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Sailing as a Recreative Activity and its Relationship with Life Satisfaction*

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Abstract

Each day the number of individuals wishing for sports, challenges, nature, and wetland is going up, which increases the individual's recreative activities. It is seen that -especially- sailing organizations are paid more attention and also there have been a number of competitions scheduled recently. In this study, it is researched what attitudes individuals have towards sailing and how sailing affects lives of those who participated in the sailing organizations in Çanakkale, Bozcaada. In accordance with these purposes, interviews were conducted with the 15 sailors who participated in the 2019 Naval Forces Cup Sailing Competition on Bozcaada. The data obtained from the interviews were transcribed and evaluated with content analysis method. As a result of the research, it is observed that sailing takes very important role in individuals' life that helps them to socialize, let them challenge the nature and to overcome the issues in their life. This exploratory study is important in providing information on the characteristics of sailors traveling by sailing and the current situation of sailing activities in Turkey in terms of a recreational sense. Moreover, the study contributes to the literature in terms of figuring out how individuals participating in sailing activities position in their life satisfaction and determining their perception about their sailing tourism.

Keywords: Sailing, recreative activity, leisure, life satisfaction.

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INTRODUCTION

Sailing, one of water sports linked with marine tourism, has increasingly become the centre of attraction in coastal countries with its hedonistic focus (Jirásek & Hurych, 2019). It is observed that the number of individuals interested in sailing sport and destinations is increasing. Especially in recent years, it has been observed that in their free times, individuals prefer activities that are relaxing in terms of physical, mental and spiritual senses, entertaining, satisfactory and enjoyable. Since there are both internal and external motivations in individuals to participate in these activities (Porter & Lawyer, 1968; Sung, 2000), their interest in any of these events, the importance they attribute to these events and gain from participation (socialising, success, pleasure, life satisfaction etc.) play an important role to lean to them (Lee & Ewert, 2019; Nikjoo & Ketabi, 2015; Seabra, Silva, Luís Abrantes, Vicente & Herstein, 2016). One of these activities is the sailing sport that is a part of human life as an adventure activity and a type of marine tourism; have individual challenge against nature; and are preferred for free time and entertainment.

According to Falk, Ballantyne, Packer & Benckendorff, (2012) the learning experiences offered as part of tourism and leisure activities can be a natural and enjoyable part of the total experience. Therefore, sailing fulfils the need for new experiences and learning, becoming an element of the participant's lifelong experience. Similarly, perceived risk and success makes nature-based tourism activities a unique area for self-expression, personal growth and skill development (Haegeli & Pröbstl-Haider, 2016). As active participation in this activity increases, competition routes have been determined in several destinations especially in the last years and projects related to sailing activities have been developed.

Determining the reasons playing role in how individuals regard sailing sport as free time activity and whether they are interested in sailing activities or not contributes to development of water sports tourism. In addition, determining the relationship between sailing sport and individuals' life satisfaction makes tourism development sustainable. Because existence of clubs; their activities and festivals; and their regional, national and international activities increases participation in sailing sport. Economic level is high in sailing tourism and average spending of sailors is more than other tourists. When this is the case, sailing activities contribute to regional economy and development to the coastal areas. To develop of sailing tourism, infrastructure and superstructure and side and support service units need to provided

to enable recreational activities of sail lovers. Sailing tourism is one of the fastest growing tourism types and it is preferred recreational activity as a water-based in the world in recent years. Based on the above discussions in accordance with its purpose, the study problem has been identified as, "Is sailing tourism an important touristic product for coastal destinations? How important is it in the eyes of participants?" The study problem is of critical importance as it reflects the purpose of the study. It forms the main progress of the study and it is important to reach study purposes with certain research questions. Kerlinger & Lee (2000) stated that the research question or questions are the question forms of the research problem. Quality of research problem and the related literature play a crucial role in creating research problem. It is aimed to have more detailed and deeper knowledge about research field with research questions based on research problem. Within this framework, identified research questions are as follows:

- What is the current direction of sailing tourism development and how should it be?
- What are the motivations of participants to visit a destination to participate in sailing activities?
- What is the place of sailing activities in social and cultural life of participants?
- What are the factors that have impact on sailing activity participation of individuals?
- What is the current situation of sailing activities in Turkey in terms of a recreational sense?
- What could be done to develop sailing tourism from a sustainable perspective?
- What is the impact of sailing sport on life satisfaction of participants?

This point of view, this study investigates how sailors, who have visited Bozcaada, Çanakkale and participated in sailing sports activities, regard sailing and how it effects on their lives. Thus, in this study focusing on the subjective component of sailing has focused on what attitudes individuals have towards sailing and how sailing affects lives of those who participated organizations and constructs which correlate with life satisfaction. Subjective well-being includes four independent constructs: positive affect, negative affect, overall life satisfaction, and salient domains of life (Diener, Emmons, Larsen & Griffin, 1985). Of these four constructs, this research have focused on the overall life satisfaction of individuals with perception, meaning and aim of Sailing. Overall life satisfaction has been stated as the global judgment

of a person's life and this judgment is individualistic and is often based on a person's self-imposed standards and levels (Diener, 1984). Recent literature suggested that although leisure could be an important indicator of life satisfaction, there is very little understanding as to how this occurs (Rodríguez, Látková & Sun 2008). When analysing the literature, it has been observed that researches are needed that focus on sailing as a leisure activity and relationship between it and life satisfaction in terms of its recreational activities. It is therefore thought that this exploratory study is important in providing information on the characteristics of sailors traveling by sailing and the current situation of sailing activities in Turkey in terms of a recreational sense. The study contributes to the literature in terms of figuring out how individuals participating in sailing activities position in their life satisfaction and relationship with life satisfaction and determining their perception about their sailing tourism.

LITERATURE REVIEW

Sailing sport is reported in the literature as a type of tourism with high economic return due to its nature (Adam, 2016; Butowski, 2014; Erb, 2015; Jennings, 2007; Jirásek & Hurych, 2019). Individuals favour water areas in their daily lives and during their vacation, which has caused an interest in water sports activities. Individuals opt for sailing sports for different purposes such as sports, health, personal development, and the sense of belonging to a group. Sailing sports, which was studied psychologically and physically by Allen & De Jong (2006), also stands out as a recreational adventure activity. Sailing is carried out under federations as it requires professional knowledge, skills and talent (World Sailing, 2020). Over time, the increasing interest in sailing and the wide race routes have allowed sailing sports to be called one of the tourism activities. For this reason, it is used as a talent development activity in both individual and team sports (Henriksen, Stambulova & Roessler, 2010).

A review of the definitions on sailing sports (Adam, 2016; Erb, 2015; Henriksen et al., 2010; Jennings, 2007; Jirásek & Hurych, 2019; Saury & Durand, 1998) show that the characteristics and features of sailing sport identified give insights into the nature of this activity. In some of the definitions, it is described as a touristic activity in sports performed for special interests and hobbies, for pleasure, sports, adventure and recreational purposes. Sailing tourism can be generally defined as a water-based type of tourism in physical recreation, which is carried out by sailing boats, which are means for marine tourism in water areas as sports and recreational tourism activities. In a broader sense, sailing tourism involves sailing on

boats along a certain route with the desire to discover oneself for purposes such as sports, adventure seeking, challenging, physical, mental and spiritual relaxation, fun, being close to nature.

The increasing popularity of water sports and the improvement of water activities, which are a sustainable form of sports, recreational and tourism activities, set ground for the development of a society. Sailing tourism, which plays a role in the revival of the economies in the coastal regions, has socially and environmentally sustainable aspects as well. With a promising potential for economic development (Adam, 2016; Erb, 2015; Jennings, 2007; Zieziula & Nowaczyk, 2018), sailing activities are also of importance in determining the market share and the nature of tourists. Indeed, Adam (2016) stated that sailing sport, an important touristic activity for Scotland, is performed for social and recreational purposes; the economic value for sailing activities will increase by 2020, reaching £145 million with an increasing demand in the future. Studies have shown that water sports with a certain market share are estimated to considerably progress in the coming years (Sevinc & Ozel, 2018; Turkish Sailing Federation, 2020; Zieziula & Nowaczyk, 2018). The presence of geographical facilities, natural beauties, historical and cultural richness supports the development of water sports in coastal destinations. Turkey, with its current position, natural and historical beauties, offers safe and alternative routes for water sports, thus attracting tour organizers and sea tourists.

Life satisfaction includes the happiness and well-being of individuals and affects their mental health. The difference between one's expectations and possessions shows the level of life satisfaction. A positive assessment of one's life is one of the prerequisites for well-being (Diener, et al, 1985). Therefore, individuals with high life satisfaction are expected to be at peace with themselves, to know their self and personality. Life satisfaction was studied by Neugarten, Havighurst & Tobin, (1961) according to five different criteria as *"taking pleasure from the round of activities"*, *"regarding one's life meaningful"*, *"feeling s/he has succeeded in achieving his/her major goals"*, *"holding a positive image of self"* and *"maintaining happy and optimistic attitudes and mood."*

Doing more leisure activities involving active participation has a positive impact on individuals' happiness and emotional nature in the long term, helping them cope with problems (Argyle, 1996; Mannell, 1999; Murphy, 2003; Sop, 2014; Yayla & Cetiner, 2019). Thus, studies on life satisfaction and leisure activities play a key role in increasing life satisfaction (Sevinc & Ozel, 2018). A literature review on

tourism and life satisfaction has yielded similar results (Gilbert & Abdullah, 2004; Neal, Sirgy & Uysal, 1999; Uysal, Perdue & Sirgy, 2012). The theoretical based for these life satisfaction measures come from a variety of conceptual frameworks, such as the telic theories, pleasure and pain theories, top-down/bottom-up theories, associationistic theories, judgment theories (Diener, 1984; Scitovsky, 1976), and activity theory (Longino & Kart, 1982). Within this context, there are different measurement approaches and accompanying theoretical perspectives for life satisfaction. These theories related to the effort made to reach the goal provides individuals with satisfaction with life (Scitovsky, 1976). Likewise, to benchmarks itself and activity, moreover challenging with difficulty give more happiness than reaching the results; and creates excitement in positive way. Therefore, a bottom-up approach has focused on an approach which presumes that life satisfaction occurs to individuals (i.e., a person can increase their life satisfaction or can not). Because, the knowing demographic features does not necessarily translate to understanding how satisfied individuals are with their life. Rodríguez, et al. (2008), researched and tested with components of two distinct, one of the more common theoretical frameworks activity theory and need theory as an alternative theoretical framework that the complex relationship between leisure and life satisfaction to better understand. According to the activity theory, there is a positive relationship between activity and life satisfaction and the greater the frequency and intimacy of activity, the greater the life satisfaction (Diener et al., 1985; Longino & Kart, 1982; Sevinc & Ozel, 2018). However, some empirical support for the theoretical framework, researchers have recently begun to question whether activity theory sufficiently explains life satisfaction (Burnett-Wolle and Godbey 2005; Rodríguez, et al, 2008). However, lack of consistent empirical evidence to support activity theory, recently have been attracted the attention again (Sevinc & Ozel, 2018) and supposed that used with other theoretical frameworks may be more understandly in explaining life satisfaction. Therefore, this study is to analyze sailing as a recreation activity in relation to life satisfaction. Sailing activities, which can bring together everyone doing sports, competing, feeling emotions such as excitement, happiness and risk and interested in adventures, may have a positive effect on life satisfaction. In fact, the peace and happiness that individuals experience in water areas indicate the satisfaction they feel towards the activity they attend and their lives.

Similar to need theory refers to individuals satisfy their needs and suggests that this has a salutary effect on their subjective well-being (Diener & Lucas 2000; Lee & Ewert, 2019). For instance, individuals satisfy their

needs to self-determination, such as might occur as an outcome of choosing a recreation activity one wishes to participate in, this may positively influence a person's life satisfaction. When considered from this point, some empirical researches' findings support theories in terms of leisure and life satisfaction (Capurso & Borsci, 2013; Schijf, Allison & Von Wald, 2017).

METHOD

This study aims to investigate how sailing activities, one of the open-air recreations and leisure time activity, are perceived by sailors; whether there is a correlation between life satisfaction and sailing activity. In accordance with these purposes, interview technique, one of the qualitative research techniques, which is commonly adopted in scientific researches and helps to understand the reasons of certain thought and behaviour as well as experience and mental perceptions was employed in this study (Patton, 1987; Seaton & Bennett, 1996). The goal-oriented questions have been discussed with their all dimensions through interview approach and time flexibility has been ensured by conducting relatively informal interview. Within this context, 15 questions, 5 of which are demographic ones, were determined by considering research questions towards research problem solving. Besides, additional questions were utilized to reach in-depth knowledge about the field or event. Number and order of questions have been shaped in accordance with interviews conducted with participants. The data collection tool was interview questions which have been brought together by employing various sources in the literature (Beard & Ragheb, 1980; Diener et al., 1985; Sevinc & Ozel, 2018). Questions prepared before the interview were collected under three titles as "sailing sports perception and sailing sport participation purpose", "meaning added by sailing sport to life" and "life satisfaction" and data were assessed and analysed from this perspective.

Data collection

The data collection was performed in Bozcaada, Çanakkale. The reason why the island was selected as the population field since it is one of the active destinations throughout the year for sailing sport and it is a frequent destination for İstanbul-Bodrum sailing contest route. Bozcaada has opportunities that can be an important touristic attraction such as possessing geographical advantages for being sail routes and natural beauties, historical and cultural wealth. Moreover it is observed that sailors periodically travel as a team for private or race. Therefore, this study was focused on these sailor groups who travel by sail in a small group in Bozcaada. At data collection stage, snowball sampling method was applied consider to enrich the study

and make it more informative. The most important reason of this is that individuals participate in the activities with their professionally-equipped tools and have necessary knowledge and ability. The interviews were collected with the support of Naval Forces Cup Sailing Race organization and professional master of team. Upon first five participants, they recommended 10 more participants, and in this way 15 participants were interviewed by employing snowball sampling method. Interviews were conducted with individuals with experiences in the related field who can share the research team with a variety of useful knowledge. The sample size determination and evaluation its sufficiency was continued by the criterion of informational redundancy, saturation, taking account of the fact that sailing race's dates as well. Lincoln & Guba (1985) suggested that sampling can be terminated when repetitive data or no new information is elicited by sampling more units. Similarly, Malterud, Siersma & Guassora, (2016) stated that the sample size can be the smaller when the more information power the sample provides. Thus the researchers returned to the field to collect more data, until the themes and categories generated are saturated and no new information can be added. In this context, interviews with 15 voluntary sailing athlete participating in Naval Forces Cup Sailing Race were conducted on Bozcaada between the dates of 5-9 July 2019 and 15 September 2019 with semi-structured in-depth interview method. Interviews approximately lasted between 45-60 minutes. Researchers participated in a sailing event organised on the weekend between the same dates for on-site observation and data were transcribed.

Further to ethics committee approval, the data collection process in this study was completed between July and September 2019, before Higher Education Council TR Index Ethics Committee Criteria were announced on 1 January 2020. Through the interviews, Voluntary Informed Consent, the sailors willing to participate in this study were informed about the study's purpose, scope, voluntary participation, confidentiality, and conditions to withdraw from the study; after providing consent, the interviews were done.

Data analysis

The data analysis was conducted with help of the inductive method, in other words, content analysis, by using the data obtained from interview method in this study. Content analysis with coding was preferred to describe behaviours, gather data under certain conceptual framework and interpret this data and to identify the relationships between similar data. Thus, it was intended to increase reliability and validity of

data obtained through coding in the study (Rossman & Rallis, 1998).

As there is no conceptual structure, which was defined previously, data has been conceptualized, linked together and concepts have been coded through analyzed data. Upon code process, common aspects of data have been determined and themes have been constituted. Yıldırım & Simsek (2011), emphasized that use of some additional strategies such as diversification, participant confirmation and colleague confirmation to increase validity in qualitative research. To test the validity of this study, views of two independent scholars from Çanakkale Onsekiz Mart University were asked and these scholars were asked to assess the codes. As a result, coding had the final form, suitable themes were identified and reliability criteria were tried to be met for comparison. In this study, in addition to using variation and participant confirmation methods to ensure validity, on-site observation type was also used to ensure credibility in qualitative research (Kozak, 2015). One of the suggested strategies for the reliability of qualitative research is presented the collected data directly with a descriptive approach (LeCompte & Goetz, 1982). In this context, research data and interview findings are presented in a descriptive approach without comment. From this point, analysis data were coded based on four-staged analysis approach as expressed by Huberman & Miles (2002), concepts were identified, findings were defined and commented.

DISCUSSION OF FINDINGS

Demographic findings

Based on the findings obtained from this study, it is observed that 86.5% participants are male, 13.5% participants are female. It has been determined that 33% of the participants interviewed in this study are between 45-54 years old. When considering their education levels, 33.3% of them have undergraduate degree and 66.7% of them have master degree. Majority of the participants are from different occupation groups such as computer engineers, ship's captain and managers. It has been determined that the income state of the participants are more than \$700. 80% of the participants have expressed that they have been sailing for more than 10 years. When considering monthly expenses for sailing activities, it is seen that 73.3% of the participants spend between \$0-100, 26.7% of them spend more than \$101. Annual costs of participants with sailing boat including races are more than \$10,000. It is stated that renting the materials costs approximately \$150 and more. Based on the findings obtained from this study, the demographic properties of the participants are presented in Table 1.

Table 1. Demographic Properties of the Participants

Gender	Male	13
	Female	2
Age	25-34	4
	35-44	4
	45-54	5
	55-+	2
	Undergraduate	5
Education	Master	10
	700 \$ +	15
Income (monthly)	0-100 \$	11
Expense (monthly)	101 \$ +	4

According to findings, Table 2 presents themes and codes created during data analysis upon the interviews.

Table 2. Frequencies of the Codes and Themes Between Interviewers

Themes	Codes listed according to themes	Total mentions
Perception and aim of Sailing	Touristic Product	15
	Commune with sea	9
	Sport	8
	Hobby/Excitement	5
Meaning of sailing	The most satisfied attraction	15
	Feel Free and tranquility	12
	Meaning of my life	8
Sailing and Life Satisfaction	Instrument of socialization	6
	Precedence	15
	Satisfaction	15
	Reach ideal	10

Findings related to aims of participation in sailing activity and sailing recreation

In order to reveal how perceptions of research participants towards sailing recreation take shape, they have been asked what purposes they had when they started sailing and what they think about sailing activities. Besides, they have been asked about their participation situations. In the light of research findings, it has been stated that participants started sailing with interest and desire via sports, sustained this sport, did sailing sport and mainly participated in their club events. Among the motivations of individuals to participate in sailing activities, there are being close to water areas, dealing with nature, and taking part in different experiences in a short time such as adventure and touristic product. Participants emphasised that preferred sailing activity on possible each days, especially on weekends. Long-time sailing contest

participants stated their first and current purposes as follows:

“From March to October, I attend almost every weekend but only with a few exceptions like public holidays.”

Participant 2

“I started in 2014 with the opportunity that my company provided training with its employees. My goal was to get to know sailing. I went to this course wondering about sailing. I have been working at Arcelik Sailing Team for 5 years. My current aim is to increase my sailing experience by participating in races in different geographies which I have not participated in before; and to increase my knowledge to provide sailing boat maintenance on my own.”

Participant 4

“I join sailing activity almost every opportunity. I love commune with sea and it is exciting, sometimes it is my excuse to travel for feel these emotions.”

Participant 14

Findings related to meaning given to life by sailing activities

Since sailing occupies a space in participants' life as a leisure time activity, they have been asked about questions like “What meaning does participation in sailing activities give to your life?” and the answers have been analyzed in the study. All of the participants have stated that sailing as a recreational activity has an important place in their life; this activity has positive influence on their life; and they are happy about it. Additionally, participants have expressed that it is an enjoyable activity to spend time and it has become a lifestyle. Sailors who participated actively have a positive impact on individuals' happiness and emotional nature in the long term, helping them cope with problems. In context, participants emphasised that sailing is a serious leisure activity for their life, it is resonated with so many positive meanings. In addition they stated that sailing is expensive activity materials costs therefore, they participate this activity by sponsors as an important part of their life. Participant statements are as follows:

“I don't consider sailing as a leisure activity. I consider it my main occupation. Dealing with sailing is not only a time spent at sea with sailing, but also a process that includes the maintenance and preparation of the boat. Sailing sport infuses your life with peace and freedom.”

Participant 9

“Sailing is a sport, recreation and relaxation. After an exciting sailing, there is a feeling of relaxation.”

Participant 12

“Sailing is part of my life for cope with problems and relaxing activity. Because the world which are rife with many stressful elements. I can move away with sailing from every thing. I have freedom and to be part of sailing team gives me self confidence.”

Participant 14

“Sailing provides advantages such as interact the people who have the same treats, life philosophies. Sailing give me my valuable time return with strong, but it is an expensive sport.”

Participant 15

Findings related to relationship between sailing and life satisfaction

Life conditions and current living standards cover the happiness and well-being of individuals; and differentiate recreation activities. Those who are satisfied with their lives; have ability to reach their expectancies; have lives close to their ideals; and have nothing to change in their lives are more likely to have high satisfaction with their lives (Diener et al. 1985). Responses of participants stating that they wanted to start sailing sports earlier, at younger age and sailing has a priority in their life. In this regard, according to findings of study, their main aims in sailing activities, how they feel, impact of sailing on their lives, reaching their expectations, bringing sailing sport into forefront in spite of changes that they would like to do in their lives and being satisfied with activities enable their sailing activities to be linked with their life satisfaction. There is a positive coherence between the expectations of the individuals participating in sailing activities and their possessions. Sailing sport has an important place in individual's life and this sport has positive impact on their life. In addition, the findings show parallelism with life satisfaction theories. Participants indicated also as follows:

“I believe that I have overcome the problems that I have internalized with sailing by increasing the serotonin secretion with the relaxing effect of the sea and sporty focus. Besides, sailing sport contributes to the individual vision due to its interest. I'm happy, I'd like to start younger.”

Participant 1

“Sailing is a model of success with a team. I feel excited and concentrated before sailing, and then tired and satisfied. If I could start earlier, I would have built a

life where I could spend more time at sea. Sailing would be a way of life rather than a sport.”

Participant 10

“Sailing makes me so discharged from daily life stress and so happy because of sharing valuable time. I don't want to change my life but I would like to start sailing sport younger”

Participant 14

Findings related to perceptions sailing tourism from a sustainable perspective

In order to reveal perceptions of research participants related to sailing activities as a touristic product, they have been asked “what the current situation of destination is in terms of sailing activities” and “how could be done develop of sailing tourism from a sustainable perspective”. Interviewees indicated that sailing is a disregarded attraction in Çanakkale, Bozcaada and coastal destinations of Turkey because of inadequate infrastructure and expensive equipments that affects sailing negatively and cause to be only an limited attraction. However, most participants have been satisfied with sailing activities in Turkey and stated that their will to be close to nature with careful to be useful for their environment and not to damage. The findings indicate that the sailors who participated in the sailing race in Bozcaada, prefer experience cultural change adapt to the lifestyle of destinations as an exciting organization. Participants stated the current situation and destination as follows:

“Sailing will significantly increase the interest of individuals with high purchasing power and environmentalist to the island and will benefit the island income. In this direction, it is beneficial to improve the services provided to boats in ports.”

Participant 3

“Sailing routes are very exciting and attraction in Bozcaada and coast of Turkey as well. However, special accommodation and organizations can be made for sailing races, especially excessive pricing should be avoided.”

Participant 4

“I expect that the wide support from the local government for sailing and regatta sponsorship with common participation.”

Participant 12

“In my opinion, sailing is very important for developing island tourism in a sustainable way with high

diversity. But infrastructure of the Bozcaada need to develop sailing as a kind of tourism attraction.”

Participant 15

This suggests that Çanakkale, Bozcaada has a range of attractiveness on sailing tourism with characteristics of its' sailing routes in Turkey. According to interviews and the analysis about the interviews, it is almost certain that developing sailing as a touristic phenomenon and as a philosophical item for sustainability perspective can gain positive effects for Bozcaada and residents.

CONCLUSION AND IMPLICATIONS

Over the last decades, the popularity of sailing recreative activities and water-based tourism has increased dramatically and the associated activities like yachting, sailing, diving etc. These activities have become a hall-mark of modern and healthy lifestyles in developed countries. The economic, social and sustainable benefit of sailing tourism has emerged to be an important factor in shaping the sailing routes in Europe. In this sense, routes are determined, events and tours are organized to improve sailing activities. The economic contribution of these activities, increasingly popular in European countries, ensures that marine tourism is an indispensable part of tourism revenues. For that reason, countries interested in investing in this type of tourism, creating comprehensive routes and hosting international sailing races are making efforts and developing projects (Adam, 2016; Zieziula & Nowaczyk, 2018). Among the motivations of individuals to participate in sailing activities, there are being close to water areas, dealing with nature, and taking part in different experiences in a short time such as sports and adventure. Indeed, individuals engaged with these activities prefer to personally experience cultural change and draw on their knowledge, skills and abilities while exploring different destinations.

Upon the interviews, sailing has been mainly described as being close to the sea, avoiding stress, entertainment, sport, hobby, participating in recreative activities and personal challenge. Similarly, the ability to feel joy or happiness and respect to nature also appeared. Additionally, it has been seen that the meaning of sailing sport in their lives have differentiated and turned into a serious leisure activity. It is an important step to be taken for environmental sustainability as well as physical benefit that individuals in developed societies prefer sportive adventure activities in their daily lives (Frash & Blose, 2019; McKay, 2018) and participate in water sports when compared to other touristic activities. Because today, the new tourist profile give importance to mind and body health and prefer to do sport and to realize their

will to be close to nature; and they are also careful to be useful for their environment and not to damage. Thus, there is a positive coherence between the expectations of the individuals participating in sailing activities and their possessions.

When hypothesis emphasised in life satisfaction studies are evaluated from a sailing activity perspective, it is seen that the study findings show parallelism with life satisfaction theories. According to activity theory, individual's focus on important events and purposes enables them to reach happiness and such activities required skill proportionally increase life satisfaction (Diener, 1984). Based on obtained findings, it has been determined that sailing itself and challenging with difficulty give more happiness than reaching the results; and participation in activities and races creates excitement in positive way. From this point of view, the effort made to reach the goal provides individuals with satisfaction with life (Scitovsky, 1976). Therefore, happiness is achieved by participating in sailing activity. For this purpose, needs and purposes might be required to be completely fulfilled, which represents the hypothesis for pleasure and pain (Diener, 1984). In this regard, reasons such as economic incomes of individuals, their opportunities, their main aims in sailing activities, how they feel, impact of sailing on their lives, reaching their expectations, bringing sailing sport into forefront in spite of changes that they would like to do in their lives and being satisfied with activities enable their sailing activities to be linked with their life satisfaction. There are similar results regarding to tourism and life satisfaction on literature review (Gilbert & Abdullah, 2004; Neal, et al, 1999; Uysal, et al, 2012). At the same time, related to sailing study, for instance, according to Schijf, et al, (2017) sailing experience effects in regard to person a positive longterm. Capurso & Borsci (2013) argue that based on their findings, sailing tourism is also related to effects on self concepts. As is evident, the findings of this study support to literature and show consistency with previous research. Therefore, it can be concluded that there is positive relationship between sailing and life satisfaction.

According to Jirásek & Hurych, (2019) sailing respondents have expressed very strong relationships with nature most commonly on an aesthetic plane, and often ecological. Adrenalin, sense of accomplishment, being close to water areas and pleasure of the sports are among the most important reasons drawing individuals to sailing tourism. Accordingly, they are some of the expectations in terms of recreational sense that more sailing activities are conducted in Turkey; individuals are encouraged to participate in them; and training areas are found. Additionally, preserving

natural environment will ensure sustainability of sailing activities and contribute to development of regional and national level open-air recreations. From this point of view, it is a sportive activity that provide confidence, socialisation; keep individuals away from stress; give certain skill and joy; and enable them to refeel what they felt while sailing. Another result of this study is that most participants have been satisfied with sailing activities in Turkey. Also, this study indicates that the sailors who participated in the sailing race in Bozcaada, prefer experience cultural change adapt to the lifestyle of destinations as an exciting organization. This context, the findings of reseach supported to literature.

Theoretical and Practical Implications

This study emphasizes that sailing became remarkably in terms of the economic contribution of recreational activities, increasingly popular in European countries that sailing is an indispensable part of tourism revenues. The findings of this study can enhance our understanding of sailing as a recreative activity. It also helps in furthering the literature on the sailors in tourism industry and examining it within the framework of the leisure time and life satisfaction. The present study's findings contributes to the current literature by demonstrating that the Bozcaada has a variety of sailing routes with a big variety of sailing activities in terms of a recreational sense and with a high variety of race levels. This study indicates that sailing should be developed with its structural and philosophical requirements in sustainability perspective to Çanakkale, Bozcaada tourism as a sailing tourism destination. The findings also offer a novel perspective toward sailing, life satisfaction and regional, national and international development fit regarding to recreational activity as a water-based. It would be fair to argue that the increased demand in sailing activities impacted on the importance attached to efforts for sea tourism in Turkey in the recent years. Regional, national and international sailing clubs, activities performed by sailing communities, festivals, events, and the promotion of these activities to large masses thanks to social media increase the number of tourists opting for sailing. Further, this also awakens the interest of individuals in international travels. It is important to note that although the body of literature directly related to sailing is not large, there is evidence that it is growing is building in last years (Capurso, & Borsci, 2013; Jirásek & Hurych, 2019; Schijf, et al, 2017). We must emphasize that here is not space enough to describe some topics more in detail although they are related to our focus somehow. With this study aimed to fill the research gaps on sailing activity, as a recreation requiring expertise and field experience, and on life satisfaction in the tourism industry. This

study contributes to create awareness regarding the economic contribution of these activities, increasingly popular in coast city. Similarly, this study emphasised that sailing tourism is an indispensable part of tourism revenues and social development for future of marine tourism. In this context, this study draw attention to invested in sailing tourism, creating comprehensive routes and hosting international sailing races and developing projects are important for coast countries.

Limitations and Future Research

The interviews were collected with the support of Naval Forces Cup Sailing Race organization and professional master of team. At data collection stage, interview was applied to individuals participate in the activities with their professionally-equipped tools and have necessary knowledge and ability. This study is limited with 15 individuals participating in Bozcaada, Çanakkale sailing contest. Future studies can have larger sample and interest level and motivation of individuals participating in sailing sport can be analysed separately. Moreover, satisfaction levels of all activity participants can be analysed and comparative study can be conducted based on demographic properties. Therefore, it is believed that the findings obtained in this study will contribute to the studies in related topic and shed light on future studies in open-air recreation.

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There is no conflict of interest or gain in this study.

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The author(s) declares that the ethical rules have been observed in all preparation processes of this research. If otherwise found out, the Journal of Tourism Academic has no responsibility, and all responsibility belongs to the authors.

Informed Consent Form:

All parties voluntarily participated in the research.

Ethics committee approval:

The data collection process in this study was completed between July and September 2019. Higher Education Council TR Index Ethics Committee Criteria were announced on 1 January 2020.

Contribution Rate of Researchers:

The study was prepared with the contribution of two authors. Contribution rates are;

1st author contribution rate: 50%

2nd author contribution rate: 50%