilise their own capacities, be social actors rather than passive subjects, manage their resources, make decisions and control the activities that affect their lives. Pretty (1995) provides a typology of participation that gives a good understanding of the seven different interpretations of the term 'participation'. The author describes the level of community involvement and offers a critique for each type of participation. The spectrum of participation extends from passive participation, in which local communities possess no power or control over the development process and decisions are made more unilaterally by external bodies, to self-mobilisation where local people have complete control over development activities and take initiatives independent of external institutions. It is therefore essential, that for any sporting event that takes place, the community should have a say in every step of the planning process as this would give room for members to contribute towards the formation of any decision in the management of the event.

### ***Contacts***

There is a direct socio-cultural impact which occurs as a result of contact between the host population and the visitors. De Kadt (1979) suggests three broad categories of contacts:

- When the tourists buy goods and services from the hosts;
- When the host and tourist share a facility; and
- When tourists and host come together for the prime purpose of cultural exchange.

It is possible for the residents to have high levels of contact with tourism and its impacts because they work in areas of high tourist activity, or because they have travelled to these areas for some other reasons. Tourists and hosts contact can result in a demonstration effect. Cooper *et al.* (2005) note that tourism brings the physical presence of tourists and this will stimulate changes in the behaviour and dress style of the host population. They also note

further that it is even necessary for tourists to come into direct contact with members of the host population for the demonstration effect to take place. Those members of the population who are influenced by the behaviour of the tourists are likely to influence other members of the community by their changed attitudes and behaviour.

### ***Demographic variables***

The nature of the Berg River Canoe Marathon, which requires extra fitness and toughness of individuals in order to compete in the event, makes demographic variables relevant to identify which sector of the population is interested in the event. Age, gender, education and historical background are major concerns for most sporting events in South Africa. For example, participants in the Berg River Canoe Marathon are predominantly men and Whites. Even though some Blacks have started participating in the sport, many still believe that it is a “White man’s sport” as shaped by the apartheid regime. Such perceptions can have an influence in sport as a recreational activity. Husbands (1989) in his research in Zambia found significant relationships between perceptions, age and level of education. The specific theme of the event may have the tendency to appeal to specific groups within a community. It is, therefore, possible that local residents who have similar demographic characteristics may have more positive perceptions of the event.

### ***Socio-political values***

Event tourism operates within social and political domains, as discussed previously. Therefore, it is likely that residents with different socio-political values may perceive events differently. Snepenger and Johnson’s (1991) study in Montana found that residents who considered themselves “conservatives” were more negatively disposed to tourism than those who identified themselves as “liberals”. Lindberg and Johnson’s (1997) model suggests that residents’ values regarding economic gain are positively related to their attitudes towards tourism. Pope *et al.* (2002:159) also note that those who benefit from the event have a more positive attitude than those who do not benefit.



### **3.7 Conclusion**

Sporting events are wide and diverse in nature. Thus, their impacts affect people differently either as individuals or the community as a whole. Due to the assorted nature of human-beings, previous researchers have developed models such the extrinsic/intrinsic model, the social representation model and the staged based models which have contributed substantially to the understanding of residents' perceptions of events at the micro and macro levels.

## **Chapter 4**

### **Research methodology**

#### **4 Introduction**

This chapter deals with the methods used to gather information from residents within the event area. The primary source of data is the residents of the area. The purpose of this study is to investigate how local residents in and around the Berg River perceive the impacts of the Berg River Canoe Marathon. The method of sampling adopted was a stratified convenience sampling method, based on selected areas by the researcher.

The first part of the chapter discusses the study areas and limitations of the sampling frames used when dealing with local residents of a region. The second part looks at the sampling method used in order to obtain a representative sample.

#### **4.1 Study areas**

This research was conducted in five locations within the Drakenstein area of the Western Cape. Specific areas were selected to be surveyed as all communities could not be surveyed. The five locations included the following:

- Paarl city area
- Drakenstein East
- Wellington
- Piet Abraham and Hermon
- Velddrif

The justification for using these study areas is outlined in the next section.

#### **4.1.1 Justification of the study area**

##### **Paarl City area**

The Paarl city centre was selected for the residents' survey because the marathon starts in the Market Square which is at the city centre of Paarl. Thus, it was worthwhile surveying residents in that area to ascertain how the event affects the community and individuals who reside in Paarl city centre.

##### **Drakenstein East**

This area was selected because it is very close to the second viewing point which is Josafat bridge. This area attracts many spectators as they can see their family and friends paddle past the bridge.

##### **Lady Loch Wellington**

This area was selected because spectators are able to see their relatives and friends as they paddle through two of the bridges: the Wellington bridge and the Lady Loch bridge.

##### **Piet Abraham and Hermon**

This is a popular site for spectators as they sit and wait for the paddlers to reach this farm. Some families *braai* (barbecue) while their children play in the open space close to the bank of the river as they wait. This location attracts many spectators as it is also close to the finishing point of day one of the competition.

## **Velddrif**

This is where the competition ends and winners receive their prizes. It attracts large numbers of spectators and businesses as people are eager to see the winner of the race.

### **4.2 Sampling frame**

There are a number of choices for sampling frames commonly used in residents' surveys, but none appears to be completely free of bias. The sampling frame for this research comprises individual residents within the area where the event takes place. The most efficient sampling frame of surveying individuals is the electoral roll register, which is stratified and available in an easy-to-use format (Fredline, 2000). However, this method has its own limitations. It excludes citizens who have not enrolled to vote, those who are younger than 18 years and residents who are not South African citizens but are living in the area. Based on these limitations of the electoral roll, other sampling frames were considered.

Fredline (2000) also notes that another commonly used sampling frame is based on the household. It is common practice to interview one adult resident of a selected household in the area. This method is very cumbersome as it requires one adult resident to be randomly or systemically selected within a household in the region using geographical information system (GIS) mapping. This method too has its own limitations. Firstly, it is difficult to decide which adult resident will be randomly or systemically selected in the household. Also, there is no relationship between the sampling frame and the unit of analysis, as some households will have only one relevant adult individual while others may have more. Additionally, even with those households selected, it may happen that at the time of the survey nobody in the selected house is at home, meaning the interviewer will have to revisit the household at a later stage. This makes the household sampling method an expensive and time-consuming one.

On the other hand, face-to-face interviews have some negative aspects. Probing the respondent to give answers to questions when they are not ready may result in a response that might not be a true reflection of the question or what they would respond if left alone

(George, 2001). Also, fieldworkers at times feel uncomfortable to approach people from a different race for fear that they might refuse to participate.

The telephone directory is another sampling frame used in residents' perceptions survey to overcome the problems associated with size of the residence. However, with the recent development of mobile phones, the tendency of individuals to list their property and houses in the telephone directory is minimal, particularly in the South African context.

Given the complexity of the electoral roll method, the time-consuming nature of the household method and advancement in the use of mobile phones, personal interviews was the selected sampling method for this study. They were carried out within a 1-10km radius of the five locations named in section 4.1 where the marathon takes place.

#### **4.3 Sample selection**

The research was conducted using 200 questionnaires administered during face-to-face interviews. This method potentially offers the best response rate because it allows for development of rapport between the interviewer and the respondent. The error rate decreases because it provides an opportunity for clarification of questions where doubts exist (George, 2001). Furthermore, the interviewer can probe the respondent for answers; an immediate checking of the questionnaire on the internal consistency of responses and additional information could be included through observation by the interviewer or through extra comments by the respondent. The method also resolves the issue of missing data since the interviewer collects the data as he or she administers the questionnaire.

#### **4.4 Research instruments and methods**

The two broad research tools that were utilised to conceptualise and carry out the research survey were the primary and secondary data sources. These methods are outlined below. Secondary data sources provided data that have been collected, analysed and discussed by

previous scholars in the field. Hence, secondary data helps to contextualise current research in the field.

#### **4.4.1 Secondary data sources**

Secondary data on tourism and sporting events in general and South Africa were sourced from journal articles, government publications, conference papers, books and the Internet. The secondary data collection served to inform as well as to contextualise the present study.

#### **4.4.2 Primary data sources**

Primary data sources used in the study included questionnaire surveys, structured as well as unstructured interviews and observational studies.

##### **4.4.2.1 Convenience sampling method**

This research has used the stratified convenient sampling approach used in social science research as it helps to ensure that subgroups are adequately represented in the sample by dividing the population into strata, based on important variables such as historical race classification and residential areas. The method of sampling enables the researcher to get a gross estimate of the results without incurring the cost or time required to select a random sample (Welman, Kruger & Mitchell, 2005). This method was achieved by going to upper, middle and lower class residential areas in the selected locations with consideration to racial classification.

##### **4.4.2.2 Pilot survey**

Before the fieldworkers were deployed to the field they were trained on how to approach the residents. The questionnaires were tested in the surrounding locations during the “Red Bull Big Waves Africa” event in the Cape metropolitan area to ensure validation of the study.

This provided the researcher with an opportunity to restructure some of the ambiguous questions. The average time to complete a questionnaire was approximately eight minutes.

#### **4.4.2.2 Questionnaire survey**

The survey instrument relies on Fredline's (2000; 2002) questionnaire and permission was granted for the use of this questionnaire. Some of the questions were changed to suit the South African context. The survey questionnaire consisted of sixty questions and five sections. It included primarily closed-ended questions which allow for the information obtained to be quantified easily. Most of these questions required a tick from the respondent. The various sections of the questionnaire are explained below. Refer to Appendix A for a copy of the questionnaire

##### **Section 1**

The first part of the questionnaire asked respondents about their attendance pattern at this and previous marathons as well how far they reside from the event location. This variable identifies those residents who had previously attended the event and, if not, what reasons were associated with their non-attendance. This aspect could give insight into the marketing and management of the event. Lack of knowledge by the local residents about when the event takes place could result in negative perceptions and may even result in residents being hostile to the guests and participants. Regarding the question dealing with how far resident are from the event location, there was no use of GIS mapping to determine the distance of the respondents due to budgetary limitation. Thus, the survey depended on the respondents providing a response.

##### **Section 2**

The second part focuses on respondents' attitudes and perceptions of entertainment, public money, economic benefits, and disruption of local residents' lives and public facilities.

Community pride, environmental impacts, community benefit and regional showcase were also highlighted.

### **Section 3**

The third section deals with the event location and residents' identification with the theme of the event. This relates to how residents in and around the vicinity of the Berg River enjoyed the theme of the event. This aspect asked respondents to select from a series of five statements that summarise their interest in the canoe sport as spectators and as a recreational activity.

### **Section 4**

The fourth section deals with indicators of economic dependence on events and support for tourism.

### **Section 5**

The fifth section deals with the demographic variables of the respondents and included items such as their age, income per month, gender and educational qualifications.

The main scale used in this study is the Likert scale, where people's reactions to a series of statements about the impacts of the event are recorded in terms of their level of agreement or disagreement. This method of asking respondents to rate statements based on their level of agreement, disagreement or neutrality limited their choice to specific options. The questionnaire also contained some partially open-ended questions, where respondents were provided with the option of 'other'. They could complete this option if none of the options accurately represented their response. Respondents were asked to provide suggestions as to how they thought this event had affected their individual lives and the community as a whole. Research fieldworkers captured additional information in cases where respondents provided extra information relevant to how the event affected their quality of life.



#### **4.4.3 Observational method**

This method of observation was used during the four days period of the event. Aspects that the researcher looked into include the following:

- The attendance rate of residents at each location;
- The organisation of the event at every location; and
- The involvement of locals in the operational activities at the finishing point of each day.

#### **4.5 Procedure in administrating the questionnaire**

Two hundred questionnaires were distributed amongst sixteen fieldworkers a week after the event. The survey was designated to cover a period of 3 days because of the long distance from one location to the other. No letters were issued to the residents before the survey was administered and no incentives were given to surveyed respondents. This was due to the fact that if an incentive is attached to the questionnaire, the risk exists that it may influence the quality of response as the respondent may not provide their genuine feelings for fear of not receiving the incentive afterwards. The local police were contacted and informed that fieldworkers would be carrying out door-to-door surveys in case any resident phoned to complain about people knocking on their doors. A covering letter was handed to each fieldworker to clarify doubts in homes where the fieldworkers' motives were doubted. A copy of the letter is attached in Appendix B.

To get the 200 questionnaires completed, 450 residents were approached; 250 of them declined to be interviewed. There was no specified approach decided upon which the research fieldworker would use to identify any specific household that would be or not be approached. In houses where there was no resident at home, no attempt was made to return as there was no guarantee that the resident would be at home since there was no prior

arrangement. Table 4.1 gives an analysis of the number of residents interviewed in each location.

**Table 4.1: Number of questionnaires completed in each location**

Paarl city centre	32
Drakenstein East	38
Lady Loch (Wellington)	30
Hermon (Piet Abraham)	33
Velddrif	67
Total	200

#### **4.6 Method of analysing data**

Data analysis involved the use of Statistical Packages for Social Sciences (SPSS) software where statistical tests generated tables, bar charts and cross tabulation. The data was analysed into conceptual categories based on the constant comparative method. Analysis of the responses is provided in Chapter five.

#### **4.7 Challenges faced by the fieldworkers**

Challenges faced by the fieldworkers included the following:

- Unwillingness of people to open their doors to speak to them.
- It was scary entering strangers' houses; especially those with dogs which barked at the fieldworkers.
- In some houses the fieldworkers were regarded as representatives of government and people raised other grievances with the government on fieldworkers. This wasted valuable time.
- To some fieldworkers the (Afrikaans) language was a barrier in some areas.

#### **4.8 Conclusion**

This chapter has described the sample frame and research methodology as well as explained the reasons for using a convenient sampling method. The various sections of the questionnaire have been discussed. The method of analysing the data has also been indicated to give the reader an overview of the software used in the data analysis. Finally, the challenges faced by fieldworkers while administering the questionnaires were also stated, to illustrate the difficulties encountered during the data collection phase.

## **Chapter 5**

### **Results and discussion**

#### **5 Introduction**

This chapter analyses the responses of the study population who were residents in close proximity to the event area. The objective of the study is to determine how residents in the surrounding location respond to the event, identify variations in perceptions among the residents in the surrounding locations where the event takes place, identify what influences residents' perceptions and support for the event, and determine how community involvement in the event can improve its management and contribute to sustainability.

The method of choosing the sample for data collection involved a stratified convenient sampling method of sampling based on certain variables including historical classification and residential areas as discussed in the previous chapter.

#### **5.1 Demographics**

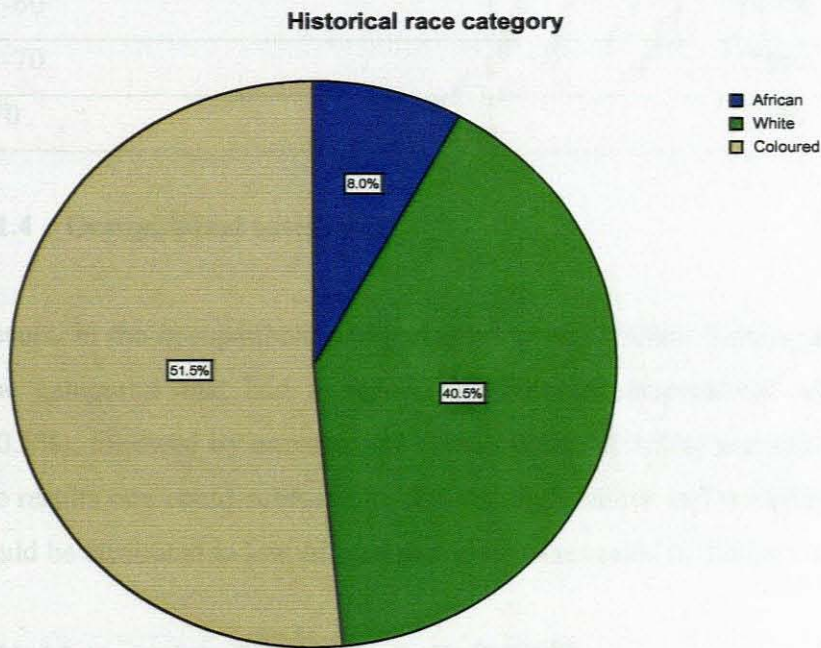
##### **5.1.1 Gender**

In terms of gender of the respondents, almost equal proportions were males (49.7%) and females (50.3%). This balance in response could be influenced by factors such as people usually at home at weekends cleaning, thus having ample time to interact with people knocking at their doors.

##### **5.1.2 Historical racial classification**

In terms of historical race classification, more than half of the respondents were Coloured (51.3%) and the rest were Whites (40.7%) and African (8.0%) (see Figure 5.1). From the above results the high number of Coloured respondents could be based on the fact that the

area where the event takes place is predominantly a Coloured community as revealed in 2001 population census with Coloured making up 64% of the population while Africans were 21% and Whites made up 15% of the population of the Drakenstein area (Statistics South Africa, 2001).



**Figure 5.1 Historical racial classifications**

### 5.1.3 Age

The age of respondents interviewed ranged from 20 years to over 70 years. Results and age range of the respondents are indicated in Table 5.1 below. Based on the results, three groups were prominent: 31-40 years (24.5%), 41-50 years (23%) and 21-30 years (17.5%). These groups comprised 65% of the respondents. The average age of the respondents calculated was 21 years.

**Table 5.1: Ages of respondents: (in %) (n=200)**

Age in years	
< 20	11.6%
21-30	17.5%
31-40	24.5%
41-50	23%
51-60	10.6%
61-70	7.5%
>70	5.5%

#### 5.1.4 Occupational categories

Results in the occupational categories were very diverse cutting across most of the sectors. The categories that had a slight edge amongst respondents were labour and unskilled (20.5%), followed by unemployed (13%), retired (11.5%) and self-employed (10.5%). From the results one could substantiate that the high labour and unskilled and unemployment rate could be attributed to low educational level as revealed in Table 5.4.

**Table 5.2: Occupation of respondents (in %) (n=200)**

Occupational categories	
Unemployed	13
Student/scholar	9
Home executive	7.5
Retired	11.5
Labourer/ unskilled	20.5
Artisan/ technician	5.5
Sales/ marketing	4
Administrator/ manager	6.5
Businessperson	2.5
Professional	2
Self-employed	10.5
Others professions	7.5

### 5.1.5 Income

The data in Table 5.3 illustrates that the income of individuals interviewed ranged from those with no income to those earning R12 000 per month. The income is widespread from low to middle class. The average income of the respondents was R1 999. Twenty-four percent of the respondents indicated that they do not earn any income. This could be based on the fact that they are either unemployed or they are scholars who do not earn an income.

**Table 5.3: Income of respondents (in %) (n=200)**

<b>Income in Rands</b>	
Confidential	6.5
N/A	24
1-1000	4.5
1000-1999	13
2000-2999	4.5
3000-3999	11.5
4000-4999	4
5000-5999	7
6000-6999	3
7000-7999	5
8000-8999	2
9000-9999	5
10000-10999	2.5
11000-11999	3.5
12000	4

### 5.1.6 Educational qualification

In terms of educational qualifications, the results in Table 5.4 indicate that 38% of the sampled population completed secondary school, followed by 29.5% who completed primary and 15.6% with a certificate/diploma. Some of the respondents had postgraduate (6%) and undergraduate (4%) degrees while 6% had partial primary education and (1%) had no formal education.

**Table 5.4: Highest level of education obtained by respondent (in %) (n=200)**

Level of education	
No formal education	1
Partial primary	6
Primary completed	29.5
Secondary completed	38
Certificate/ diploma	15.5
Undergraduate degree	4
Postgraduate degree	6

### 5.1.7 Location

Most respondents were from the starting point of the event (Paarl city centre and Drakenstein East) and the finishing point of the event (Velddrif). One third of the respondents (35%) of the sample were from Paarl and its surroundings locations which constitute Paarl city centre (16%) and Drakenstein East (19%) as indicated in Table 5.5. Another one third of the respondents (33.5%) of the sample were from Velddrif which is the finishing point of the event. This is because Velddrif is a town with many residential areas as opposed to the other locations which were small farms. It was followed by Piet Abrahams and Hermon (16.5%) probably because these two locations are close to each other and people were more willing to respond to the questionnaire because of the excitement the community derived from the marathon when Pieter Abraham was part of the management team.



**Table 5.5: Location of resident (in %) (n=200)**

<b>Location</b>	
Paarl City Centre	16
Drakenstein East	19
Lady Loch(Wellington)	15
Pieter Abraham and Hermon	16.5
Velddrif	33.5

## **5.2 General analysis of the event**

### **5.2.1 Event attendance**

To determine the attendance rate of residents during the event, a question was asked as to whether respondents had attended the event this year. Results indicate that only 37% of them attended while 63% did not attend (see Table 5.6).

**Table 5.6: Event attendance of the BRCM (in %) (n=200)**

Yes	37
No	63

In terms of reasons for non-attendance at the event, results indicate that 41.5% of the sample did not have reasons for not attending while 20.5% did not have time, 14.5% did not want to go and 12.5% were working as indicated in Table 5.7. These responses could be as a result of the fact that canoeing is not as popular a sport as soccer and the fact that people need to have knowledge of the sport, before it can be exciting for them, as the participants arrive in sequence, based on their individual performance.

**Table 5.7: If respondent did not attend BRCM, why not (in %) (n=200)**

N/A	41.5
Did not have the time	20.5
Did not know about the event	2.5
Did not want to go	14.5
Was working	12.5
Attended many times	1.5
Holiday	5.5
Not interested	1.5

To find out about the respondents' previous attendance of the event, results indicate that 64% of the sample had attended the event before. The respondents' previous attendance rate could probably be one of the reasons that they did not attend the event this year. On the other hand, 36% said they had never attended the event. The results are illustrated in Table 5.8.

**Table 5.8: If respondents attended the BRCM previously (in %) (n=200)**

Yes	64
No	36

### **5.2.2 Distance of residence from the event area**

In terms of the distance of residents from the event location, the majority (59.5%) of the sample lived within 1-2 km in all the locations, while 16.5% and 20.5 % lived 3-4km and 5-6km away, respectively.

**Table 5.9: Distance of residence from the location of the event (in %) (n=200)**

Distance in km	
1-2	59.5
3-4	16.5
5-6	20.5
9-10	1
>10	2

### **5.3 Perception and Attitudes**

In order to determine the perceptions and attitudes of the respondents, a series of questions were asked on how the event affects their personal quality of life and the community in general. The following options were available as responses: Not Applicable = N/A, Strongly disagree = DS, Disagree = D, Neutral = N, Agree = A, Strongly agree = SA. To calculate the average rating, the following options were used: SD = 1, D = 2, A = 3, SA = 4.

As it can be clearly seen from Tables 5.10 - 5.18, there is close relationship between strongly disagreed and disagreed and strongly agreed and agreed as indicated in the results. It was necessary to group the total number of respondents who strongly agreed and agreed, and those who strongly disagreed and disagreed for a greater understanding of the results. Moreover, an average was calculated for each statement for a comparative analysis of respective statements. For instance in Table 5.10, the first statement had 4% of the respondents who strongly disagreed and 7.5% of the respondents who disagreed, making the difference between the two 3.5% therefore, the two numbers were added together (11.5%). It should also be noted that in order to get the average column the results were not combined but were analysed as reflected in the various Tables.

#### **5.3.1 Entertainment**

Results indicate that majority of the respondents (77.5%) strongly agreed and agreed that the event provided an opportunity to attend an interesting event, 81.5% of them strongly agreed

and agreed that the event provided an opportunity to have fun with family and friends while 74% of the respondents also strongly agreed and agreed that the event increases entertainment opportunities for locals and provided an opportunity to meet new people. On the other hand, less than 15% of the respondents strongly disagreed and disagreed that the event was associated with any aspect of entertainment. The average of each statement was above '3' which indicates that the respondents had positive impression about the event with respect to the entertainment value of the event.

**Table 5.10: The event as entertainment (%) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event provided an opportunity to attend an interesting event	0.5	10.5	4	7.5	42.5	35	3.21
The event provided an opportunity to have fun with family and friends	0.5	8.5	4.5	5	44.5	37	3.30
The event provided an opportunity to meet new people	0.5	10	8	7	40.5	34	3.12
The event increases entertainment opportunities for locals	0.5	11	7.5	7	42.5	31.5	3.10

The above findings support the assertions of Shone and Parry (2005:54) that the social implication of events are that they create better social interaction and help develop community cohesion.

### **5.3.2 Public money**

Results below indicate that 63.5% of the respondents strongly disagreed and disagreed that too much money was spent on sport that could have been spent on other activities results while 27.5% them did view the event to increase public spending for sport. On the other hand, 19.5% of the respondents strongly agreed and agreed that it was a waste of public money to organise an event of this nature. The average figure for the statement 'the event was a waste of public money' was '1.87' which indicates that the respondents disagreed that the event was a waste of public money. On the other hand, the average figure for the question

too much money was spent on the event that could be spent on other activities was '2.02' which indicate that the respondents were proportionate in the responses as they either disagreed or agreed that the event increased public spending for sport. In addition, the average of '2.67' for the statement, the event assist in increasing public support, received a more positive response.

**Table 5.11: Public money (%) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event was a waste of public money	0.5	16.5	36.5	27	12	7.5	1.87
Too much money was spent on the event that could be spent on other activities	0.5	22	28	27.5	12.5	9.5	2.05
The event assist in increasing public spending for sport	1.0	31.5	12.5	15	23	17	2.67

### 5.3.3 Economic Benefits

To determine the perceptions of residents based on the economic benefits of the event to the community, respondents were asked if the event is good for the economy since it creates jobs and increases turnover. Results indicate that 50% of the respondents strongly agreed and agreed that the event creates job and increases turnover while less than 35% of the sample strongly disagreed and disagreed that the event is not associated with job creation and increases in business turnover as revealed in Table 5.12. The average figures with regard to the statement the event is good for local businesses (increases turnover), was '2.87' which is slightly higher than '2.63' for the statement the event is good for the economy since it creates job.

**Table 5.12: Economic benefits (%) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event is good for the economy since it creates jobs	0.5	17.5	18	14	30.5	19.5	2.63
The event is good for local businesses (increases turnover)	1	13.5	12.5	13.5	30.5	29	2.87

#### **5.3.4 Disruption of local residents**

Respondents did not view the marathon as an event that disrupts the lives of local residents and creates inconvenience. Seventy seven percent of the sample strongly disagreed and disagreed to the statement while 13.5% strongly agreed and agreed with the question that the event disrupts the lives of local residents and creates inconvenience. These results are illustrated in Table 5.13.

To find out further if the event caused traffic and parking difficulties, created excessive noise, and was associated with increased crime, results shows that 66.5% strongly disagreed and disagreed that the event caused traffic congestion and parking difficulties. Eighty percent of the respondents strongly disagreed and disagreed that the event created excessive noise while 12% of the respondents associated the event with excessive noise. Also, the event was not associated with an increase in crime as 81.5% of the respondents strongly disagreed and disagreed that the event had anything do with increase in crime in the area. To determine whether the event could be associated with people behaving inappropriately, 65.5 % strongly disagreed and disagreed with statement. Detailed results are illustrated in the Table 5.13.

Although the general results show that the event is not associated with overcrowding and disruption of local activities, 13.5% of the respondents associated the event with disruption of their daily routine (activities) thus supporting Getz (1997) that some costs and benefits of an event may affect the whole community whereas others tend to impact on certain subgroups of the population. Based on the averages, there was a strong support for the statement that the event did not increase crime '1.61' however, respondents were more proportionate in their responses as for traffic congestion and parking difficulties is concerned an average of '1.96'.

**Table 5.13: Disruption of local residents (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event disrupt the lives of the local residents & created inconvenience	0.5	9	43	34	7	6.5	1.75
The event caused traffic congestion and parking difficulties	1.5	10.5	33.5	33	12.5	9	1.96
The event created excessive noise	1.0	7	39.5	40.5	7	5	1.80
The event increase crime	0.5	10	43	38.5	6.5	1.5	1.61
The event was associated with some people behaving inappropriately such as excessive drinking or drug use	0.5	17.5	37	28.5	10.5	5.5	1.78

### 5.3.5 Public facilities

The results indicate that 36.5% of the respondents strongly disagreed and disagreed while 37.5% strongly agreed and agreed that the event promoted the development and maintenance of public facilities such as roads, parks, sporting facilities and public transport as revealed in Table 5. 14.

**Table 5.14: Public facilities (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and public transport	0.5	25.5	16	20.5	21.5	16	2.29
The event denied local residents access to public facilities such as roads, parks, sporting facilities and public transport because of closure or overcrowding	0.5	19.5	27	33	12	8	2.01

To find out further if the event denied local residents access to public facilities, the results show that 60% strongly disagreed and disagreed that locals were denied any form of access to public facilities, while 20% of the respondents strongly agreed and agreed with this statement. These results reveal that the event promotes the development and maintenance of

public facilities and the local residents were not denied access to any of the public places thus interaction between the locals and the spectators were increased. Based on the results, the average figure of '2.0' which indicate that the respondents were in equal proportion thus they either agreed or disagreed that the event denied local residents access to public facilities because of closure and overcrowding.

### 5.3.6 Community pride

The majority of the respondents (82%) strongly agreed and agreed that the event made locals feel more proud of the city and country while 80.5% of the respondents strongly agreed and agreed that the event made locals feel good about themselves and their community. These findings are consistent with those of Shone and Parry (2005:54). The results are illustrated in Table 5.15. The average result '3.35' shows that the respondents strongly agreed that the event makes locals feel proud of their city and themselves while they disagreed with an average of '1.87' that local residents were not part of the planning and management of the event.

**Table 5.15: Community pride (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event made locals feel more proud of the city and country	0.5	11	1.5	5	43	39	3.35
The event made locals feel good about themselves and their community	1.0	11.5	2.5	4.5	44	36.5	3.30
Ordinary residents get a say in the planning and management of the event	1.0	21	31	19.5	15	12.5	1.87

With regard to whether the residents are part of the planning and management of the event, 50.5% strongly disagreed and disagreed that the locals were not part of the planning and management of the event. These results show that the locals were not consulted and included in planning and management of the event. This can lead to lack of support for the event in subsequent years as illustrated by Getz (1997) and Hall (1989).



### 5.3.7 Environmental impact

Based on the environmental impact of the event to the community, questions were asked to determine whether the event had any negative impacts on the community through excessive litter, pollution and damage to natural areas. Seventy percent of the respondents strongly disagreed and disagreed that the event had little environmental impact on the community (other results are indicated in Table 5.16). The minimum environmental impact could be based on the fact that the spectators spent little time in each location since they have to move to a different location immediately the paddlers pass through. The average figures for the environmental impact statements, '1.75' and '1.66' each, indicated that the respondents disagreed with the negative statements as illustrated in Table 5.16.

**Table 5.16: Environmental impact (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event had a negative impact on the environment through excessive litter	0.5	14	38.5	31.5	12.5	3	1.75
The event had a negative impact on the environment through pollution	1.0	15	39.5	32.5	9.5	2.5	1.66
The event had a negative impact on the environment through damage to natural areas	-	13.5	40.5	33.5	8.5	3	1.66

### 5.3.8 Regional Showcase

In terms of regional showcase, 83% of the respondents strongly agreed and agreed that the event showcased the area in a positive light. To ascertain whether residents perceive that the event attracts tourists, 79% strongly agreed and agreed that the event attracts tourists to the area. To determine whether the event could be associated with future business opportunities in the area, results indicate that 61% of the respondents strongly agreed that the event could

be associated with business opportunities while 17% of them did not support the notion that the event could attract future businesses to the area. On the other hand, 61% of the respondents strongly disagreed and disagreed that the event increased media coverage of the region while 16.5% strongly agreed and agreed that the event increased media coverage of the area. These results are illustrated in Table 5.17. In terms of regional showcase, the average was '3.29', which indicates that respondents agreed more that the event showcase the area in a positive light while for media coverage the average was '1.85', which indicates that respondents disagreed that the event increased media coverage of the area.

**Table 5.17: Regional showcase impacts (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event showcased the area in a positive light	1.5	10	2.5	3	49	34	3.29
The event attracts tourists to the area	0.5	12	3	5.5	42	37	3.05
The event attracts future business to the area	0.5	20.5	9.5	7.5	36.5	25.5	2.98
The event has increased media coverage of the area	0.5	21.5	32	29.5	11	5.5	1.85

### 5.3.9 Price

With regard to whether residents perceived any influence on the prices of local goods and services during the event period, results indicate that 61.5% of the respondents strongly disagreed and disagreed while 21.5% of the respondents strongly agreed and agreed that the event increased the prices of certain items like food, transport and property values as revealed in Table 5.18. These results indicate that residents did not believe that the event influenced in the prices of goods and services.

In terms of whether the event has an influence on people buying holiday homes in the area, 42.5% of the respondents strongly disagreed and disagreed with the statement that more people are buying holiday homes in the area. On the other hand, 27% of the respondents strongly agreed and agreed that due to the event more people are buying holiday homes in the area.

To find out further whether the overall cost of living increased as a result of the event, results indicate that 66% strongly disagreed and disagreed that the event did not have any influence on the overall cost of living in the area when the event is held. The average results for the statement ‘the event leads to increases in price of some things’ was ‘1.87’ which indicate that the respondents disagreed that event was not associated with any high prices in comparison to the statements ‘as a result of the event, more people are buying holiday homes in the area (2.24) and ‘during the period, the overall cost of living has increased (2.10) where respondents equally disagreed and agreed with the respective statements.

**Table 5.18: Price impact on the event (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The event leads to increases in the price of some things such as food, transport and property values	0.5	21.5	32	29.5	11	5.5	1.87
As a result of the event, more people are buying holiday homes in the area	0.5	30	22	20.5	14.5	12.5	2.24
During the event period, the overall cost of living has increased	0.5	15.5	36.5	29.5	12.5	6	2.10

### 5.3.9 Community benefits

In terms of the benefit of the event to the community, results indicate that 41% of the respondents strongly disagreed while 35% strongly agreed and agreed respectively that the event benefited the community in one way or the other as per Table 5.19. In terms of finding

out whether only a few members in the community benefit from the event and also if the event increases social inequality in the area, results indicate 23.5% of respondents were neutral while 27.5% strongly disagreed and disagreed that the community benefits from the event. On the aspect of whether the benefit of the event is directed only towards a few individuals within the community, results depict that 45.5% strongly agreed and agreed that the event benefited only a few individuals in the society (see other results in Table 5.19). From the above descriptive statistics, it can be concluded that the benefits of the event are not perceived to be widespread, as only a few individuals within the community are perceived to reap the benefits associated with the event.

With regard to the statement ‘the event increases interaction between locals and tourists’ the average figures for the statement was ‘3.16’ which indicate that the respondents agreed that there was greater support for this statement in comparison to the statement ‘the community benefited directly from the event’ (2.40) and ‘only a few members of the community benefited from the event’ (2.70).

**Table 5.19: Community benefits (in %) (n=200)**

	N/A	N	SD	D	A	SA	Average
The community benefited directly from the event	0.5	23.5	21.5	19.5	18	17	2.40
Only some members of the community benefited from the event/event increases social inequality	0.5	26.5	16.5	11	23	22.5	2.70
The event increases interaction between locals and tourists	1.0	14.5	15	12.5	32.5	24.5	3.16

#### **5.4 Overall attitudes to the event**

In addition to the perceptions of the impacts, respondents were asked about their overall attitudes to the continuation of the event. Firstly, they were asked whether or not they were happy for the event to continue and secondly, whether they wanted it to continue in its

current location or in some other location. Results indicate that 96.5% of the respondents in all the locations were in favour of keeping the event in its current location while 2.5% of the respondents said no to the question. These results are illustrated in Table 5.20.

**Table 5.20: If respondent is in favour of the event being held in the area (in %) (n=200)**

Yes	96.5
No	2.5

Those respondents who indicated that they were not in support of the event being held in its present location were asked to nominate another location for the event. Only one percent provided an alternative location while another 1.5% of the respondents were of the opinion that the event should discontinue altogether. These results are indicated in Table 5.21

**Table 5.21: If respondent is not in favour of the event being held in the area, should the event be located in another location in the region, located outside the region or discontinued (in %) (n=200)**

N/A	97.5
Another location in the region	1
Another location outside the region	1
Discontinued	1.5

## 5.5 Identification with the theme

### 5.5.1 Interest in sport as spectators

To determine the interest of the respondents in sport as spectators, they were asked to select one statement that best summarises their interest in canoe racing as a sport. Twenty-eight percent of them were avid fans who always try to attend or watch the sport on TV while 24.5% of the respondents have no interest in the sport even if it is held in their area as illustrated in Figure 5.2.1. A further 20.5% of the respondents were not interested in sport and see it when they can. These results indicate that canoeing as a sport is not widely recognised like other sport probably due to the factors mentioned in Chapter Two.

Table 5.11: The overall gender-based data for spectators response to a range of sporting activities (n=264) (2018)

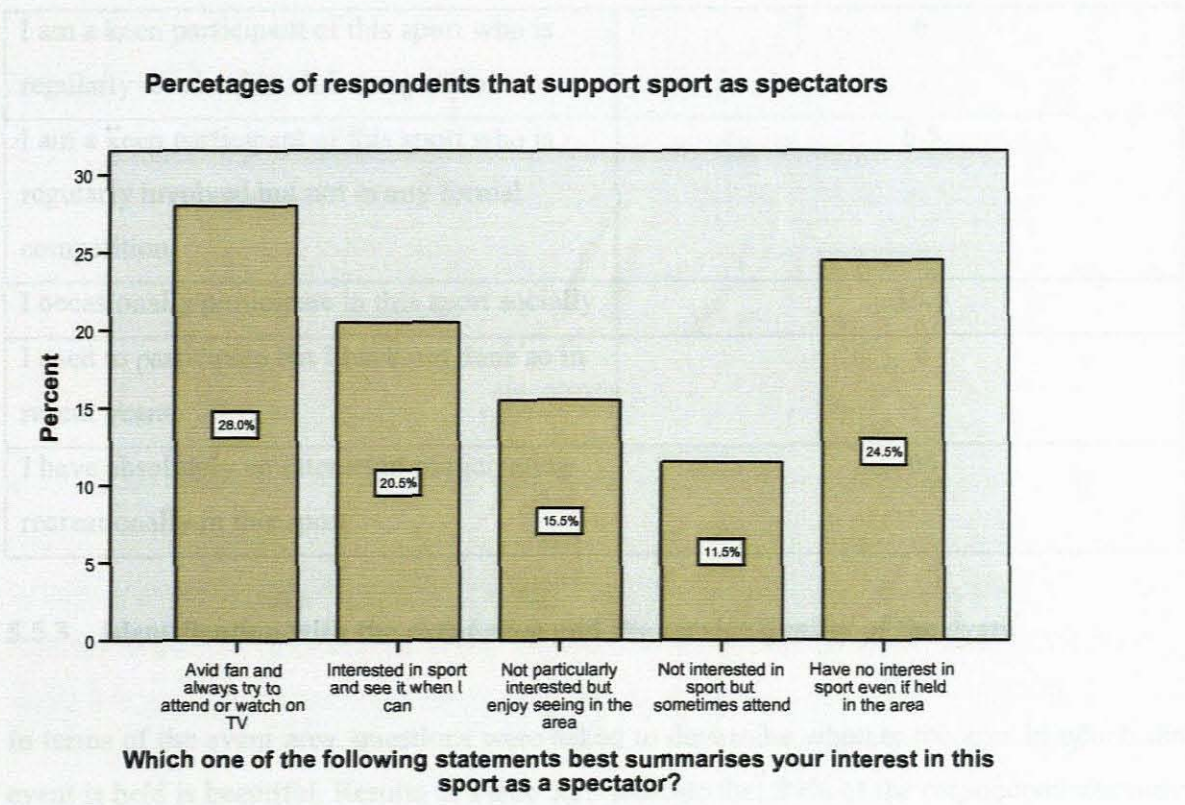


Figure 5.2: Interest in sport as a spectator

**5.5.2 Interest in sport as a recreational activity**

In terms of respondents' interest in canoeing as a recreational activity, results indicate that 65% of them have absolutely no interest in participating in the sport; while 16.5% occasionally participated in the sport. These results show that most of the residents have no interest in participating in the sport as a recreational activity. This could be because they have not been involved in the management of the event and also based on the fact the majority of the locals are not participating in the sport thus the lack of interest. These results are illustrated in Table 5.22.

which indicates that respondents had a very positive support for the event. These results are illustrated in Table 5.23.

**Table 5.22: The statement (listed below) that best summarises respondent’s interest in canoeing sport as a recreational activity (in %) (n=200)**

I am a keen participant of this sport who is regularly involved in club competition	6
I am a keen participant of this sport who is regularly involved but not in any formal competition	6.5
I occasionally participate in this sport socially	16.5
I used to participate but I have not done so in recent years	6
I have absolutely no interest in participating recreationally in this sport	65

### **5.5.3 Identification with the event area and the service quality of the event**

In terms of the event area, questions were asked to determine whether the area in which the event is held is beautiful. Results in Table 5.23 indicate that 89% of the respondents strongly agreed and agreed that the area is beautiful while 4% stated the opposite. Respondents were also asked to determine whether the quality of service provided at the event area in general is good. Results depict that 67.5% of the respondents strongly agreed and agreed that in general the quality of services provided at the event was good while 12.5% of them did not think so.

In term of the support of the event by people who live within the area, results indicate that 74.5% of the respondents strongly agreed and agreed while 13.5% strongly disagreed and disagreed that the locals support the event. Results also indicate that although most of the respondents did not necessarily attend the event they had no strong opposition to the event. The average figures for support for the event was ‘3.16’and above in all of the statements which indicate the respondents had a very positive support for the event. These results are illustrated in Table 5.23.

**Table 5.23: Support for the event (%) (n=200)**

	N	SD	D	N	A	SA	Average
It is a beautiful area	7	3	1	7	25.5	63.5	3.60
The quality of service is good	20	7.5	5	20	34	33.5	3.16
The locals support events in the area	12.5	6	7.5	12.5	35	39	3.22

## 5.6 Direct benefits

To ascertain the direct benefit of the event to the residents it was necessary to find out if the respondent or any member of their family had ever worked in the event, either on paid or voluntary capacity. Results indicate that 14.5% of the respondents indicated that they or any member of their family have worked in the event, while 85.5% of the respondents have never worked in the event either in paid or voluntary capacity. These results further indicate that the benefit the community gets from the event is very minimal as only a few people (14%) benefit directly from the event. These results are illustrated in Table 5.24.

**Table 5.24: If respondent or a member of respondent's household ever worked for the event in either a paid or voluntary capacity (in %) (n=200)**

Yes	14.5
No	85.5

To find out further whether any member of the respondent's family had ever owned a business that they think is positively affected by the event, results indicates that only 9% of the respondents replied in the affirmative while 91% had never owned or operated a business that is linked to the event. These results are illustrated in Table 5.25.



**Table 5.25: If respondent or a member of respondent's household works in or own a business that is positively affected by the event (Hospitality, retail, tourism) (in %) (n=200)**

Yes	9
No	91

### 5.7 Problems related to the event

The results indicate that 94% of the respondents did not experience any problems with the event while 5% of them indicated the opposite and 1% did not provide any answer.

The 5% who indicated they experienced some problems were asked to specify the nature of the problems. It was only 3% that indicated the nature of the problem while 2% did not specify any problem. The following problems were specified:

- Drunken spectators (0.5%)
- Bad weather (0.5%)
- Trees obstructing view (0.5%)
- Racism (0.5%)
- Deterioration of the event (0.5%)
- Noise (0.5%)

### 5.8 Suggestions

Almost 67% of the respondents did not provide suggestions for improvement of the event in the future. Suggestions made for improving the event in the future are as follows:

- Involvement of more locals (14 %)
- More marketing (3.5%)
- More entertainment (3.5%)
- More accessible/provide transport to locals (2 %)
- Improve quality of the event to create excitement (2%)

- More media coverage (1%)
- Community benefits (1%)
- More toilets facilities (0.5%)
- More stalls (0.5%)
- More activities for children (0.5%)
- Reduce litter (0.5%)
- Cleaning of the river (0.5%)
- More sponsorship (0.5%)
- 

## **5.9 Comparison of results based on locations**

It is important to ascertain where the results differed in the various locations where data was collected. Most of the results in all the locations did not show any major differences from the general results. It should be further noted that it is beyond the scope of this dissertation to discuss all the results; however, a few results will be highlighted to illustrate similarities and differences. These results are presented below.

### **5.9.1 Event attendance**

Based on the results, it can be seen that in all the locations most of the respondents did not attend the event. However, in Pieter Abraham and Hermon 48.5% of the respondents attended the event while 43.8% of the respondents attended in the Paarl city region.

**Table 5.26: Cross tabulation of event attendance (in %)**

		Yes	No
Paarl city region	n=32	43.8	56.3
Drakenstein Paarl	n=38	23.7	76.3
LadyLoch (Wellington)	n=30	26.7	73.3
Pieter Abraham (Hermon)	n=33	48.5	51.5
Velddrif	n=67	40.3	59.7

### 5.9.2 Reasons for not attending the event

Table 5.27 indicates that although most of the respondents did not attend the event, they did not provide reasons for not attending the event. Where reasons were given, they ranged from did not know to not aware with 31.6% in Drakenstein Paarl while Paarl city region had 3.1%. Other results are illustrated in Table 5.27.

**Table 5.27: Reasons for not attending the event**

If no, why did you not attend the event? Total (in %)									
	n=200	N/A	Didn't have time	Did not know	Didn't want to go	Was working	Attended too to many times	Holiday	Not aware
Paarl city region	n=32	43.8	15.6	3.1	25	3.1	3.1	3.1	3.1
Drakenstein Paarl	n=38	26.3	-	31.6	21.1	15.8	-	2.6	2.6
Lady Loch (Wellington)	n=30	33.3	26.7	6.7	-	26.7	-	-	6.7
Pieter Abraham (Hermon)	n=33	54.5	18.2	3	-	18.2	3	3	-
Velddrif	n=67	46.3	14.9	-	14.9	6	1.5	11.9	4.5

Results in Table 5.26 indicate that most of the respondents did not attend the 2005 event, but when asked of their previous attendance of the event, more than 50% in all the locations have attended the event before as indicated in Figure 5.3.

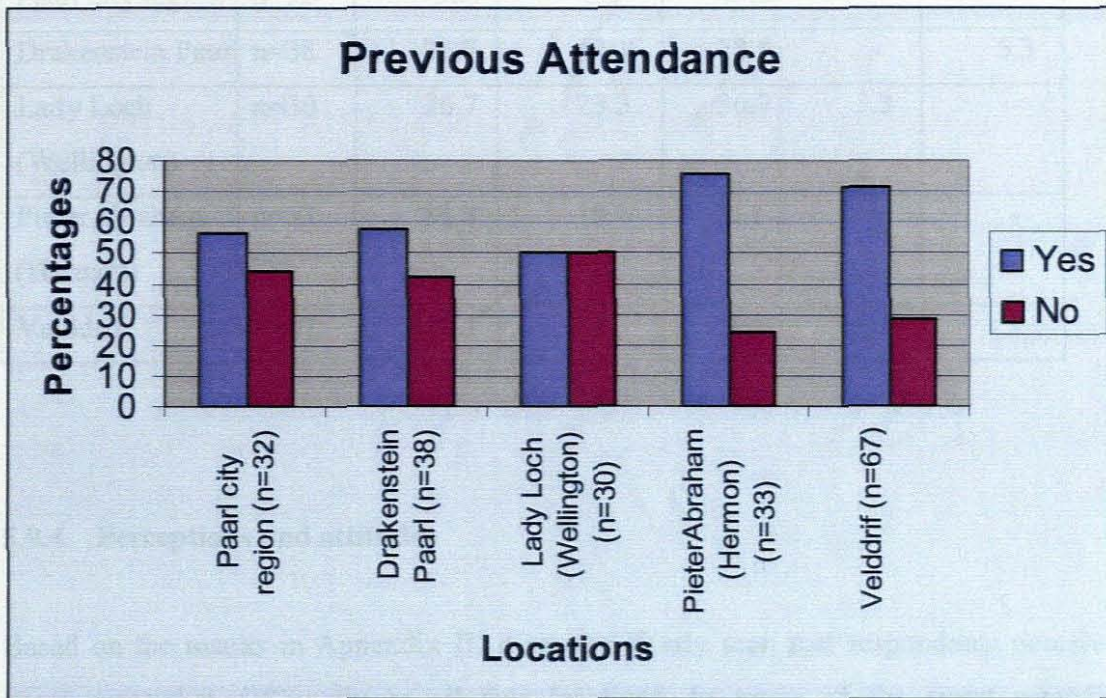


Figure 5.3: Previous event attendance

### 5.9.3 Distance from the event

Results indicate that Pieter Abraham (Hermon) had 81.8% and Velddrif 88.1% of the respondents who reside within 1-2 km. The other results are revealed in Table 5.28.

**Table 5.28: Distance from the event track in km (%)**

How far away you from the event taking place (in km)						
	n=200	1-2	3-4	5-6	9-10	>10
Paarl city region	n=32	50	6.3	43.8	-	-
Drakenstein Paarl	n=38	23.7	42.1	28.9	-	5.3
Lady Loch (Wellington)	n=30	26.7	23.3	36.7	3.3	-
Pieter Abraham (Hermon)	n=33	81.8	12.1	6.1	-	-
Velddrif	n=67	88.1	6	4.5	1.5	-

#### **5.9.4 Perceptions and attitudes**

Based on the results in Appendix D, it can be clearly seen that respondents perceived the event somewhat differently in all five locations. In terms of the event providing an opportunity for people to attend an interesting event, results indicate that residents in all the locations perceived the event positively, with the most positive response in Pieter Abraham (Hermon), 84.9% who agreed and strongly agreed that the event provided opportunity for people to attend an interesting event.

#### **5.9.5 Identification with theme**

In terms of respondents interest in sport as spectators, results indicate that 36% of the respondents in Drakenstein Paarl, 33% in Lady Loch (Wellington) and 33% Pieter Abraham and Hermon indicated that they were avid fans and always try to attend or watch on television while Paarl city region had 21% and Velddrif had 20% of the respondents who were avid fans. Other results are revealed in Table 5.29. Based on the findings in all the locations, it can

be seen that respondents have little interest in the sport as compared to other sports like soccer and cricket.

**Table 5.29 Interest in sport as a spectator (%)**

Interest in sport as spectator						
	n=200	Avid fan & always try to Attend or watch on TV	Interested in sport & see it when I	Not interested but enjoy seeing	Not interested in sport but sometimes attend	Have no interest in sport even if held in the area
Paarl city region	n=32	21.9	25	21.9	15.6	15.6
Drakenstein Paar	n=38	36.8	13.2	15.8	13.2	21.1
Lady Loch (Wellington)	n=30	33.3	23.3	3.3	16.7	23.3
PieterAbraham (Hermon)	n=33	33.3	21.2	18.2	6.1	21.2
Velddrif	n=67	20.9	20.9	16.4	9	32.8

To determine the interest of respondents in the sport as a recreational activity, results indicate that in all the locations most of the respondents were not keen participants of the canoeing sport. In Lady Loch (Wellington) 13.3% of the respondents indicated their interest as keen participants of canoeing while the remaining four locations had less than 6% of the sample who indicated their interest as keen participants in the canoeing sport. Other results are illustrated in Table 5.30.

**Table 5.30: Interest in sport as a recreational activity (%)**

Interest in sport as a recreational activity						
	n=200	Keen participant of this sport who is involved in competition	Keen participant of this sport is involve but not in any formal competition	I occasionally participate in this sport socially	I used to participate but not done so in recent years	I have absolutely no interest in participating in this sport
Paarl city region	n=32	6.3	9.4	6.3	3.1	75
Drakenstein Paarl	n=38	5.3	10.5	26.3	13.2	44.7
Lady Loch (Wellington)	n=30	13.3	16.7	13.3	3.3	53.3
PieterAbraham (Hermon)	n=33	6.1	3	21.2	3	66.7
Velddrif	n=67	3	-	14.9	6	76.1

### 5.9.6 Direct benefits

In terms of direct benefits in all the locations almost 80% of the respondents indicated that they had never worked in the event in either a paid or voluntary capacity while not more than 20% of the respondents acknowledged that they had worked in the event in either a paid or voluntary capacity. These results are illustrated in Figure 5.4. This shows that direct benefits that residents receive from the event is very minimal, resulting in possible lack of support for the event.

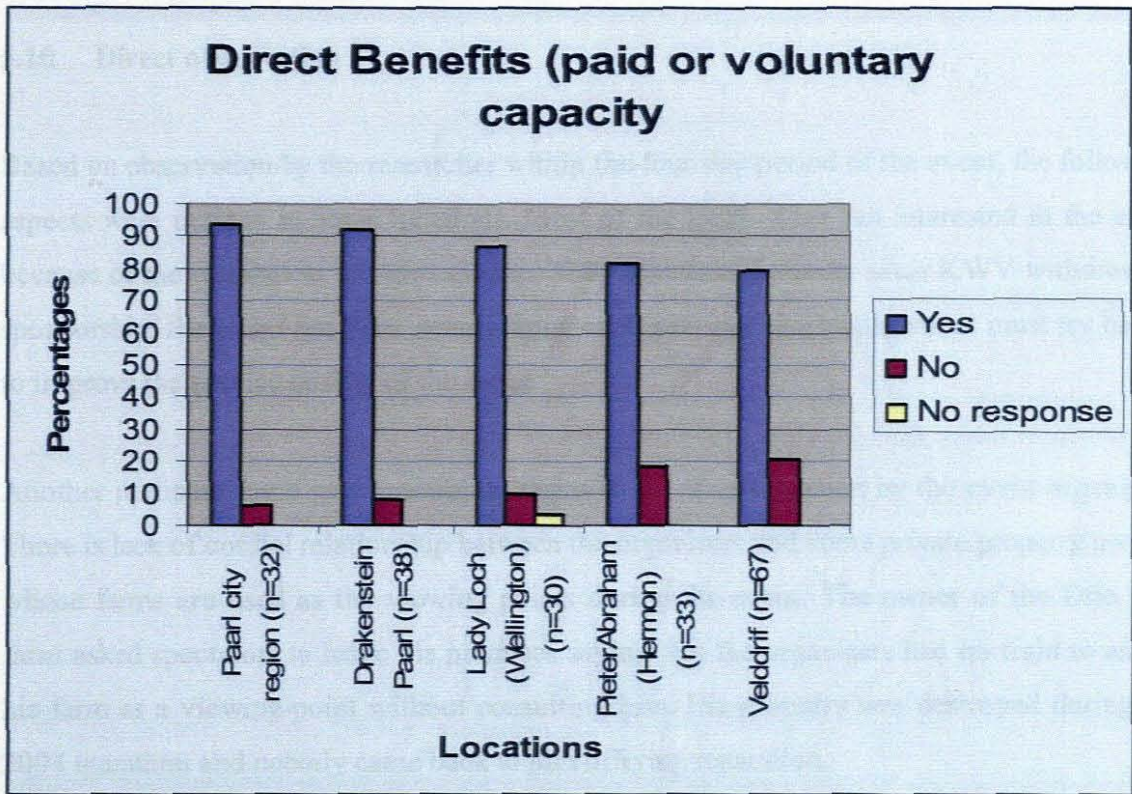


Figure 5.4: Direct benefits paid or voluntary capacity

Results in Table 5.31 indicate that more than 80% respondents have never worked or owned a business that they think is positively affected by the event while 12.5% indicated they have benefited positively from tourism, hospitality and retail products as revealed in Table 5.31.

Table 5.31: Work or owned a business positively affected by the event (%)

Do you or any member of your household work in or owned a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)			
	n=200	Yes	No
Paarl city region	n=32	12.5	87.5
Drakenstein Paarl	n=38	7.9	92.1
Lady Loch (Wellington)	n=30	6.7	93.3
PieterAbraham (Hermon)	n=33	6.1	93.9
Velddrif	n=67	10.4	89.6



## **5.10 Direct observation**

Based on observation by the researcher within the four-day period of the event, the following aspects were noticed in some locations. Most of the locals were not interested in the event because of the changes in the sponsorship. They indicated that ever since KWV withdrew its sponsorship, the event has been deteriorating each year and the management must try harder to improve the service quality of the event.

Another pertinent issue was inadequate assimilation of information by the event organisers. There is lack of cordial relationship between the organisers and some private property owners whose farms are used as the viewing points during the event. The owner of the Drie Brie farm asked spectators to leave his premises saying that the organisers had no right to assign his farm as a viewing-point without consulting him. His property was destroyed during the 2004 marathon and nobody came back to him offering reparation.

## **5.11 Conclusion**

This chapter provides a descriptive analysis of the impact of the event on the community based on the perceptions and attitudes of the residents towards the event. There is a high level of similarity between the reactions of residents in the various locations where data was collected. The most outstanding benefit of the event is that it showcases the area in a positive light and enhances community pride while the most negative overall impact appears to be minimal direct economic benefits of the event to the community.

## **Chapter: 6**

### **Conclusion and recommendation**

#### **6 Introduction**

This section presents the conclusion, recommendations and limitations of the study. The limitations provide an overview of problems encountered in completing this study, while recommendations for events organisers and management are provided together with future research in the field of residents' perceptions of sporting events are provided.

#### **6.1 Conclusion**

The study aimed at investigating residents' perceptions of the Berg River Canoe Marathon as a major sporting event in the Western Cape. The results were analysed in line with the aims and objectives set for this study which were based on the following:

- To determine how residents in the surrounding location respond to the Berg River Canoe Marathon.
- To identify variations in perceptions among the residents in the surrounding location where the Berg River Canoe Marathon takes place.
- To identify what influences residents' perceptions of and support for the Berg River Canoe Marathon.
- To determine how community involvement in the event might improve its management and contribute to sustainability.

In order to achieve the aim and objectives of the study, residents' perceptions of the Berg River Canoe Marathon were evaluated using different variables such as attendance, distance from the event, attitudes, identification with the theme of the event and direct benefits. The above variables were used to provide an indepth understanding of how the residents' within the locations perceive the event.

From the results, it was a difficult task to evaluate the perceptions of residents from all the five locations due to the nature of the event. The event attracted people from all age groups and all fields of work. Although the majority of the respondents did not attend the event, their support for the sport was not hindered as they had attended it in previous years.

With regard to perception and attitudes to the event, it can be concluded that in all the locations, the respondents perceived the event somewhat differently based on those factors that affected their personal quality of life as individuals and the community as a whole. In all the locations residents agreed that the event provided entertainment opportunity and made locals feel proud of themselves and their city. Furthermore, residents in all the locations disagreed that the event disrupted local activities in any form.

In addition, in all the locations there is a high level of support for the event with 96.5% of residents in favour of the continuation of the event in its current location. The most outstanding factors that respondents identified as affecting the community positively included increase in community pride and showcasing the area in a positive light.

However, the rating of many of the benefits of the event does indicate that much needs to be done in order for the community to actually reap the benefits accompanied with hosting an event of this nature. For example, 85.5% of the respondents have never worked either voluntarily or in a paid capacity in the event. Also 91% of the respondents indicated that they or members of their family have never worked or owned a business that they think is positively affected by the event since its inception.

The results also indicate that there is low level of community involvement in the planning and management of the event. The majority of the respondents disagreed that the locals are consulted during the initial planning of the event, thus a reflection of Hall (1989) and Getz (1997) who held the opinion that local residents are not consulted in the planning and management of event.

## 6.2 Recommendations

This section provides recommendations for study aimed at identifying the perceptions of residents who live within the event area. With regards to the findings and discussion in chapter four, the following recommendations are reached:

- Steps should be taken to increase community participation in the planning and management of the event. There should be a consultative process (such as arranging meetings with community leaders) to ensure that the locals have a say in the planning and management of the event as this could give room for developing better strategies for the benefits of the residents who live within the vicinity of the event areas. Perhaps the consultative approach in the planning and management of the event would result in increased attendance by locals in subsequent events.
- There should be mutual understanding between the management team of the event and residents whose private property are used during the event. The owners of such property should be informed before and after the event. Official letters of appreciation should be sent to such residents thanking them for their cooperation. This will avoid the odd incident that happened in 2005 in the Drie Brie farm where the spectators were refused access to view the paddlers from their farm because in 2004 a farmer's property was destroyed and no officials came back to him after the event.
- The local residents can be regarded as the internal customers of the event. Therefore, some form of internal marketing may be useful in achieving higher levels of satisfaction within the community. Different locations within the area where the event takes place may require different marketing techniques and different strategies as this will help maximise satisfaction for each group. For example, in Paarl the event should be marketed in the local newspaper like *Die Burger* since the residents are exposed to print media. In other areas like Gouda and Bridge Town posters should be used and they should be placed in strategic positions like shopping centres. Announcements

should be made in churches and mosques to create awareness of the event among the people.

- To support the sustainability of the race and the river, there should be constant maintenance of the river by educating the residents of all the locations and to avoid the dumping of refuse in the river. There should be constant monitoring of the river so that unnecessary weeds and fallen trees are removed to allow smooth flow. The community should be educated and constantly reminded of the negative impact of dumping refuse in the river.
- With regard to the research method, there should be a more organised approach in administering the questionnaire. There should be a format for the field researcher to adopt so as to know which street and house to visit. Also, the residents should be informed of the survey before the event actually takes place. They should incorporate a GIS mapping specialist to determine the residential distance of the respondents from the event location rather than relying on the perceived distance from the respondents since at times they might not be aware of the distance.
- There should be other entertainment activities to accompany the event so that the local residents will feel the impact of the event on the area. For example, at the various stopping points for each day there should be children's activities, stalls and seating where people can shop and relax.

### **6.3 Limitations of study**

This study had some limitations. Firstly, was the wide distance of 208 km that the event covers and cuts across many residential areas. Due to this, only a few locations were surveyed and it was restricted only to residents living within 1-10 km proximity. Secondly, due to the high cost involved in the research, there was no pre-survey in order to compare pre- and post event responses. Thirdly, a lack of any initial research on the Berg River Canoe Marathon in South Africa made the study difficult.

#### **6.4 Future research direction**

There is a need for research of this nature to give due regard to the costs and benefits of the event to the communities based on the triple bottom line (economic, social and environmental considerations) of the event. This will enable event organisers to have a better focus when planning. There should be pre-, during and post-event surveys to give room for better comparison and understanding of responses from the local residents at different intervals.

#### **6.5 Final concluding remarks**

Sport tourism is growing as a form of recreational activity where both participants and spectators take time out with their family and friend to enjoy themselves. Oosthuizen (2004) notes that sport as a sector of the tourism industry contribute 30% of the GDP, and is a vehicle that can enhance the image of the country especially when the country participates in sport competition.

The government and event organisers need to realise that the community is one of the most important stakeholders and should be involved in decision-making processes of all activities taking place within the community. Active community participation can result in more support for sport as a recreational activity in the local community.

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# Appendix A

## RESIDENTS' SURVEY

Name of event: \_\_\_\_\_ Location: \_\_\_\_\_ Schedule nos: \_\_\_\_\_

### EVENT ATTENDANCE

1. Did you attend the \_\_\_\_\_ (name of event)?

Yes	No
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1.1. If no, why did you not attend this year?

Didn't have time	
Too expensive	
Couldn't get tickets	
Didn't want to	
Other (specify)	

2. Did you previously attend \_\_\_\_\_ (name of event)?

Yes	No
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### DISTANCE OF RESIDENCE

1. How far away are you from the event activities taking place (in km)?

1-2	3-4	5-6	7-8	9-10	>10 (specify)
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### PERCEPTIONS AND ATTITUDES

1. Please indicate the level of agreement with the following statements about the event (select one option for each variable). 1 - Strongly disagree 2 - disagree 3 - neutral 4 - agree 5 - strongly agree

	1	2	3	4	5
<b>ENTERTAINMENT</b>					
The event provided an opportunity to attend an interesting event					
The event provided an opportunity to have fun with family and friends					
The event provided an opportunity to meet new people					
The event increases entertainment opportunities for locals					

<b>PUBLIC MONEY</b>					
The event was a waste of public money					
Too much money was spent on the event that could be spent on other activities					
The event assists in increasing public spending for sport					
<b>ECONOMIC BENEFITS</b>					
The event is good for the economy since it creates jobs					
The event is good for local business (increases turnover)					
<b>DISRUPTION TO LOCAL RESIDENTS</b>					
The event disrupted the lives of local residents and created inconvenience					
The event caused traffic congestion and parking difficulties					
The event created excessive noise					
The event increased crime					
The event was associated with some people behaving inappropriately such as excessive drinking or drug use					
<b>PUBLIC FACILITIES</b>					
The event promoted the development and better maintenance of public facilities such as roads, parks, sporting facilities and or public transport					
The event denied local residents access to public facilities such as roads, parks, sporting facilities and/ or public transport because of closure or overcrowding					
<b>COMMUNITY PRIDE</b>					
The event made locals feel more proud of the city and country					
The event made locals feel good about themselves and their community					
Ordinary residents get a say in the planning and management of the event					
<b>ENVIRONMENTAL IMPACT</b>					
The event had a negative impact on the environment through excessive litter					
The event had a negative impact on the environment through pollution					
The event had a negative impact on the environment through damage to natural areas					
<b>REGIONAL SHOWCASE</b>					
The event showcased the area in a positive light					
The event attracts tourists to the area					
The event attracts future business to the area					
The event has increased media coverage of the area					
<b>PRICE</b>					
The event leads to increases in the price of some things such as food, transport and property values					

As a result of the event, more people are buying holiday homes in the area					
During the event period, the overall cost of living has increased					
<b>COMMUNITY BENEFITS</b>					
The community benefited directly from the event					
Only some members of the community benefited from the event or event increase social inequity					
The event increases interaction between locals and tourists					

#### EVENT LOCATION

1. Are you in favour of the event being held in the area?

Yes	No
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1.1. If no, should the event be located in another location in your region, located outside the region or discontinued?

Another location in your region	Another location outside region	Discontinued altogether
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#### IDENTIFICATION WITH THEME

1. Which one of the following statements best summarises your interest in this sport as a spectator?

I am an avid fan of the sport and always try to attend or watch it on TV	
I am interested in the sport and see it when I can	
I am not particularly interested in the sport, but I enjoy seeing it when it comes to our area	
I am not interested in the sport but sometimes attend or watch it because family or friends are interested	
I have no interest in this sport or the associated festivities even when it is held in our area	

2. Which one of the following statements best summarises your interest in this sport as a recreational activity?

I am a keen participant of this sport who is regularly involved in club competition	
I am a keen participant of this sport who is regularly involved but not in any formal competition	
I occasionally participate in this sport socially	
I used to participate but I have not done so in recent years	
I have absolutely no interest in participating recreationally in this sport	

3. Please indicate the level of agreement with the following statements about the area in which the event is being held (select one option for each variable).

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is a beautiful area					
The quality of service is good					
The locals support events in the area					

#### DIRECT BENEFITS

1. Have you or any member of your family ever worked for the event in either a paid or voluntary capacity?

Yes	No
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2. Do you or a member of your household work in or own a business that you think is positively affected by the event (e.g. tourism, hospitality, retail)?

Yes	No
-----	----

#### PROBLEMS EXPERIENCED

1. Did you experience any problems related to the event?

Yes (specify)	No
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#### SUGGESTIONS FOR IMPROVEMENT

1. Do you have any suggestions for improving this event (including service quality) in the future?

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#### DEMOGRAPHIC PROFILE OF RESPONDENTS

1. What is your age?

<20	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
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2. Employment status/ occupation

Unemployed	Student/ scholar	Retired	Labour/unskilled
Sales/marketing	Administrator/manager	Businessperson	Professional e.g. doctor
Artisan/ technician	Self-employed	Home executive	Other (specify)

**3. Monthly income in Rands**

None	1-1000	1001-2000	2001-3000	3001-4000	4001-5000	5001-6000
6001-7000	7001-8000	8001-9000	9001-10000	10001-11000	11001-12000	>12000

**4. Highest education level completed**

No formal education	Partial primary	Primary completed	Secondary completed
Certificate/ diploma	Undergraduate degree	Postgraduate degree	Other (specify)

**5. INTERVIEWER TO NOTE**

Gender of respondent		Historical racial category			
Male	Female	African	White	Coloured	Indian

**THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!**



## **APPENDIX B**



July 2005,  
To whom It may concern

### **The Berg River Canoe Marathon residents' perceptions survey**

The Cape Peninsula University of Technology is currently undertaking research regarding residents' perceptions of the Berg River Canoe Marathon event that took place from the 12-16<sup>th</sup> of July 2005.

Various students enrolled for courses at the University are involved with gathering the data for this particular survey. Your assistance is highly valued in completing the relevant questionnaire. Should you wish to verify the authenticity of this project contact Dr Kamilla Swart on 0829282881

## Appendix C

### Results based on locations

#### Demographic category (in %)

		Paarl city region	Drakenstein East	Lady Loch	Hermon	Velddrif
<b>Age in (%)</b>	<20	9.4	18.4	7.7	21.2	6
	21-30	21.9	13.2	16.7	18.2	17.9
	31-40	28.1	31.6	26.7	24.2	17.9
	41-50	18.8	26.3	40.0	15.2	26.9
	51-60	6.3	5.3	6.7	9.1	14.9
	60-70	9.4	2.6	3.3	12.1	10.4
	>70	6.3	2.6	0	0	6

<b>Occupation rated in %</b>	Paarl city region	Drakenstein East	Lady Loch	Hermon	Velddrif
unemployed	12.5	2.6	6.7	21.2	17.9
Self employed	12.5	13.2	13.3	3.0	11.9
Home executive	6.3	2.6	3.3	12.1	10.4
Student/scholar	9.4	13.2	10.0	12.1	4.5
Retired	12.5	2.6	6.7	12.1	19.4
Labour/unskilled	21.9	15.8	30.0	27.3	14.9
Administrator/manager	15.6	10.5	3.3	-	4.5
Artisan/technician	6.3	2.6	10.0	6.1	4.5

Secretary	-	5.3	-	-	-
policeman	-	7.9	-	-	-
Teacher	-	2.6	-	-	4.5
Sales and marketing	-	7.9	-	-	4.5
Business person	-	7.9	6.7	-	-
Professional worker	-	5.3	6.7	-	-
Voluntary health care	-	-	-	3.0	-
Government worker	-	3.3	-	-	-
waiter	-	-	-	-	1.5
Pastor	-	-	-	-	3.0
fisherman	-	-	-	-	1.5

Monthly income in Rands	Paarl city region	Drakenstein East	Lady Loch	Hermon	Veldrif
frequency	(n=32)	(n=38)	(n=30)	(n=33)	(n=67)
None	25%	10.5%	23.3 %	33.3 %	26.9 %
1-1000	9.4%	2.6%	3.3 %	9.1 %	1.5 %
1001-2000	18.8%	5.3%	6.7 %	39.4 %	4.5 %
2001-3000	12.5%	2.6%	6.7 %	-	3.0 %
3001-4000	6.3%	7.9%	16.7 %	6.1	16.4 %
4001-5000	9.4%	5.3 %	-	3.0 %	3.0 %
5001-6000	6.3%	7.9 %	10.0 %	3.0 %	7.5 %

6001-7000	3.1%	10.5 %	-	-	1.5 %
7001-8000	-	5.3 %	6.7 %	3.0 %	7.5 %
8001-9000	-	-	-	-	6.0 %
9001-10000	-	7.9 %	-	3.0 %	9.0 %
10001-11000	3.1%	5.3 %	-	-	3.0 %
11001-12000	-	10.5 %	6.7 %	-	1.5 %
>12000	6.3%	10.5 %	6.7 %	-	-
Confidential	-	7.9 %	13.3 %	-	9.0 %

Educational level	Paarl city region	Drakenstein East	Lady Loch	Hermon	Velddrif
Frequency	(n=32)	(n=38)	(n=30)	(n=33)	(n=67)
No formal education	-	2.6 %	-	3.0 %	-
Partial primary	3.1 %	-	10.0 %	15.2 %	4.5 %
Primary completed	18.8 %	21.1 %	26.7 %	42.4 %	34.3 %
Secondary completed	68.8 %	36.8 %	20.0 %	27.3 %	37.3 %
Certificate/ diploma	6.3 %	18.4 %	30.0 %	9.1 %	14.9 %
Undergraduate degree	-	7.9 %	3.3 %	3.0 %	4.5 %
Post graduate	3.1%	13.2 %	10.0 %	-	4.5 %
Other(specify)	-	-	-	-	-