

Determining leisure qualities associated with surfing

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Declaration

with regard to independent work

I, Chirée Jacobs, identity number 9404110242083 and student number 24187690, do hereby declare that this research submitted to the North-West University, for the MA study: Determining leisure qualities associated with surfing, is my own independent work; and complies with the Code of Academic Integrity, as well as other relevant policies, procedures, rules and regulations of the North-West University; and has not been submitted before to any institution by myself or any other person in fulfillment (or partial fulfillment) of the requirements for the attainment of any qualification.



Miss. C. Jacobs

23 November 2018

Date

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Abstract

The marine activity known as surfing has been alluded to as one of the most historically practised sport activities in the world, with millions of surfers practising the sport worldwide who travel to worldwide surf destinations in search of the perfect wave. Due to the impact of surf tourism and surfers' motivation to engage in this marine water activity, it is necessary to understand how surfing developed, the demographic profile of surfers and their motivations as well as their destination preferences.

Further research is necessary concerning South Africa as a surf destination because there are many elements concerning the South African surf tourism industry and South African surfers that are yet to be identified. With South Africa being an idyllic surfing spot and with an increase in the number of surf competitions hosted in the country together with the positive impact these surfing events have on the country, this study can be considered important. The primary focus of this research was to scrutinise literature to identify and determine the leisure qualities that are associated with South African surfers.

To achieve this aim, the following objectives were set: To conduct a historical analysis of surfing, from where the sport originated to how the sport is perceived today, and a literature review concerning surf tourism. To analyse literature concerning leisure so that leisure as well as leisure qualities could be conceptualised. To assess the perceptions and motivations as to why South African surfers take part in surfing and the associated leisure qualities. To draw conclusions and make recommendations to the organisers of surfing competitions, DMOs, tourism government agencies and other tourism role-players with regards to surf tourism in South Africa based on the leisure qualities that are associated with South African surfers.

This was achieved using a quantitative research method by means of self-administered questionnaires, distributed to 401 surfers at the surfing hotspots in South Africa. The data from the questionnaires was captured in Microsoft Excel and further analysed by making use of SPSS. The descriptive results revealed that the surfers of South Africa consider the feeling of enjoyment whilst surfing, the contribution surfing has on their wellness and the feeling of renewal after having gone surfing to be important factors motivating them to surf. The surfers also indicated that they regard the abundance of good waves, the natural quality of the environment, and the surf destination being secluded and unspoiled as important aspects influencing their surf destination preferences.

A factor analysis revealed that there are three leisure qualities that are associated with South African surfers. These leisure qualities included: 1) Intrinsic benefits, 2) Group affiliation and socialisation and 3) Personal surfing competence.

The comparisons (by means of ANOVAs, *t*-Tests and non-parametric correlations) between the surf motivational factors and the demographic characteristics of surfers (age, total number of years surfing, types of surfers, competitive surfing vs. recreational surfing and the annual average expenditure of surfers) are unique to this study and significant differences were identified. The highest number of significant differences was identified between the different types of surfers.

The results of this study can be used by organisers of surfing competitions, DMOs, tourism government agencies and other surf tourism role-players to emphasise in their marketing strategies the leisure qualities associated with South African Surfers and also to incorporate the factors that surfers regarded as important concerning their motivations and their destination preferences. The results provide an image of surfing as a tourism activity in South Africa and support the surf tourism industry of South Africa.

Key words: Surfing, surf tourism, leisure, leisure qualities, destination preferences.

Opsomming

Die mariene aktiwiteit wat as branderplankry bekend staan, is beskou as die sportaktiwiteit wat histories die meeste geoefen word, en miljoene branderryers neem deel aan die sport regoor die wêreld, en reis ook na internasionale branderplankrybestemmings op soek na die perfekte brander. Vanweë die impak van branderplankry-toerisme en branderryers se motivering om aan dié mariene wateraktiwiteit deel te neem, is dit nodig om te begryp hoe branderplankry ontwikkel het, die demografiese profiel van branderryers en hulle motiverings, asook hulle bestemmingsvoorkeure.

Verdere navorsing oor Suid-Afrika as branderplankrybestemming is nodig, aangesien daar baie elemente aangaande die Suid-Afrikaanse branderplankry-toerismebedryf en Suid-Afrikaanse branderryers is, wat nog geïdentifiseer moet word. Suid-Afrika is 'n idilliese branderplankryplek en daar is 'n toename in die getal van branderplankrykompetisies wat in die land gehou word, met 'n gepaardgaande positiewe impak wat hierdie branderplankry-geleenthede op die land het; dusk an hierdie studie as belangrik beskou word. Die primêre fokus van hierdie navorsing was om die literatuur na te gaan om sodoende die vryetydseienskappe wat met Suid-Afrikaanse branderryers gepaard gaan, te identifiseer en vas te stel.

Om hierdie doel te bereik, is die volgende doelwitte neergesit: Om 'n historiese analise van branderplankry te doen, vanaf waar die sport sy oorsprong het, tot hoe die sport vandag beskou word, asook 'n literatuuroorsig van branderplankry-toerisme. Om die literatuur oor vrye tyd te analiseer, sodat 'n konsep van vrye tyd asook vryetydseienskappe gevorm kon word. Om die persepsies en motiverings vas te stel oor hoekom Suid-Afrikaanse branderryers aan branderplankry deelneem, asook die gepaardgaande vryetydseienskappe. Om gevolgtrekkings te maak en aanbevelings te doen aan die organiseerders van branderplankrykompetisies, "DMOs" (bestemmings-bemarkingsorganisasies), toerisme staats-agentskappe en ander toerisme-rolspelers met betrekking tot branderplankry-toerisme in Suid-Afrika wat op die vryetydseienskappe gegrond is wat met Suid-Afrikaanse branderryers gepaard gaan.

Dit is bereik met behulp van 'n kwantitatiewe navorsingsmetode deur middel van selftoegediende vraelyste, wat onder 401 branderryers by die gewildste branderplankryplekke in Suid-Afrika versprei is. Die data van die vraelyste is in Microsoft Excel vasgevang en verder met behulp van SPSS geanaliseer. Die beskrywende resultate het laat blyk dat die branderryers van Suid-Afrika die gevoel van genot in ag neem terwyl hulle branderplankry, en die bydrae van branderplankry op hulle welstand en die gevoel van hernuwing nadat hulle met hulle branderplanke op die branders gaan ry het, is belangrike faktore wat hulle motiveer om op die branders te ry. Die branderryers het ook aangedui dat hulle die oorfloed van goeie

branders, die natuurlike kwaliteit van die omgewing, en dat die branderplankrybestemming afgeleë en onbedorwe is, as belangrike aspekte is wat hulle voorkeur vir sekere branderplankrybestemmings beïnvloed.

'n Faktoranalise het aan die lig gebring dat daar drie vryetydseienskappe is wat met Suid-Afrikaanse branderryers verband hou. Hierdie vryetydseienskappe het die volgende ingesluit: 1) Intrinsieke voordele, 2) Groepaffilasie en sosialisasie en 3) Persoonlike branderplankry-bekwaamheid.

Die vergelykings (deur middel van "ANOVAs", *t*-Toetse en nie-parametriese korrelasies) tussen die branderplankry-motiveringsfaktore en die demografiese eienskappe van branderryers (ouderdom, totale getal van jare van branderplankryondervinding, tipes van branderryers, kompeterende branderplankry teenoor ontspannings-branderplankry en die gemiddelde jaarlikse uitgawe van branderryers) is uniek aan hierdie studie en betekenisvolle verskille is geïdentifiseer. Die hoogste getal van betekenisvolle verskille is tussen die verskillende tipes branderryers geïdentifiseer.

Die resultate van hierdie studie kan deur organiseerders van branderplankrykompetisies, "DMOs" (bestemmings-bemarkingsorganisasies), toerisme-staatsagentskappe en ander branderplankry-toerisme rolspelers gebruik word om die vryetydseienskappe wat met Suid-Afrikaanse branderryers verband hou, in hulle bemarkingstrategieë te beklemtoon, asook om die faktore te behels wat branderryers rakende hulle motiverings en bestemmingsvoorkeure as belangrik beskou het. Die resultate lewer 'n beeld van branderplankry as 'n toerisme-aktiwiteit in Suid-Afrika en ondersteun die branderplankry-toerismebedryf van Suid-Afrika.

Sleutelwoorde: Branderplankry, branderplankry-toerisme, vrye tyd, vryetydseienskappe, bestemmingsvoorkeure.

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Chapter One

Introduction, Problem Statement, Objectives and Method of Research

1.1 INTRODUCTION

The marine surface water activity, commonly referred to as surfing, is practised by millions of people worldwide (Sotomayor & Barbieri, 2016:62). Young (1983:19) asserts that surfing is also one of the most historically sustained practised sport activities. The global surf tourism industry has grown to become a multibillion dollar industry, and researchers have estimated that this industry is expected to expand even more in the near future (Sotomayor & Barbieri, 2016:62; Wagner, Nelsen & Walker, 2011; Reynolds & Hritz, 2012:3) especially after the inclusion of the sport in the world Olympics in 2020 (Bakker, 2017). Over the past few decades South African surfing has also witnessed the growth and development of surf tourism, so much so that South Africa has been named one of the top surfing countries in the world by National Geographic (Pike, 2011).

The surf tourism industry comprises more than just the surfers that physically participate in the aquatic activity and could be defined as the motive to travel primarily to engage in the surfing activity, whether actively or passively, which will include surfers, surf spectators and non-surfing travel companions (Dolnicar & Fluker, 2003:187). Sotomayor and Barbieri (2013:111) contend that surfers travel in search of the perfect wave and are also characterised by the time and effort they invest in surfing. Despite characteristics formerly mentioned and the economic significance of surf tourism, little is known about surfing as a serious leisure activity and the implications thereof in the surf tourism industry globally (Sotomayor & Barbieri, 2013:111-121).

Literature clearly states that further research on this phenomenon is necessary (Dolnicar & Fluker, 2003; Sotomayor & Barbieri, 2013, 2016) because there are still many elements and aspects of the South African surf tourism industry, and South African surfers which are yet to be discovered. This will finally enable the surf tourism industry of South Africa to implement direct and effective marketing to the divergent surfers of South Africa.

The purpose of this study was to place emphasis on the background of this research, where after the researcher reviewed homogeneous literature to assist in comprehending and discerning between the divergent surfers of South Africa, ascertaining the surfers' travel behaviour, as well as determining the leisure qualities the surfers complied with. The problem statement, perceived as a vital division of this study, embellished the significant problem with regards to research on South African surfers and their surf travel behaviour. In addition, how this was associated with the six different leisure qualities.

1.2. BACKGROUND TO THE STUDY

A brief description of tourism and the South African tourism industry was essential to better understand what was being discussed. BMI Research (2016:5) contends that “South Africa is home to the most developed tourism industry in Sub-Saharan Africa”, and, in addition, stated that although there are noteworthy impediments to growth such as security concerns and regional insecurity, South Africa has an inclusive range of popular tourism attractions including “top class city breaks and internationally renowned wildlife viewing”. Tourism produces employment opportunities, prompts foreign exchange, stimulates economic growth and enhances nation pride (Saayman, 2003:6; South African Tourism, 2017:10).

Statistics South Africa (2016), asserted that in 2005, 475 664 individuals were employed in the tourism sector, significantly increasing from an approximate of 205 153 individuals to a grand total of 680 817 employed individuals in the year of 2014. The tourism sector in South Africa contributed more jobs to the economy in comparison with other industries such as agriculture. Hence, it is clear that 1 out of 25 individuals work in the tourism industry of South Africa. Finally, tourism can be separated into varied types such as leisure tourism, business tourism, nature tourism, adventure tourism and sport tourism (Baku, 2013). With this study, the researcher placed emphasis on sport tourism.

Sport tourism in South Africa is considered as one of the top sub-sectors within South Africa's tourism industry. In addition, South Africa has been named one of the perfect places to host any sports event due to the moderate climate, top-class sports facilities and the superb tourism infrastructure (Du Plessis, 2002:99; Saayman, Slabbert & Van der Merwe, 2010; Singh, 2012). Globally, many researchers have contributed their perspective to what they perceive sport tourism to be. Roberts (2011:147) contends that it is immensely difficult to describe sport and tourism as individual entities. Roberts (2011:147) as well as Standeven and De Knop (1999:12) both provide the following definition with regards to sport tourism: “individuals that travel away from their home to actively partake in a sport activity and passively participate by means of spectating”.

Sport tourism can be segregated between hard and soft type sport tourism (see Figure 1.1), whereby ‘hard type sport tourism’ involves high-level competition in the sporting activity such as the Olympics, whereas ‘soft type sport tourism’ refer to recreational activities, for example charity cycling events (Roberts, 2011:148; Gammon & Robinson, 2003). Furthermore, Gammon and Robinson (2003) pass the remark that ‘soft type sport tourism’ encompasses spectatorship, considered a lucrative component of the sport tourism industry. Finally, surfing being the primary focus of this study, was categorised as a soft type sport tourism activity (consult Figure 1.1). Sport tourism furthermore differentiates by means of subcategories within this discipline, such as surfing and surf tourism (CBI Market Intelligence, 2015; Dolnicar & Fluker, 2003).

Surf tourism is a noteworthy sector within sport tourism, yet researchers claim that more research should be done on this discipline because it is a relatively new market segment within the tourism industry (CBI Market Intelligence, 2015). On the contrary, the surf tourism industry is regarded a niche market of sport that is developing gradually along with the different types and increasing numbers of surf tourists (Dolnicar

& Fluker, 2003:186). Surf tourism typifies surf tourists both active and passive; travelling to marine destinations with the primary aim of participating in surfing activities (Barbieri, Henderson & Santos, 2014:277). Furthermore, surfing activities including kite surfing, wind surfing and wave surfing were the primary focus of this research study.

Surfing is a marine surface water activity in which the individual is sustained by a breaking wave on a special board, known as a surfboard (Warshaw, 2005). According to Young (cited by Nourbakhsh, 2008:13) “surfing is one of the oldest continuously practised sports in the world. Riding with a board to catch the power of an ocean swell historically stemmed from Hawaii and Polynesia about three to four thousand years ago”. Surfing is no longer an aquatic activity exclusive for those living in warm environments, but also adequate for those enduring the cold water for the purpose of aquatic activities such as surfing (Sotomayor & Barbieri, 2016:62). Not only is surfing an intimate human interaction with coastal environments but is also considered to be a major recreational and economic activity (Lazarow, 2007:12). Lazarow (2007:12) contended that the economic and social value of surfing at various destinations around the globe and the importance thereof, should not be understated.

In 2003, Kampion (2003) made the statement that the estimated global surfing population is over 20 million, furthermore Dolnicar and Fluker (2003) and Carroll (2004) assert that surfing is worth an estimated total of more than eight billion US dollars per annum. The value of surfing to society and the imprint of surfing on our everyday lifestyle cannot be questioned nor doubted as surfing has shown significant growth over the decades and is regarded an important sector within the surf tourism industry (Lazarow, 2007:12). It was the researchers' primary focus for this study to investigate and determine the serious leisure qualities associated with surfing.

Many studies have been done on surfing globally, whereby surfing in South Africa is an aquatic sport activity not thoroughly researched. To justify the given statement, the researcher provided Table 1.1, which indicates the number of research studies on this discipline. This was further explored in Chapter 2.

Table 1.1: Institutional Contributors to Academic Journal Articles and Reports on Surf Tourism

Institutional Contributors to Academic Journal Articles and Reports			
Country	Institutional Contributors	Pieces of Research	Year of First Publication
JOURNAL ARTICLES			
Universities			
Australia	Griffith University	7	2002
	Australian National University	3	2007
	Edith Cowan University	1	1999
	University of Technology, Sydney	1	2005
	University of Wollongong	1	2003
United States	San Diego State University	1	2009
	Stetson University	1	2009
	University of California, Berkeley	1	2009
	University of California, Los Angeles	1	2007
United Kingdom	Manchester Metropolitan University	1	2005
	Swansea Metropolitan University	1	2009
	University of Exeter	1	2005

South Africa	University of Natal	2	2001
	Cape Peninsula University of Technology	1	2008
	University of KwaZulu-Natal	1	2008
New Zealand	University of Waikato	3	2004
Canada	University of Calgary	2	2001
France	Univ. Michel de Montaigne-Bordeaux III	1	1998
Netherlands	University of Leiden	1	2003
Portugal	Instituto Superior Tecnico	1	2009
Spain	Universidad de La Laguna	1	2010
Other Organisations			
New Zealand	ASR Marine Consulting and Research	1	2009
Australia	National Surfing Reserves	1	2007
ARTICLES			
Universities			
South Africa	North-West University (Potchefstroom)	1	2017
REPORTS			
Universities			
South Africa	North-West University (Potchefstroom)	1	2016
South Africa	North-West University (Potchefstroom)	1	2017
For papers with authors from different institutions, only the first author affiliation has been accounted for. One author was not affiliated with any academic institution.			

Source: Authors own compilation (Adapted from Martin and Assenov, 2012:264).

In 2012, Martin and Assenov (2012) noted that only four surf tourism research articles had been published in South Africa. Saayman and Kruger (2017) published an additional article and two reports on this phenomenon in 2016. When consulting Table 1.1, it becomes clear that, in South Africa, a total of five surf tourism articles and two reports have been published, that the researcher is aware of. Pike (2008) contends that some books and articles have been written on surfing South Africa that can be found on Google books under the title: Surfing South Africa (2008).

When referring to these figures on surf tourism literature in South Africa it becomes evident that more research should be conducted on this discipline (Murphy & Bernal, 2008:24) because South Africa's coastline provides all surfers with sublime coastal scenery, high quality surf and a great variety of surfing destinations. While surfers themselves can be viewed as a homogeneous segment characterised by their common interest in the sport, there clearly exists a variety of surfers. Apart from this, less information on the different types of surfers is available, however, Farmer (1992) managed to identify five segments amongst surfers as follows:

The *rowdy bunch*, surfers whose primary purpose is to party with their friends, these surfers are often referred to as novice surfers. Novice surfers are more commonly defined as beginners or someone who only surfs a few times throughout the year and who has not learned much of the sport (Nelson, 2010:51). The *schoolboys* that surf after school, followed by the *weekend warriors* mostly composed of surfers who can only surf when not working. The *hard-core* surfers that live and work near the coast for surfing purposes, and finally the *beach bums* who devote their lives exclusively to surfing (Farmer, 1992:241-257; Orams & Towner, 2012:173).

Each one of these surfers formerly categorised by Farmer (1992); Orams and Towner (2012:173) and Dolnicar and Fluker (2003), have different demographic characteristics, lifestyles or motives for surfing (Sotomayor & Barbieri, 2016) and all the qualities mentioned have been deemed as important variables in determining individuals' motivation to participate in a sports activity (Diehm & Armatas, 2002:663) in this case, the surfers' primary motivation to surf. These qualities are more commonly referred to as leisure qualities (Sotomayor & Barbieri, 2016:64; Diehm & Armatas, 2002:663).

Many researchers have conducted studies grounded on the different recreational leisure qualities, better known as serious leisure qualities. During the early 1980s, Stebbins (1982) introduced serious leisure and defined this term as the systematic pursuit of a leisure activity such as surfing, wherein an amateur, volunteer or hobbyist may partake in the given leisure activity for the primary purpose of personal fulfilment, self-expression, personal benefit and or the enhancement of personal identity (Sotomayor & Barbieri, 2013:112). Six serious leisure qualities were identified by Brown (2007); Gould, Moore, McGuire and Stebbins (2008) as well as Stebbins (1982, 1992). These are: *Personal effort, unique ethos, career development, strong identity, perseverance and durable benefits*, which will be further explored in Chapter 3.

These qualities were used in Sotomayor and Barbieri's study in 2013, where these researchers aimed to establish whether the six serious leisure qualities are associated with surf travel behaviour, destination preferences and surfing appeal preferences, with the respondents residing in different countries. Sotomayor and Barbieri (2013) made use of a study model throughout the research process to ascertain the primary goal of their study. To develop a conceptual framework (see Figure 1.1) the research studies including those of Sotomayor and Barbieri (2013:114) as well as Gammon and Robinson (2003) were used as a guideline and reference to attain a better understanding of the surf tourism industry, and to obtain a better perception concerning the surf tourism industry of South Africa, and South African surfers.

This study aimed to establish whether leisure qualities are associated with South African surfers, and to make a literature contribution by primarily focusing on South Africa as a case study, since previous research was grounded in regions that included America, Asia, Australia, Europe and Polynesia (Barbieri *et al.*, 2014; Nourbakhsh, 2008; Sotomayor & Barbieri, 2013:115; Sotomayor & Barbieri, 2016:62).

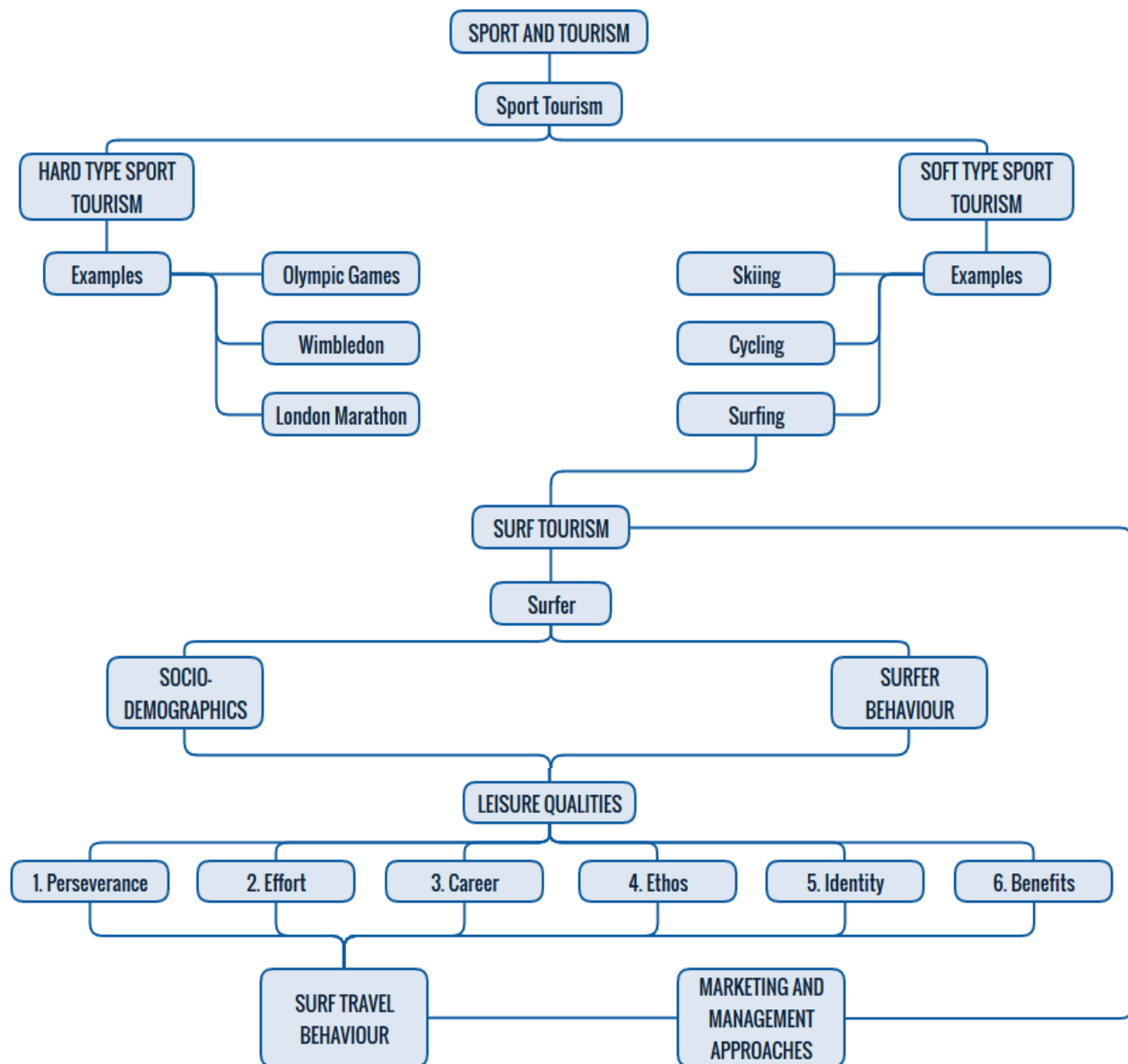


Figure 1.1: Conceptual framework

Source: Adapted from Gammon and Robinson (2003) and Sotomayor and Barbieri (2013:114).

The conceptual framework provided in Figure 1.1 was used to present the readers with a visual exemplar of the structured layout that this research study followed.

1.3 PROBLEM STATEMENT

This study was conducted to ascertain the types of individuals that surf the South African coastline. Most importantly, this study placed emphasis on determining the leisure qualities associated with surfing in South Africa. Former research concerning whether leisure qualities are associated with surfers, primarily focused attention on surf destinations such as America, Asia, Australia and Europe (Sotomayor & Barbieri, 2016:64; Nourbakhsh, 2008) and made use of small sample sizes. Furthermore, researchers such as Dolnicar and Fluker (2003) comment that additional research similar to this study is pivotal as it may result in a better understanding between the different types of surfers in the different areas of South Africa, their

unique preferences, motivations and the surfers' preferred states. Lastly, additional research assisted in understanding why individuals engage in surfing. Thus, this study was vital to deduce the influential factors that enabled the researcher to distinguish between the divergent surfers at various surf destinations (surfing hotspots) in South Africa. The surfing hotspots are further explored in Chapter 4.

Furthermore, the researcher was able to understand the surfers' needs and desires whilst they were surfing South African shorelines. Sotomayor and Barbieri (2013:119) contend that surf destinations willing to attract more skilled surfers should incorporate serious leisure qualities in their marketing strategies, resulting in reaching the correct target market because the destination's management team are aware of who the surfers are, the serious leisure qualities they comply with and, finally, how their surf travel behaviour is affected by these qualities. With the results of this study, South African surf destinations (surfing hotspots) will also be able to generate entrepreneurial opportunities, as well as business opportunities at the various surfing hotspots in South Africa that, in the end, will contribute to the local community's overall quality of living and everyday living standards.

This will lead to increased profit for the local surf tourism industry (Dolnicar & Fluker, 2003:3) in the case of South Africa. With this research, one will also be able to discern between behaviours that are associated with these leisure qualities (Nourbakhsh, 2008:6), enhance effective marketing strategies and augment advertising results (Murphy & Bernal, 2008:24; Sotomayor & Barbieri, 2016:71). Lastly, substantiating the importance of this study, Murphy and Bernal (2008:24) comment that, without further research into the true value of surfing and the differentiation between divergent surfers, many important economic and cultural aspects could be lost. Hence, the question this study addressed was:

What are the leisure qualities associated with surfing?

1.4 GOAL OF THE STUDY

The following goal and objectives will guide the study:

1.4.1 Goal

To determine the leisure qualities that are associated with surfing.

1.4.2 Objectives

To attain the primary goal of this study, certain objectives were completed:

Objective One: To conduct research on the history of surfing and a literature review on surf tourism.

Objective Two: To conduct a literature analysis and to conceptualise leisure and leisure qualities.

Objective Three: To conduct a quantitative survey to determine the leisure qualities associated with surfing in South Africa.

Objective Four: To draw conclusions, and make recommendations with regards to surf tourism in South Africa and for future research grounded on this phenomenon.

1.5 METHOD OF RESEARCH

The research method that was used for this study comprised a literature study as well as an empirical study to enable the researcher to attain the goal and objectives of this study.

1.5.1 Literature study

The literature study was presented in two chapters, Chapter 2 and Chapter 3. In Chapter 2, emphasis was placed on surfing and its origins. Chapter 3 primarily focused on leisure as a research concept and the different leisure qualities. The literature study placed emphasis on some keywords such as tourism, surf tourism, surfing, leisure and serious leisure qualities. Whilst completing the literature study, several information sources were used to obtain the information needed for this study, such as academic textbooks, conference papers, theses and dissertations, academic journals and other tourism-related literature.

Electronic databases such as SAePublications, Google Books, Google Scholar and EbscoHost were used to find information and studies by means of searching for keywords such as surf tourism, surfing, leisure and leisure qualities.

1.5.2 Empirical study

The purpose of the empirical study is to clarify the research design, the sample, the measuring instruments and a description of the statistical analyses that were used. The study was conducted in accordance to the following structure provided hereafter.

1.5.2.1 Research design and method of data collection

The research design is a blueprint of the study providing the procedures that have to be followed to reach the research objectives (Berndt & Petzer, 2011:31; Malhotra, 2010:102). Malhotra (2010:103) contended that there are three basic research designs comprising exploratory research, whereby the primary objective is to discover new ideas and insights. Descriptive research design is the second type of design with the main objective being to describe certain characteristics and/ or functions. The third and final design is the causal research design that is used when determining a cause-and-effect relationship.

A causal approach was used within this study by means of quantitative research whereby a literature analysis was carried out to gain insight into surfing and leisure respectively. Maree (2016:162) stated that quantitative research can be described as “the process that is systematic and objective in its ways of using numerical data from only a selected subgroup of a universe (or population) to generalise the findings to the universe that is being studied”. Stated below are some of the advantages of quantitative research: According to Ivankova, Creswell and Clark (2007:257):

- It is a sustainable source for collecting demographical information such as age, gender, income and other demographic variables.
- It is an economical procedure of conducting research.
- It is relatively easy to analyse and tabulate the data that was collected by means of statistical programmes such as the factor analysis.

There are many methods of data collection, the most commonly used methods include group administration of questionnaires, postal or email surveys, telephone surveys and face-to-face surveys (Maree & Pietersen, 2016:176). These methods of data collection will be briefly described. Group administration of questionnaires is the most used data-collection method, whereby the researcher distributes a number of questionnaires to respondents for them to complete. With postal and/or email surveys the questionnaire of the research study is mailed to and/or emailed to respondents along with the instructions on how to complete the questionnaire.

Telephone surveys are conducted by interviewers who contact respondents of the study and ask them the questions on the questionnaire. The answers of these interviews are recorded for transcribing the data later on in the study. Finally, face-to-face surveys make use of well-trained interviewers that visit each one of the research study's respondents, where the questions are asked and answers of the respondents are recorded (Maree & Pietersen, 2016:177).

The data of this study was collected by means of a questionnaire that was distributed by trained fieldworkers at a number of surf destinations in South Africa, including Mossel Bay, Victoria Bay, Still Bay and Muizenberg. In addition, an electronic questionnaire was developed on Google forms, and the link of this questionnaire was distributed to respondents (surfers) in South Africa by means of social media platforms such as Facebook and personal emails. The researcher intended to distribute and collect a minimum of 400 completed surfer questionnaires from the individuals that surf the coastline of South Africa.

1.5.2.2 Sampling

According to Maree and Pietersen (2016:192) sampling can be segregated into two major classes, each comprising different methods. These are probability sampling and non-probability sampling. Each will be briefly delineated.

Probability sampling methods are grounded on probability theory and the principles of randomness, whereas non-probability sampling methods are not. Probability sampling methods include simple random sampling, systematic sampling, stratified sampling and cluster sampling. With each of these sampling methods, the selection of the elements is completely random, and has a known, non-zero probability of being selected. When deciding which method to use, it is important to look at the nature of the research problem and to focus on the availability of a good sampling frame, available funds for the research study and the characteristics of the population (Maree & Pietersen, 2016:192).

On the other hand, non-probability sampling methods do not make use of random selection of population elements. There are four primary types of non-probability sampling methods. These are convenience sampling, quota sampling, snowball sampling and purposive sampling. All of these non-probability sampling methods are used when the researcher has a limited amount of time to obtain results, when financial resources are limited and also when the measuring instrument needs to be tested (Maree & Pietersen, 2016:197).

For the purpose of this research study, the researcher made use of convenience sampling as the primary sampling method, because convenience sampling is based on using individuals that are easily accessible (McDaniel & Gates, 2010:435). Convenience sampling, also known as opportunity sampling (Rasinger, 2013:51), is an expeditious and inexpensive method of sampling which provides the researcher with easy access to available respondents. The population for this study was the surfers travelling in and to South Africa with their primary goal being to surf the South African coastline, thus supporting the notion of using convenience sampling. For quantitative research, such as this study, Krejcie and Morgan (1970:2) recommend that for a population (N) of 1 000 000 individuals, the sample size should be (S) 384 for the study to be representative. This was adequate for the chosen sample area.

1.5.3 Development of measuring instrument

The process of developing the measuring instrument for the research study is considered extremely important since the instrument will be the means by which the data will be gathered (Maree & Pietersen, 2016:177). The appearance of the questionnaire, the question sequence, the wording of the questions and the response categories including open questions, closed questions, closed-open questions and biographical questions, are pivotal to assure that the measuring instrument will be ready to use and induce information. Maree and Pietersen (2016:178) provided a description of each of the different types of questions.

The brief descriptions are: Open questions are when a question is asked that includes an open space at the end wherein the respondent can fill in a word, phrase and even a comment. Closed questions consist of a number and or a set of responses where the respondent can select the most applicable option provided. In addition, closed-open questions refers to a closed question with the option of selecting "Other" along with an open space to justify the reason as to why the respondent selected "Other". Finally, biographical questions comprises questions concerning the respondents' profile, such as their age, home language and occupation.

To fulfil the purpose of this study, a questionnaire was developed by TREES (Tourism Research in Economic and Environs Society) at the North-West University. The questionnaire was constructed from the information based on the research of Barbieri *et al.* (2014:277-280); Diehm and Armatas (2002:663-677); Dolnicar and Fluker (2003:186-196); Reynolds and Hritz (2012:4) and Sotomayor and Barbieri (2016:62-73), and consisted of two sections.

The questionnaire had the following structure:

Section A: Demographic Information – Measuring the demographic information of the surfers, such as their age, gender, language and so forth.

Section B: Motivations based on leisure qualities to surf – Determining the surfers' travel behaviour and main reasons for surfing, better known as the serious leisure qualities they comply with.

1.5.4 Statistical data analysis

The data was captured from the completed questionnaires in Microsoft Excel, and was further analysed by making use of SPSS software (The Statistical Package for Social Sciences). This analysis included descriptive statistics, defined as statistical methods that are used to arrange and encapsulate data in a meaningful manner (Pietersen & Maree, 2016:204). Field (cited by Pietersen & Maree, 2016:204) asserts that the use of descriptive statistics serves “to enhance the understanding of the properties of the data”. The statistical methods that were used in this study included frequency tables, factor analysis, *t*-Tests, analysis of variance (referred to as ANOVA) and non-parametric correlation analysis. These statistical methods will be briefly described.

The factor analysis was performed on the data (presented in Chapter 4). Child (2006:1) states that a factor analysis is a statistical method that is used to investigate whether a linear relationship occurs between a large number of variables and a small number of unobservable factors. Furthermore, Kline (1994:3) comments that a factor analysis comprises several statistical techniques, of which the aim is to simplify complex sets of data.

Thirdly, *t*-Tests were conducted for the purpose of testing for statistical inferences within the set of data (McDaniel & Gates, 2010:540). According to Pietersen and Maree (2016:250) the *t*-Test is used under following circumstances:

- When two distinct groups have to be analogised grounded on their average score on a quantitative variable.
- When using a single sample, wherein the average scores of the two quantitative variables need to be compared.
- When a specified constant value has to be compared in a single sample by making use of the average of the quantitative variables.

ANOVA - According to Upton and Cook (2014:10) ANOVA can be described as the “attribution of variation in a variable to variations in one or more explanatory variables”. In addition, Cramer and Howitt (2004:6) contend that ANOVA can also be referred to as “an analysis where scores for a group are unrelated and or come from different cases than those of another group”.

Field (2009:179) states that non-parametric correlations can be used to “test if and when the data have violated parametric assumptions such as non-normally distributed data”.

By making use of these methods, it was possible to draw up tables and figures in the results chapter (Chapter 4), which in addition assisted in understanding the data.

1.5.5 Ethical clearance

The questionnaire that was used for the purpose of this study was developed by TREES (Tourism Research in Economic and Environs Society) at the North-West University. The questionnaires were distributed to respondents by means of trained fieldworkers within the tourism industry. The questionnaire was also approved with a clearance number: EMS2016/11/04-0218

1.6 DEFINING THE CONCEPTS

The following concepts were of importance in this study, therefore the researcher provided a brief description of each of the following:

1.6.1 Tourism

In 1910, an Austrian economist provided one of the first definitions of tourism. Hermann von Schullard stated that tourism is “the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region” (Singh, 2008). More recently, Saayman (2013:3) described tourism as “the total experience that originates from the interaction between tourists, job providers, government systems and communities in the process of providing attractions, entertainment, transport and accommodation to tourists”. Throughout this research study and when considering tourism, it refers to individuals that travel away from their everyday place of residence for more than 24 hours and less than 12 months, and make use of tourism products including accommodation, entertainment and transport.

1.6.2 Surf tourism

Different definitions of surf tourism are provided by various researchers, for example Dolnicar and Fluker (2003:187), who contended that: “Surf tourism involves people travelling to either domestic locations for a period of time not exceeding 6 months, or international locations for a period of time not exceeding 12 months, who stay at least one night, and where the active participation in the sport of surfing”. Sotomayor and Barbieri (2013:112) continue by providing their viewpoint on surf tourism: “Surf tourism occurs when surfers travel at least 40km and stay overnight with surfing as the primary purpose for travel”.

Finally, CBI Market Intelligence (2015) and Barbieri *et al.* (2014:277) describes surf tourism as tourists who travel, or go on holiday trips with their primary objective being to participate in the marine sporting activity of surfing. Surf tourism within this study typified individuals travelling away from their everyday place of residence; to a marine destination/s with the main objective of surfing.

1.6.3 Surfing

Warshaw (2005) asserts that surfing is a marine surface water; sport activity in which the individual is sustained by a breaking wave on a special board, known as a surfboard. Surfing is also described as the sport of surfing/riding waves while laying or standing on a narrow board called a surfboard (Oxford Advanced Learners Dictionary, 2010:1503). Surfing within this study will refer to the activity when individuals physically enter the ocean with a surfboard (a long board made from fibreglass) with the aim of riding (standing on the board) a wave by making use of the surfboard.

1.6.4 Leisure

A number of definitions of leisure have been furnished including that of Schall (2009:10) that describes leisure as the activities in which individuals participate when they have attended to all their other obligations such as their daily duties. Horner and Swarbrooke (2005:22) contend that leisure includes all the unchallenging activities in which individuals participate, with the primary purpose of experiencing a feeling of relief from work and other situations occurring in the individuals' everyday life. When referring to leisure within this study, it placed emphasis on individuals that take part in any activity during discretionary time.

1.6.5 Leisure qualities

Leisure qualities can be categorized within two continuums - serious leisure and casual leisure. This study will primarily pay attention to the serious leisure quality continuum. Stebbins (cited by Sotomayor & Barbieri, 2016:64) describes serious leisure as the systematic pursuit of a leisure activity such as surfing, wherein an amateur, volunteer or hobbyist partake in the given leisure activity for the primary purpose of personal fulfilment, self-expression, personal benefit and or the enhancement of personal identity. Serious leisure requires sustained and committed involvement from the participant of the given activity (Siegenthaler & Gonzalez, 1997:298).

The leisure qualities emphasised in this study comprised the following six different serious leisure qualities formerly identified by Stebbins (2012:15). These are personal effort; unique ethos; career development; strong identity; perseverance and durable benefits. Reference to leisure qualities in this study included participants who partake in a serious leisure sport activity, in this case surfing, where the participants were

perceived as amateurs, hobbyists and/or volunteers to the sport, and complied with any of the six-different serious leisure qualities.

1.7 CHAPTER CLASSIFICATION

This study consisted of five chapters that were structured as follows:

- Chapter 1: This chapter comprised the introduction, problem statement, goals and objectives together with the method of research. In addition, the keywords used within this study was briefly described to ensure the reader obtains a broad perspective with regards to this study.
- Chapter 2: This chapter was made up of necessary literature with the primary emphasis on surfing. The researcher relied on previous models and literature sources similar to this study, to attain an inclusive perspective with regards to surfing and the history thereof. Finally, the researcher made use of these literature studies to acquire a better understanding of the decline and rebirth experienced by the world of surfing, competitive surfing, surf tourism.
- Chapter 3: This chapter comprised a literature analysis and the conceptualisation of leisure and leisure qualities. Furthermore, attention was also focused on the importance of leisure, leisure participation and leisure activities as well as the important sectors within leisure. In addition, the different types of leisure were also described.
- Chapter 4: This chapter was dedicated to the empirical analyses of the data collected during 2016 – 2017 at various surfing hotspots in South Africa. The results were presented in describing the demographic profile of the surfers followed by the identification of the serious leisure qualities that South African surfers comply with by means of a factor analysis and the results from the *t*-Tests, ANOVAs and non-parametric analyses that were conducted on the data.
- Chapter 5: This chapter's primary aim was to draw conclusions regarding the history of surfing, the decline and rebirth of surfing, competitive surfing and surf tourism. Furthermore, conclusions regarding the aspects concerning leisure; as described in Chapter 3 will be drawn together with the conclusions based on the results presented in Chapter 4 of this research study. In addition, Chapter 5 also includes the recommendations concerning marketing and management approaches of surf destinations in South Africa.

Chapter Two

A historical analysis of surfing and a literature review concerning surf
tourism

2.1 INTRODUCTION

The aquatic activity better known as surfing, has been alluded to as one of the most historically practised sport activities in the world (Young, 1983:19) and millions of individuals worldwide participate in this sport activity today (Sotomayor & Barbieri, 2016:62). This marine surface water activity has its roots embedded deeply within the history of man. The sport of surfing, also known as surfboard riding (Boyd, 2009:209), started early in the 18th century when Captain James Cook, one of the era's greatest sea explorers, wrote the first written observation of individuals standing on a board and riding a wave (Boyd, 2009:14; Patterson, 1960:137).

Since the first written observation of surfing up until the present, the history of surfing and the world of surfing have developed gradually. It is pivotal to conduct research and analyse literature that primarily placed emphasis on surfing to fully grasp the evolution of surfing and its impact in the past as well as today. It will consequently be the primary objective of this chapter to conduct research on the history of surfing from where the sport started, the decline that the surfing world experienced, the rebirth of surfing and, finally, how surfing became one of the most world-renowned sport activities. In addition, this chapter will place further emphasis on surf tourism by means of a literature review.

2.2 THE HISTORY OF SURFING: WHERE IT ALL STARTED

The marine water activity commonly referred to as surfing has been around for a long time. It has been referred to be the royal sport for the natural kings of the earth, just like horse racing has been known as the sport of kings (Kuhns, 1963:19). Substantiating this, Boyd (2009:209) commented that a title such as the sport of kings could fit surfing that was formerly known as "the sport of Hawaiian Kings" and was called Hee Nalu (the Hawaiian term for wave sliding), (Finney & Houston, 1996:90-91).

Researchers such as Young (1983:19) claim that the act of surfboard riding has been practised for centuries and, according to legend, the sport of surfing is about 400 years old (Kuhns, 1963:19). Hence it is agreed that the sport of surfing originated early in the history of man in an area known as Oceania that is located in the West Pacific (Dixon, 1965:11). On the other hand, Kuhns (1963:19) stated that: "how early in the history of the race, surf-riding became the science that it did, is not known". Surfing has been

mentioned frequently by early historians. One described surfing being individuals that paddle into the rugged sea, directly into the turbulent surf at the edge of the beach and perform a daring spectacle (Patterson, 1960:139).

The honour of developing the sport of surfboarding belongs to the Polynesians who possess a natural tendency towards adventure, and it came as no surprise that it was they who learned to understand the energy of the surf and use it for sheer pleasure (Dixon, 1965:11; Kuhns, 1963:20; Patterson, 1960:72). Surfing was not only for the pleasure of the fishermen, but, more specifically, the elite groups within the Polynesian race which consisted of kings, chieftains and tribal rulers (Kuhns, 1963:20). Between the years of 800 and 1100 CE, the Polynesians migrated eastward from their home islands, better known as the islands of Tahiti.

Their overwater migration is what brought them to the Hawaiian Islands and there they prospered (Dixon, 1965:11). Map 2.1 provides an illustrated organisation of the Hawaiian Islands to better understand where the sport of surfing started, along with the numerous destinations where the sport was practised by the ancient Polynesians (Weebly, 2017).



Map 2.1: Map of the Hawaiian Islands

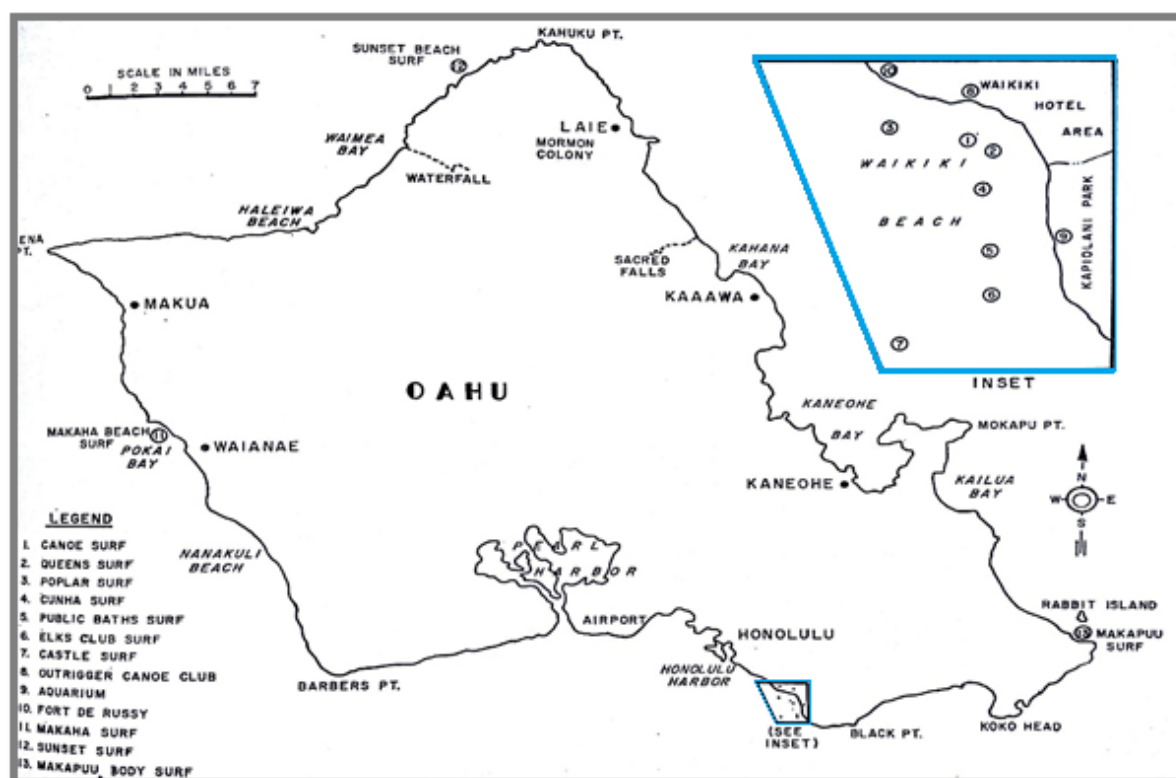
Source: Retrieved from Weebly (2017).

Today, the garden island better known as Hawaii is regarded the birthplace of surfing (Warshaw, 2010:18). The island of Hawaii is known for its belching volcanoes and the restive fire pit of Kilauea that consists of a number of surfing locations. Kilauea, one of the ancient Hawaiian locations for surfing is considered to be one of the largest islands of the group, with an area of roughly 10 440 square kilometres and located

306 kilometres south east of Oahu (Patterson, 1960:59-60). Oahu being one of the neighbouring Hawaiian Islands (consult Map 2.2) has been referred to as the world capital of the galvanising sport of surfboard riding (Patterson, 1960:64) and also perceived to be synonymous with the aquatic activity (Clark, 2004:7).

Waikiki, being one of Oahu's surfing locations, is best suited to surfing because this surfing destination receives ground swells from both the North and South Pacific. These swells result in a year-round aquatic sport due to the perpetually warm water and weather (Finney & Houston, 1996:19). According to Clark (2004:16) the best surf destination, especially for beginners, is Canoes - one of the famous Waikiki surf sites in Hawaii.

Patterson (1960:63) provides readers with an additional map of Oahu (see Map 2.2) that indicates exactly where the world-famous beach of Waikiki is located.



Map 2.2: Map of Oahu with its different surf locations

Source: Retrieved from Patterson (1960:63).

There is yet another surfing location on the Hawaiian coastline known as Kealakekua Bay (Patterson, 1960:65). Kealakekua Bay is located on the west coast of Hawaii and was discovered by Captain James Cook, one of the era's greatest sea explorers whilst traversing the Pacific Ocean in his attempted search to discover the fabled Northwest Passage (Warshaw, 2010:28). It was during this quest in 1777 that Captain James Cook was the first to observe individuals performing the sport of surfboard riding when he entered the Bay of Kealakekua (Boyd, 2009:14; Patterson, 1960:137). Captain James Cook reported this phenomenon in his report called: "A voyage to the Pacific Ocean, Vol III" that he wrote in 1777 (Boyd, 2009:14). Figure 2.1 below, is the first page of the published version of "A voyage to the Pacific Ocean,

Vol III”, originally written by Captain James Cook, and later published in London by Strahan in 1784. This report is available at the Marine Biology Laboratory Library in Woods Hole, Massachusetts (London, 1786).

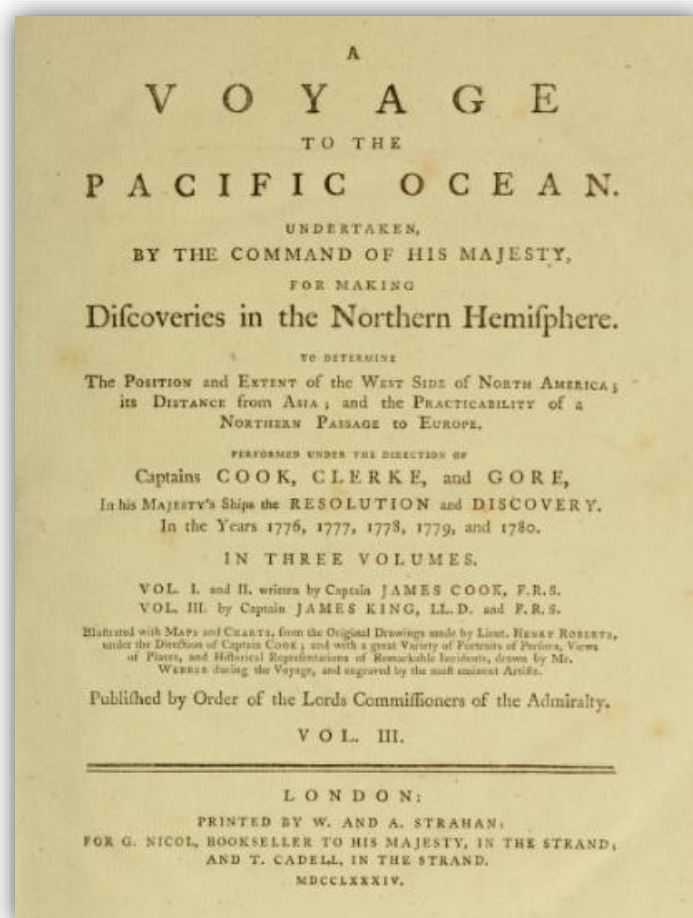


Figure 2.1: The printed report of Captain James Cook – “A voyage to the Pacific Ocean, Vol III”

Source: Retrieved from (London, 1786).

2.3 SURFING TIMELINE

To better understand what is being discussed within this chapter, a timeline on surfing will provide insight into the development of this sport. This surfing timeline (consult Figure 2.2) was devised by the use of literature in accordance with this study grounded on former research studies of Booth (2017:225-237); Boyd (2009:10-54); Ford and Brown (2006:28-35) and Young (1983:18-188) to name but a few. The timeline serves the purpose of a graphical representation on where surfing started and how the sport has evolved over the years.

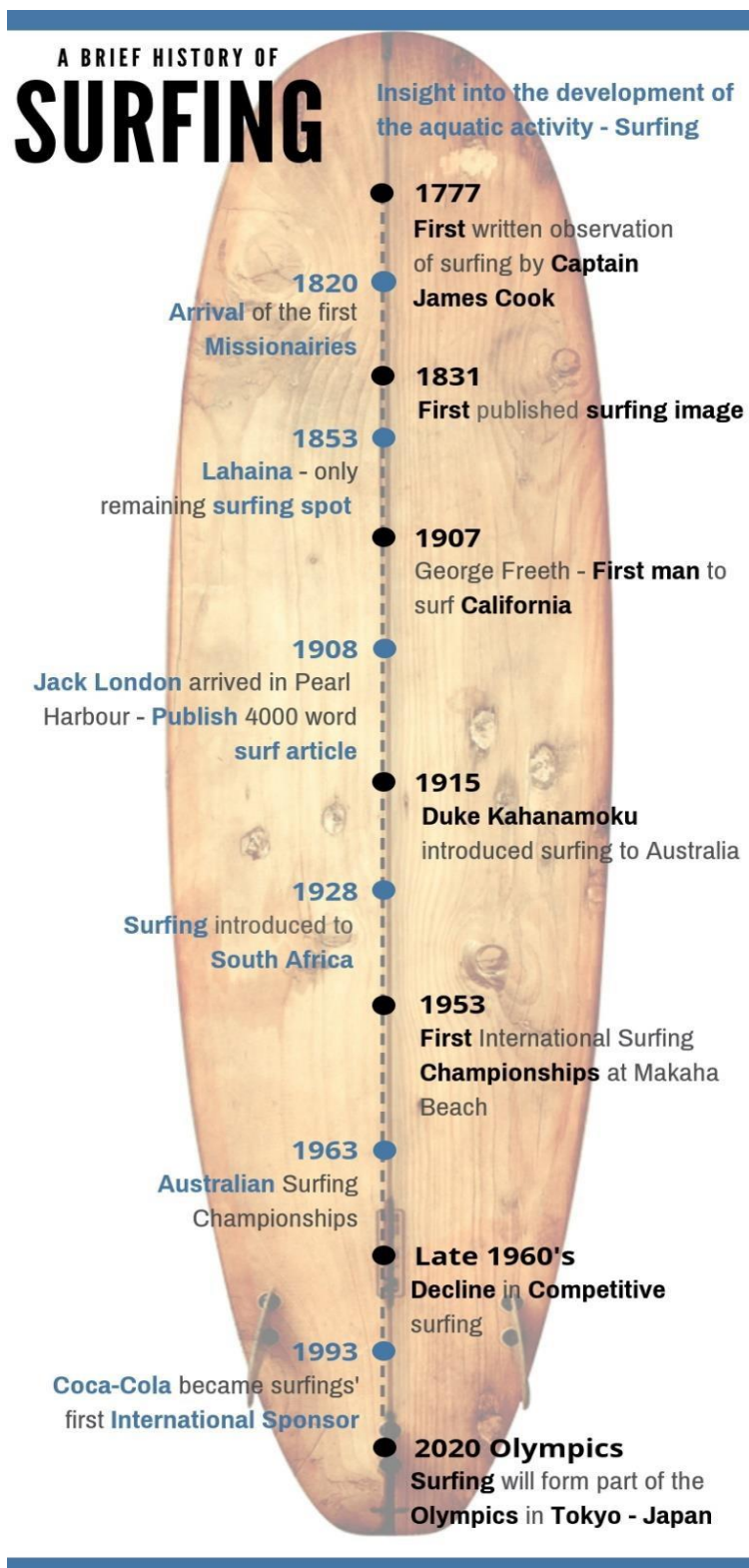


Figure 2.2: Surfing timeline

Source: Adapted from literature provided by researchers such as Booth (2017:225-237); Boyd (2009:10-54); Ford and Brown (2006:28-35) and Young (1983:18-188).

Pinto (2018) in addition, constructed a surfing timeline of his own (provided in Table 2.1), that consisted of all the important dates corresponding with the history and development of the surfing world.

Table 2.1: Important dates in the history of surfing

Important Dates	Historical occurrences in the history of surfing
3000-1000 BCE	Peruvian fishermen build and ride "caballitos de totora" to transport their nets and collect fish
900 BCE	Ancient Polynesians ride "olo" boards as a traditional, religious art form
1769	Botanist Joseph Banks writes first description of wave riding at Matavai Bay, Tahiti
1778	Captain James Cook touches the Hawaiian Islands
1866	Mark Twain tries surfing in Hawaii
1885	Three Hawaiian princes surf for the first time in the USA, at the San Lorenzo river mouth, in Santa Cruz
1898	Hawaii is annexed by the USA
1906	Thomas Edison films surfers for the first time, at Waikiki, Hawaii
1907	Jack London visits Hawaii and tries surfing at Waikiki, Hawaii
1907	George Freeth is publicly announced as the "Hawaiian wonder" who could "walk on water", at Redondo Beach
1907	Surf Life Saving Association is founded in Australia
1908	Alexander Hume Ford founds the Outrigger Canoe and Surfboard Club
1911	Duke Kahanamoku, Knute Cottrell and Ken Winter found Hui Nalu
1914	Duke Kahanamoku introduces surfing to Australia, at Freshwater Beach
1920	Duke Kahanamoku wins two gold medals for the USA at the Olympic Games, in Antwerp
1920	Edward, Prince of Wales, is photographed surfing in Hawaii
1922	Agatha Christie, the crime novelist, learns how to surf in South Africa
1926	Tom Blake and Sam Reid surf Malibu for the first time
1926	The first waves ridden in Europe are filmed in Leca da Palmeira, Portugal
1928	Tom Blake organizes the first Pacific Coast Surfing Championship, at Corona del Mar
1929	Lewis Rosenberg rides the first waves in the UK
1929	The world's first artificial wave pool is built in Munich, Germany
1930	Tom Blake build the first waterproof surf camera housing
1930	The "Swastika" is the world's first mass-produced surfboard
1933	San Onofre is surfed for the first time
1935	Alfred Gallant Jr. applies floor wax to his surfboard
1935	Tom Blake writes "Hawaiian Surfboard", surfing's first full-length surf book
1935	Tom Blake introduces the first stabilizing fin on a surfboard
1935	John "Doc" Ball founds the Palos Verdes Surf Club in California
1935	Tom Blake writes an article on how to build a surfboard in "Popular Mechanics" magazine
1940	Gene "Tarzan" Smith paddles a 14-foot board from Oahu to Kauai, in Hawaii
1943	Hawaiian big wave pioneer Dickie Cross dies at Sunset Beach, in Hawaii
1943	Tom Blake adds a twin fin system to a hollow timber board
1944	John Crowell, Charles Bates and Harold Cauthery work on surf forecasting for the Allied Invasion of Normandy
1945	Frank Adler founds the Australian Surf Board Association

1948	John Lind founds the Waikiki Surf Club
1951	Hugh Bradner, a MIT physicist, produces the world's first neoprene wetsuit
1952	Jack O'Neill opens his "Surf Shop" in San Francisco
1954	Hobie Alter opens his surfboard factory at Dana Point
1954	Wally Froiseth organizes the Makaha International Surfing Championships
1956	First waves ridden in France, at Biarritz
1956	Dave Sweet shapes the world's first polyurethane foam surfboard
1957	Mike Stange, Greg Noll, Pat Curren, Mickey Munoz and Harry Schurch ride Waimea Bay for the first time
1957	Hollywood surf movie "Gidget" is released
1958	Marge Calhoun becomes the world's first female surfing champion after winning the Makaha International
1959	John Severson founds "The Surfer", the world's first surfing magazine
1961	Philip Edwards rides Banzai Pipeline, in Hawaii, for the first time
1961	Dick Dale pioneers the surf music genre
1962	The Beach Boys release "Surfin' Safari"
1962	Bob Evans founds "Surfing World", Australia's first surf magazine
1964	The World Surfing Championships hit Manly Beach, in Australia
1964	Eduardo Arena is elected the first president of the International Surfing Federation (ISF)
1964	John Kelly founds Save Our Surf
1966	Bruce Brown releases "The Endless Summer", the world's first surf movie
1967	Alex Matienzo, Jim Thompson, and Dick Knottmeyer surf Mavericks for the first time
1969	Greg Noll rides one of the biggest waves of all time at Makaha, Hawaii
1969	Steve Russ, a knee boarder, invents the surf leash in Santa Cruz, California
1969	Doug Warbrick and Brian Singer found Rip Curl in Torquay, Australia
1969	Alan Green and John Law found Quiksilver in Torquay, Australia
1970	O'Neill markets the one-piece full suit
1971	Tom Morey invents the bodyboard
1971	Jeff Hakman wins the first edition of the Pipeline Masters
1972	Kelly Slater, the most successful competitive surfer of all time, is born in Cocoa Beach, Florida
1973	Ian Cairns wins the first world surfing title, at the Smirnoff World Pro-Am Championships
1973	Gordon and Rena Merchant found Billabong in the Gold Coast, Australia
1978	Hawaiian lifeguard, surfer and waterman Eddie Aikau, 31, is lost at sea, south of Molokai, never to be found
1979	Michel Barland designs the world's first commercial computerized shaping machine
1979	Lacanau Pro, the first ever surfing competition held in Europe, debuts in the southwest of France
1980	Simon Anderson creates the "Thruster" surfboard fin system
1982	Ian Cairns founds the Association of Surfing Professionals
1983	Michael Ho wins the first edition of the Triple Crown of Surfing
1984	Glen Hening and Tom Pratte found the Surfrider Foundation
1984	Tom Carroll and Kim Mearig win the first ever ASP World Tour

1986	Mike Stewart and Ben Severson surf Teahupoo, in Tahiti, for the first time
1986	Herbie Fletcher tows Tom Carroll, Martin Potter and Gary Elkerton into 10-foot waves at Pipeline, Hawaii
1987	"California Games" is the world's first video game featuring surfing
1992	Kelly Slater wins his first ASP World Tour title
1995	The Olympic Movement recognizes the International Surfing Association as the world's governing body for surfing
2000	Laird Hamilton rides the Millennium Wave at Teahupoo, Tahiti
2005	Clark Foam, producer of 60% of the world's surfboard blanks, shuts down
2011	Garrett McNamara rides the biggest wave of all time, in Nazaré, Portugal
2014	Gabriel Medina is the first ever Brazilian to win a world surfing title
2016	The International Olympic Committee (IOC) votes unanimously for the inclusion of surfing in the Tokyo 2020 Olympic Games

Source: Retrieved from Pinto (2018).

When consulting the surfing timelines provided in both Figure 2.2 and Table 2.1, it becomes evident that there are discrepancies regarding some of the important dates in the history of surfing. This occurrence only indicates that the data and information on surfing is still evolving.

Notwithstanding this, Taylor (cited by Kuhns, 1963:19) comments that the precise date is unclear of when exactly that the natives started taking up the sport of surfing, more information on the participants of this sport is, however, available. It has been said that farmers, warriors, weavers, healers, fishermen, children, grandparents, chiefs and regents were all somehow part of this aquatic activity, whether it was to indulge in, or to witness this magnificent sport (Warshaw, 2010:23). In ancient times, the Hawaiians created three fundamental types of surfboards - the Paipo, Olo and Alaia.

These surfboards were used by the opposed ruling classes of the tribe, and some of the original surfboards used by the Polynesian kings and commoners are on display at the Bishop Museum in Honolulu. Figure 2.3 below, is an exemplar of the ancient surfboards (Dixon, 1965:12).



Figure 2.3: Early Hawaiian surfboards on display in the Bishop Museum in Honolulu

Source: Retrieved from Dixon (1965:12).

Warshaw (2010:25) describes each one of the ancient surfboards as the following: The Paipo, a round-nosed surfboard was the smallest of the three fundamental surfboards and was mostly for the use of children. The children's Paipo's was considered to be 91 centimetres tall, 40 centimetres wide and one centimetre thick (Warshaw, 2010:25). Researchers contend that the long board called Olo that was crafted from the rare wood of the wili-wili tree was restricted to the use of early Hawaiian royalty only. The Olo boards weighed up to 68kg, and were over seven metres in length (Gibson & Warren, 2014:6; Finney, 1959:333).

The second most used surfboard in ancient Hawaiian surfing was called Alaia, a much shorter surfboard in comparison to the Olo surfboard, the Alaia surfboard was for the use of the commoners (Finney, 1959:333). Gibson and Warren (2014:7) contends that, within the Hawaiian community, each family owned a surfboard and it was considered one of their most prized possessions. The ancient Hawaiians spent the greater part of their time at sports such as surfing because it was a sport that made them feel cheerful and happy, that was until the coming of the missionaries in the early 19th century (Patterson, 1960:142).

2.4 THE ARRIVAL OF THE MISSIONARIES AND THE DECLINE OF SURFING

The first of the Calvinistic Christian missionaries arrived from England in 1820, whereby they began to convert the Hawaiian's sensual way of life. Along with the Calvinists insisting that the Hawaiians wear more clothes, learn to write and read, came the restriction of more work and less play; which included the act of wave surfing (Marcus, 2010:2). Marcus (2010:2) states that individuals who knew Hawaii prior and subsequent to the arrival of the missionaries, implicate them in destroying much of what was peculiar to Hawaii, which included the discouragement of Hawaiians to surf. Booth (2017:229) asserts that the disapproval of surfing from the missionaries was just one contributing factor in the decline of surfing. According to Booth (2017:229) the "privatization of land and proletarianization of the commoner class and the restructuring of leisure also contributed". Substantiating this, it has been documented that with the ruling of the missionaries in the early 19th century, the sport of surfing went into a decline at which time it was practically a memory (Patterson, 1960:144; Young, 1983:32).

According to Young (1983:32) the missionaries considered surfing as a "hedonistic pursuit and a distraction from the Christian religion" and the impact of these missionaries brought about an end of surfing in Hawaii for almost one hundred years (Dixon, 1965:14). Surfing was dying a slow death along with numerous other Hawaiian activities (Finney & Houston, 1996:13). Patterson (1960:144) contends that the only place where surfing was maintained to a certain degree was in 1853; at the Lahaina surfing spot on the island of Maui.

2.4.1 The rebirth of surfing

The influence of the missionaries began to decline and, in the early twentieth century, the Hawaiian islanders took up the sport of surfing on the gentle waves of Waikiki on the island of Oahu which started the reawakening of surfing (Young, 1983:43). This newly found sport also gained popularity amongst the young Americans and Europeans that resided in Hawaii (Young, 1983:43). Two individuals, regarded as the key agents in the revival of surfing in the twentieth century are better known as George Freeth and Duke Kahanamoku (Booth, 2017:225; Ford & Brown, 2006:29). George Freeth, the son to an Irish father and half-Polynesian mother, was born in Honolulu in 1883. He started practising the sport of surfing at Waikiki Beach in his late teenage years. Young European Hawaiians, George Freeth along with Alexander Hume Ford (a former newsman from Chicago) started giving surf lessons to individuals in Waikiki (Booth, 2001:36).

One of their famous students, better known as the American writer, Jack London, set foot in Pearl Harbour in 1907. Booth (2001:37) contends that Jack London with his great love of surfing published an article in the same year upon his arrival in Pearl Harbour. Figure 2.4 below portrays the heading of the first published article on surfing.

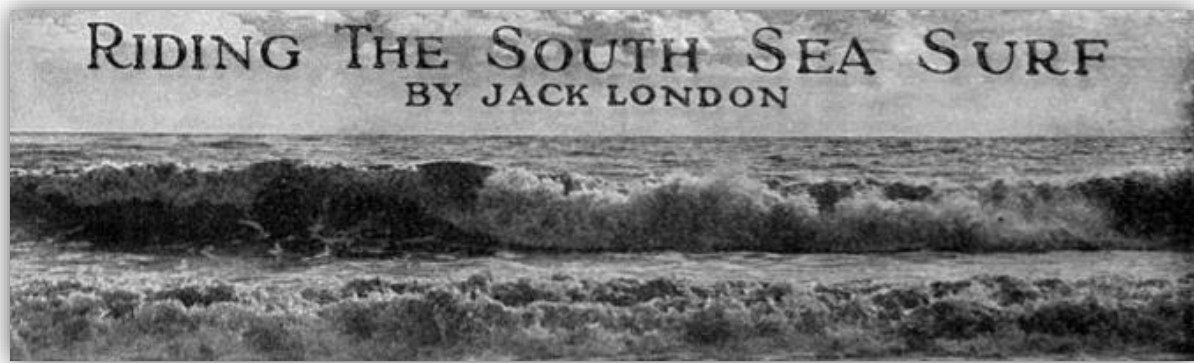


Figure 2.4: Frontpage of the first published article on surfing

Source: Retrieved from London (1907:1).

According to Warshaw (2010:44) a four-thousand-word article was published by Jack London in October 1907, which primarily focused attention on the sport of surfing. It was only later in 1907 that Jack London published his own book, and it has been said to be that London's articles and book helped to promote the sport of surfing to the rest of the world (Booth, 2001:37).

Jack London's tutor George Freeth received an invitation to California later in 1907, where he was asked to demonstrate surfing - the aquatic activity in Southern California at Redondo Beach, Venice and the mainland of the United States (Marcus, 2010:2; Mason, 2012:6). In addition, George Freeth earned the title of: "The first man to surf in California" (Marcus, 2010:2). Whilst George Freeth was surfing in front of astonished crowds, and Jack London was writing about surfing, Alexander Hume Ford was campaigning on behalf of surfing. It was on 1 May, 1908 that Alexander Hume Ford became the founder of the Hawaiian Outrigger Canoe Club, considered the first modern club dedicated to wave-riding (Marcus, 2010:2).

Yet another student tutored by George Freeth, Duke Kahanamoku became the cofounder of the Hui Nalu (Hawaiian name for the Club of Waves) at Waikiki Beach (Marcus, 2010:2). This Hawaiian surfer made a noticeable contribution to the rebirth of surfing when he became one of the world's best surfers and two-time Olympic Gold Medallist (Dixon, 1965:14; Mason, 2012:7). It was in February, 1915, that Duke Kahanamoku and George Cunha travelled from Hawaii to Australia to compete in the New South Wales Swimming Championship, when Duke took his surfboard along to Australia and sparked the interest of surfing in that country when he presented the Australians with their first, fascinating surf show (Patterson, 1960:95).

Duke had ever since been recognised as the father of surfing in the emerging world of surfboard riding after he introduced the aquatic activity and its ideals to the East and West Coast of America (Boyd, 2009:16). Figure 2.5 shows Duke Kahanamoku standing with his surfboard.



Figure 2.5: A photograph of the Father of surfing, Duke Kahanamoku standing with his surfboard

Source: Retrieved from Henley (2015).

Following the introduction of surfing to locations such as California and Australia, by: “The first man to surf California” and “The father of surfing” the world of surfing exploded in less than over half a century and the marine water sport activity became, after swimming, the most popular water sport activity in the world (Young, 1983:19). Individuals from various countries such as South Africa, New Zealand, France and Britain started surfing and, once again, surfing became one of the world’s most thrilling sports (Young, 1983:19; Patterson, 1960:146).

2.5 COMPETITIVE SURFING

Competitive surfing dates back to the early history of surfing when the aquatic activity was discovered and practised by the natives. Farley (2011:11) asserts that competitive surfing is “characterised by repeat high intensity intermitted bouts of paddling interspersed with moderate and high heart rates”. At Kealahou Bay, situated on the west coast of Hawaii, the first water and surf carnivals were hosted. Contestants at these surf carnivals were sent from all the islands to part take in this marine water activity, and legends recall the exhilarating adventures regarding these surfing carnivals (Patterson, 1960:60). Booth (2013:5) contends that surfing competitions were initially referred to as meets. Meets were typically modest events that were more of an excuse for friends and family to go surfing for the sheer fun of it. They ate together and their primary purpose was to have a good get together. The gathering of the tribe was more important than the trophy to be won.

During World War II, a young man named John Lind who had moved to Hawaii from Long Beach, California, attempted to inaugurate the first formal surfing association, but as a result of the beaches being

profoundly restricted his efforts were ineffective (Patterson, 1960:77). According to Pinto (2018) it was only in 1948 that John Lind became the successful founder of the Waikiki Surf Club. The Waikiki Surf Club became the first association to host an international surfing championship at Makaha Beach on Oahu, Hawaii (Booth, 2013:193). Makaha Beach is located about 65 kilometres west of Honolulu, and here the surf runs continually high due to the superb winter surf conditions (Kuhns, 1963:107; Patterson, 1960:65).

Supporting this, it has been stated by Kuhns (1963:107) that was opportune that a surfing competition of international interest should be held in Hawaii, considering the Island's indisputable and peculiar contribution to the world of sports through surfing. The first International Surfing Championships was organised by Wally Froiseth in 1953 (Kuhns, 1963:107; Patterson, 1960:78; Pinto, 2018). Researchers comment that it was only in 1954 that the first official surfing championship was hosted because, during the 1953 championships, a winner could not be announced as a result of the poor surfing conditions that had a negative influence on the competitors (Kuhns, 1963:108). Regardless of this, the International Surfing Championships has been hosted annually following 1953, and Kuhns (1963:107) contended that this surfing championships was the only tournament of international interest.

Historians such as Patterson (1960:78) disclaimed that the 1954 surfing event drew more than 15 000 spectators on the final day of the four-day tournament. During these championships, judges awarded participants points for the number of waves they caught and the length of the ride along with skill and sportsmanship (Booth, 2013:193). However, Booth (2013:193) said that "surfing participants at the Makaha event resembled a fraternal social gathering rather than intense competition". Young (cited by Booth, 2013:5) contended that, during the 1963 Australian surfing championships, surf participants did not hassle each other for waves. Supporting this type of sportsmanship, some surfers are ambivalent towards surf contests and competitions, because it has been noted that surfing tournaments result in jealousies and take the pleasure out of the aquatic activity (Booth, 2017:228).

A noticeable effect came into the world of competitive surfing when the business manager of the legendary Duke Kahanamoku, Kimo McVay, offered US\$1 000 as the first prize at the fourth Duke Kahanamoku surf contest (Booth, 2013:197). The world of competitive surfing experienced yet another remarkable change when an International Professional Surfers' Association (IPSA) was proposed by Larry Lindbergh and Fred van Dyke. This proposal was supported by the objective of finally being able to govern the sport (Booth, 2013:197; Mendez-Villanueva & Bishop, 2005:56).

Although Farley (2011:11) disclaimed of a huge growth in competitive surfing, competitive surfing experienced a decline in the late 1960s. The decline of the sport was primarily due to soul surfing. Booth (2013:5) defines soul surfing as riding the waves for the benefit of one's soul. It was only in 1993 that competitive surfing became truly admissible, when professional surfers secured an international umbrella sponsor. A three-year sponsorship of a grand prix surfing circuit was announced by Coca-Cola, which resulted in surfing becoming one of Coca-Cola's third global sports along with the Olympic Games and international soccer (Booth 1995:200).

Competitive surfing events contributed to the sport's global diffusion and the popularity of surfing (Booth, 2017:227; Pinto, 2018). With the rapid advance of surfboard technology in the late 1960s and surfboards being more manoeuvrable, surfer hippies started travelling in search of perfect waves (Booth, 2017:227; Pettina, 2016:3). Ponting (cited by Fendt & Wilson, 2012:4-5) stated that with millions of surfers travelling to worldwide surfing destinations in search of the perfect wave, surfing became a multibillion-dollar sector of the global tourism industry (Sotomayor & Barbieri, 2013:111).

2.6 SURF TOURISM

The global surf tourism industry consists of many elements that contribute to this multi-billion Dollar tourism sector. It is pivotal to understand how surfing forms part of the tourism industry. Therefore the graphical representation in Figure 2.6 is presented. This, together with Figure 1.1 presented in Chapter 1, shows how Figure 2.6 contributes to the conceptual framework of this research study. Thus, the researcher will only discuss the elements presented in Figure 2.6.

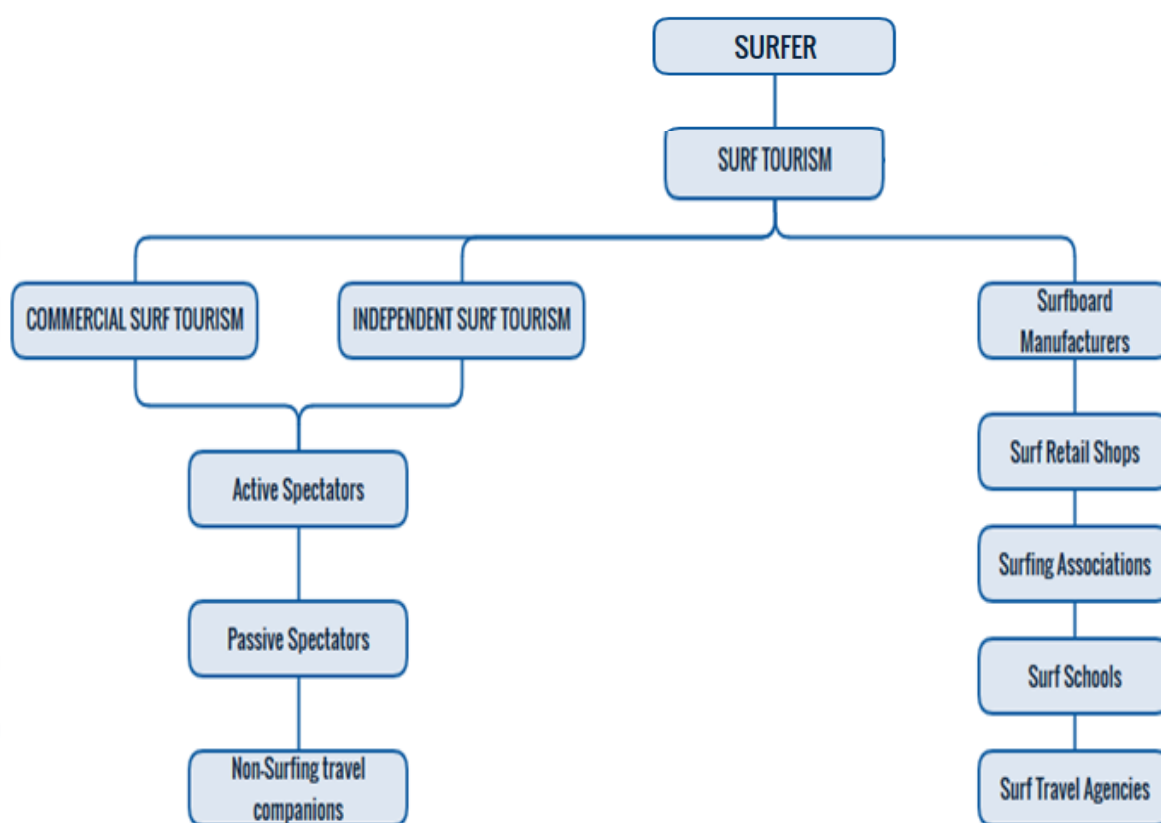


Figure 2.6: Surf Tourism

Source: Adapted from Buckley (2002:407); Dolnicar and Fluker (2003:187); Gammon and Robinson (2003); Hritz and Franzidis (2016:1); Ponting and McDonald (2013:417) and Sotomayor and Barbieri (2013:114).

Surfing becomes surf tourism when the surfer travels away from their primary place of residence with the primary objective of surfing (consult Figure 2.6) (Towner, 2014, 2015:63). Buckley (2002:414) contends

that surf tourists are primarily considered as a surfer, and secondarily as a tourist. Surfers perceive surfing as a competitive sport, a leisure activity, a lifestyle and even as a career (Buckley, 2002; Reis & Jorge, 2012:7). Mendez-Villanueva and Bishop (2005:55-58) articulates that surfers have high levels of aerobic fitness which can be because they have to “respond to extensive periods of intermittent exercise”. In addition, Dolnicar and Fluker (2004:5-6) identified six behavioural surf tourist segments which include the number of years surfers spent surfing, the length that surfers stay at their surf destination, surfers’ preferred wave type, how often surfers undertake surfing holidays, the importance of destination novelty and, the surfers’ level of income and education.

A number of research studies including those of Dolnicar and Fluker (2003, 2004); Mendez-Villanueva and Bishop (2005); Nelsen, Pendleton and Vaughn (2007); Marchant and Mottiar (2011); Reis and Jorge (2012); Reynolds and Hritz (2012) and Barbieri *et al.* (2014), have been conducted on profiling surfers, their motivations to engage in surfing activities followed by their travel behaviour which is dependent on their destination preferences. Based on the literature review presented in Table 2.2, the general profile of the global surfer was identified.

Surfers possess the following demographic characteristics; they are between the ages of 25 and 35 years, receive a relatively high income, are well educated, intermediate surfers with a minimum of 10 years surfing experience. Surfers have different motivations for surfing, including the search for the perfect wave, undiscovered surf beaches (Reis & Jorge, 2012:7), the surfing lifestyle and beach culture, to use their skills, abilities and surf talents, to spend time with like-minded people and to feel excitement (Reynolds & Hritz, 2012:6). Furthermore, surfers have high levels of sensation seeking traits, contributing to the constant search for miscellaneous, unorthodox and composite experiences and sensations, especially those that produce a thrill (Buckley, 2012; Diehm & Armatas, 2002; Farmer, 1992; Ponting, 2008; Sotomayor & Barbieri, 2016).

Finally, surfers also have numerous destination preferences that affect that decision-making process whilst travelling to surf destinations. These preferences include the quality of the water at the destination (Nelsen *et al.*, 2007:36), the quality and variety of wave types, and average wave height (Reynolds & Hritz, 2012:6). In addition, the surfers also consider the surfing season, health concerns and safety in terms of low crime as important factors when deciding on a surf destination (Sotomayor & Barbieri, 2016:67).

Surf tourism comprises various elements, but Towner (2015:64) contends that surf tourism is also a continuous sequence. This continuum occurs from commercial to independent surf tourism (Buckley, 2002). Surf tourists who expect a high level of service whilst on tour, and whose travel packages are all inclusive, are regarded as commercial surf tourists (Buckley, 2002:407). Independent surf tourism consists of surfers whom are price conscious, often travel in small groups and/or individually and make all the necessary arrangements regarding their surf excursion (Towner, 2015:64). Surf tourism furthermore differentiates by means of the existing types of surf tourist.

Researchers including Barbieri *et al.* (2014:277); Dolnicar and Fluker (2003:187) and Ponting (2008:23), furnish the following definition of surf tourism. Surf tourism typifies surf tourists both active and passive;

travelling to marine destinations with the primary motivation being to partake in surfing activities (Barbieri *et al.*, 2014:277). Gibson and Yiannakis (cited by Hinch & Higham, 2011:42) contends that active spectators are individuals in the pursuit of competitive or non-competitive physical involvement whilst travelling. Furthermore they seek to develop their standing within the sport subculture and sporting abilities, to experience famous sport destinations at first hand and, lastly, they seek competition. Active spectators also participate in physical activities of lengthy duration and low extremity (Tomik, 2013:14). Wang and Matsuoka (2015:48) define passive spectators as individuals who merely view sporting events in person or by means of radio and television.

Not only does the surf tourism industry consist of the active and passive surfing spectators, but also non-surfer travel companions (Hritz & Franzidis 2016:1). Buckley (cited by Towner, 2015:63) comments that the surf tourism industry comprises surfers touring and not tourists surfing. Buckley (2002:407) states that surfers should travel at least 40 kilometres from their permanent place of residence to a domestic location for a time period not exceeding 6 months, or travel to an international location for a time period not exceeding 12 months (Dolnicar & Fluker, 2003:187).

Today, surf tourism is recognised as a labelled phenomenon (Fendt & Wilson, 2012:4-5), yet surf tourism, formerly referred to as surf travel, dates back thousands of years (O'Brien & Ponting, 2013a:158). O'Brien and Ponting (2013a:159) comment that surf tourism has a history as a colonising activity, and Warshaw (cited by O'Brien & Ponting, 2013a:158) asserted that the intercession between surfing and traveling with the primary motivation to surf can be found deep within the ancient Polynesian roots. However, in recent decades, surf tourism takes place in a large number of coastal locations from Iceland to Antarctica (Ponting & McDonald, 2013:415). It becomes evident that the surf tourism industry is a large and widespread subsector within tourism.

Pettina (2016:16) proclaimed that the surf tourism industry continues to show significant growth due to the increasing number of surfers globally. Buckley, Guitart and Shakeela (2017:186); Lazarow, Miller and Blackwell (2009:146) and McGregor and Wills, (2016:5) assert that there are 35 million individuals who partake in surfing activities, in over 160 countries worldwide. The estimated growth of individuals participating in surfing is increasing at a rate of 12-16% annually (Espejo, Losada & Méndez, 2014:19). The surf tourism industry has been estimated at a value of US\$7 billion per year. However, research contends that the industry could be worth as much as US\$14 billion (Pettina, 2016:16). According to Buckley (2002:407) and Lazarow *et al.* (2009:146) there is no global dataset indicating the current value of the surf tourism industry. In addition, Buckley; Ponting and Warshaw (cited by O'Brien & Ponting, 2013b:158) stated that there has been a rise in surf tourism due to easier and more accessible travel opportunities.

In the opinion of Ponting, McDonald and Wearing (2005:143) "surf tourism is now well established in developing countries such as Indonesia, the Maldives, Mexico, and numerous Asian, Central and South American, African and Pacific Island nations". Fendt and Wilson (2012:4-5) contend that surf tourism is a rapidly developing sector; comprising surfers of all skill levels travelling to both domestic and international

surf destinations (Espejo *et al.*, 2014:19). The surf tourism industry consists of surfboard manufacturers, surf retail shops, surf schools, surf travel agencies and surf associations (Kruger & Saayman, 2017:115; Lazarow *et al.*, 2009:149). Pinto (2018) summarised the most important dates in the history of surfing (see Table 2.1).

Apart from the dates in Table 2.1, two occurrences which had a significant influence on the surf tourism industry and that finally resulted in individuals practising this aquatic activity, could be accredited to the Hollywood surf movie *Gidget* that was released in 1957 (Ball, 2015:375; Pettina, 2016:17; Pinto, 2018). In 1964 (Ball, 2015:375), Bruce Brown released the world's first surf movie better known as "The Endless Summer", and according to Pettina (2016:17) this movie had influenced an entire generation of surfers. In fact, the surfing population had increased from only an estimated few thousand to an estimated half-million in that year (1964) (Ball, 2015:375).

Despite the noticeable growth in the surf tourism industry, researchers state that there is still research to be conducted on this phenomenon. Murphy and Bernal (2008:24) contend that future research with emphasis on surf tourism and surfing should be considered to prevent the loss of important benefactors within this industry such as the true value of the surf tourism industry and the economic and cultural impacts of surf tourism. Dolnicar and Fluker (2003:187) proclaimed that although surf tourism is one of the most pivotal subsectors within the tourism industry, very little thorough research of the surf tourism industry exists. Buckley (2002:421) stated that "surf tourism has received very little attention to date".

It is evident that attention should be focused more prominently on this industry to ensure that there are no gaps within the research (Farley, 2011:11). Thus, the researcher tabulated (see Table 2.2 below) the currently existing research articles that have been published over the decades, all of which primarily focused on surfing and the surf tourism industry.

Table 2.2: Research articles published on surfing and surf tourism

Year Published	Author(s)	Title	Article's primary focus
1907	London	Riding the South sea surf	Provided Americans with a detailed account on surfing
1992	Farmer	Surfing: motivations, values, and culture	Analysing the sport of surfing and to investigate the values of surfing culture
1995	Booth	Ambiguities in pleasure and discipline: the development of competitive surfing	To examine the role of social relations in social leisure by means of the history of surfing, and evaluating the critical role of consumer precipitation and local cultural conditions
1996	Booth	Surfing films and videos: adolescent fun, alternative lifestyle, adventure industry	To thoroughly review surfing films and videos, along with the alternative lifestyle, adolescent fun and the adventure industry
2001	Butts	Good to the last drop: understanding surfers' motivations	Considers the motivations and requirements for obtaining membership into the surfing subculture, and demonstrates the added value an ethnographic and participatory approach can provide to the improved understanding of the sociology of sport and sport-related subcultures
2001	Henderson	A shifting line up: men, women, and tracks surfing magazine	This paper traces how Tracks arrived at this current location, given the specific socio historical contexts of consumer capitalism and ,to a lesser extent, second-wave feminism
2002	Buckley	Surf tourism and sustainable development in Indo-Pacific Islands. In the industry and the Islands	An overview of the history and current structure of the surf tourism sector, with a minimal use of specialist surfing terminology
2002	Diehm & Armatas	Surfing: an avenue for socially acceptable risk-taking, satisfying needs for sensation seeking and experience seeking	Investigated whether personality characteristics of sensation seeking and openness to experience and participation motives differ between participants in high-risk sport of surfing and low-risk sport
2002	Preston-Whyte	Constructions of surfing space at Durban, South Africa	The path of surfing space construction is displayed to link images of the perfect wave with sensory-derived knowledge of local wave conditions and socially constructed attitudes.
2003	Buckley	Adventure tourism and the clothing, fashion and entertainment industries	To identify and explore the links between the commercial adventure travel sector and clothing, fashion and entertainment industries. Finally to examine the significance of these links in the eco-tourism sector.
2003	Dolnicar & Fluker	Behavioural market segments among surf tourists investigating past destination choice	Investigating surf tourists from a behavioural perspective with the main aim of the study being to gain an insight into the travel patterns of the surf tourism market
2004	Dolnicar & Fluker	The symptomatic nature of past destination choice among surf tourist	Review past attempts to profile the surfer segment and to determine existence, describe the nature of surfer segments, and to suggest a novel approach of segmenting the surfer market
2005	Mendez-Villanueva & Bishop	Physiological aspects of surfboard riding performance	Reviewed physiological and physical characteristics of surfers, and presented an overview of surfing

2005	Ponting <i>et al.</i>	De-Constructing wonderland: surfing tourism in the Mentawai Islands, Indonesia	Deconstructed surfing tourist space in the Mentawai Islands Indonesia
2006	Evers	How to surf	Exploring the sensual world of men who surf and meditates on how many studies of masculinity tend to separate the social and bodily. Lastly the article maps a way to pull bodies and feelings back into such studies in a productive manner
2006	Mendez-Villanueva, Bishop & Hamer	Activity profile of world-class professional surfers during competition: a case study	To examine the activity profile of world-class professional surfers during a competition heat
2007	Lazarow	The value of coastal recreational resources: a case study approach to examine the value of recreational surfing to specific locales	Presents findings from a three-year study using proven economic methodologies along with those from the other social sciences to collect data on the market and non-market value of surfing at two locations in Australia
2007	Moutinho, Dionisio & Leal	Surf tribal behaviour: a sports marketing application	To identify within the surfing community the tribal behaviours that are expressed in terms of cognitive, attitudinal and buying responses towards brands associated with their communal activity
2007	Nathanson, Bird & Tam-Sing	Competitive surfing injuries: a prospective study of surfing-related injuries among contest surfers	To calculate an accurate injury rate for competitive surfing and to describe the relative frequency, mechanisms, and risk factors for acute surfing injuries
2007	Nelsen <i>et al.</i>	A socioeconomic study of surfers at Trestles Beach	Dispel the traditional stereotype of surfers and to establish a baseline for surfer demographics
2008	Carrasco	Effects of exercise-induced dehydration on cognitive ability, muscular endurance and surfing performance	Measures the degree of dehydration experienced during surf practice and examine the effect this might have on surfing performance, cognitive function and muscular endurance of elite surfers
2008	Murphy & Bernal	The impact of surfing on the local economy of Mundaka, Spain	Looked at the potential economic impacts of surfing on the local economy of Mundaka, Spain
2008	Nourbakhsh	A qualitative exploration of female surfers: recreation specialization, motivations, and perspectives	Utilized recreation specialization and leisure motivation theory to explore the meanings, perspectives, and behaviours among female surfers
2008	Ntloko & Swart	Sport tourism event impacts on the host community: a case study of the Red Bull Big Wave Africa	Focused on the management and social impacts of sport tourism events on the host community with the Red Bull Big Wave Africa (RBBWA) event as a case study
2008	O'Brien	Points of leverage: maximizing host community benefit from a regional surfing festival	Investigated the potential for sport event leverage for the relatively small surfing festival in regional Australia
2008	Rubin & Nemeroff	Feminism's third wave	Called for an inter-generational dialogue between second and third wave feminists, and encourage feminist therapists to support and validate young feminists
2008	Scheyvens & Momsen	Tourism in small island states: from vulnerability to strengths	This article argued that the narrow and frequently negative conceptualisations of small island states as environmentally vulnerable and economically dependent are problematic for sustainable tourism development and for economic development
2008	Waitt	Killing waves': surfing, space and gender	This article is concerned with the changing relationships between space, gender and surfing bodies

2008	Walker	Hui Nalu, beachboys, and the surfing boarder-lands of Hawaii	Provide a history of the Hawaiian surfing boarder-lands by primarily focusing on Hawaiian Waikiki surfers of the early 1900's namely the Hui Nalu and Waikiki beachboys
2009	Coffman & Burnett	The value of a wave an analysis of the Mavericks region Half Moon Bay, California	To assess the value of the Mavericks surf area
2009	De Alessi	The customs and culture of surfing, and an opportunity for a new territorialism?	A close investigation of the territorialisation of certain surf areas as a result of overcrowding waves
2009	Frank, Zhou, Bezerra & Crowley	Effects of long-term recreational surfing on control of force and posture in older surfers: a preliminary investigation	Provides evidence on the effects of long-term surfing on neuromuscular function as compared to age-matched non-surfers
2009	Hill & Abbott	Surfacing tension: toward a political ecological critique of surfing representations	Illuminate the contradictory relationship between representations of surfing and the environment
2009	Lazarow <i>et al.</i>	The value of recreational surfing to society	Commented briefly on the origins of surfing, its growth through the 20th century, furthermore discussed the growth of surfing participation, and then described the socioeconomic value of surfing at various locations
2009	Nendel	Surfing in 'early twentieth-century Hawaii: the appropriation of a transcendent 'experience to competitive American sport	Investigated whether the role that American cultural expressions such as film, the media and celebrities altered the meaning of the sport of surfing
2009	Pitt	Surfing at bombora controlled beaches	Seek to answer the following questions. Why are bombora controlled beaches popular with surfers? What are the bathymetric features of bomboras that encourage wave refraction and wave amplification to pre-condition breaking waves?
2009	Scarfe, Healy & Rennie	Research-based surfing literature for coastal management and the science of surfing: a review	Review of research-based surfing literature was undertaken to provide a summary of available information that can assist in coastal management decision making regarding surfing
2009	Scarfe, Healy, Rennie & Mead	Sustainable management of surfing breaks: case studies and recommendations	Presents examples of surfing breaks that have been improved or compromised by coastal engineering to demonstrate the fragility of surfing breaks
2009	Zagnoli & Radicchi	Do major sports events enhance tourism destinations?	To explore the value of sport events in enhancing the "quality" (in terms of image, tourist attractiveness, quality of life, etc.) of a tourist destination
2010	Laing, Voight, Wray, Brown & Weiler	Sand, surf, spa and spirituality: examination of a scoping study of medical and wellness tourism in Australia	Identification of the broad range of Australian medical and wellness tourism products in existence, exploration of the potential of Australia to provide niche medical tourism offerings, and identification of key success factors and barriers for the Australian medical and wellness and medical tourism industries
2011	Farley	Competitive surfing: a physiological profile of athletes and determinants of performance	Investigated the performance of surfing athletes during competitive surfing events
2011	Marchant	The case of lifestyle entrepreneurs in Ireland; an examination of surf tourism entrepreneurs in Bundoran and Lahinch.	Illustrating that lifestyle entrepreneurs can be of great benefit to tourist regions by providing viable businesses which draw tourists and that the owners are willing to work actively with the local community to their mutual benefit

2011	Marchant & Mottiar	Understanding lifestyle entrepreneurs and digging beneath the issue of profits: profiling surf tourism lifestyle entrepreneurs in Ireland	This article contributes to readers' understanding of lifestyle entrepreneurs by presenting six case studies of surf tourism lifestyle entrepreneurs to investigate common themes and characteristics, furthermore investigates lifestyle entrepreneurs in Ireland who have established surf businesses in the west of Ireland
2011	Osmond	The surfing Tommy Tanna	Examined Tanna via the lenses of race and performance. Furthermore, this articles' aim was to situate Tanna within the context of other Pacific Islanders in the aquatic 'show spaces' of Sydney and the reinvigoration, development and reification of a Nimble Savage stereotype which ascribed aquatic prowess to some Islanders, and to assess his surfing activities as performative of race
2011	Thompson	Certain political considerations': South African competitive surfing during the international sports boycott	Examined how South African surfing's official discourse attempted to separate sport from politics
2011	Thompson	Reimagining surf city: surfing and the making of the post-apartheid beach in South Africa	Reviewed sources from within surfing culture and available secondary literature to explore the apartheid beach
2012	Buckley	Rush as a key motivation in skilled adventure tourism: resolving the risk recreation paradox	Introduces the concept of rush as a particular type of emotional and psychological state which may be experienced by intermediate and expert exponents carrying out adventure activities
2012	Cheng & Tsaur	The relationship between serious leisure characteristics and recreation involvement: a case study of Taiwan's surfing activities	This article explored the relationship between serious leisure and recreation involvement.
2012	Fendt & Wilson	I just push through the barriers because I live for surfing': how women negotiate their constraints to surf tourism	To explore how active female surf tourists negotiate any constraints they may face in participating in surfing, and in their surf travel
2012a	Martin & Assenov	A statistical analysis of surf tourism research literature	Identified the genesis of surf tourism research as a new body of literature in the touristic academe and serves to frame the history and nature of the field
2012b	Martin & Assenov	The genesis of a new body of sport tourism literature: a systematic review of surf tourism research (1997–2011)	Providing an analytical interpretation of surf tourism research
2012	Reis & Jorge	Surf tourism: segmentation by motivation and destination choice	The main goal of this study, trying to make the characterization and profile of surf tourists, is the identification of factors implied on their motivation and the resulting segmentation of this market.
2012	Reynolds & Hritz	Surfing as adventure travel: motivations and lifestyles	To create a profile of the adventure traveller's lifestyle, values and travel motivations
2012	Sheppard, McNamara, Osborne, Andrews, Borges, Walshe & Chapman	Association between anthropometry and upper-body strength qualities with sprint paddling performance in competitive wave surfers	To evaluate the potential association between anthropometry and upper-body pulling (pronated pull-up) strength with sprint paddle kinematics of competitive surfers
2013	Anderson	Surfing between the local and the global: identifying spatial divisions in surfing practice	Argues that surfing has become a lifestyle activity due to the transformative experiences gained through riding wave

2013	Booth	History, culture, surfing: exploring historiographical relationships	Examining the relationship between sport and popular culture through the concept of affect
2013	Edwards & Stephenson	Assessing the potential for surf break co-management: evidence from New Zealand	To assess the potential, and identify key ingredients, for successful surf break co-management of the Auckland and Otago regions in New Zealand
2013	Jopp, DeLacy, Mair & Fluker	Using a regional tourism adaptation framework to determine climate change adaptation options for Victoria's surf coast	Reports research into adaptation to climate change for regional tourism destinations
2013a	O'Brien & Ponting	Liberalizing Nirvana: an analysis of the consequences of common pool resource deregulation for the sustainability of Fiji's surf tourism industry	Analysed the sustainability of surf tourism in Fiji, by means of utilizing a developing framework for sustainable surf tourism
2013b	O'Brien & Ponting	Sustainable surf tourism: a community centred approach in Papua New Guinea	This study addresses how surf tourism can be managed to achieve sustainable host community benefits in the context of a developing country.
2013	Ponting & Mc Donald	Performance, agency and change in surfing tourist space	To advance the knowledge of tourist space production and consumption and the implications thereof in tourism destinations
2013	Rendle & Rodwell	Artificial surf reefs: a preliminary assessment of the potential to enhance a coastal economy	This study investigates the claims that whether an ASR will be able to enhance a coastal economy through tourism
2014	Barbieri <i>et al.</i>	Exploring memorable surfing trips	Examining surf tourism behaviour, exploring the meanings of memorable surfing trips that can assist capturing surf travellers and encouraging repeat visitation
2014	Booth	Invitation to historians: the historiographical turn of a practicing (sport) historian	Booth appropriated history to understand the ever-emerging present that he conceptualized as the accumulation of conditions transmitted from the past
2014	Buckley, Shakeela & Guitart	Adventure tourism and local livelihoods	Compared the surf-charter fleet and long-established Dhonveli Resort in North Male, Maldives by means of previous on-site audits and public information to name but a few
2014	Espejo <i>et al.</i>	Surfing wave climate variability	Presents a summary of global surf resources based on a new index integrating existing wave, wind, tides and sea surface temperature databases.
2014	Laderman	Waves of segregation: surfing and the global antiapartheid movement	This article provides a history review on the occurrence in surfing that stunned the world, when in 1985, an Australian surfer announced he would boycott the South African leg of the next world tour due to Apartheid.
2014a	Martin & Assenov	Developing a surf resource sustainability index as a global model for surf beach conservation and tourism research	Aimed to developing a framework of indicators and methods used in assessing the sustainability factors of surf sites
2014b	Martin & Assenov	Investigating the importance of surf resource sustainability indicators: stakeholder perspectives for surf tourism planning and development	Investigates the significance of 27 social, economic, environmental, and governance indicators outlined in the surf resource sustainability
2014	Ponting	Comparing modes of surf tourism delivery in the Maldives	Presented the first empirical framework to undertake a comparative analysis that compares surf tourism service delivery modes to guide policy development and resource management decisions

2014	Silva & Ferreira	The social and economic value of waves: an analysis of Costa de Caparica, Portugal	To present results in order to analyse the social value of Costa de Caparica's waves for individuals, and the economic value by means of the Zonal Travel Cost Method
2014	Usher & Kerstetter	Residents' perceptions of quality of life in a surf tourism destination: a case study of Las Salinas, Nicaragua	Presents the results of a case study in Las Salinas, Nicaragua, to understand residents' perceptions of their quality of life in the face of tourism development
2015	Ball	The green room: a surfing-conscious approach to coastal and marine management	This article advocates for the preservation of surfing resources
2015	Laderman	Empire in waves: a political history of surfing	This article challenges "surfing's grand narrative" which often overlooks the political contexts under which surfing has developed and expanded over the centuries
2015	Porter, Orams & Lück	Surf-riding tourism in coastal fishing communities: A comparative case study of two projects from the Philippines	Documented two unique models, currently being applied in remote artisanal fisheries communities within the Philippines
2015a	Towner	How to manage the perfect wave: surfing tourism management in the Mentawai Islands, Indonesia	To examine the current management approach to the Mentawai Islands surfing tourism industry by exploring multiple stakeholder perspectives
2015b	Towner	Searching for the perfect wave: profiling surf tourists who visit the Mentawai Islands	To profile surf tourists visiting the Mentawai Islands, Indonesia by means of an online questionnaire
2015	Usher & Kerstetter	Surfistas locales: transnationalism and the construction of surfer identity in Nicaragua	Examines identity construction in local Nicaraguan surfers and the ways in which their subculture has formed within a transnational context
2016	Anthony, Brown, Coburn, Galpin & Tran	Stance affects balance in surfers	Investigates the dynamic balance within surfers while also evaluating the influence of stance
2016	Booth	The Bondi surfer: an underdeveloped history	Expound the empirical-analytical and narrative dimensions of surfing (board riding) and surfers (board riders) at Bondi, Australia's world-renowned surf beach in Sydney
2016	Climstein, Furness, Hing & Walsh	Lifetime prevalence of non-melanoma and melanoma skin cancer in Australian recreational and competitive surfers	To investigate the lifetime prevalence of non-melanoma and melanoma skin cancers in Australian recreational and competitive surfers
2016	Hritz & Franzidis	Exploring the economic significance of the surf tourism market by experience level	To explore the economic significance of the surf tourism market, and examining any differences in spending based on surfing experience level
2016	Lopes & Bicudo	Surfing tourism plan: Madeira Island case study	To identify characteristics of Madeira's surf spots and surf industry services
2016	McGregor & Wills	Natural assets: surfing a wave of economic growth	Estimate the contribution of a natural asset to aggregate economic activity by exploiting exogenous variation in the quality of surfing waves around the world
2016	Morgan & Coutts	Measuring peak experience in recreational surfing	Investigated the experience of Flow, as a measure of peak experience, with a group of recreational surfers
2016	Pettina	Waves of development: the influence of surf tourism on coastal Bali	Analyses the impact surf tourism has had on the coastal development in Bali, Indonesia including infrastructure, building and environmental impacts

2016	Portugal, Campos, Martins & Melo	Understanding the relation between serious surfing, surfing profile, surf travel behaviour and destination attributes preferences	Demonstrates that surfers exhibit the six serious leisure qualities and have a strong disposition to travel for surfing
2016	Scott & Rodgers	Surf science in the Gulf of Maine: understanding perceptions of risk related to water quality and decision making in the surfing community	Understanding surfers' perceptions of water quality risk and how this impacted their decision to enter the water to surf
2016	Sotomayor & Barbieri	An exploratory examination of serious surfers: implications for the surf tourism industry	Applied the serious leisure framework to profile serious surfers and contrast their socio-demographic composition and travel behaviours, and also provided insights for the surf tourism industry
2016	Towner	Community participation and emerging surfing tourism destinations: a case study of the Mentawai Islands	Explored the local community participation in the Mentawai Islands surfing tourism industry and investigated possible future directions for increasing the local community involvement in the surfing tourism industry
2016	Towner & Orams	Perceptions of surfing tourism operators regarding sustainable tourism development in the Mentawai Islands, Indonesia	Provides insights on how surfing tourism operators perceive the development and impacts of the Mentawai Islands' surfing tourism industry
2017	Buckley <i>et al.</i>	Contested surf tourism resources in the Maldives	To analyse contests for control of a newly valuable tourism resource better known as surf breaks in the Maldives and finally to identify the transition from exogenously to endogenously – controlled political processes and power.
2017	Kruger & Saayman	Sand, sea and surf: segmenting South African surfers	Corroborates the argument that surfers cannot be regarded as homogeneous and that they differ according to their socio-demographic characteristics, surfing behaviour and motives
2017	Orchard	Lessons for the design of surf resource protection: the Australian experience	Evaluating the implementation aspects with a particular focus on effectiveness with regards to surf breaks
2017	Reineman & Ardoin	Sustainable tourism and the management of near shore coastal places: place attachment and disruption to surf-spots	Examines place attachment and disruption in relation to surf-spots through an online survey of 1055 surfers in California, where surfing is an important recreational and touristic industry

After consulting Table 2.2, it becomes apparent that although there seem to be many published articles on surfing, there is still a need for further research on this phenomenon. Substantiating this statement, when consulting Table 2.2, it is clear that the preponderance of articles were only published in the early 21st Century, leaving a gap between the years of the early 1800s when surfing started and how the sport has evolved over the years until today.

It is also evident that most of the research articles in Table 2.2 were published by International authors such as Ralf Buckley, authors whose primary focus was not fixated on South Africa as a surfing destination but rather on other global surfing destinations. In Table 2.2 the researcher discovered that only a few research articles were published on South African surfing and the surf tourism industry of South Africa. Thus, the significance of this research study is yet again supported

From Table 2.2, it is clear that the focus of these surfing related research studies was primarily on the history of surfing (Booth, 2013; 2016; Buckley, 2002; Laderman, 2014; 2015; London, 1907; Walker, 2008). These studies placed emphasis on the motives of surfing which were primarily indicated as the feeling of excitement, the search of the perfect wave and never before discovered surf beaches, spending time with like-minded people and using and improving their surfing skills and abilities (Barbieri *et al.*, 2014; Butts, 2001; Farmer, 1992; Reis & Jorge, 2012; Reynolds & Hritz, 2012). The majority of the research studies presented in Table 2.2 primarily focus on the destinations and destination preferences as to why individuals surf (Barbieri *et al.*, 2014; De Alessi, 2009; Dolnicar & Flucker, 2004; Espejo *et al.*, 2014; Martin & Assenov, 2014a, 2014b; Mc Gregor & Willis, 2016) (consult surf tourism in section 2.6). For the purpose of this study, the motivational aspects are of importance for the fact that they correlate with the serious leisure qualities that will be discussed in Chapter 3 of this study.

2.7 CONCLUSION

Chapter 2 placed emphasis on obtaining insight into the history of surfing from where it all started, the first participants of the sport and how the sport was introduced to the rest of the world. In addition, Chapter 2 presented readers with two graphical representations by means of surfing timelines (Figure 2.2 and Table 2.1) whereby the reader could derive an appreciation and understanding on the evolution of this aquatic activity.

Within this chapter, a thorough explanation on the rebirth of surfing was provided following the decline that the world of surfing underwent with the arrival of the missionaries in the early years of the 19th Century. This chapter focused attention on competitive surfing and how the surf tourism industry originated, along with an overview of the current surf tourism industry. The researcher concluded this chapter with a review on all the surf tourism related articles that have been published over the years following the origination of the marine water activity.

Taking into consideration the discussion of Chapter 2, Chapter 3 of this research study will be to obtain a clear understanding of leisure and leisure qualities. This will be attained by means of former literature of

previous models and literature sources perceiving similar studies conducted on the six serious leisure qualities.

Chapter Three

Literature analysis and conceptualisation of leisure and leisure qualities

3.1 INTRODUCTION

Leisure was previously perceived as a luxury, but recently it has been regarded as a necessity (Murphy *et al.*, 1991:24). Although this phenomenon has received much scholarly attention, there still seems to be some gaps in the literature. Researchers including Hamilton and Ferreira (2013:244); Haven and Botteril (2003:89); Neal, Sirgy and Uysal (1999:160) and Sibson, Scherrer, Ryan, Henly and Sheridan (2010:672), highlighted the necessity to investigate this topic to answer questions concerning leisure such as 1) to identify how leisure is perceived and its definition, 2) to find whether leisure, in its various guises, “benefits” or assists in the adaptation of cultures, and 3) to investigate how serious leisure and flow can contribute to older individuals’ subjective well-being, and also to fill the gaps identified within the literature. Thus, these researchers, including Elkington (2011:278); Kim, Heo, Lee and Kim (2015:155) and Smith, Xiao, Nunkoo and Tukamushaba (2013:892), suggest that it is necessary to conduct further research concerning leisure.

It will therefore be the primary aim of this chapter to conduct a literature analysis and conceptualise leisure and leisure qualities. This chapter will consist of the following sections: the importance of leisure; leisure activities and participation; discerning differences between the important sectors within leisure - recreation, leisure and tourism, and to investigate the different types of leisure, specifically serious leisure qualities. To achieve this objective, a thorough overview of previous models and literature sources on leisure and serious leisure qualities will be provided.

3.2 LEISURE

Leisure was derived from the Latin word *licere*, which means “to be free”, and the French word *loisir*, meaning “free time”, two self-explanatory word descriptions that summarise the meaning of leisure (Edginton, Hanson & Edginton, 1992:4). Many definitions regarding leisure have been provided by researchers, yet Edginton *et al.* (1992:4) state that leisure is an abstruse term to define precisely, mainly because it is grounded on the perceptions of different people, each with their own needs and personal preferences. Substantiating this, Russell (2014:4) stated that leisure is a convoluted theory with contextual meaning for the fact that it is contingent on time, place or an individual.

According to Schall (2009:10) leisure can be identified by the activities in which individuals participate when all else; including economics, daily duties and politics are done. Leisure comprises unchallenging activities to an all-encompassing state of mind that results in a feeling of relief from unpleasant life experiences and work (Horner & Swarbrooke, 2005:22). The leisure segment represents the activities and experiences of individuals occurring outside their primary place of residence that are not specifically related to any occupational or educational obligations and which take place in their free time, better known as discretionary time (Klein-Vielhauer, 2009:447; Stebbins, 2007:4; Youell, 1995:4). Tribe (2011:3) defines discretionary time as the time remaining after working, commuting, sleeping and completing necessary personal and household chores.

This shows that the notion of freedom is central to all the definitions regarding leisure (Edginton *et al.*, 1992:4) and that leisure is any activity chosen for the qualities of satisfaction (Kelly, 1990:2). Leisure, although mostly identified with free time, can be segregated into three components, time, activity and experience (Kelly, 1990:22; Saayman, 2009:26). Figure 3.1 presented below is a constructed framework for leisure that has been developed by commentators in the 20th century, which represents and delineates the three paramount, interdependent leisure components (Horner & Swarbrooke, 2005:22; Kelly, 1990:22). This framework (Figure 3.1) is being used and perceived by researchers such as Edginton *et al.* (1992:8); Horner and Swarbrooke (2005:22); Kelly (1990:22); Murphy *et al.* (1991:46) and Saayman (2009:26), as a model of leisure.

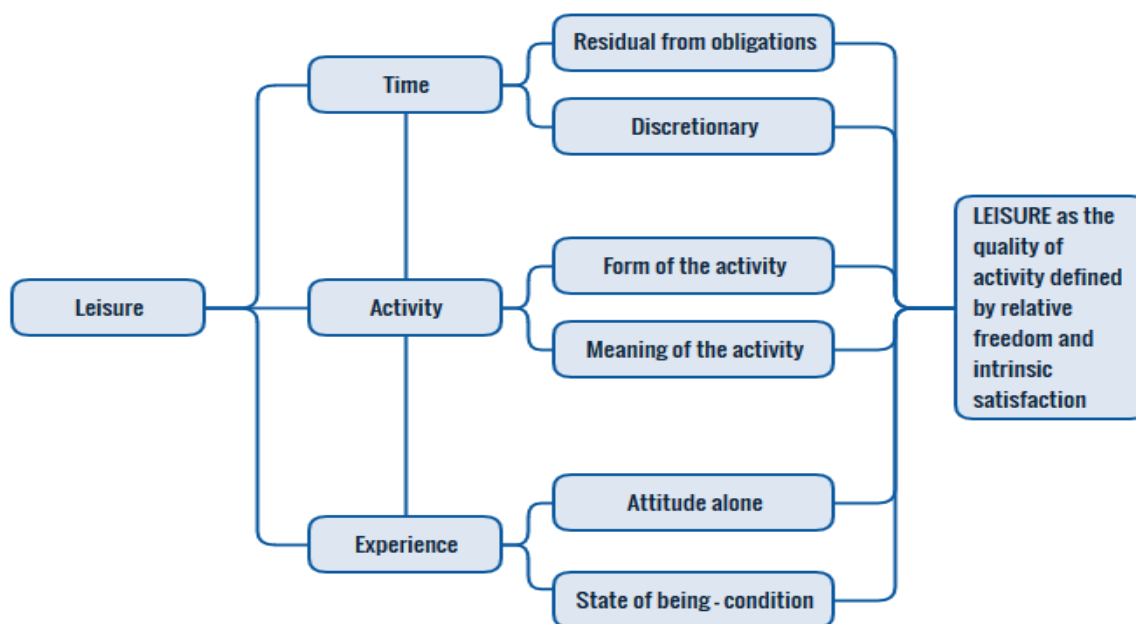


Figure 3.1: Leisure framework

Source: Retrieved from Kelly (1990:22).

Although all of these researchers made use of this model, it was Kelly (1990) who initially developed the model, thus the researcher cited only Kelly (1990) as the primary resource for the model in Figure 3.1.

The components presented in the leisure model can be seen as time set aside, where an individual has no obligation whatsoever to take part in any activity and also time that may be used however the individual feels best (Auger, 2017:171). Trigg (1995:7) asserts that discretionary time refers to time that an individual

may use as they please, which can include activities such as arts and entertainment, travel, and the participation in sport activities.

The second component denotes activities carried out within an individual's free time, which may differ significantly in form and meaning. To substantiate this statement, a summary of definitions regarding leisure concludes that divergent individuals are convinced and motivated each in their own way to take part in miscellaneous activities, thus the experiences of the participants differ from one another (Kelly, 1990:22; Klein-Vielhauer, 2009:447; Saayman, 2009:26; Stebbins, 2007:4; Youell, 1995:4). Experience, being the third and final component of leisure (see Figure 3.1), refers to activities undertaken to stimulate an individual's built-in desire to play, which results in feelings of pleasure. The primary explanation as to why individuals seek leisure and recreation experiences is because it will leave them with the feeling of freedom and being ultimately satisfied (Horner & Swarbrooke, 2005:23).

Leisure, being the necessity that it is today, has the potential to influence individuals' lives in multifarious ways (Creighton-Smith, Cook, & Edginton, 2017:546). Thus, it is therefore essential to scrutinise literature concerning the importance of leisure.

3.3 THE IMPORTANCE OF LEISURE

Leisure constitutes a vital part of individuals' lives, where everyone can; depending on their interest, experience and finances, decide to develop personal choices in the use of their free time (Kühnis, Eckert, Mandel, Sarah & Patrizia, 2016:13; Paggi, Jopp & Hertzog, 2016:450). Former conducted research studies by Blackshaw and Long (1998:233); Hemingway (1999:150) and Stokowski (1990:260) signified that leisure can foster community cohesion, socialisation, ultimate resilience and democratic engagement. In addition, an individuals' cognitive, cultural, social and physical development can be fostered, elevated and sustained by means of leisure (Creighton-Smith *et al.*, 2017:546).

Leisure can provide economic prosperity, alleviate social problems and contribute to the enhancement of environmental sustainability of communities (Crompton, 2008:243). According to the research of Crompton (2008:243) "it is suggested that leisure services can be repositioned from being relatively discretionary services to being a central element in the strategies used by government entities to address these issues of concern". Vaugeois, Parker and Yang (2017:300) contends that leisure also has the ability to connect individuals to the natural world, and/or alleviate poverty through tourism.

In identifying important aspects such as these, it is vital that research concerning leisure and all the underlining sectors within this discipline; receive thorough evaluation. Thus, the researcher tabulated (Table 3.1 presented below) the currently existing research articles that have been published over the decades, all of which primarily focused attention on leisure and serious leisure, to identify where the term leisure originated and other important benefits that leisure might provide. Supporting this, Vaugeois *et al.* (2017:300) contend that the current state of leisure research is inadequate.

Researchers including McCole and Vogt (2011); Munusturlar and Argan (2016:136) and Vaugeois *et al.* (2017:297), stated that rigorous research regarding this discipline is of utmost importance, because the future of leisure itself is dependent on access to resources that are sustainably managed.

Table 3.1: Research articles published on leisure and serious leisure qualities

Year Published	Author(s)	Title	Article's primary focus
1977	Stebbins	The amateur: two sociological definitions	To provide a flexible, yet precise definition of an amateur to serve as a sensitizing concept.
1982	Stebbins	Serious leisure: a conceptual statement	The aim of this article is to define, describe, and interrelate three types of serious leisure namely amateurism, hobbyist pursuits, and career volunteering.
1995	Chick	The adaptive qualities of leisure: a cross-cultural survey	Addresses the question of whether leisure, in its various guises, "benefits" or assists in the adaption of cultures to their physical and social benefits.
1996	Haapenen, Miilunpalo, Vuori, Oja & Pasenen	Characteristics of leisure time physical activity associated with decreased risk of premature all-cause and cardiovascular disease mortality in middle-aged men	To discern between leisure time, physical activity and the risk of all-cause and cardiovascular disease mortality.
1998	Blackshaw & Long	A critical examination of the advantages of investigating community and leisure from a social network perspective	Four distinctive approaches to social network analysis are considered and an overall critique of these approaches are offered and special attention is given to the work of Wellman.
1999	Neal <i>et al.</i>	The role of satisfaction with leisure travel/tourism services and experience in satisfaction with leisure life and overall life	Attempted to develop a measure of satisfaction regarding leisure travel / tourism services related to life satisfaction.
2000	Crouch	Places around us: embodied lay geographies in leisure and tourism	To outline elements including the phenomena of embodiment, the human subject and practise, and to direct attention to ways in which these inform thinking about place in leisure and tourism.
2000	Jones	A model of serious leisure identification: the case of football fandom	Adopted a social identity perspective in order to identify and demonstrate the role of four compensatory behaviours in serious leisure.
2002	Papatheodorou	Civil aviation regimes and leisure tourism in Europe	To discuss the implications of modern civil aviation regimes for tourism in Europe
2003	Haven & Botteril	Virtual learning environments in hospitality, leisure, tourism and sport: a review	To review existing and potential exploitation of Virtual Learning Environments (VLE's) within hospitality, leisure, sport and tourism
2004	Butler	Geographical research on tourism, recreation and leisure: origins, eras and directions	Reviews geographical literature regarding tourism, recreation and leisure
2004	Henderson, Presley & Bialeschki	Theory in recreation and leisure research: reflections from the editors	To describe and critique the contributions that theory has made by examining the research documented in American leisure and recreation research journals during the 1990s and projecting those contributions toward the future.
2004	Kane & Zink	Package adventure tours: markers in serious leisure careers	Explored the complex experience of kayakers on an adventure tour by means of the attributes and qualities of Stebbins' concept of serious leisure.
2005	Green & Jones	Serious leisure, social identity and sport tourism	To understand the fundamentals of serious leisure, social identity and subculture in order to better describe and explain the participation in serious sport tourism.

2008	Beedie	Adventure tourism as a 'new frontier' in leisure	To develop a discussion regarding the model of serious and casual leisure in relation to the emergence of adventure tourism.
2008	Gould <i>et al.</i>	Development of the serious leisure inventory and measure	Within this study, the serious leisure inventory and measure (SLIM) was developed from convenience and target samples.
2008	Klein-Vielhauer	Framework model to assess leisure and tourism sustainability	To determine how governments and influential non-governmental organisations might positively affect individuals decisions in the leisure and tourism field according to the guiding vision of sustainable development.
2008	Stebbins	Right leisure: serious, casual, or project-based?	The main body of this paper presents the theories of serious, casual and project-based leisure.
2008	Tsaur & Liang	Serious leisure and recreation specialization	To describe the positive relationship between serious leisure and recreation specialization.
2009	Zagnoli & Radicchi	Do major sports events enhance tourism destinations?	To explore the value of sport events in enhancing the quality of a tourist destination.
2010	Dilley & Scraton	Women, climbing and serious leisure	To critically explore the notion of serious leisure concerning women's climbing careers and identities.
2010	Heo, Lee, McCormick & Pedersen	Daily experience of serious leisure, flow and subjective well-being of older adults	To investigate how serious leisure and flow contribute to older adults' subjective well-being (SWB).
2010	Sibson <i>et al.</i>	Is physical activity leisure or work? Exploring the leisure-tourism-physical activity relationship with holidaymakers on Rottnest Island, Western Australia	To investigate the self-reported physical activity of holidaymakers on Rottnest Island, Western Australia, compared to their home environment in order to contribute to the understanding of the leisure-tourism-physical activity relationship.
2010	Turtureanu, Tureac & Grigore	The influence of Smes on the leisure and tourism	To understand the influence of small and medium enterprises, and the effect that it has on leisure and tourism.
2011	Getz & McConnel	Serious sport tourism and event travel careers	To advance theory pertaining to serious sport tourism.
2011	Elkington	What it is to take the flow of leisure seriously	To explore the nature of pre- and post-flow in serious leisure.
2011	Spencer & Zembani	An analysis of a national strategic framework to promote tourism, leisure, sport and recreation in South Africa	To highlight the extent to which leisure, sport, recreation, tourism growth, tourism safety and security, environmental management and tourism education and training have been realised in South Africa, and three selected African countries, also to investigate whether the realization will benefit leisure and recreation in general and tourism, in and around, South Africa in particular
2011a	Stebbins	Leisure studies: the road ahead	This article explores the problems for the road ahead concerning leisure, second, it considers primary causes of these problems, and finally presents some solutions with regards to the discussed.
2011b	Stebbins	The semiotic self and serious leisure	The goal of this article is to help correct this deficiencies regarding the self, leisure and the semiotic self.

2012	Scott	Serious leisure and recreation specialisation: an uneasy marriage	Provided four important contributions of the recreation specialization in order to improve individuals' understanding regarding intense leisure and serious leisure.
2013	Hamilton & Ferreira	Leisure and tourism activities of international students at Stellenbosch University	Investigates and analyses the leisure and tourism activities of international students actively registered at Stellenbosch University in 2012.
2013	Lee & Scott	Empirical linkages between serious leisure and recreational specialisation	This study explored the linkages between four serious leisure qualities namely, identity, perseverance, career and significant effort, as well as two recreational specialization facets consisting of personal commitment and behavioural commitment.
2013	Roberts	Leisure and tourism: cultural paradigms	This article approaches leisure qualitatively, by means of culture, rather than by quantifying time and activities, and the authors all search for an alternative to treating leisure as a 'part of life', defined by the absence of work.
2013	Smith <i>et al.</i>	Theory in hospitality, tourism, and leisure studies	To examine how theory, is used in three leading journals over a 20 year period, in each of hospitality, tourism, and leisure studies fields.
2014	Liu	Personality, leisure satisfaction, and subjective well-being of serious leisure participants	Examined the relationships between personality, leisure satisfaction and subjective well-being (SWB) among 7 arts groups at an Eastern Chinese University.
2014	Mumuni & Mansour	Activity-based segmentation of the outbound leisure tourism market of Saudi Arabia	To develop market segments for Saudi Arabia's outbound leisure travel market by means of respondents' preferences for vacation activities.
2014	Slack	Being serious about leisure	To provide a constitutive ethnography of doing rock climbing or fly fishing for example whilst presenting text that preserves the phenomenon, namely leisure.
2014	Kim <i>et al.</i>	Predicting personal growth and happiness by using serious leisure mode	Explored the relationship between serious leisure qualities, personal growth and happiness among Taekwondo participants.
2016	Kühnis <i>et al.</i>	Importance of sport activities in leisure time and school settings among Swiss and foreign children results from a cross-sectional study in central Switzerland	To observe the importance of sport activities among 5th grade pupils in the canton of Schwyz as well as to identify possible differences between children of various nationalities
2016	Li	A study of factors of leisure tourism intention: based on the theory of planned behaviour	To discuss the factors of leisure tourism intention, furthermore constructs an extended model of "theory of planned behaviour" that contains variables of attitude and customer's value to name but a few.
2016	Min, Roh & Bak	Growth effects of leisure tourism and the level of economic development	To examine whether leisure tourism can contribute to economic growth and if so, whether its growth effects are constant across levels of economic development
2016	Munusturlar & Argan	Development of the serious and casual leisure measure	To test if there are different qualities of serious leisure in a Turkish sample and to develop a valid and reliable serious and casual leisure measure (SCLM).
2016	Paggi <i>et al.</i>	The importance of leisure activities in the relationship between physical health and well-being in a life span sample	To investigate the relationships between leisure activities, health and well-being.
2016	Wan <i>et al.</i>	Towards an HCI model for eudaimonic growth – a phenomenological inquiry into travellers' serious leisure pursuits and cultivation of character strengths	This article combines two bodies of knowledge namely, positive psychology and leisure and tourism in order to propose a human-computer interaction (HCI) model.

2017	Andrieu & Loland	The ecology of sport: from the practice of body ecology to emerged leisure	Within this study, three types of descriptions are developed by the ecology of sport starting from the practise of the body to emerged leisure.
2017	Auger	Sport, leisure, and tourism in a modern society	To examine sport, leisure, and tourism in modern society and the different aspects thereof by means of presenting various articles illustrating the relationships.
2017	Cox, Griffin & Hartel	What everybody knows: embodied information in serious leisure	To obtain a better understanding by means of reviewing former literature that theorised the role of the body in information behaviour
2017	Creighton-Smith <i>et al.</i>	Leisure, ethics, and spirituality	To examine the relationship between spirituality, ethics and leisure, as well as how one's spirituality and ethical beliefs can influence leisure choices and experiences.
2017	Suni	Willingness to travel as an extension of leisure activity seriousness – a study about Finnish hunters	To examine the relationships between leisure activity seriousness and travel intention.
2017	Vaugeois <i>et al.</i>	Is leisure research contributing to sustainability? A systematic review of the literature	To identify and summarize to what extent leisure journal articles have focused on and critically examined the relationship between leisure and sustainability.
2017	Wang	Leisure travel outcomes and life satisfaction: an integrative look	To investigate the relationship between leisure travel outcomes, overall satisfaction and life satisfaction domains.
2018	Lee & Hwang	Serious leisure qualities and subjective well-being	To investigate the qualities of serious leisure in relation to subjective well-being (SWB).

Table 3.1, shows that research on leisure studies started in the early years of the 20th century, whereafter leisure has received noticeable scholarly attention. The first journal that specifically placed emphasis on leisure originated in 1977, and was named Leisure Sciences. Other journals followed, Leisure Studies in 1982. Journal of Park and Recreation Administration in 1983, World Leisure Journal in 1985, the Journal of Leisure Research in 1995 and the most recent; Leisure/Loiser in 1999 (Vaugeois *et al.*, 2017:299-300).

Since research concerning leisure originated, many articles have been published grounded in this discipline (consult Table 3.1). Yet, researchers such as Elkington (2011:278); Kim *et al.* (2014:155) and Smith *et al.* (2013:892) stated that further research pertaining leisure and serious leisure is vital to eliminate all discrepancies within leisure and serious leisure literature.

This can be substantiated by the fact that not all of the articles presented in Table 3.1 primarily focused on leisure in the tourism industry. A number of articles in Table 3.1 placed emphasis on the leisure component on its own apart from the tourism industry. With the primary aim of this chapter being to focus on serious leisure, it was also found that only a few articles in Table 3.1 had their primary focus on serious leisure qualities and, in addition, serious leisure in surfing. Therefore, Sotomayor and Barbieri (2016:63) contend that study results can succour the lucrative market concerning the relationship between surfing tourism destinations and specialised surfing travel businesses in the development of advertising strategies targeting different types of respondents, thus resulting in broader literature results.

Throughout the process of scrutinising literature (presented in Table 3.1), it has been important to identify the leisure activities in which respondents participate and also how these activities have a different outcome for the participants. Therefore the researcher deemed it necessary to explain and elucidate the different aspects of leisure participation and leisure activities.

3.4 LEISURE PARTICIPATION AND LEISURE ACTIVITIES

Leisure activities can be explained as activities in which individuals take part during discretionary time, such as exercise and socialising (Paggi *et al.*, 2016:450). Harden (cited by Munusturlar & Argan, 2016:136) stated that when reviewing literature, it becomes evident that the preference or choice of recreational activities is affected by an individual's personality traits, whilst the individual's personality may influence the participation in leisure.

Munusturlar and Argan (2016:128) demonstrated by means of focus groups, that individual differences and personal traits can be related to the way that individuals participate in serious leisure activities. They identified that the participation may somehow be related to an individual's personality. Substantiating this statement, Melamed, Meir and Samson (1995:25) contend that "the selection of leisure activities is congruent with one's personality type".

To develop serious leisure, an individual's personality is a vital factor, for it may be defined as an assortment of human characteristics concomitant to a particular serious leisure activity. Kovacs (2007:54)

and Munusturlar and Argan (2016:137) pass the remark that there might be a relation between conscientiousness and serious leisure, which can result in the promotion of serious leisure involvement.

Kovacs (2007:13) stated that extraverted individuals vehemently participate in more adventurous and profound leisure activities compared to introverted individuals. Researchers have argued that the personality traits of extraverted individuals are significantly related to greater overall leisure participation and it has also been discovered that extraverts prefer social activities more comparing to introverts (Argyle & Lu, 1990:1012; Kovacs, 2007:13; Lu & Hu, 2005:327; Lu & Kao, 2009:3; Tok, 2011:1105).

It has also been noted that neurotic individuals find it more difficult to engage in leisure activities because this characteristic has been associated with the dislike of playful activities (Kovacs, 2007:13). Barnett (2006:157) and Mannell and Kleiber (1997:17) conclude that unlike neurotic individuals, active athletes as well as skiers, scuba and sky divers have been shown to have low levels of neuroticism. Furthermore, participants in high risk sports have lower levels of neuroticism and have significantly higher levels of openness to new experiences and extraversion (Tok, 2011:1105) which could also be the situation that surfers experience whilst surfing.

Another benefit of participating in leisure activities have been identified by Paggi *et al.* (2016:450) where it has been argued that leisure activities and psychosocial factors such as well-being are antecedents of successful aging (Paggi *et al.*, 2016:450). According to Saayman (2009:11) leisure activities and recreation are analogous, whilst Tribe (2011:3) contends that “recreation is applied to the pursuits that people undertake in their leisure time”.

Figure 3.2, shows that leisure activities, also referred to as recreation, can be segregated into three categories, home-based recreation, recreation away from home and travel and tourism (Tribe, 2011:4). Figure 3.2 serves as a graphical representation of the three categories as well as providing examples for each of the categories.

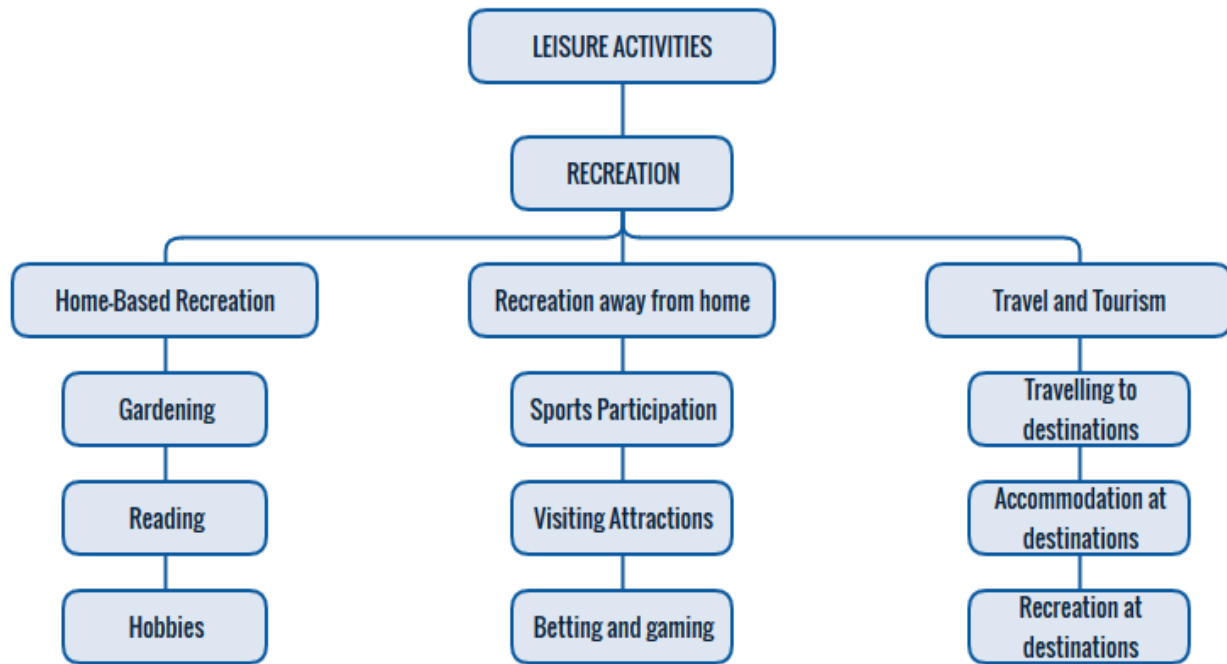


Figure 3.2: The categorisation of leisure activities

Source: Adapted from Tribe (2011:4).

Leisure activities take place in or outdoors, whether in the countryside or in cities. Leisure elements mostly include sports or cultural activities (watching and listening or practising), but also visiting friends, relatives, restaurants and bars, as well as social commitments. Hiking and walking in areas of free access or going to a park, cinema or concert against individual payment, are of interest (Klein-Vielhauer, 2008:448). Thus, leisure activities can be associated with a brief or extended absence from home and may also include overnight stays elsewhere. Beaumont and Brown (2015:71) stated that “leisure activities can be constructive and rewarding for both the person and society in general”, which includes the tourism industry.

Since individuals’ participation in leisure activities is also dependent on certain factors, such as their free time and their work, it is important to identify influential factors regarding an individual’s participation in leisure activities.

3.5 THREE IMPORTANT SECTORS IN LEISURE

Three important sectors in leisure are recreation, hospitality and tourism (Horner & Swarbrooke, 2005:24-25) and can be concluded from Figure 3.2. Both leisure and tourism place emphasis on individuals’ use of free time, thus resulting in the two sectors being closely related (Saayman, 2009:11). Leisure firstly refers to an individual’s free time not including any work-related activities and other activities that the individual is obligated to attend to and/or take part in. Within free time, individuals take part in leisure activities also known as recreation (Saayman, 2009:11). Recreation is divided into three sub-categories, home-based recreation, recreation away from home and travel and tourism as briefly discussed in section 3.4 of this research study.

Beedie (2008:174) contends that leisure and tourism are interlinked as soon as individuals make the decision to become a tourist and leave their everyday place of residence for a certain time to engage in leisure. According to Beedie (2008:174) "Leisure is based on the idea that leisure and work are separate entities and leisure choices operate to take individuals 'outside' their daily life so that activities such as tourism become a form of escape".

When consulting Figure 3.2 and Figure 3.3 and within this study, it becomes evident that recreation stems from leisure. Tribe (2011:3) articulates that recreation is pursuits undertaken in an individual's free time, and that these pursuits include home-based recreation, recreation away from home and travel and tourism. Home-based recreation refers to activities such as watching television and reading, whereby recreation away from home comprises those activities outside of one's home such as sports and going to the cinema. This sub-sector of recreation is heavily reliant on tourism and hospitality, two very important sectors within leisure (Horner & Swarbrooke, 2005:25).

Recreation is characterised by freedom and "direct satisfaction". It is the experience rather than the activity (Kelly, 1990:25). The term recreation, originates from the Latin *recreation*, which refers to recovery and restoration. In addition, recreation is all non-work related activities advantageous to individuals (Kelly, 1990:25; Youell, 1995:4). Saayman (2009:12) states the necessity of understanding recreation, more commonly referred to as leisure activities, because of the recreational effect on an individual's state of mind, due to the individual's participation in an activity whether actively or passively. Saayman (2009:12) asserts that recreation is "activities that utilise leisure time".

Finally, Robinson *et al.* (2013:28) pass the remark that travel and tourism involves individuals that travel away from their home with the primary aim of taking part in tourism activities, for example windsurfing, motocross, kayaking and surfing. According to Kelly (1990:25) "when leisure is defined as free time, then recreation may be said to refer to activities carried out within that time". Studies (Mathieson & Wall, 1982; Murphy *et al.*, 1991) state that it is inevitable that leisure, recreation and tourism overlap, because all three components are grounded in the availability and quantity of free time (Saayman, 2009:12). The components presented in Figure 3.3 are regarded essential within the tourism industry, especially the experience component. Saayman (2009:26) contends that tourism could be defined as an experience of activities in a given timeframe.

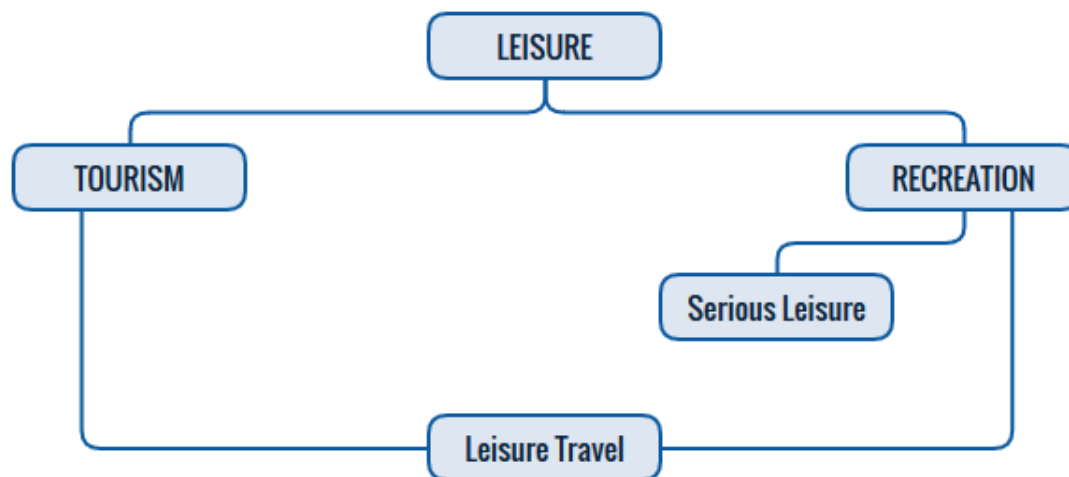


Figure 3.3: The relationship between leisure, tourism and recreation

Source: Adapted from Hall & Page (2006).

Sport, leisure and tourism can be identified as the foundation of a set of multiplex human experiences with an intricate conceptual environment that furnishes the economic, cultural and social well-being of communities and individuals (Creighton-Smith *et al.*, 2017:546). Auger (2017:171) and Roult and Machemehl (2016:1) stated that these three components sport, leisure and tourism have an inevitable effect on, and play a vital role in, individuals, communities and their development.

Throughout this research study definitions concerning leisure, the importance of leisure and the important sectors within the leisure discipline have been provided. Yet the most vital part of this research study is to discern between the types of leisure so as to identify the correspondence between serious leisure and surfing along with the effect it may have on the surfers, globally. Therefore, the following section will focus attention on the divergent types of leisure, as well as all the factors and aspects concerning this sub section within this research study.

3.6 TYPES OF LEISURE

During the late 1970s and early 1980s, Robert Stebbins became one of the first researchers to conduct research on leisure (Stebbins, 2007:1). In 1974, Stebbins developed the term serious leisure following his research on this phenomenon.

When the value of leisure in society has been established, Stebbins (1982) comments that the different forms of leisure vary, with some leisure activities being casual, and other leisure activities being serious (Beaumont & Brown, 2015:71). Numerous researchers including Beaumont and Brown (2015:71-72); Glaser and Strauss (1967:38-39) and Stebbins (1982:256), contended that Stebbins highlighted three serious forms of leisure engagement subcategories which are better known as amateurs, volunteers and hobbyists.

Whilst in the process of conducting research on the discussed, Stebbins came to realise that no academic discipline formally identified or defined the criteria of an amateur when referring to leisure (Bates, 2014:20). According to Bates (2014:20); Stebbins (2007:1) and Stebbins and Hartel (2011) other researchers along with Stebbins placed emphasis on identifying amateurs and the relationship between amateurs, professionals and novices which, in the end, resulted in the identification of the different types of leisure. Bates (2014:20) articulates that this combined research produced a broad framework known as the Serious Leisure Perspective. In its entirety, the Serious Leisure Perspective comprised three forms or types of leisure, casual leisure, project-based leisure and serious leisure (see Figure 3.4) (Stebbins, 2007; Stebbins & Hartel, 2011).

Munusturlar and Argan (2016:124) contend that “the concept of serious and casual leisure has emerged through the extensive ethnographic studies of Stebbins (1982)”. Although serious leisure has received considerable scholarly attention since Stebbins *et al.*'s (1982) serious leisure theory has been set out, relatively little research has been carried out concerning casual leisure, which is also an important form of leisure because of benefits such as diminishing immediate stress, mitigating the impact of negative life events and sustaining coping efforts (Heo *et al.*, 2010:208).

The researcher will provide a brief explanation of casual and project-based leisure, followed by an in-depth delineation of serious leisure.

3.6.1 Casual Leisure

Shen and Yarnal (2010:165) along with Stebbins (1997:17; 2007:1-3) define unserious or casual leisure, as being less substantial and which offers nothing in comparison to serious leisure because the intrinsically rewarding, momentary pleasurable activity demands little to no exceptional training to enjoy it. Although some researchers including Mandin (1998:22) and Rojek (2005:170) contended otherwise, being noted that casual leisure is customarily purposeless and opportunistic, focuses intrinsic sources of satisfaction by means of sensory stimulation which furnishes no career that requires negligible knowledge from the participant (Munusturlar & Argan, 2016:125).

Casual leisure is also distinguished from other types of leisure by its momentary nature, minimal requirements of special prowess and practise and the immediate rewards (Stebbins, 2007; Stebbins & Hartel, 2011). According to Bates (2014:20); Stebbins (2007:1-2) and Stebbins and Hartel (2011) there are eight types of casual leisure: active entertainment, casual volunteering, passive entertainment, play, pleasurable aerobic activities, relaxation, sensory stimulation and sociable conversation. Beedie (2008:174) states that casual leisure participants fundamentally enter voluntarily, may precipitate an individual's pursuit for intrinsic rewards, may be unpremeditated with no explicit vocation aspirations, without indoctrinated organisation and subjugated by immediate fulfilment.

The second type of recreation presented in the Serious Leisure Perspective is more commonly referred to as project-based leisure.

3.6.2 Project-Based Leisure

Project-based leisure mostly comprises those one-time leisure activities or events that individuals attend to, where they are able to use their newly acquired skills and individual talents (Bates, 2014:21; Stebbins, 2008:336). Hobbies found within serious leisure such as the planning of a destination wedding and building a fence, along with volunteer work such as voluntary work at a festival and planning a special event, are great exemplars of project-based leisure projects because the individual's participation is of short duration and desultory (Stebbins, 2008:336). Stebbins (2008:336) alludes that project-based leisure can be defined as "short-term, reasonably complicated, one-shot or occasional, though infrequent, creative undertaking carried out in free time, or time free of disagreeable obligation".

Within this research study, emphasis will be placed on the serious leisure category, because the primary focus of this study will be serious leisure and its qualities, although there are ample studies on the rationalisations for each category. Thus, the researcher has delimited them self to focus attention predominantly on the serious leisure category supported by Stebbins (1982:263) who argued that activities such as local surfing can be primarily categorised as the hobbyist, or an activity participant (Beaumont & Brown, 2015:71-72).

3.6.3 Serious Leisure

According to Jones (2000:284) the concept of serious leisure has emerged relatively recently, most notably through the work of Robert Stebbins. During the late 1970s and early 1980s Robert Stebbins inaugurated the term serious leisure whilst he was completing some research on adult musicians who had multitudinous skills and who had a very serious approach towards music. Stebbins realised in the process of his research on the musicians that no academic discipline formerly identified and defined an amateur (Bates, 2014:19; Stebbins, 1977, 2007). Serious leisure is grounded on a disciplined, methodical procurement of knowledge and prowess combined with the characteristics of a leisure career, some form of voluntary engagement and habitually adjourned gratification involving hard work and exertion (consult serious leisure pursuits exemplified in Figure 3.4) (Beedie, 2008:174). Stebbins (2007:1) and Shen and Yarnal (2010:162) assert that research on casual leisure and project-based leisure came subsequent to research on the serious leisure continuum and, in addition, proclaims that serious leisure had become the benchmark from which analysis of casual and project-based leisure had often been undertaken.

Sotomayor and Barbieri (2016:64) and Stebbins (1982:254) describe serious leisure as the systematic pursuit of a leisure activity, wherein an amateur, volunteer or hobbyist participates in the given leisure activity for the primary purpose of *personal fulfilment*, *self-expression*, *personal benefit* and or the *enhancement of personal identity*. Siegenthaler and Gonzalez (1997:298) contend that serious leisure requires sustained and committed involvement from the participant in the given activity which can also define serious leisure.

Amateurs can exist within the disciplines of sport, science, entertainment and arts (Stebbins, 1992). Stebbins (1992) also contends that amateurs and professionals in the same discipline are connected to one another. Criteria identifying amateurs was perceived by means of more in-depth research conducted by Stebbins (1992) which resulted in the discovery of the relationship between amateurs, professionals and novices. The study of Stebbins (1992:3) found that amateurs, professionals and novices differ by means of the contrast in their array of casual forms of leisure such as observing fireworks and watching television. In addition, Stebbins (1992:5) indicated that “more serious leisure enthusiasts are more often obliged to engage in their pursuits than their less serious counterparts”.

Serious leisure not only allows one to understand how individuals make use of their free time, serious leisure can also be used as a means to analogue heterogeneous forms of leisure (Stebbins, 2007; Stebbins & Hartel, 2011).

Sachsman (2017) and Stebbins and Hartel (2011) stated that there are three sub-types of leisure embedded within the serious leisure discipline, Figure 3.4 exemplifies this. The three sub-types are better known to be amateurs; individuals connected to the general public who actively take part in activities such as sports and science. The second type of leisure consists of volunteers; individuals in formal or informal un-coerced, unpaid work and, thirdly, hobbyists; individuals who take part in any of five different leisure categories of leisure. These categories comprise 1) collectors; 2) makers and tinkerers; 3) activity participants (non-competitive, rule based pursuits, for instance fishing); 4) players of sports and games competitive, rule-based activities without professional affiliation such as long-distance running and competitive swimming, and 5) enthusiasts of liberal arts pursuits.

According to Hannam and Knox (2010) each of the five sub-categories demonstrates six paramount qualities better known as the six serious leisure qualities (Bates, 2014:22; Gould *et al.*, 2008; Stebbins, 2007) as indicated in Figure 3.4. Each one of the qualities will be delineated in section 3.7 of this research study.

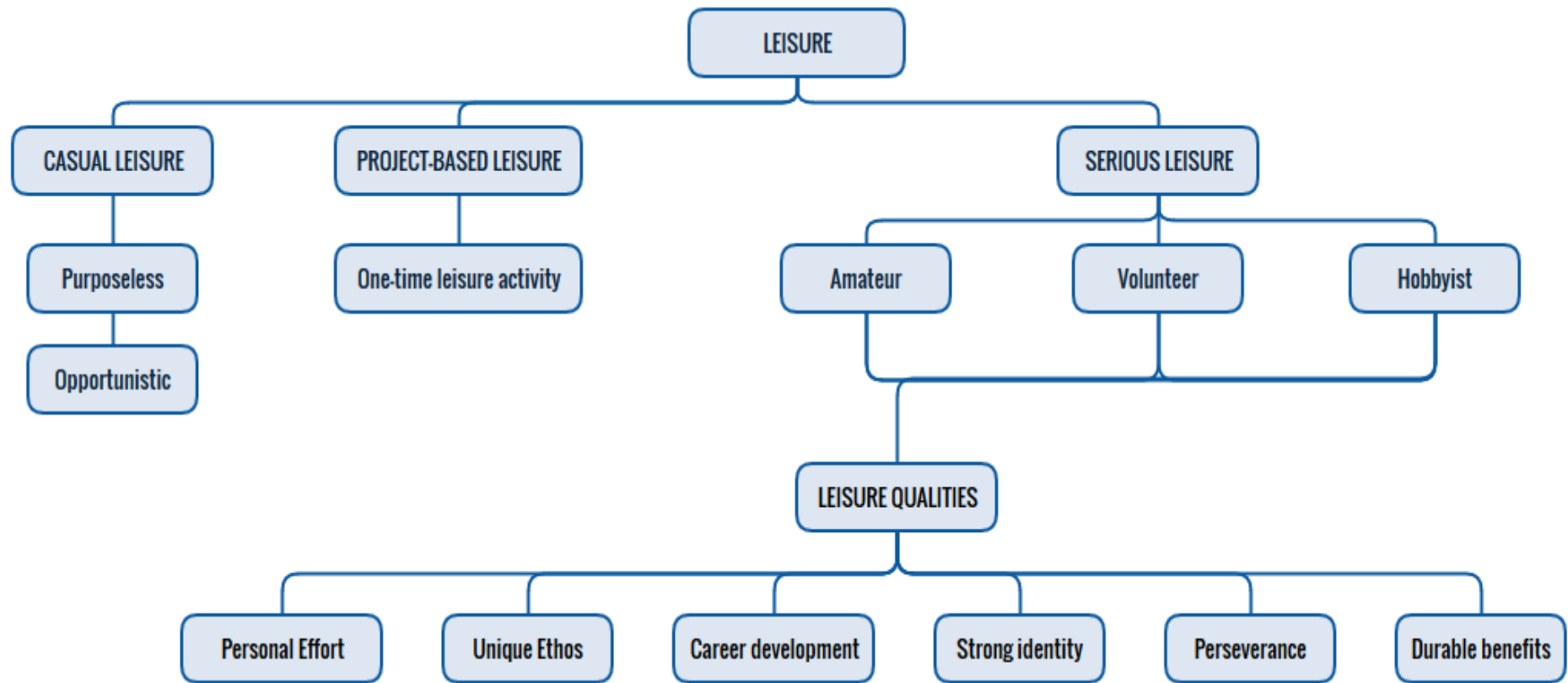


Figure 3.4: Contextualising Serious Leisure

Source: Adapted from Hartel (2013).

When consulting Figure 3.4, it is clear that there are three types of leisure, 1) Casual Leisure, 2) Project-Based Leisure and 3) Serious leisure; all of which have been formerly described in this study (refer to 3.6.1, 3.6.2 and 3.6.3). Stebbins and Hartel (2011) contend that serious leisure can be divided in three serious forms of leisure engagement subcategories as mentioned earlier, comprising amateurs, volunteers and hobbyists. From Figure 3.4, serious leisure qualities were also identified, thus the following section of this research study will place emphasis on providing an in-depth explanation of the six different serious leisure qualities.

3.7 SERIOUS LEISURE QUALITIES

Serious leisure qualities (presented in Figure 3.4) were established when Gould *et al.* (2008) developed the Serious Leisure Inventory and Measure scale that was used as an implement to quantitatively appraise the concept of serious leisure. In the process of developing the Serious Leisure Inventory and Measure scale, Gould *et al.* (2008:51) made use of a Q-sort where 40 graduate students in the field of leisure and recreation participated in matching 182 items with the most applicable definition. Further, an expert panel was approached and used to critique both the definitions and the items identifying them. Finally, an expert review was initiated for final viewing and examining of the items, resulting in the development of the Serious Leisure Inventory Measure scale. The development of the Serious Leisure Inventory Measure scale was supported by the fact that, for a certain period, measurement tools were not up to standard which hampered the knowledge of researchers concerning serious leisure.

Researchers were unable to understand the contexts in which serious leisure may occur, which had an effect on their ability to effectively and collectively discern between serious and casual participation (Gould *et al.*, 2008:48). Elkington (2011:257) contends that the Serious Leisure Inventory Measure scale was also developed to explain the extent and depth of individual involvement in leisure activities, with each of its serious and casual categories of leisure offering different levels of intensity and outcomes for participants. Substantiating this, it has been mentioned that the Serious Leisure Inventory and Measure scale is not limited to peculiar activities (Cheng & Tsaur, 2012:54).

The Serious Leisure Inventory and Measure scale constitutes 54 operational items that are organised into 18 sub dimensions. The 54 operational items refer to the factors that were used in this model under the 18 sub dimensions, factors that can also be regarded as statements. The factors were statements such as (1) "Since I began..., I have improved", (2) "I have been enriched by" and (3) "... is intensely gratifying to me" (Gould *et al.*, 2008:58-59). Thus, the 18 sub dimensions, with each dimension consisting of three factors, equals 54 operational items (Barbieri & Sotomayor, 2013:113; Barbieri & Sotomayor, 2016:64; Gould *et al.*, 2008:58).

The sub dimensions comprise the following (1) perseverance; (2) personal effort; (3) strong identity; (4) unique ethos; (5) career progress; (6) career contingencies; (7) personal enrichment; (8) self-actualisation; (9) self-expressing abilities; (10) individual self-expressing; (11) self-image; (12) self-gratification

satisfaction; (13) enjoyment; (14) recreation; (15) financial return; (16) social attraction; (17) Group accomplishments and (18) group maintenance (Barbieri & Sotomayor, 2013:113).

Supporting former statements within this study, the research studies of Robert Stebbins (1982; 1992; 2001) have explored the nature of serious leisure within a broad framework of interdisciplinary components for more than 30 years (Gould *et al.*, 2008:48; Stebbins, 1982; 1992). From this inductive research, six distinguishing qualities have emerged and were identified by Brown (2007); Gould *et al.* (2008:48) as well as Stebbins (1982, 1992):

- Personal effort – Comprises the physical risks and social hurdles that are associated with the process of becoming a surfer (Butts, 2001).
- Unique ethos – Known as the distinguishing ideals, sentiments, or values that are shared within the community of serious leisure participants (Shen & Yarnal, 2010:164).
- Career development – Gould *et al.* (2008:49) asserts the following definition of career development, “the personal course or passage in a leisure role that is shaped by special contingencies, turning points and stages of achievement or involvement, whereby these stages reflect a continuum of changing patterns related to skills, knowledge and abilities”.
- Strong identity – This leisure quality is present when an individual comes to value and judge the behaviour as important to the self, and performs it out of free will. This leisure quality is also considered an important level of extrinsic motivation (Diehm & Armatas, 2004:666).
- Perseverance – The intermittent need to persevere under unfavourable circumstances such as fatigue and injury (Shen & Yarnal, 2010:163).
- Durable benefits – Driver, Brown & Peterson (cited by Gould *et al.*, 2008:49) stated that durable benefits are the “realisation of an agreeable or desired outcome and/or benefit, whether anticipated or not that, in addition, is more desirable and appealing than the previously existing state or condition”.

These six qualities elucidated above, have been used as elements to distinguish serious leisure from casual leisure. They have also been used to examine the nature of activities such as lifelong learning and package adventure tours (Tsaur & Liang, 2008:326). On the contrary, Cheng and Tsaur (2012:53) comment that, according to Stebbins (1982:262; 1996:948) “surfing is a serious leisure activity and participants of surfing activities mostly present serious leisure qualities”. In support of this statement, the following were among the research studies conducted on serious leisure qualities and surfing in particular. It was through the work of Sotomayor and Barbieri (2013, 2016) that the six serious leisure qualities were applied to surfing as a sport activity.

Presented in Table 2.2 in Chapter 2 of this study, numerous researchers placed emphasis on the motives of surfing which, in this chapter (Chapter 3) correlates with the serious leisure qualities. The first supporting literature study is that of Farmer (1992:241) which focused attention on surfing motivations, values and culture. It indicated that surfing is a “vertigo activity” and that surfers participate in surfing for various reasons compared to “mainstream athletes”. Farmer (1992:241) also stated that, within the sport of surfing, competition against other surfers is not valued.

Booth (1995:189-206) in addition conducted a study on social leisure, and came to the conclusion that surfers participate in surfing because it feels good, followed by Reis and Jorge's (2012:1-19) research study on segmenting surf tourists on their motivations and destination choices which concluded that surfers value specific aspects when selecting a surf destination which includes the synthesised factors - destinations, entertainment and recreation and surf quality. Research by Reynolds and Hritz (2012:1-17) places emphasis on surfing as adventure travel, motivations and lifestyles and concluded that surfers are motivated to surf so as to use their skills and abilities, to feel excitement and also to spend time with other individuals who take part in similar activities.

Finally, Sotomayor and Barbieri (2013:111-121) also conducted a study that aimed to examine whether the six serious leisure qualities are associated with surf travel behaviour and destination preferences which in the end discovered that surfers regard the abundance and variety of waves and the quality of the natural environment to be amongst the influential factors when selecting a surf destination. In addition, Cheng and Tsaur (2012:53-68) conducted a study with the primary purpose to explore the relationship between serious leisure characteristics (qualities) and recreation involvement regarding Taiwan's surfing activities, which indicated that the serious leisure characteristics that the surfers possess the higher their participation in recreation activities will be.

3.8 CONCLUSION

The purpose of this chapter was to analyse and conceptualise leisure and leisure qualities. In addition, Chapter 3 presented readers with a thorough explanation on leisure and the importance of leisure. Furthermore, this chapter comprised a literature review on serious leisure. The researcher concluded this chapter with an overview of the Serious Leisure Inventory and Measure scale and how it was developed and finally, the six serious leisure qualities that are related to surfing. Within this chapter, the researcher identified that there are three types of leisure activities, more commonly referred to as recreation, including home-based recreation, recreation away from home and, travel and tourism. It was also discovered that an individual's participation is dependent on their free time. Furthermore, it was delineated in this chapter, that there are three types of leisure, casual leisure, project-based leisure and serious leisure. Within serious leisure, the literature (tabulated in Table 3.1) concluded that there are six serious leisure qualities.

The leisure qualities identified within the literature and presented in this chapter formed the basis of this chapter, and will also be the researcher's primary focus on which Chapter 4 of this research study was grounded. Chapter 2 and Chapter 3 will be used to support the results of the quantitative surveys that are reported in Chapter 4. The primary aim of the following chapter (Chapter 4) will be to present the results of the surveys and to present the serious leisure qualities that South African surfers comply with.

Chapter Four

Method of Research and Results

4.1 INTRODUCTION

The purpose of this chapter was to report the results of the data conducted by means of a quantitative survey, determining the leisure qualities associated with surfing in South Africa. This was accomplished by identifying the profile of surfers together with the serious leisure qualities they comply with based on the results of the empirical survey through multivariate statistical analyses. The profile of surfers in South Africa that were investigated included their socio-demographic information and their spending behaviour. An in-depth analysis of the surfers' motivation to surf was also carried out. Factors contributing to surfers' serious leisure qualities were explored in more detail by means of a factor analysis. The research approach as well as the results of this study are discussed to explain the development of the questionnaire, the sampling method, survey and an overview of the descriptive results and statistical analyses. The results, including those of the factor analyses, *t*-Tests, analysis of variance (will be referred to as ANOVAs) and nonparametric correlation analyses are discussed to offer a comprehensive overview of the results of the survey.

4.2 EMPIRICAL RESEARCH

The empirical study consisted of (1) the research design and method of data collection; (2) the development of the questionnaire; (3) the sampling; and (4) the data analysis.

4.2.1 Research design and method of data collection

The research design for this study is twofold. Firstly, a descriptive research design was chosen to epitomise who, what, when and how that is concomitant with the sample (Berndt & Petzer, 2011:343; Pallant, 2016:53). Secondly, an exploratory research design was followed so that the researcher could investigate the novelty concerning the research topic (Saunders, Lewis & Thornhill, 2000:97). Primary data for this quantitative research study was collected by means of fieldwork at a number of popular surf destinations in South Africa. The destinations included Stilbaai, Victoria Bay, Mossel Bay, Ballito, Jeffrey's Bay and Muizenberg. In addition, an online questionnaire was distributed to surfers residing anywhere in South Africa, who were able to complete the electronic questionnaire. These surveys were conducted

during the period December 2016 to May 2018. Respondents were asked to participate in the research by completing the self-administered questionnaire.

Over the course of the surveys conducted for this study, several fieldworkers assisted with the distribution of the questionnaires at the various surf destinations in South Africa. The respondents were informed concerning the purpose of the research and their participation was voluntary. The fieldworkers were edified and properly informed about the purpose of this research study, and were equipped to assist respondents with any questions they may have had regarding the questionnaire, but without interfering with respondents' answers.

4.2.2 Sampling

For quantitative research, such as this study, Krejcie and Morgan (1970:2) recommend that for a population (N) of 1 000 000 individuals, the sample size should be (S) 384 for the study to be representative. Because the total of surfers in South Africa is unknown, 585 questionnaires were distributed during the surveys and a total of 401 usable questionnaires were collected, which could be agreed to be representative of the population according to Krejcie and Morgan (1970:2). Eight surveys were conducted at the various surf destinations in South Africa, the destinations are presented in Table 4.1 below.

Table 4.1: Research study sample

Destination	Date of Survey			Quantity questionnaires distributed	Quantity questionnaires completed
Mossel Bay	5 Dec. '16	-	27 Dec. '16	50	50
Muizenberg	28 March '17	-	3 April '17	110	103
Still Bay	4 April '17	-	7 April '17	50	17
Victoria Bay	8 April '17	-	10 April '17	50	17
Port Elizabeth	9 April '17	-	9 April '17	75	25
Mossel Bay	11 April '17	-	18 April '17	50	11
Ballito	3 June '17	-	9 June '17	100	65
Jeffrey's Bay	22 July '17	-	26 July '17	100	61
Electronic questionnaire	11 April '17	-	30 May '18		52
Total Questionnaires				585	401

The destinations presented in Table 4.1, each had some historic significance with surfing, contributing to the fact that these destinations are regarded as some of South Africa's top surfing destinations. The researcher provides a brief description of each of the following destinations, 1) Ballito - situated 40 kilometres north of Durban, KwaZulu-Natal, and home to the world's longest continuously running professional surfing event better known as The Ballito Pro, that have been taking place since 1969 (The Ballito Pro, 2018). 2) Jeffrey's bay - regarded as South Africa's premier surfing spot, and also home of the World Surf League's annual J-Bay Open surf competition. When surfing in Jeffrey's Bay, one could

expect the world's most consistent tubes (Bristow, 2017). 3) Mossel Bay - with its fascinating history, acquired the status of the historical capital of the Garden Route, and is considered one of the most historically significant towns in South Africa. Concerning surfing, Mossel Bay is home to multiple peak bays, producing long wailing walls with cavernous tubes at low tide followed by slower and fatter waves during high tide (GardenRoute, 2017; Magicseaweed, 2017). 4) Muizenberg - considered as one of the top surf spots in South Africa because this spot can be surfed most days of the year with consistent waves suitable for amateur surfers and others (Muizenberg Tourism, 2018), furthermore, Bristow (2017) states that Muizenberg is also known as a longboarders' paradise.

5) Port Elizabeth - being located in the Eastern Cape Province of South Africa, Port Elizabeth is known for its surfing history that dates back to 1962 where the first surfing competition was hosted in 1964. Today, Port Elizabeth is home to many surf beaches including Secrets and Sardinia Bay (Straton, 2016). 6) Stilbaai - considered one of the top five surf spots on South Africa's Garden Route that offers perfect right hand breaks and, under the right conditions, this is one of the best surf spots on the Garden Route (Pacsafe, 2013). 7) Victoria Bay - According to Magicseaweed (2018), Victoria Bay is known as the popular quality right point break surf destination that is situated near George in the Western Cape Province of South Africa.

4.2.3 Development of the measuring instrument

As explained in Chapter 1, a questionnaire was developed in 2016 by TREES (Tourism Research in Economic Environs and Society) at the North-West University Potchefstroom Campus. The questionnaire consisted of questions from the research done by Barbieri *et al.* (2014:277-280); Diehm and Armatas (2002:663-677); Dolnicar and Fluker (2003:186-196); Reynolds and Hritz (2012:4) and Sotomayor and Barbieri (2016:62-73). The questionnaire comprised two sections, described in more detail below:

Section A: Consisted of questions relating to demographic aspects such as age, gender, language and province of residence; followed by questions with the emphasis on behavioural aspects, for example: how many years the respondent has been surfing, type of surfer, how often the respondent surfs and whether or not the respondent surfs competitively. In this section, closed and open-ended questions were used (Jansen, 2007:2; 2016:4; Maree & Pietersen, 2016:180).

Section B: Motivations based on leisure qualities to surf – determining the surfers' travel behaviour and main reasons why they surf, better known as the serious leisure qualities they comply with. These motivational aspects were rated according to a 5-point Likert scale ranging from (1) = not important at all to (5) = extremely important.

4.2.4 Statistical data analysis

The data obtained from the eight surveys of this research study were statistically interpreted and analysed by making use of Microsoft Excel and Google Forms to present the descriptive results. The Statistical Package for Social Sciences software was used to further analyse the data. The statistical personnel at the North-West University, Potchefstroom Campus assisted with the processing of the data. For the purpose of this research study, descriptive statistics, exploratory factor analysis, *t*-Test analyses, ANOVAs and nonparametric correlations were used to explicate the data.

4.3 DESCRIPTIVE RESULTS

The results are reported under three categories. The first category provides a demographic profile of surfers in South Africa; the second yields an overview of surfers' motivations to surf; the third presents an overview of surfers' destination preferences, their surfing appeal, access and infrastructure.

4.3.1 Demographic profile of attendees

This category included open and closed questions and included gender, year of birth, province of residence, annual income and annual average expenditure.

4.3.1.1 Gender

Respondents were asked to indicate their gender by means of a question providing them with two tick boxes for male or female. Seventy-four percent (74%) of the respondents were male, while twenty-six percent (26%) were female as presented in Figure 4.1. It was also evident in literature that the majority of surfers worldwide predominantly consist of males (Portugal *et al.*, 2017:62; Surfertoday, 2018).

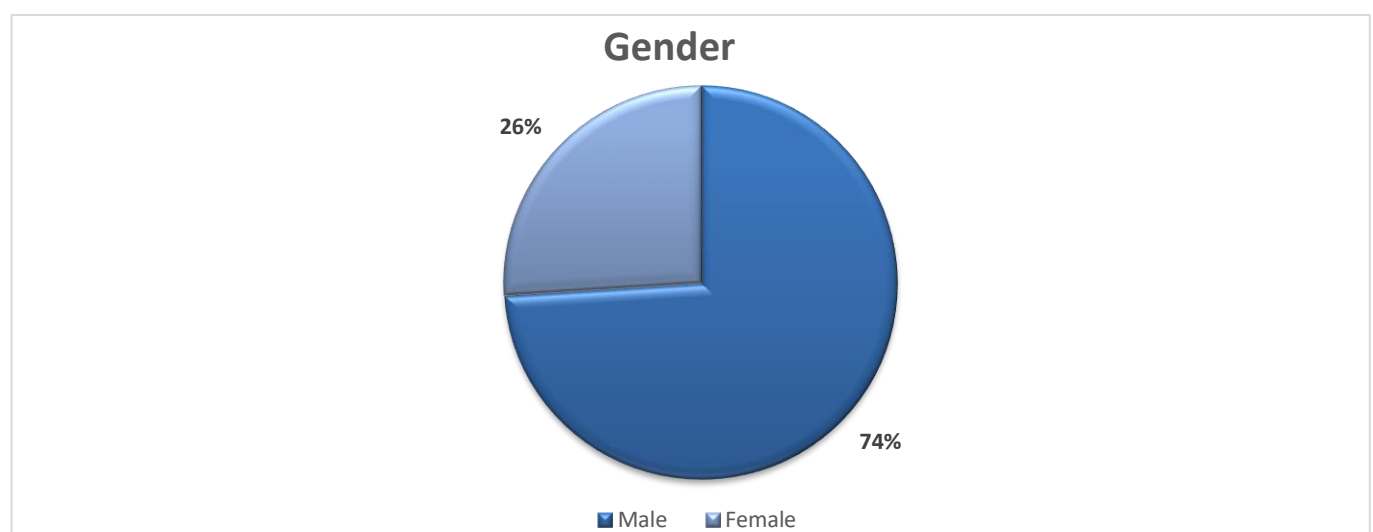


Figure 4.1: Gender

4.3.1.2 Age

With this question, respondents were asked to indicate their year of birth by means of an open question. The researcher then made use of Microsoft Excel to determine their age and categorised the different years of age in Table 4.2 below. Table 4.2 showcases five age categories in which respondents are classified. The majority of respondents are between the ages of nineteen (19) and twenty-five (25), at forty-four percent (44%) respectively. Nineteen percent (19%) of the respondents are between the ages of twenty-six (26) and thirty-five (35) years of age.

Table 4.2: Age categories of respondents

Year of birth	Age category	Percentage
2000	18	12%
Between 1993 and 1999	19-25	44%
Between 1983 and 1992	26-35	19%
Between 1982 and 1968	36-50	15%
From 1967 and earlier	51+	10%
	Average age of respondents	29.66 years

Fifteen percent (15%) of the respondents are 36 years and older. The average age of respondents is 29.66 years. In 2011, Chad Nelson (2010) conducted a research survey on 5 000 US surfers, and results portrayed that the median age of the surfers was 34 years (Wagner, Nelsen & Walker, 2011:10), study results from Nelsen *et al.* (2007:34) indicated that the average age of surfers visiting Trestles Beach is 35.6 years, thus, substantiating that the average age from this research study correlates with other statistics (Nelsen *et al.*, 2007:34; Portugal *et al.*, 2017:62).

4.3.1.3 Province of Residence

Respondents were asked to indicate their province of residence by means of a question providing them with tick boxes; each stating a province within South Africa. Only five (5) provinces were represented in the sample as presented in Table 4.3. Forty-seven percent (47%) of the respondents indicated that they reside in the Western Cape, two percent (2%) reside in Gauteng, followed by sixteen percent (16%) who reside in the Eastern Cape, while eighteen percent (18%) indicated that they live in KwaZulu-Natal. One percent (1%) of the respondents indicated that they reside in Limpopo, and the rest of the respondents (16%) of this research survey, stated that they reside in countries outside the borders of South Africa.

Table 4.3: Province of residence

Province of residence	Percentage
Western Cape	47%
Gauteng	2%
Eastern Cape	16%

KwaZulu-Natal	18%
Limpopo	1%
Outside RSA borders	16%

The top five countries of residence outside the borders of South Africa provided by respondents, are shown in Table 4.4. It is clear that the majority of respondents that live outside the borders of South Africa; are from Germany (28.8%).

Table 4.4: Respondents from outside the borders of RSA

Country of residence	Percentage
Australia	8.47%
Germany	28.81%
Switzerland	10.16%
United Kingdom	13.55%
United States of America	15.25%

*Note that the percentages do not add up to 100%. The results presented in Table 4.4 were among the majority of the other results, therefore only these statistics are shown.

4.3.1.4 Total number of years surfing

Sixty-two percent (62%) of the respondents indicated that they have been surfing for less than nine (9) years. Twenty percent (20%) of the respondents indicated that they have been surfing between ten (10) and nineteen (19) years, followed by seven percent (7%) of respondents who have been surfing for twenty years and longer. The average number of years respondents have been surfing is 10.81 years. From this result, it can be concluded that surfing is becoming part of a lifestyle (Booth, 1995:189; Marchant & Mottiar, 2011:176) because individuals are investing a noticeable amount of their time in surfing.

Table 4.5: Number of years surfing

Number of years surfing	Percentage
0 – 9 years	62%
10 – 19 years	20%
20 – 29 years	7%
30 – 39 years	4%
40 – 49 years	5%
50 + years	2%
Average number of years	10.81 years

4.3.1.5 Types of surfers

Respondents were asked to indicate the type of surfer they consider themselves to be by means of selecting the most relevant option provided. The researcher provided the respondents with three options

to choose from including, amateur, intermediate and professional surfers. The following pie chart (Figure 4.2) presents the results.

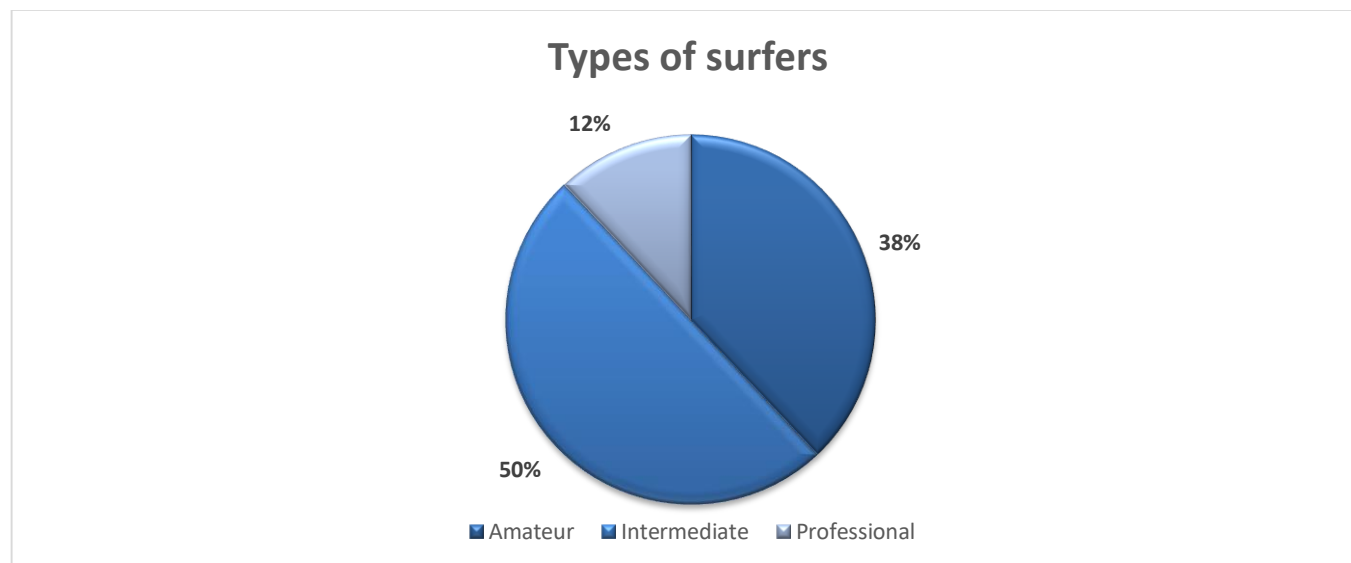


Figure 4.2: Types of surfers

Fifty percent (50%) of the respondents can be classified as intermediate surfers. Thirty-eight percent (38%) of the respondents considered themselves to be amateur surfers and twelve percent (12%) are professional surfers. It can be concluded that the majority of the respondents regard themselves as intermediate surfers because 62% of them surf less than 10 years, thus supporting the statistics in Figure 4.2 as well as the results obtained in the research study of Dolnicar and Fluker (2004:4) where it is stated that 41.5% of the respondents considered themselves to be intermediate surfers.

In Chapter 3 of this research study (consult 3.6), the relationship between amateurs, hobbyists and volunteers was explored. The conclusion was that serious leisure enthusiasts are more likely to engage in their serious leisure activities compared to their less serious counterparts. The conclusion can be drawn from the results shown in Figure 4.2, that the respondents of this study can be considered to be serious leisure enthusiasts, based on the amount and time they have to invest in surfing for them to perceive themselves as intermediate surfers and not amateurs.

4.3.1.6 Surf frequency

In Figure 4.3 below, respondents' frequency to surf is presented. The largest group of individuals (21%) stated that they surf four times a week. This is followed by twenty percent (20%) of the respondents who surf five to seven times a week (Morgan & Coutts, 2016:207), supporting the results presented in 4.3.1.4, indicating that surfing is becoming part of an individual's lifestyle.

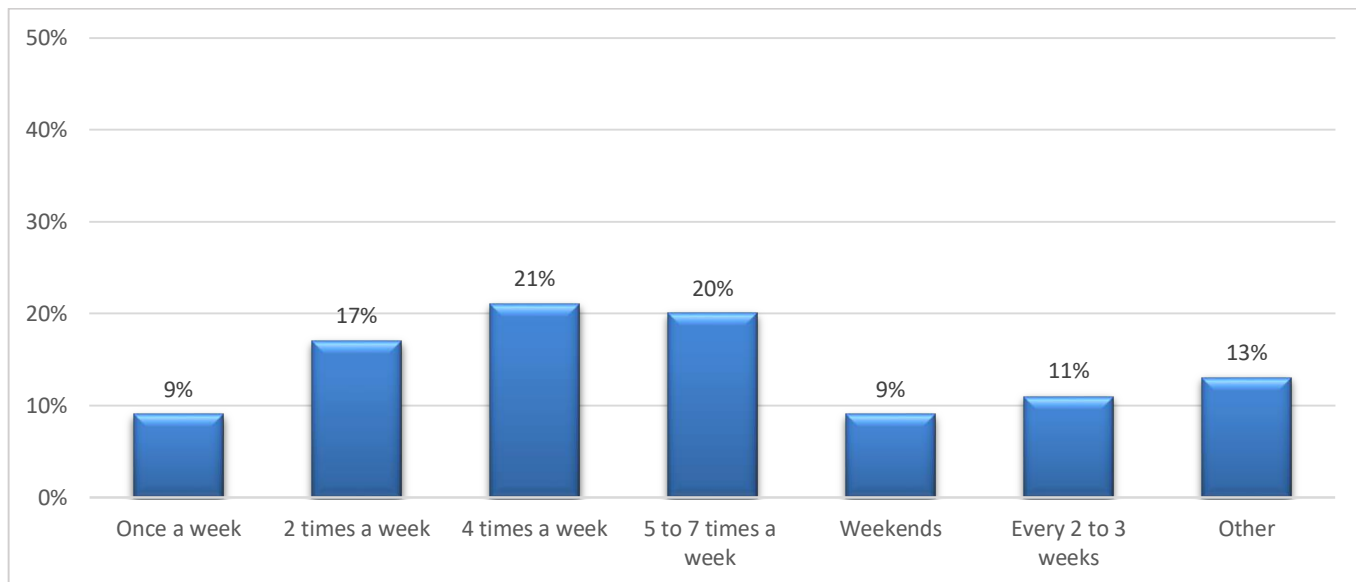


Figure 4.3: Surf frequency

Seventeen percent (17%) of the respondents indicated that they surf two times a week, followed by thirteen percent (13%) who did not select any of the options provided on the questionnaire, and rather chose 'other' with the option to specify their answer. The following statements surfaced such as that the respondents only surf when on holiday, when they are at the beach, and whenever they have any free time from work.

4.3.1.7 Recreational surfing vs. competitive surfing

Figure 4.4 shows that most respondents only surf recreationally and do not take part in any surfing competitions. Twenty-one percent (21%) of the respondents indicated that they surf competitively.

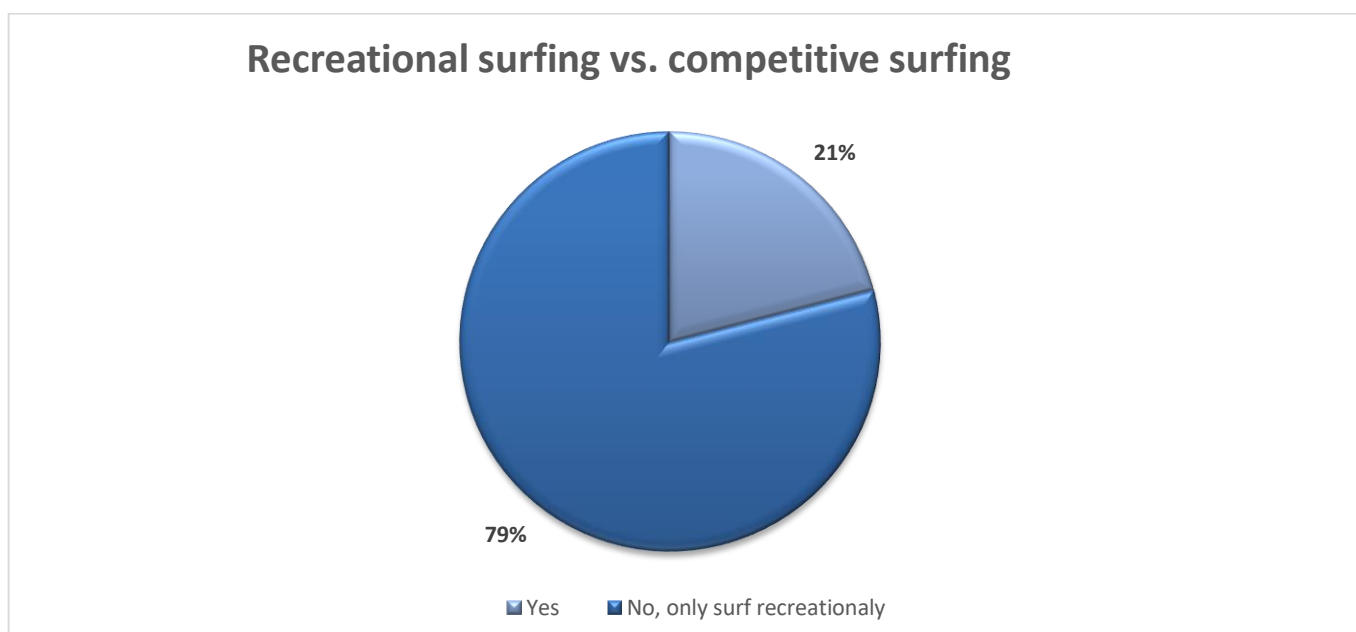


Figure 4.4: Recreational surfing vs. competitive surfing

These results are corroborated by Climstein *et al.* (2016:207) who indicated that the majority of the sample used in the study, considered themselves to be recreational surfers.

4.3.1.8 Competitive surfing events participation

Table 4.6 illustrates the number of events and the number of competitive surfing competitions that they have participated in. Respondents participate in one surfing competition (11%), followed by the participation in four and five surfing competitions (12%, each). Many respondents (40%) stated that they participate in seven or more surfing competitions annually. The average number of surfing events in which respondents participate is 6.98 events.

Table 4.6: Total surfing competitions participated in

Total competitions	Percentage
1 Event	11%
2 Events	10%
3 Events	10%
4 Events	12%
5 Events	12%
6 Events	5%
7+ Events	40%
Average	6.98 surfing events

4.3.1.9 Surfer vs. Athlete

Respondents were asked to indicate whether they see themselves as surfers or as athletes. The largest group of respondents stated that they regard themselves as surfers (70%). Twenty-seven percent (27%) of the respondents of this research sample indicated that they regard themselves as athletes. Figure 4.5 shows that three percent (3%) of the respondents refer to themselves, as both a surfer and an athlete.

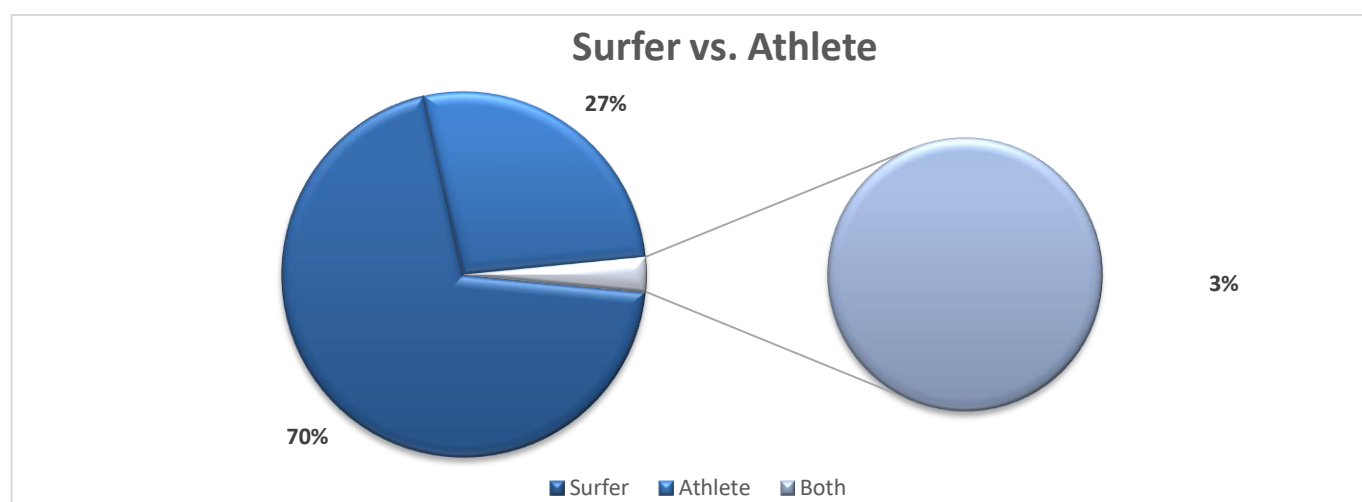


Figure 4.5: Surfers vs. Athletes

To substantiate their motivations in referring to themselves as both a surfer and an athlete, the respondents stated motivations such as; to surf is a way of life, a life that requires a lot of practise to master the sport and with being out in the water more than an hour a day requires one to be athletic and fit. When consulting Figure 4.4, the assumption can be made that when an individual partake in competitive surfing events, they prefer to be referred to as athletes, rather than just a surfer.

The results shown in Figure 4.5 are supported by the notion that there are different types of surfers, which was explored in Chapter 1 (c.f.1.2). Farmer (1992) and Orams and Towner (2012) contended that there are five different types of surfers, the rowdy bunch, the schoolboys, the weekend warriors, the hard-core surfers and the beach bums. When referring to the results from Figure 4.5, it becomes clear that there are a number of surfers (27%) who no longer regard themselves as surfers, but rather as athletes. It can be concluded that the types of surfers identified by Farmer (1992) and Orams and Towner (2012) are not the only categorisations of surfers, and that a more serious classification of surfers should include the surfers who see themselves as athletes.

4.3.1.10 Favourite surfing destinations

Respondents were asked by means of an open-ended question to indicate their favourite surf destination/s, either in South Africa or Internationally. From Figure 4.6 it is clear that the west coast of South Africa is the favourite coastline for surfing (58%) with surf destinations such as the world-renowned Muizenberg, Mossel Bay and Llandudno. Respondents also stated that the east coast (25%) with surf destinations such as Jeffrey's Bay and St Francis Bay, was amongst the favourite surf coastlines in South Africa. The southern Coastline of South Africa was shown to be the third favourite (17%), including surf destinations such as Ballito, Umdloti and Umhlanga Rocks. The top surfing destinations, as stated by the respondents, correlate with the top surf destinations of South Africa as exemplified by Bristow (2017).

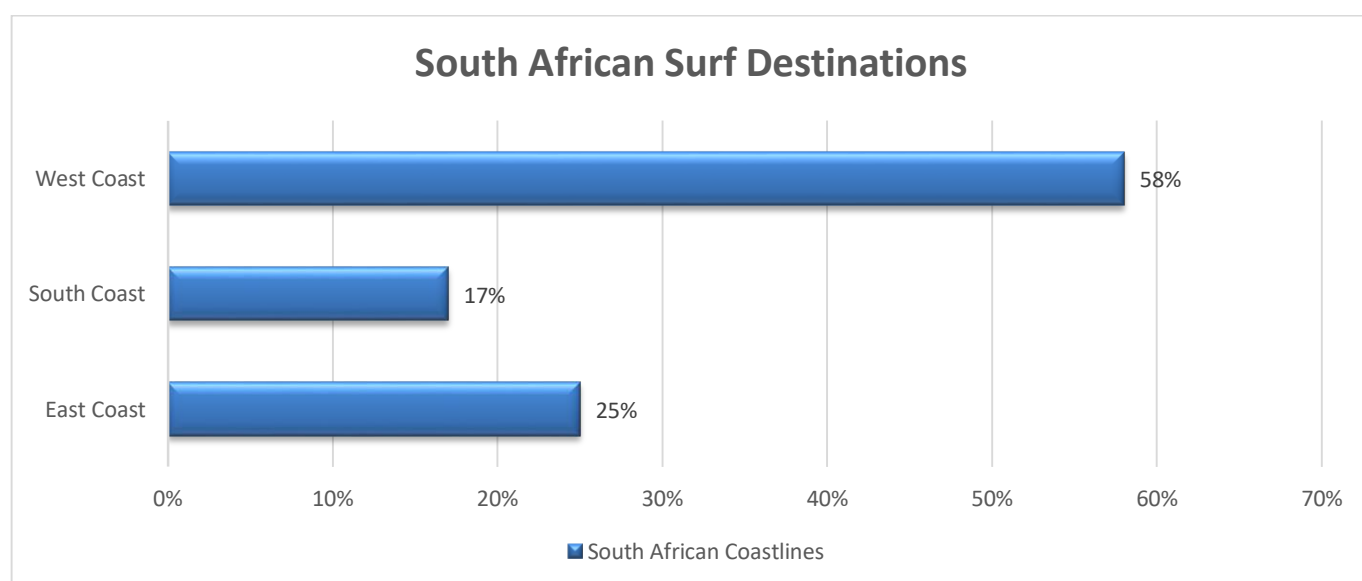


Figure 4.6: South African favourite surf destinations

The researcher made use of the map provided in Map 4.1, to illustrate the location of the South African coastlines, in support of the results presented in Figure 4.6.



Map 4.1: Map of the South African surf destination coastlines

Source: Adapted from Piktochart (2018).

In addition to these results, the top International surf destinations; as indicated by the respondents, are furnished in Figure 4.7 below. Indonesia was indicated as one of the top surf destinations outside the borders of South Africa at twenty-nine percent (29%), followed by Hawaii as the second favourite (17%).These are the top surf destinations, probably because surfing originated in these destinations (Buckley, 2012:966).

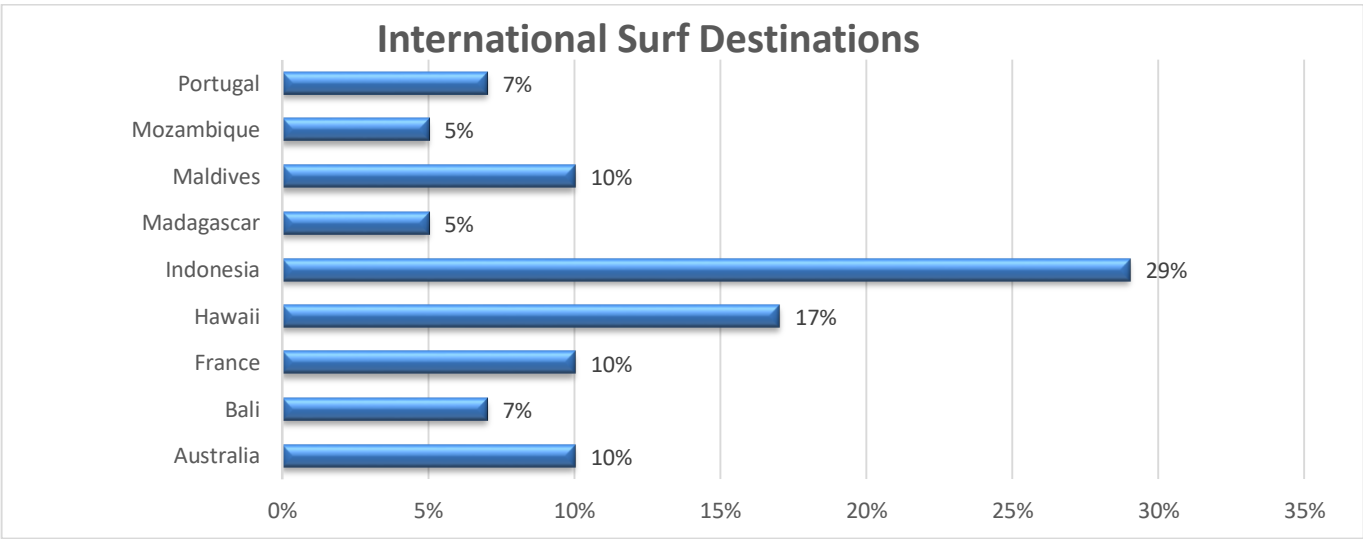


Figure 4.7: Popular International surfing destinations

4.3.1.11 Reasons contributing to the selection of favourite surfing destinations

Respondents were asked to provide the reasons as to why they prefer a certain surf destination. This question was an open-ended question that allowed respondents to justify their answer. The results presented in Figure 4.8 are summarised according to similarities.

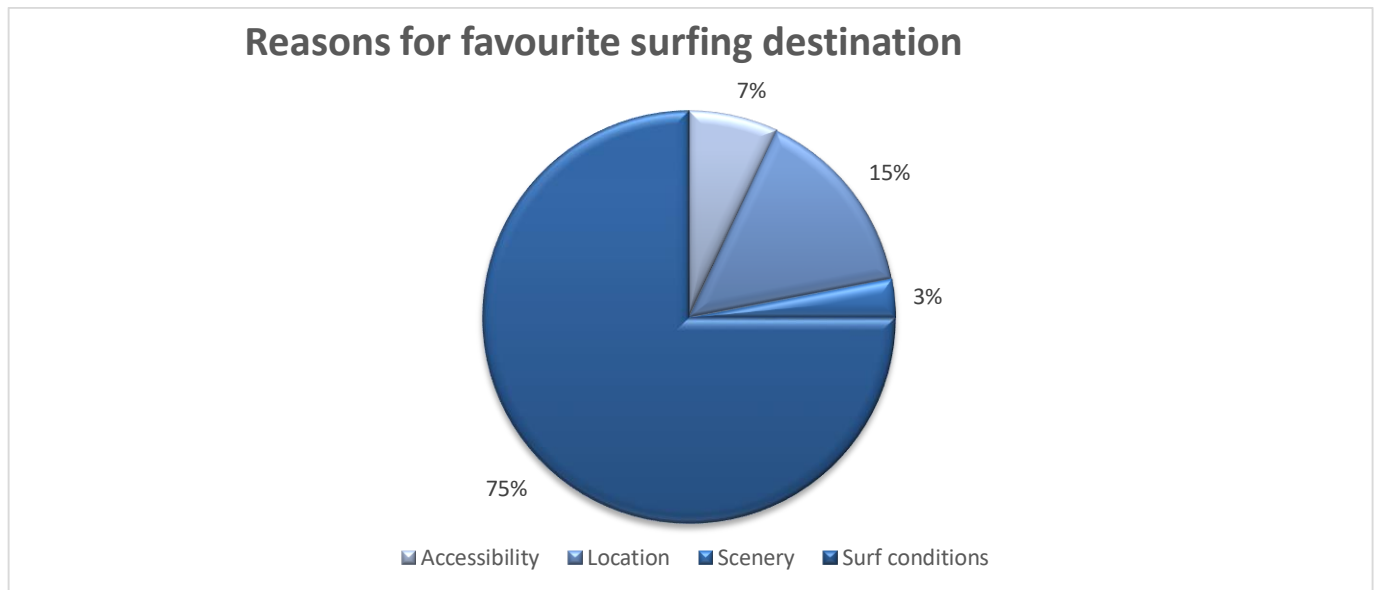


Figure 4.8: Reasons contributing to the selection of favourite surfing destinations

From Figure 4.8 it is clear that respondents select their favourite surfing destination based on the surf conditions (75%) which refers to the quality and consistency of the waves, the different wave types at the destination, that the area is being surfed and is not too crowded (Towner, 2015:67). Respondents indicated that the location of the surf destination has an effect on their motivations as to why the destination is their favourite surfing spot, with a total of fifteen percent (15%).

The factors categorised within location include the proximity of the surf destination to the respondent's place of residence as well as the surf destination being their home town, thus resulting in them referring to the destination as their favourite. Respondents stated that the accessibility of the surf destination contributes to the destination being classified as their favourite (7%), followed by (3%) where the scenery of the surf destination is an influential factor.

The research of Barbieri *et al.* (2014); De Alessi (2009); Dolnicar and Fluker (2004); Espejo *et al.* (2014); Martin and Assenov (2014a) and McGregor and Willis (2016) indicated that surfers have different motives for surfing at a particular destination. This was explored in Chapter 2 (see 2.6), thus the results of Figure 4.6, can be supported by these researchers who indicated that surfers travel in search of the perfect wave and to be the first to surf the never before discovered beaches which, in the end, correlates with respondents' perceptions+- concerning surf destinations not being too crowded.

4.3.1.12 Annual average expenditure

In this question, respondents were asked to present their annual average expenditure on items such as their transport to surfing spots, surfing gear and equipment, surf lessons and the participation in surfing events. These amounts were then calculated by means of statistical programmes to obtain the average amount of each item (see Table 4.7 below). The highest estimated average expenditure was spent on transport to surfing spots (R3 964.66) followed by surfing gear and equipment such as wetsuits, with an average amount of R3 421.82 and surfing clothes such as T-shirts, with an average expenditure of R1 599.64. With the participation in surfing events, respondents annually spend R1 382.09.

Respondents spend less on the maintenance of their surfboards and surf gear with an annual expenditure of R842.18, and surfing lessons (R318.57), followed by the renting of surfing gear and/or equipment with a total expenditure of R242.93. Respondents indicated that they spend a total amount of (R6 473.75) on other items including new surfboards, accommodation whilst travelling with the main purpose of surfing at various destinations, sunblock and so forth. The total overall annual average expenditure on surfing per respondent is estimated at R18 245.64.

Table 4.7: Average Expenditure

Items	Average expenditure
Surfing gear / equipment (wetsuits)	R3 421.82
Surfing clothes (e.g. T-shirts)	R1 599.64
Maintenance of surfing board / gear	R 842.18
Transport to surfing spots	R3 964.66
Surfing lessons	R 318.57
Renting of surfing gear / equipment	R 242.93
Participation in surfing events	R1 382.09
Other	R6 473.75
Total	R18 245.64

It is clear from the results presented in Table 4.7 that respondents prefer to use their own surfing equipment whilst surfing, to learn by trial and error and not rely on surfing lessons. The results from Table 4.7 are supported by the results obtained by Towner (2015:68), where it is claimed that surfers spend a considerable amount of money on surf related items.

4.3.1.13 Annual gross income

With this question, respondents were asked to indicate their annual gross income, whereafter the researcher presented the respondents with three annual income categories they could choose from. The majority of the respondents indicated that they earn an annual gross income of less than R250 000, followed by twenty-six percent (26%) with an annual gross income between R250 000 and R500 000. Twenty-four percent (24%) of the respondents have an annual gross income of more than R500 000.

Table 4.8: Annual Gross Income

Annual gross income	Percentage
R < 250 000 / \$ < 17 000 / € < 16 000	50%
R 250 000 – R 500 000 / \$ 18 000 - \$ 36 000 / € 17 000 - € 33 000	26%
R > 500 000 / \$ > 36 000 / € > 33 000	24%

4.3.1.14 Age first exposed to surfing

According to Table 4.9, respondents indicated the age they were first exposed to surfing, with 35% of respondents being first exposed to surfing at the age of 10 years and younger. Twenty-four percent (24%) were first exposed to surfing between the ages of 11 and 15 years. This is followed by twenty-three percent (23%) of respondents who were between 16 and 20 years of age when they were first exposed to surfing. The average age at which respondents were first exposed to surfing is 14.83 years.

Table 4.9: Age first exposed to surfing

Age first exposed	Percentage
< 10 Years	35%
11 – 15 Years	24%
16 – 20 Years	23%
21 – 25 Years	8%
> 25 Years	10%
Average	14.83 years

From the results in Table 4.9, it becomes apparent that the vast majority of respondents are exposed to surfing during the early stages of their lives. This might also be why fifty percent (50%) of the respondents refer to themselves as intermediate surfers (Figure 4.2), because they are exposed to surfing at a young age, thus had having more time to develop their surfing abilities.

4.3.1.15 Biggest influence on surfing career

With this open-ended research question, respondents were asked to name who and/or what had the biggest influence on their surfing career. The results from Figure 4.9 are discussed below.

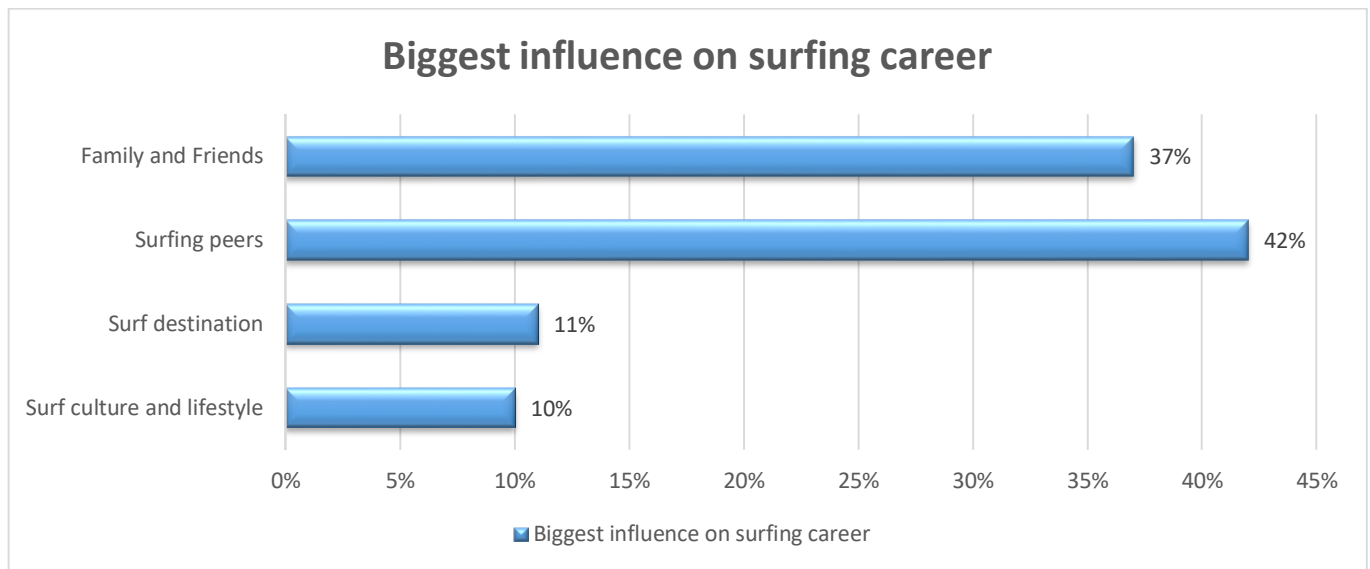


Figure 4.9: Biggest influence on surfing career

The results presented in Figure 4.9 are an indication that the respondents of this survey stated that their surfing peers had a great influence on their surfing career (42%). The family and friends of surfers also contribute noticeably to their surfing involvement (37%).

Eleven percent (11%) indicated that the surf destination had an influence on their surfing career. When referring to the surf destination, it includes factors such as the variety of wave types that are available, followed by aspects such as the destination being in close proximity to the respondents' place of residence. To conclude, the remaining ten percent (10%) of the respondents contended that the surf culture and lifestyle had an effect on their surfing involvement, because they (respondents) desire the lifestyle and culture associated with surfing. The fact that surfers can be considered as participants in high risk sports supports these results, showing higher levels of neuroticism explored in Chapter 3 and who are more likely to participate in sport activities that offer new experiences.

4.3.1.16 Source of surfing exposure

Figure 4.10 shows that the majority of the respondents (61%) were introduced to surfing by of their friends, thirty-six percent (36%) stated that their parents introduced them to surfing. The media such as television, radio and Facebook also had an influence on the respondents' exposure to surfing at twenty-four percent (24%).

Some respondents contended that they were introduced to surfing by other means aside from these, which includes the exposure to surfing through following the World Surf League online or on television. Respondents also stated that whilst they were working as lifesavers at the beach, they got their first introduction to surfing, which motivated them to start surfing.

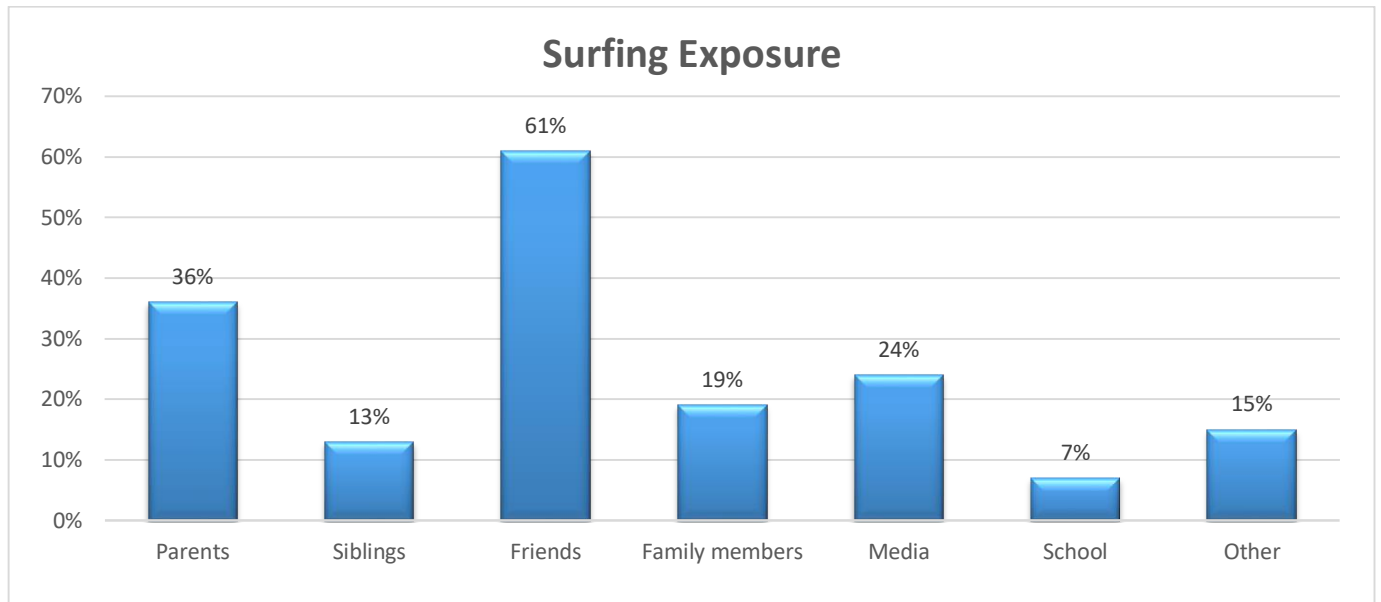


Figure 4.10: Source of surfing exposure

After consulting Figure 4.10, the results from Table 4.5 can be corroborated. As a consequence of parents introducing their children to surfing, the average age at which individuals are exposed to surfing is noticeably young.

4.3.2 Aspects contributing to surfers' motivation to surf

The following section of the survey comprised respondents' perceptions regarding their motivations to surf. The results are presented below.

Table 4.10 highlights the aspects contributing to respondents' motivation to surf. The results are in descending order based on importance. This question was asked by means of a five-point Likert scale whereby (1) represented "strongly disagree" to (5) representing "strongly agree" with the aspects provided. To furnish a better reflection of the results, the mean value (M) and standard deviation (SD) for each motivation / leisure quality was calculated.

The feeling of enjoyment whilst surfing ($M = 4.56$; $SD = .870$), the renewed feeling after surfing ($M = 4.36$; $SD = .927$), the fact that when one is surfing, it contributes to one's wellness ($M = 4.38$; $SD = 1.187$), surfing being intensely gratifying to respondents ($M = 4.34$; $SD = 1.196$), and finally, surfing adding richness to one's life were amongst the five most important aspects with which respondents strongly agreed. The aspects that respondents strongly disagreed with are, however, that respondents are often recognised as a surfer ($M = 3.58$; $SD = .867$), certain positive or negative surfing events have influenced the respondents' surfing involvement ($M = 3.52$; $SD = .926$) and that respondents have been paid for their surfing efforts ($M = 2.71$; $SD = .965$).

Table 4.10: Motivation to surf

Motivation to surf	Strongly disagree	Disagree	Undecided	Agree	Strongly agree	Mean values	Standard deviation
I enjoy surfing	2%	1%	7%	19%	71%	4.56	0.870
Surfing contributes to my wellness	2%	2%	9%	30%	57%	4.38	1.187
I feel renewed after surfing	2%	2%	12%	24%	60%	4.36	0.927
Surfing is intensely gratifying to me	1%	2%	12%	31%	54%	4.34	1.196
Surfing has added richness to my life	3%	3%	9%	29%	56%	4.32	0.973
I escape while surfing	2%	3%	10%	31%	54%	4.31	0.985
I overcome difficulties in surfing by being persistent	2%	2%	12%	39%	45%	4.24	1.090
Surfing is a way of life	4%	3%	12%	30%	51%	4.21	0.975
I can spend time with like-minded people	3%	3%	15%	36%	43%	4.13	1.085
I have consistently improved since I started surfing	2%	4%	17%	37%	40%	4.11	0.850
I like interacting with other surfers	3%	4%	16%	37%	40%	4.05	0.824
I practise to improve my surfing skills	8%	3%	9%	37%	43%	4.02	0.944
Surfing for me is an expression of myself	2%	6%	18%	38%	36%	4.00	1.590
Surfing has enhanced my self-image	4%	7%	17%	37%	35%	3.92	1.016
I make full use of my talent when surfing	2%	5%	27%	37%	29%	3.86	1.164
The accomplishments of my surfing group are important to me	6%	7%	30%	25%	32%	3.71	1.173
The development of my surfing group is important to me	7%	8%	25%	30%	30%	3.69	1.137
I share the same way of thinking with other surfers	7%	7%	24%	37%	25%	3.65	1.236
Surfing is a way to display my skills and abilities	5%	11%	27%	36%	21%	3.58	1.041
I am often recognised as a surfer	8%	11%	21%	32%	28%	3.58	0.867
Certain positive or negative surfing events have influenced my surfing involvement	7%	14%	23%	32%	24%	3.52	0.926
I have been paid for my surfing efforts	39%	10%	11%	21%	19%	2.71	0.965

These results are supported by studies including those of Sotomayor and Barbieri (2013:111-121); Cheng and Tsaur (2012:53-68) and Reynolds and Hritz (2012:1-17), who had the primary focus of determining surfers' motivation to surf. The results of the studies of Sotomayor and Barbieri (2013:111-121), Cheng and Tsaur (2012:53-68) and Reynolds and Hritz (2012:1-17) are discussed in Chapter 3 of this study.

It is clear from Table 4.10 that the most important factors contribute to the inner self of the individuals and the enjoyment of the activity which add to the leisure quality of surfing. This is further supported by the work of Beedie (2008:174); Shen and Yarnal (2010:165) along with Stebbins (1997:17; 2007:1-3) who mentioned that serious leisure is intrinsically rewarding (discussed in section 3.6.1 of this research study).

4.3.3 Destination preferences

It was clear from literature that destination preferences was a research topic that received scholarly attention by researchers who investigated surfing, which motivates the inclusion of this question.

Table 4.11 provides a layout of aspects relating to the respondents' destination preferences, rated in descending order. This question was asked by means of a five-point Likert scale whereby (1) represented "strongly disagree" to (5) representing "strongly agree". The mean value (M) and standard deviation (SD) for each aspect contributing to destination preferences were assessed to furnish more meaningful results. The abundance of good waves ($M = 4.29$; $SD = 0.891$), the quality of the destinations natural environment ($M = 4.21$; $SD = 1.027$), followed by a secluded and unspoiled destination ($M = 4.00$; $SD = 0.926$), the variety of wave types ($M = 3.98$; $SD = 1.072$), and the area never being crowded ($M = 3.86$; $SD = 1.092$) were among the most important aspects considered by respondents when choosing a destination.

The aspects that respondents agreed with the least when selecting a destination is that restroom facilities should be located on-site at the destination ($M = 3.37$; $SD = 1.267$), the destination be an undeveloped site ($M = 3.37$; $SD = 1.211$) and that the destination must have a Blue Flag status ($M = 3.21$; $SD = 1.258$). The research of Sotomayor and Barbieri conducted in 2015; confirms these results, where it is stated that "the quality of the natural environment" as well as "the variety of waves" have an influence on surfers and their preferences concerning surf destinations (Dolnicar & Fluker, 2003:186-196, 2004:1-8; McGregor & Wills, 2016:1-41; Ponting *et al.*, 2005:141-162; Sotomayor & Barbieri, 2016:64).

Table 4.11: Destination preferences

Aspect	Strongly disagree	Disagree	Undecided	Agree	Strongly agree	Mean Values	Standard deviation
Abundance of good waves	2%	2%	9%	37%	50%	4.29	0.891
Quality of its natural environment	2%	3%	12%	38%	45%	4.21	1.027
Secluded and unspoiled place	4%	6%	18%	32%	40%	4.00	0.926
Variety of wave types	3%	6%	18%	36%	37%	3.98	1.072
Area never crowded	4%	9%	17%	37%	33%	3.86	1.092
Special types of waves	5%	5%	25%	34%	31%	3.81	1.102
Easy access	6%	13%	22%	31%	28%	3.62	1.230
Good place to meet other surfers	6%	12%	25%	34%	23%	3.56	1.152
Popular surf destination	8%	13%	23%	31%	25%	3.51	1.280
Food & beverage services located nearby	10%	15%	22%	28%	25%	3.43	1.189
Closeness to a community or town	8%	16%	27%	28%	21%	3.39	1.211
Restroom facilities located on-site	9%	18%	22%	29%	22%	3.37	1.267
Undeveloped site	9%	14%	30%	25%	22%	3.37	1.211
Blue Flag Beaches	12%	15%	32%	22%	19%	3.21	1.258

After consulting Table 4.11 it is clear that the preferences of surfers regarding a surf destination is primarily influenced by factors contributing to their experience in the water when they are surfing. These aspects mainly include the special types of waves at the surf destination and the area not being too crowded, thus supporting the results presented in Figure 4.8.

4.4. EXPLORATORY RESULTS

The exploratory factor analysis is used to explore or to procure information regarding the interrelationships between a set of variables, mostly conducted in the early stages of the research and when the research topic has not received much scholarly attention (Pallant, 2016:182). Marsh, Morin, Parker and Kaur (2013:87) recommended that an exploratory factor analysis be used where the sample size is greater than 200 and the sample is homogenous with no preceding factor structure from prior studies. An exploratory factor analysis was performed to determine the serious leisure qualities that surfers (respondents of this research study) comply with.

4.4.1 Factor analysis of the serious leisure qualities

Using the principal axis factoring extraction method, the exploratory factor analysis for each leisure quality set revealed one factor per set. The Bartlett's test of Sphericity ($p \leq 0.000$) was used to test for homoscedasticity (homogeneity of variances) and was authenticated in every instance (Pallant, 2016:193). The adequacy of the data for factor analysis was confirmed with the Kaiser-Meyer-Olkin (KMO) measure of sampling viewed as highly reliable with the KMO being >0.8 (Pallant, 2016:187). The three factors accounted for 50.23 of the total variance, which is considered to be highly acceptable (Pallant, 2010:183).

Due to the exploratory nature of this research, along with the relatively high reliability coefficients with a range from 0.313 to 0.861 for all the identified factors, the empirical research approach has been deemed adequate. When consulting Table 4.12, it becomes evident that the Cronbach's *alphas* were well above the expected 0.7 (ranging between 0.722 and 0.863), which indicates that there is a high reliability between the factors and also a high internal consistency between the factors of this research study (Pallant, 2016:6).

The factor analysis identified three factors (consult Table 4.12), which were labelled according to items that contributed to them. These factors were labelled as intrinsic benefits (factor 1), group affiliation and socialisation (factor 2) and personal surfing competence (factor 3). Within the results, each factor illustrated vital motivations as to why respondents surf, and the leisure qualities the surfers comply with. The results are discussed below.

Table 4.12: Summative results of the exploratory factor analysis

Factors	Aspects measured in each factor: Motivations to surf	Factorability information	Statistical value
Factor 1: Intrinsic benefits (10 aspects)	Overcome difficulties in surfing by being persistent (0.330)	KMO of the sample	0.887
	Practise to improve surf skills (0.482)	Percentage of variance explained	32.40
	Surfing has added richness to life (0.580)	Cronbach's α (CA)	0.863
	Surfing is a way of life (0.539)	Range of factor loadings	0.330-0.726
	Surfing contributes to wellness (0.726)	Mean value	4,271
	Escape while surfing (0.702)	Inter-item correlation	0.396
	Surfing being intensely gratifying (0.545)	Rank amongst factors	1
	Enjoy surfing (0.703)		
	Feel renewed after surfing (0.658)		
	Can spend time with like-minded people whilst surfing (0.512)		
Factor 2: Group affiliation and socialisation (6 aspects)	Positive and negative surfing events have influenced surfing involvement (0.313)	KMO of the sample	0.887
	Like interacting with other surfers (0.413)	Percentage of variance explained	44.18
	Accomplishments of surfing group are important to me (0.753)	Cronbach's α (CA)	0.798
	Development of surfing group is important to me (0.861)	Range of factor loadings	0.313-0.861
	Share same way of thinking with other surfers (0.586)	Mean value	3,702
	Often recognised as a surfer (0.453)	Inter-item correlation	0.398
		Rank amongst factors	2
Factor 3: Personal surfing competence (6 aspects)	Been paid for surfing efforts (0.314)	KMO of the sample	0.887
	Consistently improved since starting to surf (0.359)	Percentage of variance explained	50.23
	Make full use of talent whilst surfing (0.547)	Cronbach's α (CA)	0.722
	Surfing is a way to display skills and abilities (0.675)	Range of factor loadings	0.314-0.675
	Surfing is an expression of myself (0.674)	Mean value	3,696
	Surfing has enhanced my self-image (0.620)	Inter-item correlation	0.331
		Rank amongst factors	3

The correspondence between the results of this research study and literature will now be discussed.

Factor 1: Intrinsic benefits

The results showed that the first factor, labelled intrinsic benefits, which had a mean value of 4.27 and a Cronbach's alpha of 0.863, to be the paramount factor amongst the three (3) factors. This notion support the results of Portugal *et al.* (2017:57-73) and Sotomayor and Barbieri (2013:111-121; 2016:62-73) that indicated that surfers agreed strongly that surfing provides them with numerous benefits including those of self-satisfaction, enjoyment, self-gratification, and the achievement of a sense of fulfilment and personal enrichment. This factor includes; overcome difficulties in surfing by being persistent, practise to improve surfing skills, surfing has added richness to life, surfing is a way of life, surfing contributes to wellness, escape while surfing, surfing being intensely gratifying, enjoy surfing, feel renewed after surfing and can spend time with like-minded people whilst surfing.

From the results presented in Table 4.12, it was clear that the motivation surfers agreed with the most was that surfing contributing to their wellness. This finding correlates with research performed by Diehm and Armatas (2004:663); Reis and Jorge (2012:9) and Reynolds and Hritz (2012:4), whose studies indicated that intrinsic benefits are important to surfers.

Factor 2: Group affiliation and socialisation

The group affiliation and socialisation factor ranked second most important among the motivations to surf; with a mean value of 3.702 and a Cronbach's alpha of 0.798. The principal group affiliation and socialisation aspects include: positive and negative surfing events have influenced surfing involvement, like interacting with other surfers, the accomplishments of the surfing group are important to me (respondents of this study), the development of the surfing group is important to me (respondents of this study), sharing the same way of thinking with other surfers and often being recognised as a surfer. The most important motivation concerning this factor was the development of the surfing group being important to surfers. This result is supported by the research of Farmer (1992) and Diehm and Armatas (2004:666) that surfers regard competition as the least important motivation for surfing, concluding that surfers don't prefer competing against their surfing peers for the fact that they are more aware of the development of their surfing group, rather than competing against one another.

Factor 3: Personal surfing competence

The personal surfing competence factor was considered to be the third and least important motivation to surf, with a mean value of 3.54 and a Cronbach's alpha of 0.960. This factor included respondents taking part in surfing because they are being paid for their surfing efforts, they have consistently improved since starting to surf, they make full use of their talent whilst surfing, surfing is a way of displaying their skills and abilities, surfing is an expression of themselves and surfing has enhanced their self-image. The studies of Mendez-Villanueva and Bishop (2005:67); Reynolds and Hritz (2012:6) and Portugal *et al.* (2017:70) confirm that personal surfing competence (referred to personal development in their research study) is an important contributing factor when considering motivations to surf.

The results of the *t*-Tests, ANOVAs and Spearman's rank order correlation coefficient will now be discussed.

4.4.2 Results from the *t*-Tests, ANOVAs and Spearman's rank order correlation coefficient

This section describes the results of the *t*-Tests, ANOVAs and Spearman's rank order correlation coefficient. The results of the *t*-Tests, ANOVAs and correlation analysis will follow the order in which the questions were constructed on the questionnaire. The researcher will render an overview of each of the statistical tests.

Veal (2017) and Hole (2009:1) comment that *t*-Tests (more specifically independent samples *t*-Tests) are used to explore whether there is any statistical significance and or practical significance between two groups based on the mean values. The questions on which *t*-Tests were implemented include respondents' gender (male or female), country of residence (South Africa compared to International countries) and whether or not respondents surf competitively (yes and no). For the results of the *t*-Tests to have significance, a *p*-value of ≤ 0.05 is required (Pallant, 2016:247). Only the *t*-Tests with statistically significant differences are discussed. The following indicates practical significant differences between the mean as well as the effect size. Small values (0.2) are considered to have no practical significant differences, followed by Medium values (0.5) that have practical visible differences and finally large values (0.8) indicates practical significant differences.

An ANOVA (one-way analysis of variance) is very similar to a *t*-Test, but it differentiates by means of the number of independent groups on which the analyses are performed. With the use of ANOVAs there are more than two groups that are compared to one another (Pallant (2016:259; Pietersen & Maree, 2016:255). According to Malhotra (2010:530) making use of ANOVAs enables one to identify the differences between two or more groups or samples. For the purpose of this study, ANOVAs are used for the respondents' age, respondents' average number of years' surfing, the different types of surfers, respondents' annual gross income, and the age at which respondents was first exposed to surfing. Statistical significance is evident when $p \leq 0.05$ (Pallant, 2016:259; Pietersen & Maree, 2016:255).

Pietersen and Maree (2016:233) explain that effect size is used to test the level of differences between groups of variables, and contend that the effect sizes are not dependent on the size of the sample. Durlak (2009:918) contributes to the definition of Pietersen and Maree (2016) that effect sizes are also used to estimate the strength of the relationship between the groups. Concerning the work of Ellis and Steyn (2003:52) stated that the effect sizes are measured as small ($d = 0.2$), medium ($d = 0.5$) and large ($d = 0.8$ and higher). Higgs (2013) stated that the results are less trifling when the effect sizes are large. Effect sizes were calculated for both the *t*-Tests and ANOVAs to indicate any practically significant differences.

The final statistical analysis done on the results of this research study includes Spearman's rank order correlation coefficient. Spearman's rank order correlation coefficient is used as an alternative to Pearson correlation coefficient (Pietersen & Maree, 2016:267). Thirumalai, Chandhini & Vaishnavi (2017:215)

defined Spearman's rank order correlation coefficient as a means to identify the direction and the strength of the relationship between variables, whether positive or negative. This analysis is used to indicate whether or not a variable (for example the total annual average expenditure of hired surfing equipment) influences the importance of another variable (for example, Factor 1: *Intrinsic benefits*). Correlations were performed only on respondents' total annual average expenditure.

t-Tests and ANOVAs were performed on all demographic factors but only the results with significant differences will be reported, together with the results of the non-parametric correlation performed on the respondents' annual average expenditure.

4.4.2.1 ANOVA comparison of age and surf motivational factors

When consulting Table 4.13, it becomes apparent that there are practically visible differences between age group 13-18 and 36-50 ($d = 0.64^{***}$) indicating that age group 36-50 ($M = 4.46$) felt stronger about the importance of factor 1 (*intrinsic benefits*) as a leisure quality compared to the age group 13-18 ($M = 4.08$).

Only small differences was reported for factor 2 (*group affiliation and socialisation*) and factor 3 (*personal surfing competence*) for the different age groups based on the effect sizes.

Table 4.13: ANOVA and effect sizes for age

ANOVA and effect sizes for age										
							Effect Size			
	Age categories	N	Mean	Std. Deviation	p – Value ANOVA	p – Value Welch	13 - 18 with....	19 - 25 with....	26 - 35 with...	36 - 50 with....
Intrinsic benefits (Factor 1)	13 - 18	42	4,0845	0,59222	0,057	0,029				
	19 - 25	136	4,2734	0,65974			0,29			
	26 - 35	62	4,3028	0,63947			0,34	0,04		
	36 - 50	51	4,4610	0,51834			0,64***	0,28	0,25	
	51+	34	4,4206	0,80708			0,42	0,18	0,15	0,05
Group affiliation and socialisation (Factor 2)	13 - 18	42	3,9631	0,66849	0,104	0,061				
	19 - 25	135	3,6165	0,82358			0,42			
	26 - 35	62	3,5989	0,85890			0,42	0,02		
	36 - 50	50	3,7533	0,77384			0,27	0,17	0,18	
	51+	33	3,8232	0,90133			0,16	0,23	0,25	0,08
Personal surfing competence (Factor 3)	13 - 18	42	3,7984	0,66287	0,770	0,743				
	19 - 25	135	3,7010	0,76410			0,13			
	26 - 35	62	3,6530	0,82813			0,18	0,06		
	36 - 50	50	3,7587	0,62704			0,06	0,08	0,13	
	51+	34	3,6078	0,74635			0,26	0,12	0,05	0,20

* p – Values are reported for competence sake, but won't be interpreted, since a convenience sample instead of a random sample was used.

* Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

* Effect sizes are categorised as small effect (0.2-0.4)**; medium effect (0.5-0.8)***; and large effect (greater than 0.8) **** (Ellis & Steyn, 2003).

4.4.2.2 ANOVA comparison of number of years surfing and surf motivational factors

From Table 4.14 it is apparent that there are practically visible differences in terms of *Intrinsic benefits* ($d = 0.61^{***}$) between 0-9 years and 20-29 years of surfing. The respondents within the group of 20-29 ($M = 4.57$) surfing experience felt stronger towards factor 1, compared to the group that has been surfing for less than 9 years ($M = 4.18$).

Table 4.14: ANOVA and effect sizes for number of years surfing

ANOVA and effect sizes for number of years surfing									
							Effect Size		
	Number of years surfing	N	Mean	Std. Deviation	p – Value ANOVA	p – Value Welch	0 - 9 with...	10 - 19 with...	20 - 29 with...
Intrinsic benefits (Factor 1)	0 - 9	226	4.1849	0.64176	0.003*	0.002*			
	10 - 19	70	4.4065	0.70699			0.31		
	20 - 29	25	4.5760	0.50685			0.61***	0.24	
	30+	42	4.4167	0.73449			0.32	0.01	0.22
Group affiliation and socialisation (Factor 2)	0 - 9	225	3.6416	0.78148	0.297	0.254			
	10 - 19	69	3.7437	0.94012			0.11		
	20 - 29	25	3.9240	0.72550			0.36	0.19	
	30+	40	3.7933	0.87661			0.17	0.05	0.15
Personal surfing competence (Factor 3)	0 - 9	225	3.6342	0.73155	0.185	0.211			
	10 - 19	69	3.8278	0.80605			0.24		
	20 - 29	25	3.8400	0.69135			0.28	0.02	
	30+	41	3.7390	0.68593			0.14	0.11	0.15

* p – Values are reported for competence sake, but won't be interpreted, since a convenience sample instead of a random sample was used.

* Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).

* Effect sizes are categorised as small effect (0.2-0.4)**; medium effect (0.5-0.8)***; and large effect (greater than 0.8) **** (Ellis & Steyn, 2003).

4.4.2.3 ANOVA comparison of types of surfers and surf motivational factors

Table 4.15 indicates that there is a practically visible difference ($d = 0.51^{***}$) for *Intrinsic benefits* (Factor 1), based on the mean values of Amateur surfers ($M = 4.12$) and the Professional surfers ($M = 4.47$) where Professional surfers felt stronger about the intrinsic benefits surfing has to offer as a serious leisure quality.

There is also a large practically significant difference ($d = 0.85^{****}$) between Amateur surfers ($M = 3.47$) and Professional surfers ($M = 4.15$), as well as practically visible differences ($d = 0.49^{**}$) between Intermediate ($M = 3.76$) and Professional ($M = 4.15$) surfers for *Group affiliation and socialisation* (Factor 2).

There is also a large practically significant difference ($d = 1.19^{****}$) between Amateur surfers ($M = 3.43$) and Professional surfers ($M = 4.29$) as well as a large practically significant difference ($d = 0.81^{****}$) between Intermediate surfers ($M = 3.73$) and Professional surfers ($M = 4.29$) for *Personal surfing competence* (Factor 3) based on the mean values.

From Table 4.15, it is apparent that the Professional surfers felt more strongly towards all three factors when compared to Amateur and Intermediate surfers.

Table 4.15: ANOVA and effect sizes for types of surfers.

ANOVA and effect sizes for types of surfers								
							Effect Size	
	Types of surfers	N	Mean	Std. Deviation	p – Value ANOVA	p – Value Welch	Amateur with...	Intermediate with...
Intrinsic benefits (Factor 1)	Amateur	139	4.1260	0.68754	0.004*	0.002*		
	Intermediate	184	4.3200	0.67085			0.28	
	Professional	41	4.4744	0.54396			0.51***	0.23
Group affiliation and socialisation (Factor 2)	Amateur	138	3.4705	0.80671	0.001*	0.001*		
	Intermediate	182	3.7612	0.80951			0.36	
	Professional	40	4.1596	0.66149			0.85****	0.49**
Personal surfing competence (Factor 3)	Amateur	138	3.4329	0.72591	0.001*	0.001*		
	Intermediate	183	3.7351	0.69451			0.42	
	Professional	40	4.2967	0.52378			1.19****	0.81****

* p – Values are reported for competence sake, but won't be interpreted, since a convenience sample instead of a random sample was used.

* **Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246).**

* **Effect sizes are categorised as small effect (0.2-0.4)**; medium effect (0.5-0.8)***; and large effect (greater than 0.8) **** (Ellis & Steyn, 2003).**

4.4.2.4 t -Test results of competitive surfing and surf motivational factors

From Table 4.16 it is clear that there is a significant statistical difference ($d = 0.69^{***}$) between respondents who surf competitively ($M = 4.15$) and respondents who do not surf competitively ($M = 3.59$) to consider *group affiliation and socialisation* (factor 2) important. Competitive surfers ($M = 4.15$) also felt more strongly ($d = 0.78^{***}$) about *personal surfing competence* (factor 3) compared to non-competitive surfers ($M = 3.57$).

Table 4.16: t -Test results of competitive surfing compared with surf motivational factors

Variables	Yes			No			p-Value	Effect Size
	Mean	Std. Dev	N	Mean	Std. Dev	N		
Surf motivational factors								
Intrinsic benefits (Factor 1)	4.50	0.49	76	4.22	0.70	292	0.001*	0.40

Group affiliation and socialisation (Factor 2)	4.15	0.63	75	3.59	0.82	289	0.001*	0.69***
Personal surfing competence (Factor 3)	4.15	0.06	75	3.57	0.74	290	0.001*	0.78***

* Statistically significant difference: $p \leq 0.05$ (Pallant, 2016:246)

* Effect sizes are categorised as small effect (0.2-0.4)**; medium effect (0.5-0.8)***: and large effect (greater than 0.8) **** (Ellis & Steyn, 2003).

A relationship between the results presented in Table 4.15 and Table 4.16 (below) can be identified, because it can be perceived inevitable that Professional surfers would take part in surfing events, thus supporting why respondents indicated factor 2 and 3 more important (results presented in Table 4.16).

4.4.3 Nonparametric Correlations results of surfers' average annual expenditure and surf motivational factors

Nonparametric correlations were conducted on the average annual expenditure of respondents. The nonparametric correlation analysis was considered the most appropriate analysis concerning the data from this question on the questionnaire. Pallant (2016:132-133) contend that correlation analysis is used to describe the linear relationship between two variables as well as its direction and strength, resulting in this analysis being the best for this question. In addition, Spearman's correlation coefficient is used to set confidence limits around the correlation coefficients. Nonparametric correlations are considered less sensitive to outliers when compared to parametric analogues (Anon., 2018:1).

In the process of determining the strength of the relationship between the variables, the following interpretation can be used as proposed by Pallant (2016:137). Small: $r_s = 0.10$ to 0.29 , Medium: $r_s = 0.30$ to 0.49 and Large: $r_s = 0.50$ to 1.0 . Results of nonparametric correlations: a comparison between factors and average annual expenditure (items) as indicated in Table 4.17.

From the results presented in Table 4.17, only small significant relationships with *intrinsic benefits* (factor 1) and *group affiliation and socialisation* (factor 2) were identified, therefore these variables will neither be reported nor interpreted.

In addition, *Event Participation* ($r_s = 0.344$; $p = 0.001$) was the only item that had a medium, positive correlation coefficient, implying that respondents who spend a noticeable amount on event participation and the costs related to participating in surfing events feel that *personal surfing competence* (factor 3) becomes more important to them, and has an impact on their motivation to take part in surfing activities and events.

Table 4.17: Nonparametric Correlations of factors

		Surf Gear	Clothing	Maintenance	Transport	Surf Lessons	Hired Equipment	Event participation	Other
Intrinsic benefits (Factor 1)	r_s	0.033*	0.172*	0.248*	0.273*	-0.090	-0.116*	0.188*	-0.045
	Sig. (2-tailed)	0.001*	0.002*	0.001*	0.001*	0.117	0.042*	0.001*	0.441
	N	312	312	309	306	305	307	304	292
Group affiliation and socialisation (Factor 2)	r_s	0.151*	0.233*	0.138*	0.077	0.086	-0.078	0.285*	0.000
	Sig. (2-tailed)	0.008*	0.001*	0.016*	0.181	0.135	0.176	0.001*	0.998
	N	309	309	306	303	302	304	301	289
Personal surfing competence (Factor 3)	r_s	0.122*	0.174*	0.153*	0.149*	0.143*	-0.004	0.344**	-0.067
	Sig. (2-tailed)	0.031*	0.002*	0.007*	0.009*	0.013*	0.943	0.001*	0.256
	N	310	310	307	304	303	305	302	290

*Significant 5% = $p \leq 0.05$; **Significant 10%; r_s Values can be interpreted at three levels in the correlation matrix $r_s=0.10 - 0.29$ =small*; $r_s=0.30 - 0.49$ =medium**; $r_s= 0.50 - 1.0$ =large*** (Cohen, 1988:79).

4.5. CONCLUSION

The primary purpose of this chapter was to conduct a quantitative survey to determine the leisure qualities associated with surfing in South Africa. The results from the empirical survey, which included 401 questionnaires, were used in the analyses and presented through multivariate statistical analyses. Results presented from the analyses indicated that surfers are predominantly male, and that the average surfer is 29 years of age. From the t-tests and ANOVAs, the conclusion can be drawn that, although surfers surf for intrinsic benefits, group affiliation and socialisation as well as personal surfing competence, it is evident that surfers surf with the primary purpose of simply enjoying the sport, rather than being paid for their participation.

The surfers overall regard intrinsic durable benefits to be the most important factor influencing their participation in surfing. The following chapter (Chapter 5) will provide the conclusions concerning this chapter (Chapter 4) and also the conclusions of Chapter 2 and 3 of this research study. Furthermore, in Chapter 5 recommendations for future research will be furnished.

Chapter Five

Conclusions and Recommendations

5.1 INTRODUCTION

The primary aim of this study was to determine the leisure qualities that are associated with surfing. Understanding these qualities can lead to more direct and effective marketing to attract more surfers. To achieve the aim, the following objectives were set in Chapter 1 and achieved in their respective chapters.

The first objective was to conduct research on sport tourism; more specifically surfing, its history and the travel behaviour of surf tourists. This was achieved in Chapter 2 of this study. In Chapter 2, insight concerning the history of surfing, where it originated, two surfing timelines marking the important dates in the developing world of surfing, information regarding competitive surfing and surf tourism as well as a tabulated summary of all surf tourism related literature was presented.

The second objective was to conduct a literature analysis and to conceptualise leisure and leisure qualities. This objective was achieved in Chapter 3 of the study. Chapter 3 comprised subsections that discussed the various elements concerning leisure which included the importance of leisure and a table (Table 3.1) showing literature related to leisure. Further emphasis was placed on leisure participation and leisure activities, followed by the important sectors in leisure and an overview of the different types of leisure.

The third objective was to determine the leisure qualities associated with surfing in South Africa by means of a quantitative survey, and was achieved in Chapter 4. The results of the survey were presented in Chapter 4, which included the socio-demographic characteristics of the respondents followed by their motivations to surf which relates to their serious leisure qualities, and their destination preferences. The results from the factor analysis, *t*-Tests, ANOVAs and non-parametric correlations were also presented in Chapter 4.

The fourth objective was to draw conclusions and make recommendations to surf event organisers, DMO's, tourism government agencies and other tourism role-players concerning surf tourism in South Africa based on the leisure qualities that are associated with South African surfers. This was achieved in this chapter (Chapter 5). Future research opportunities were identified and recommendations made for further investigation into surfing as part of the tourism discipline.

Accordingly, this chapter aims to underline the purpose of the research by looking at the goals and objectives described in Chapter 1. Conclusions are drawn concerning the literature review and empirical results.

5.2 CONCLUSIONS

The conclusions of this research concerning the literature reviews, together with the results of the research survey have been discussed and reported in Chapters 2, 3, and 4 of this study.

5.2.1 Conclusions regarding the literature reviews presented in Chapter 2 and Chapter 3

The following section contains the conclusions from the literature review as described in Chapters 2, 3, and 4 of this study.

5.2.1.1 Chapter 2: A historical analysis of surfing and a literature review concerning surf tourism

The primary purpose of Chapter 2 was to discuss the history of surfing and where this activity started, followed by the decline and rebirth of surfing, and how surfing became one of the world's most renowned sport activities. Research conducted on surf tourism was also reviewed.

- Surfing has been practised for centuries, and legends estimate the sport of surfing to be 400 years old (c.f.2.2).
- The Polynesians possess a natural tendency towards adventure, and were the initial developers of surfboarding, better known today as surfing (c.f.2.2).
- Hawaii, also referred to as the garden island, is regarded as the birthplace of surfing (c.f.2.2).
- Oahu, one of the neighbouring Hawaiian Islands has been referred to as the world capital of surfboard riding and also perceived to be synonymous with the aquatic activity (c.f.2.2).
- Captain James Cook was the first to observe individuals surfing at Kealakekua Bay in 1777 (c.f.2.2).
- Surfboards were initially crafted from the wili-wili tree and the use of this wood was restricted to Hawaiian royalty only; the longboards were called Olo and weighed up to 68 kilograms and were over seven metres in length (c.f.2.3).
- The arrival of the missionaries discouraged Hawaiians from surfing. The disapproval of surfing from the missionaries contributed to the decline of surfing (c.f.2.4).

- Surfing went into such a decline in the early 19th century that it was at a time practically a memory. This was due to the rule of the missionaries (c.f.2.4).
- In the early 20th century, the rule of the missionaries began to decline which led to the reawakening of surfing when the Hawaiian islanders took up the sport of surfing at Waikiki on the island of Oahu (c.f.2.4.1).
- George Freeth and Duke Kahanamoku are regarded as the key agents in the revival of surfing (c.f.2.4.1).
- In 1907, the first written article was published on surfing by Jack London called: *Riding the South Sea Surf* (c.f.2.4.1).
- The articles and book that was written by Jack London corroborated the promotion of the introduction of surfing to the rest of the world (c.f.2.4.1).
- Duke Kahanamoku was recognised as the father of surfing in the emerging world of surfing (c.f.2.4.1).
- After the introduction of surfing to locations such as California and Australia the world of surfing exploded and the marine water sport activity became the most popular water sport activity after swimming (c.f.2.4.1).
- Competitive surfing dates back to the early history of surfing and that surfing competitions were initially referred to as meets. That was more of an excuse where family and friends went surfing just for the fun of it, their primary purpose being to have a good time together (c.f.2.5).
- The first international surfing competition was organised by Wally Froiseth in 1954 (c.f.2.5).
- The surfing event hosted in 1954 attracted more than 15 000 spectators on the final day of the four-day tournament (c.f.2.5).
- Competitive surfing events contributed to the sport's global diffusion and the popularity of surfing (c.f.2.5).
- With millions of people traveling to worldwide surf destinations in search of perfect waves, surfing became a multibillion-dollar sector of the global tourism industry (c.f.2.5).
- Surfing becomes tourism when the surfer travels away from their primary place of residence with the main objective being to surf. Figure 2.5 provides an example supporting this statement (c.f.2.6).
- It has been noted that surfer tourists are considered primarily as a surfer, and secondarily as a tourist (c.f.2.6).
- Surf tourism typifies surf tourists both active and passive; traveling to marine destinations with the primary motivation to take part in surfing activities (c.f.2.6).
- The surf tourism industry includes non-surfer travel companions (see Figure 2.5) (c.f.2.6).

- When consulting literature conducted on surfers' characteristics, motivations and preferences it becomes clear that the general profile of surfers is of individuals between the ages of 25 and 35 years, who receive a relatively high income, are well educated, and are intermediate surfers with a minimum of 10 years surfing experience (c.f.2.6).
- High levels of sensation seeking traits are identified amongst surfers with the constant search for miscellaneous, unorthodox and composite experiences and sensations, especially those of activities that produces a thrill (c.f.2.6).
- Whilst travelling to surf destinations, surfers' decision-making processes are influenced by certain destination preferences including the quality of the water, the quality and variety of wave types and average wave height (c.f.2.6).
- Two types of surf tourism have been identified, independent surf tourism and commercial surf tourism (c.f.2.6).
- Surf tourism differentiates by means of the existing types of surf tourists, including active and passive surf tourists, as well as non-surfing travel companions (c.f.2.6).
- Researchers have contended that surf tourism takes place in numerous coastal locations from Iceland to Antarctica (c.f.2.6).
- It has been noted that the surf tourism industry continues to show significant growth based on the increasing numbers of surfers globally and researchers furthermore contend that there are 35 million individuals over 160 countries worldwide who take part in surfing activities (c.f.2.6).
- There has been a rise in surf tourism due to more easily accessible travel opportunities (c.f.2.6).
- Surfboard manufacturers, surf retail shops, surf travel agencies and surf associations all form part of the surf tourism industry (c.f.2.6).
- An entire generation were influenced by the release of the world's first surf movie, "The Endless Summer", by Bruce Brown in 1964 (c.f.2.6).
- Research articles published on surfing and surf tourism (provided in Table 2.2) primarily focused on the history of surfing and motivations to surf. The majority of the research articles presented in Table 2.2, placed emphasis on surfers' destination preferences (c.f.2.6).
- From all the articles listed in Table 2.2, the vast majority were published on surf destinations outside South Africa, thus supporting the significance of this research study (c.f.2.6).

5.2.1.2 Chapter 3: Literature analyses and conceptualisation of leisure and leisure qualities

The primary purpose of Chapter 3 was to provide insight concerning leisure by looking at the importance of leisure, leisure activities and the participation therein and also to discern differences between the important sectors within leisure recreation, leisure and tourism and, to investigate the different types of leisure.

- Initially leisure was perceived as a luxury, but more recently it has been regarded as a necessity (c.f.3.1).
- The term leisure was derived from the Latin word *licere*, which means “to be free” (c.f.3.2).
- Leisure is an abstruse term because it is based on the perceptions of different people, each with their own needs and personal preferences (c.f.3.2).
- Researchers concluded that leisure comprises unchallenging activities to an all-encompassing state of mind that results in a feeling of relief from unpleasant life experiences and work (c.f.3.2).
- Activities and experiences of individuals occurring outside their primary place of residence that are not specifically related to any occupational or educational obligations are identified as leisure (c.f.3.2).
- The notion of freedom is central to all the definitions concerning leisure (c.f.3.2).
- Leisure can be segregated into three components time, activity and experience (c.f.3.2).
- The model of leisure presented in Figure 3.1 was developed by commentators in the early 20th century which represents and delineates three paramount and interdependent leisure components (c.f.3.2).
- The components in the leisure framework (Figure 3.1) are understood as time set aside that the individual may use as they feel best (c.f.3.2). The second component denotes activities carried out within an individual's free time (c.f.3.2). Experience being the third component of leisure, refers to activities undertaken that stimulate the individual's built-in desire to play, which results in feelings of pleasure (c.f.3.2).
- The importance of leisure can be highlighted by the fact that it can potentially influence the lives of individuals in multifarious ways, being the necessity it is considered today (c.f.3.2).
- Leisure can foster community cohesion, socialisation, ultimate resiliency and democratic engagement. In addition, an individual's cognitive, cultural, social and physical development can be fostered, elevated and sustained by means of leisure (c.f.3.3).
- Many factors can be fostered by leisure including those of economic prosperity, the alleviation of social problems and contribution to the enhancement of environmental sustainability of communities (c.f.3.3).

- Researchers found that leisure has the ability to connect individuals to the natural world as well as potentially alleviate poverty by means of tourism (c.f.3.3).
- Leisure activities can predominantly be explained as the activities in which individuals participate during their free time such as exercising and socialising. It has also been noted that the preference or choice of recreational activities is affected by an individual's personality traits (c.f.3.4).
- Many previous studies have focused on leisure and serious leisure qualities. These studies were tabulated in Table 3.1, due to comments by researchers that the review of the current state of leisure research is inadequate (c.f.3.3).
- The results of studies concerning leisure can succour the lucrative market regarding the relationship between surf tourism destinations and specialised surf travel businesses in the development of advertising strategies targeting different types of respondents (c.f.3.3).
- The researcher identified that "the selection of leisure activities is congruent with one's personality type" (c.f.3.4).
- A benefit of participating in leisure is that leisure activities and psychological factors such as well-being are antecedents of successful aging (c.f.3.4).
- Leisure activities, which can also be referred to as recreation, can be divided into three categories, home-based recreation, recreation away from home and travel and tourism (c.f.3.4).
- The brief or extended absence from home and an overnight stay elsewhere are associated with leisure (c.f.3.4).
- There are three important sectors of leisure, recreation, hospitality and tourism (Figure 3.3) (c.f.3.5).
- Researchers showed that leisure and tourism are closely related (c.f.3.5).
- Leisure and tourism are interlinked as soon as individuals decide to be a tourist and leave their everyday place of residence for a time, to engage in leisure (c.f.3.5).
- Literature concerning recreation highlighted that recreation is categorised by freedom and direct satisfaction, and it is the experience rather than the activity (c.f.3.5).
- "Recreation is activities that utilise leisure time" (c.f.3.5).
- Researchers proclaim that "when leisure is defined as free time, then recreation may be said to refer to activities carried out within that free time" (c.f.3.5).
- Sport, leisure and tourism plays a vital role and has an inevitable effect on individuals, communities and their development (c.f.3.5).
- Robert Stebbins became one of the first researchers to conduct research on leisure studies in the late 1970s and early 1980s (c.f.3.6).

- The term serious leisure was developed in 1974 by Robert Stebbins (c.f.3.6).
- Following combined research on leisure, the Serious Leisure Perspective framework was developed, that comprises three types of leisure, casual leisure, project-based leisure and serious leisure (c.f.3.6).
- Casual leisure has the potential of reducing immediate stress, mitigating the impact of negative life events and sustaining coping efforts (c.f.3.6).
- From the literature, it became evident that casual leisure is customarily purposeless and opportunistic, focuses intrinsic sources of satisfaction by means of sensory stimulation which furnishes no career and that requires negligible knowledge from the participant (c.f.3.6.1).
- The characteristics of casual leisure are distinguished by its momentary nature, few requirements of special prowess and/or practise, and the immediate rewards when compared to other types of leisure (c.f.3.6.1).
- Project-based leisure mostly consists of one-time leisure activities and/or events that individuals attend to where they are able to use their newly acquired skills and individual talents (c.f.3.6.2).
- The researcher stipulated that project-based leisure can be defined as “short-term, reasonably complicated, one-shot or occasional, though infrequent, creative undertaking carried out in free time, or time free of disagreeable obligation” (c.f.3.6.2).
- During the late 1970s and early 1980s Robert Stebbins inaugurated the term serious leisure (c.f.3.6.3).
- The term serious leisure is grounded on a disciplined, methodical procurement of knowledge and prowess; combined with characteristics of a leisure career, some form of voluntary engagement and habitually an adjourned gratification involving hard work and exertion (c.f.3.6.3).
- Serious leisure is the benchmark from which analysis of casual and project-based leisure has often been undertaken (c.f.3.6.3).
- Researchers described serious leisure as the systematic pursuit of a leisure activity whereby an amateur, volunteer or hobbyist takes part in the given leisure activity for the primary purpose of personal fulfilment, self-expression, personal benefit and/or the enhancement of personal identity (c.f.3.6.3).
- Criteria identifying amateurs was identified by means of in-depth research which resulted in the discovery of the relationship between amateurs, professionals and novices (c.f.3.6.3).
- Serious leisure enthusiasts are more often obliged to engage in their pursuits than are their less serious counterparts (c.f.3.6.3).
- To analogue heterogeneous forms of leisure, serious leisure can be used (c.f.3.6.3).

- During the time when the Serious Leisure Inventory and Measure scale was developed, the six serious leisure qualities were established (c.f.3.7).
- For a certain period, measurement scales were not up to standard which hampered the knowledge of researchers concerning serious leisure, thus supporting the development of the Serious Leisure Inventory and Measure scale (c.f.3.7).
- For more than 30 years research studies have explored the nature of serious leisure and from this inductive research, six serious leisure qualities emerged and were identified (c.f.3.7).
- The six serious leisure qualities, personal effort, unique ethos, career development, strong identity, perseverance and durable benefits, have been used as elements to distinguish serious leisure from casual leisure (c.f.3.7).
- The researcher made use of the six serious leisure qualities as elements, to distinguish serious leisure from casual leisure (c.f.3.7).
- Surfing is a serious leisure activity and participants of surfing activities mostly present serious leisure qualities (c.f.3.7).

5.2.1.3 Chapter 4: Method of research and results

The primary purpose of Chapter 4 was to identify the profile of surfers as well as the serious leisure qualities they comply with based on the results of the empirical survey through multivariate statistical analyses that included those of descriptive analysis, factor analysis, *t*-Tests, ANOVAs and non-parametric analyses.

5.2.1.3.1 Descriptive results

The descriptive results are presented in Table 5.1, summarising all the results elucidated in Chapter 4.

Table 5.1: Summarised results from Chapter 4

Aspect	Summarised results
Gender	74% Male
	26% Female
Age	Average age = 29.66 years
Province of residence	Majority = Western Cape Province – 47%
Total number of years surfing	Average = 10.81 years
Types of surfers	Majority = Intermediate surfers – 50%
Surf frequency	4 times a week – 21%
	5-7 times a week – 20%

Recreational surfing vs. competitive surfing	Majority = Surf recreationally – 79%
Competitive surfing event's participation	Average = 6.98 surfing events
Surfer vs. Athlete	Majority = Regard themselves as surfers – 70%
	Regard themselves as athletes – 27%
	Regard themselves as both a surfer and an athlete – 3%
Favourite surf destination	Majority = West Coast of South Africa – 58%
Favourite international surf destination	Indonesia – 29%
	Hawaii – 17%
Reasons contributing to favourite surfing destination	Majority = Surf conditions – 75%
Annual average expenditure	Average = R18 245.64
Annual gross income	R < 250 000 / \$ <17 000 / € < 16 000
Age first exposed to surfing	Average age = 14.83 years
Biggest influence on surfing career	Surfing peers = 42%
	Family and Friends = 37%
Source of surfing exposure	Majority = Exposed by friends – 61%
Aspects contributing to surfers' motivation to surf	I enjoy surfing = 4.56
	Surfing contributes to my wellness = 4.38
	I feel renewed after surfing = 4.36
	Surfing is intensely gratifying to me = 4.34
	Surfing has added richness to my life = 4.32
Destination preferences	Abundance of good waves = 4.29
	Quality of its natural environment = 4.21
	Secluded and unspoiled place = 4.00
	Variety of wave types = 3.98
	Area never crowded = 3.86

- The results concerning the total number of years surfing indicated that the average number of years respondents have been surfing is 10.81 years (c.f.4.3.1.4) (c.f.5.2.1.3.1). The conclusion was drawn and supported by literature that surfing has become a part of a lifestyle with individuals investing a noticeable amount of their time surfing (c.f.4.3.1.4).
- It became evident after consulting the results presented in Chapter 4, as well as after reviewing literature that the majority of individuals regard themselves as intermediate surfers because 62% of the respondents have been surfing for less than 10 years, thus supporting statistics revealed in Figure 4.2 (c.f.4.3.1.5) as well as literature that stated that 41.5% of the respondents of the study of Dolnicar and Fluker (2004:4), indicated themselves to be intermediate surfers (c.f.4.3.1.5).
- Respondents of this research study stated that they surf four times a week, followed by respondents who surf five to seven times a week (c.f.4.3.1.6) (c.f.5.2.1.3.1).

- It can be concluded that the types of surfers identified by Farmer (1992) and Orams and Towner (2012) are not the only categorisation of surfers, and that a more serious classification of surfers should include the surfers who see themselves as athletes. This statement is supported by the results presented in Chapter 4 (c.f.4.3.1.9) (c.f.5.2.1.3.1).
- Attention should be focused on the fact that individuals who take part in competitive surfing events are more likely to refer to themselves as athletes, thus the classification of surfers should be reconsidered, with this in mind (c.f.4.3.1.9) (c.f.5.2.1.3.1).
- Factors such as the surf conditions comprising the quality and consistency of the waves, the different wave types at the destination, the area being surfed and that it should not be overcrowded were among the most important aspects respondents indicated as making a particular surf destination their favourite. Literature also support this. Thus it is a noticeable finding of this research study (c.f.4.3.1.11) (c.f.5.2.1.3.1) that can contribute to the marketing strategies of the surf destination to target this group of surfers.
- Considering biggest influence on respondents' surfing career, it was found that individuals are influenced by the surf culture and lifestyle, and that these individuals have a desire to be a part of the culture and lifestyle that surfing has to offer (c.f.4.3.1.15).
- The top five motivations as to why respondents take part in surfing include the feeling of enjoyment, surfing contributing to their wellness, the renewed feeling after surfing, surfing being intensely gratifying to respondents and surfing adding richness to their lives (c.f.4.3.2). The results were confirmed by literature, which concluded that the most important aspects contributing to the surfer's motivation to surf was connected to the inner-self and that surfing is a serious leisure activity that is intrinsically rewarding (c.f.2.6) (c.f.4.3.2) (c.f.4.4.1) (c.f.5.2.1.3.1).
- Respondents indicated their destination preferences concerning surfing, whereby the top five attributes were the abundance of good waves at the surf destination, the quality of the destination's natural environment, a secluded and unspoiled destination, the variety of wave types and the area never being crowded (c.f.2.6) (c.f.4.3.3) (c.f.5.2.1.3.1).

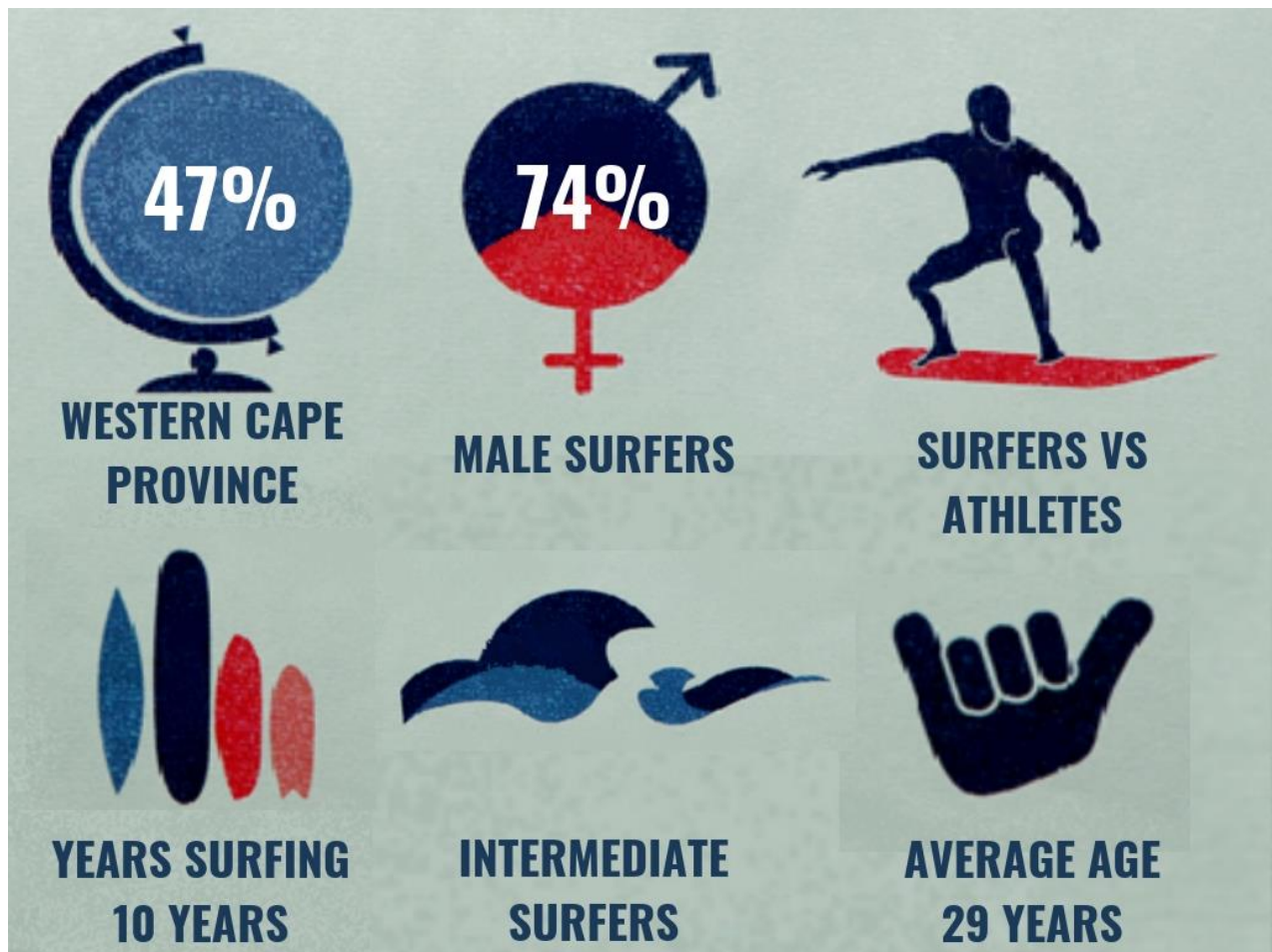


Figure 5.1: Demographic profile of South African surfers

5.2.1.3.2 Exploratory results

The conclusions from the exploratory results are presented in three sections, including the conclusions from the factor analysis, conclusions from the *t*-Tests and ANOVAs and the conclusions from the results of the non-parametric analyses.

5.2.1.3.2.1 Conclusions from the factor analysis

To determine the serious leisure qualities of South African surfers, an exploratory factor analysis was conducted, from which three factors were identified.

- Factor 1 referred to as *Intrinsic benefits* was regarded by the respondents as the most important factor. This notion is supported by the fact that Factor 1 had the highest mean value amongst the three factors ($M = 4.271$). Furthermore, Factor 1 comprised aspects including, to overcome difficulties in surfing by being persistent, practise to improve surf skills, surfing has added richness to life, surfing is a way of life, surfing contributes to wellness, escape while surfing, surfing being intensely gratifying, enjoy surfing, feel renewed after surfing and can spend time with like-minded people whilst surfing. From these aspects that formed part of *Intrinsic benefits* (Factor 1), results indicated that surfing contributing

to the surfers' wellness was the most important aspect influencing surfers' motivations to surf ($M = 0.726$) (c.f.4.4.1).

- Factor 2, also referred to as *Group affiliation and socialisation*, was considered the second most important factor that has an influence on surfers' motivations to take part in surfing activities, when considering the mean value ($M = 3.702$). *Group affiliation and socialisation* included the following aspects, positive and negative surfing events have influenced surfing involvement, like interacting with other surfers, accomplishments of surfing group are important to the surfer (respondent of this study), development of surfing group is important to the surfer (respondent of this study), surfers share the same way of thinking with other surfers and, surfer (respondents of this study) is often recognised as a surfer (c.f.4.4.1). From these aspects, the development of the surfing group being important to the surfer was seen to be the most important aspect ($M = 0.861$) considering *Group affiliation and socialisation* (Factor 2).
- Factor 3, *Personal surfing competence*, was the third most important factor ($M = 3.494$), as indicated by the respondents (surfers of South Africa). Factor 3 included aspects including, surfers being paid for their surfing efforts, consistently improved since starting to surf, make full use of talent whilst surfing, surfing being a way to display skills and abilities, surfing being an expression of oneself and surfing has enhanced the surfer's self-image. It is clear from the results presented in Chapter 4 of this study that the most important aspect considering *Personal surfing competence* with the highest mean value was the fact that surfing is a way to display skills and abilities ($M = 0.675$) (c.f.4.4.1).

To conclude, each of the factors illustrated provides motivations as to why respondents surf, and, from the results, one was able to determine the leisure qualities the surfers of South Africa comply with.

5.2.1.3.2.2 Conclusions from the *t*-Tests and ANOVAs

The results from the *t*-Tests and ANOVAs indicated that:

- From the results presented in Chapter 4 (c.f.4.4.2.3), it became apparent that professional surfers felt more strongly towards all three factors when compared to amateur and intermediate surfers (c.f.4.4.2.3).

5.2.1.3.2.3 Conclusions from Spearman's rank order correlation coefficient

The results from Spearman's rank order correlation coefficient were:

- Presented with the results from Spearman's rank order correlation coefficient, event participation was the only item that had a medium positive correlation coefficient, implying that respondents who spend a noticeable amount on event participation and the costs related to participating in surfing events feel

that personal surfing competence (Factor 3) becomes more important to them, and has an impact on their motivation to participate in surfing activities and events (c.f.4.4.3).

Figure 5.2 provides a framework to support the conclusion of the literature and results towards the serious leisure qualities associated with surfing in South Africa.

This study made a literature contribution regarding the history of surfing and especially in the South African context and gave a comprehensive review regarding surfing literature.

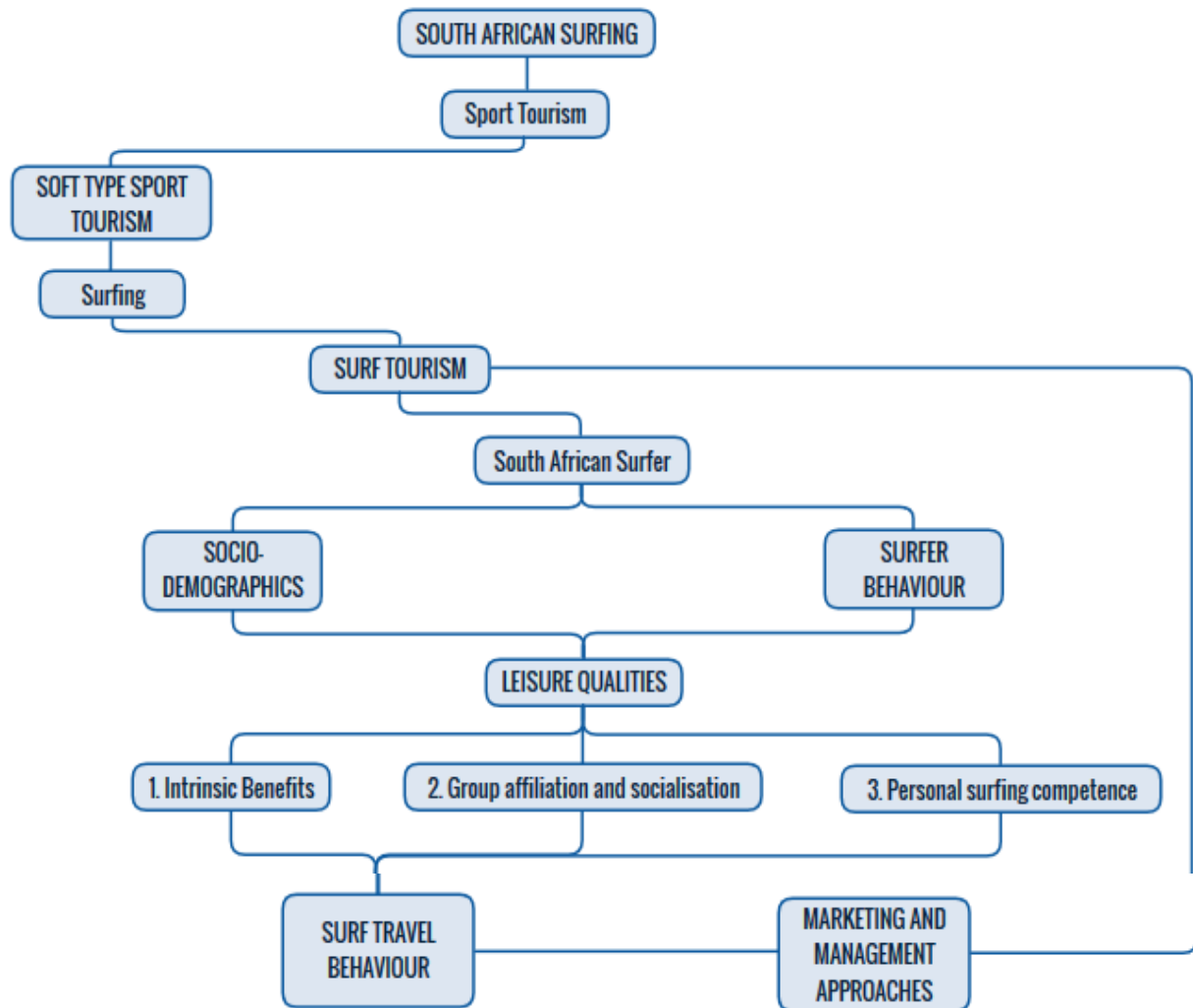


Figure 5.2: Conceptual framework of South African surfers

5.3 RECOMMENDATIONS

The recommendations from the results of this research are made to industry role-players and for future research.

5.3.1 Recommendations based on the literature review and results

- It is evident that the South African surf destinations (surf hotspots of South Africa) are world renowned with the potential to attract more visitors. DMOs should place emphasis on marketing the aspects categorised within *Intrinsic benefits* because it became apparent that surfing is primarily for intrinsic reasons and benefits in the South African market. Marketing towards surfing could use images that illustrate the perfect wave, total isolation and peace and tranquillity.
- Furthermore, marketing strategies of the various surf destinations identified within this study should focus on *Group affiliation and socialisation* by illustrating group gatherings in perfect surfing spots.

- South African tourism does not focus on promoting surfing as an activity and can use these marketing guidelines to develop an image that could support the surfing tourism industry of South Africa.
- South Africa is being described as an idyllic surfing spot and this is evident from the increasing number of competitions hosted in the country. The results of this study can provide guidelines for event organisers in understanding the motivations and destination preferences of surfers to manage these events in a sustainable way. These events can have a positive economic and social impact on local communities and surfing destinations.
- Insight into the travel behaviour of South African surfers provides opportunities for local entrepreneurs to capitalise on surf merchandise, accommodation and creating social opportunities for surfers.
- The results show that professional surfers felt more strongly towards all three factors and some of the respondents refer to themselves as athletes. This highlights the change in the perception and views towards surfers as a “culture”. This implies further opportunities for entrepreneurs to support these athletes “in training for competitions”, management, sponsorships and marketing.
- The results provide marketing and management insight for surf tourism destinations wanting to capture serious surfers, which is critical when considering the huge economic benefit generated by the surf industry.
- This study builds on a comprehensive literature review which identified different types of surfers whose specific characteristics need to be acknowledged to develop effective marketing strategies and maximise advertising results.

5.3.2 Recommendations for future research

- Research studies can be conducted on a greater sample than in this research study, including destinations from all over South Africa and not just the top surfing destinations. As a result of such future research studies, one will be able to obtain a better understanding concerning the profile of all South African surfers as well as the serious leisure qualities they comply with, resulting in more effective marketing to the specific types of surfers.
- Future research can place emphasis on South Africa’s surf destinations’ current marketing strategies that are being implemented, followed by an evaluation of the effectiveness of the current strategies. As a result, one will be able to see whether the marketing strategies currently being applied are effective and whether the surfing destination is reaching its full potential in terms of the total number of surfers who are aware of the destination as well as the total number of surfers who are visiting the surf destination. Finally, if one could obtain such valuable information, new ideas and strategies could be implemented resulting in a greater economic turnover for the surf destination and higher living standards of the surf destination’s local community.

- Finally, a global research study conducted on surfers in different locations should be considered to identify the profile of the average surfer globally. Information such as this could be beneficial when differentiating and comparing the different types of surfers in the world to obtain a clear profile of the average surfer. This can be accomplished by the use of an electronic survey whereby social media platforms concerning surfing can be used to distribute the electronic link of the survey to surfers globally. Also, surf organisations' databases might be accessed with permission and used to acquire the necessary contact information of surfers, after which the electronic questionnaire can be forwarded to them. If world renowned surf organisations such as the World Surf League could form part of this study, it will allow a greater sample of global surfers to be reached. Thus more usable data can be acquired and analysed to determine the typical profile of surfers worldwide.
- New trends within the surfing tourism industry could be investigated to further develop this tourism sector.

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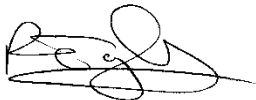
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To whom it may concern

Language Editing – Masters dissertation – C. Jacobs

I have reviewed the dissertation entitled “Determining leisure qualities associated with surfing” in terms of spelling, language and grammar and have made recommendations to the author concerning the changes necessary.



R. Taylor
MBA BSc DTM

SURFER SURVEY 2016/2017

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender

Male	1
Female	2

2. In what year were you born?

3. Province/ Country of residence?

Western Cape	1
Gauteng	2
Eastern Cape	3
Free State	4
North West	5
Mpumalanga	6
Northern Cape	7
KwaZulu-Natal	8
Limpopo	9
Outside RSA borders, please specify	10

4. How many years have you been surfing?

5. What type of surfer would you consider yourself?

Amateur	1
Intermediate	2
Professional	3

6. How often do you surf?

Every day	1
Once a week	2
2 times a week	3
4+ times a week	4
Surf weekends	5
Once every 2 to 3 weeks	6
Other, specify	7

7a. Do you surf competitively in events?

Yes	1
No, only surf recreationally	2

7b. If YES in 7a, how many events do you usually participate in during the year?

8a. Do you regard yourself as a/an...(Please select only one)

Surfer	1
Athlete	2

8b. Please justify your answer

9. Where are your favourite surfing spots?

WHY?

10. Estimate how much you spend annually on the following items (if applicable).

Surfing gear/equipment (wetsuits)	R
Surfing clothes (e.g. t-shirts)	R
Maintenance of surfing board/gear	R
Transport to surfing spots	R
Surfing lessons	R
Renting of surfing gear/equipment	R
Participation in surfing events	R
Other expenses, please specify	R
	R
	R

11. What is your annual gross income?

R < 250 000 / \$ < 17000 / € < 16 000	1
R 250 000 - R 500 000 / \$ 18 000 - \$ 36 000 / € 17 000 - € 33 000	2
R > 500 000 / \$ > 36 000 / € > 33 000	3

12. At what age were you first exposed to surfing?

Age first exposed

13. What or who has the biggest influence on your surfing career?

14. Who exposed you to surfing?

Parent	Yes	No
Sibling	Yes	No
Friends	Yes	No
Family members	Yes	No
Media	Yes	No
School	Yes	No
Other, please specify	Yes	No

SECTION B: MOTIVATION TO SURF

15. Please indicate the extent to which you agree with the following statements of why you surf

	<i>Strongly agree</i>				
	<i>Agree</i>				
	<i>Undecided</i>				
	<i>Disagree</i>				
	<i>Strongly disagree</i>				
1. I overcome difficulties in surfing by being persistent	1	2	3	4	5
2. I practise to improve my surfing skills	1	2	3	4	5
3. I have consistently improved since I started surfing	1	2	3	4	5
4. Certain positive or negative surfing events have influenced my surfing involvement	1	2	3	4	5
5. Surfing has added richness to my life	1	2	3	4	5
6. I make full use of my talent when surfing	1	2	3	4	5
7. Surfing is a way to display my skills and abilities	1	2	3	4	5
8. Surfing for me is an expression of myself	1	2	3	4	5
9. Surfing has enhanced my self-image	1	2	3	4	5
10. Surfing is intensely gratifying to me	1	2	3	4	5
11. I enjoy surfing	1	2	3	4	5
12. I feel renewed after surfing	1	2	3	4	5
13. I have been paid for my surfing efforts	1	2	3	4	5
14. I like interacting with other surfers	1	2	3	4	5
15. The accomplishments of my surfing group are important to me	1	2	3	4	5
16. The development of my surfing group is important to me	1	2	3	4	5
17. I share the same way of thinking with other surfers	1	2	3	4	5
18. I am often recognised as a surfer	1	2	3	4	5
19. Surfing is a way of life	1	2	3	4	5
20. Surfing contributes to my wellness	1	2	3	4	5
21. I escape while surfing	1	2	3	4	5
22. I can spend time with like-minded people	1	2	3	4	5

16. Please indicate the extent to which you agree with the following statements about destination preferences and competitiveness, their surfing appeal, access and infrastructure.

Strongly agree					
Agree					
Undecided					
Disagree					
Strongly disagree					
DESTINATION PREFERENCES					
1. Abundance of good waves	1	2	3	4	5
2. Variety of wave types	1	2	3	4	5
3. Quality of its natural environment	1	2	3	4	5
4. Secluded and unspoiled place	1	2	3	4	5
5. Special types of waves	1	2	3	4	5
6. Area never crowded	1	2	3	4	5
7. Popular surfing destination	1	2	3	4	5
8. Good place to meet other surfers	1	2	3	4	5
9. Food & beverage services located nearby	1	2	3	4	5
10. Easy access	1	2	3	4	5
11. Closeness to a community or town	1	2	3	4	5
12. Restroom facilities located on-site	1	2	3	4	5
13. Undeveloped site	1	2	3	4	5
14. Blue Flag Beaches	1	2	3	4	5