

THE IMPORTANCE OF WINDSURF SCHOOLS IN TOURISM: THE CASE OF ALAÇATI

RÜZGARSÖRFÜ OKULLARININ TURİZMDEKİ ÖNEMİ: ALAÇATI ÖRNEĞİ

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Abstract : Surf tourism has gained significant attention in the academia during the past decade. It is a new and fast-growing field of study. The main aim of this study is to analyzing the current status of windsurf schools along with the evaluation of surf tourism (current status, problems, expectation, etc.) by them as being one of the stakeholders in the region. The study was conducted in Alaçatı accepted as the second among the best training areas in the world in addition to being seen as the best place to do surfing in Turkey. Alaçatı is also a tourism destination well-known for its bays and stone houses. There have been both national and international surf championships and competitions in Alaçatı. There were 10 windsurf schools at the time of research. The data was collected through interview technique in eight windsurf schools that have accepted to participate in the study and the qualitative approach has been adopted in data collection and analysis. In the study windsurf schools managers or owners believe that they contribute to Alaçatı in terms of promotion, economy, employment and incoming tourist number. The distinguishing features of the surf schools located in Alaçatı from the other windsurf schools have been listed as: the safety of the bay, the shallowness of water, visibility of the bottom of the sea, absence of waves and existence of constant wind. They have emphasized that it is a great area for training with these features. Windsurf schools have stated that surf trainers have certificate and they follow the latest technology. The reason for the inability to increase the number of surfers has been linked to the high prices of the accommodation enterprises. It has been expressed that the biggest threat is the wind shields that are going to be built for the visitors of the area coming for sun, sandy beaches and sea. There is a concern that surfing in the area will end up because of the disruption of wind. They have rendered an opinion that raising the number of the feasts and having them in the low season would increase the number of surfers. As a result of the analysis, in order to develop tourism in Alaçatı; all tourism-related organizations (e.g.: NGOs, private sector representatives, municipal and state administrators) should work together. It should be decided upon whether Alaçatı is desired to be made into an outstanding surf destination or not.

Keywords: Wind-Surfing, Surf tourism, Alaçatı

Öz: Son on yılda akademik çalışmalarda sörf turizmine yönelik ilginin arttığı görülmektedir. Bu çalışmanın amacı, sörf okullarının turizmdeki önemini belirlemenin yanında, sörf okullarının bir paydaş olarak gelişmekte olan sörf turizmini nasıl değerlendirdiklerini (mevcut durum, sorunlar, beklentiler vs.) analiz etmektir. Çalışma İzmir'in Alaçatı ilçesinde yürütülmüştür. Alaçatı'nın seçilmesinin sebebi ise Türkiye'de rüzgâr sörfü yapılabilecek en iyi alan olarak görülmesinin yanında dünyada da en iyi ikinci eğitim alanı olarak kabul edilmesidir. İlçe aynı zamanda koyları ve taş evleri ile de ünlü bir turizm destinasyonudur. Alaçatı'da ulusal ve uluslararası sörf yarışmaları düzenlenmiş olup, eğitim vermekte olan 10 Sörf okulu bulunmaktadır. Veriler Alaçatı'daki çalışmaya katılmayı kabul eden sekiz sörf okulundan görüşme tekniği ile toplanmıştır. Analizinde Kalitatif yöntem benimsenmiştir. Araştırmada, sörf okulları Alaçatı'ya tanıtım, ekonomik, istihdam ve gelen turist sayısında katkıları olduklarını düşünmektedirler. Alaçatı'da bulunan sörf okullarının diğer sörf merkezlerinden ayırt edici özelliği olarak koyun güvenli olması, suyun sığ olması, suyun dibinin görünmesi, dalga olmaması ve sürekli rüzgâr olması olarak sıralanmışlardır. Bu yönleriyle mükemmel bir eğitim alanı olduğunu vurgulamışlardır. Rüzgâr sörfü okulları eğiticilerin sertifikalı olduklarını ve yeni teknolojiyi takip ettiklerini belirtmişlerdir. Sörfçü sayısının artırılmama nedenini konaklama işletmelerinin pahalılığına bağlamışlardır. En büyük tehdidin güneş kum deniz için beldeye gelenlere yönelik yapılacak olan rüzgâr perdeleri olduğunu belirtmişlerdir. Rüzgârın kesilmesi ile beldede sörfün biteceği yönünde endişeler bulunmaktadır. Festivallerin artırılmasının ve düşük sezonda yapılmasının sörfçü sayısını artıracığı yönünde fikir bildirmişlerdir. Analiz sonucunda, Alaçatı'nın turizmde gelişebilmesi için turizmle ilgili tüm birimlerin (örn: sivil toplum kuruluşları, özel sektör temsilcileri, belediye ve devlet yöneticileri) birlikte çalışması gerektiği düşünülmektedir. Alaçatı dünyada önemli bir sörf merkezi yapılmak isteniyor mu istemiyor mu öncelikle buna karar vermelidir.

Anahtar Kelimeler: Rüzgâr sörfü, Sörf turizmi, Alaçatı

1. INTRODUCTION

Recently, the traditional holiday perception has given place to the alternative holiday types. Accordingly, it is expected that sport tourism will increasingly become important. Sport tourism also makes progress day by day since it provides individuals to be active in their social lives; provides their personal and self-confidence developments. Surf tourism has become a significant niche within the adventure/sport tourism sector (Barbieri and Sotomayor, 2013; Buckley, 2002). Surf tourism characterizes travel for the purposes of surfing, learning to surf, or attending a surfing event. Recent estimates of the global surfer population are 35 million participants (O'Brien and Eddie, 2013). Global growth in the sport of surfing is estimated at 16% per annum (Buckley, 2002). Lately, recreational surfing and surf tourism have emerged as multibillion dollar industries encompassing equipment manufacturers (such as Cobra International in Thailand), clothing corporations (such as Quiksilver, Billabong, and Rip Curl), amateur and professional sporting events, and domestic and

international tourism (Martin and Assenov 2014). Surf sites and surfing activities play a leading role in a region's image, commerce and tourism-based identity (Martin 2013). Owners and tourism officials reported, for instance, that surfers were environmentally minded and on balance had a minimal impact on the coastal ecologies (Krause 2012). This is another issue why surf tourism is important for creating a sustainable tourism resort.

In recent years, surfing has made progress in Turkey as well. Many individuals have visited different destinations in order to perform the sport tourism in which they are interested. One destination for Turkey that is enduringly popular for surfers is Alaçatı which is in İzmir-Çeşme. International surfing destinations are highly dependent on specific combinations of wind-wave formation, thermal conditions and local bathymetry (Espejo, Losada and Méndez, 2014). It has been stated that geographic features of Alaçatı are so favorable in terms of the wind surf (Sönmez 2006; Dalkıran and Bal, 2007; İZKA, 2014). Buckley (2002) stated that people are willing and able to pay for unique surfing experiences in uncrowned, exotic locations. Alaçatı has competitive advantages in the niche market of the surf tourism with these mentioned characteristic features.

It has been thought that Alaçatı is the most favorable region in that it is a closed cove, safe, with shallow water and adequate wind. Favorable geographic features of Alaçatı in terms of the wind surf cause the worldwide surfers to recognize this destination as an ideal surfing location. The wind surf schools which provide training to the domestic and foreign tourists create the infrastructure of this sport. Alaçatı, which is preferred by many domestic and foreign windsurfers interested in the wind surf, becomes increasingly an important center with the national and international organizations of wind surf such as Wind Surf League, Alaçatı Surf Festival, BauMax Surf Jump Show, Pegasus Airlines PWA Wind Surf World Cup, IFCA Surf World Championship, European Championship, Jim Beam Wind Surf World Championship, Petrol Ofisi Olympic Wind Surf European Championship, Mistral Wind Surf World Championship.

Surf tourism has evolved into a rapidly expanding market segment of the wider tourism industry, gaining significant attention in the academia during the previous decade (Martin and Assenov 2012). Furthermore, the surf tourism industry promises further growth with the development of more specialized services such as surf schools as well as increase of the market for surfing-related consumer brands (Moutinho, Dionisio, and Leal, 2007). The aim of this study is to analyze the current status of the windsurf schools, to learn their opinions on the development of surf tourism in the destination along with their expectations and suggestions. In this study, windsurf schools' and surf tourists' problems together with the suggestions could be exhibited. This information is used to provide recommendations to local government managers and policy decision makers while planning future destination developments. The result of the study will be instructive for the other destinations. This study also will fill the gap in the sport tourism literature.

2. LITERATURE REVIEW

Buckley (2002) defines surf tourism as "travelling for the primary purpose of surfing that entails at least one overnight stay". Started with independent travelers searching for new surfing spots, surf tourism peaked in the 1960s mostly because of more affordable air travel, lighter surfboards, and the image of a surfing culture delivered through mass media, increased accessibility to lessons at surf schools (Butts, 2001; Tantamjarik, 2004; Barbieri and Sotomayor 2013; Ng, Phillips, Calado, Borges and Veloso-Gomes, 2013). Thanks to the lightening and quickening materials, surf has been adopted by a large mass of people as a business line, a competitive sports branch, and a leisure time activity (Reichenfeldr, 1991). One of the important differences between surf tourists and other travellers is that surfers stay longer and prefer local establishments more often than other types of tourists (Krause 2012).

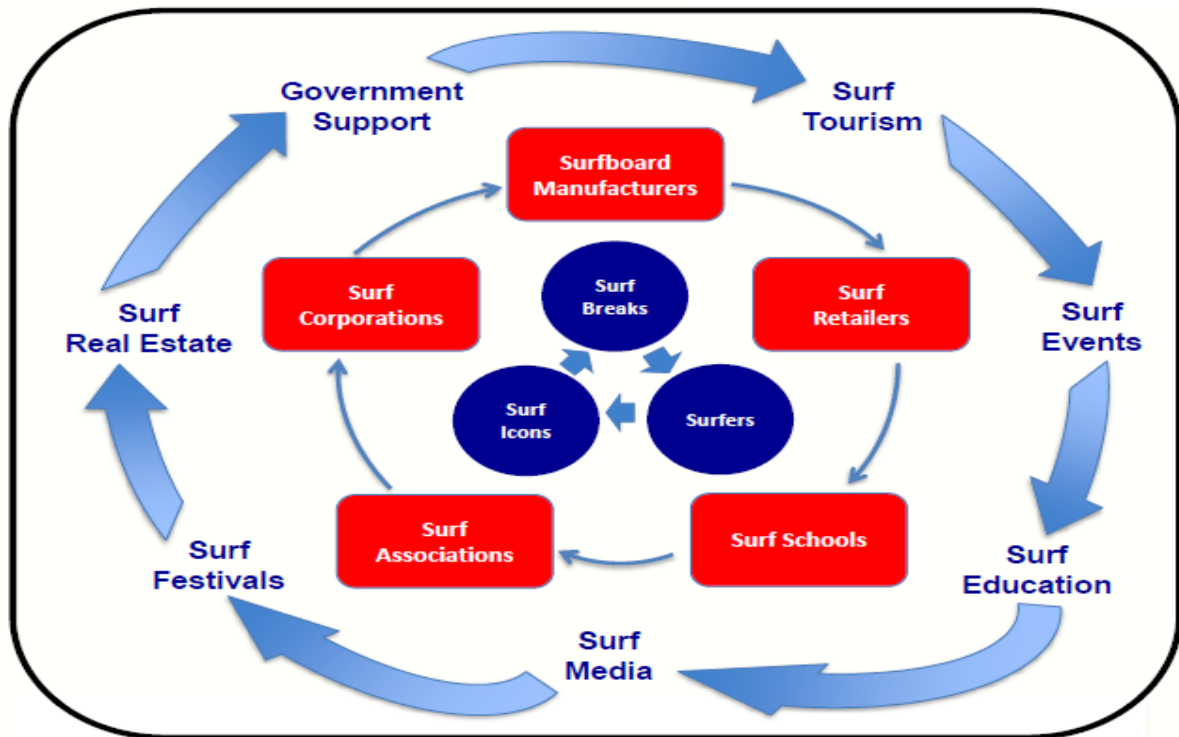
Buckley (2006) denoted that surf tourism in economic terms encompasses surf schools offering surfing lessons as part of a tourist's travel experience as one of four distinct segments. The surf tourism industry promises further growth with the development of more specialized services such as surf schools as well as increase of the market for surfing-related consumer brands (Moutinho, Dionisio and Leal, 2007).

Poorly planned surf tourism can lead to negative social and environmental impacts, often with little or no economic benefits reticulating back to host communities (Barilotti, 2002; Buckley, 2002). The literature on surf tourism topic has mainly focused on community impacts, urbanization threats, and entrepreneurial complexities in surf tourism destinations (Martin and Assenov, 2012). Previous surf tourism researches have explored the sustainability of management plans, policies, and regulations in a range of destinations (Buckley, 2002; O'Brien and Ponting, 2013; Martin and Assenov, 2014; Ponting and O'Brien, 2014).

Barbieri and Sotomayors' (2013) study was conducted using a convenient sample of 126 surfers to examine whether the six serious leisure qualities (Effort, Ethos, Career, Identity, Perseverance, Benefits) are associated with surf travel behavior and destination preferences. Martin and Assenov (2012) reviewed surf tourism studies between 1997-2011 years and found that; surfing events, artificial surfing reefs, and the sustainability of surf sites and host communities are among the most prolific areas under discussion and key arguments include socioeconomics, coastal management, and sustainable tourism.

An urban area where surfing, surf culture and employment in surf related industries comprise a significant proportion of the economic, social and cultural base of the city and the surf industry is formally recognized by the city government (Eddie & O'Brien, 2013). For developing surfing destination Eddie and O'Brien's (2013) study proves that government support, surf tourism, surf events, surf education, surf media, surf festivals and surf real estate should be analyzed together displayed in Figure 1.

Figure 1: The place of Surf Schools in Surf Concept



Source: Eddie, I. and O'Brien, D. (2013). *Benchmarking Global Best Practice: Innovation and Leadership in Surf City Tourism and Industry Development*. Global Surf Cities Conference, Australia.

The model shows that all the surf components are in interaction with each other and each surf component will affect the challenges of surf cities. One of them is surf schools. Yaşar's (2014) study suggests that it should be avoided from the settlements which can cause the windbreak; that Ayazma beach should be left for the surfers; and that capacity of accommodation should be increased and presented. The fact that Alaçatı has the extremely favorable geographic features in terms of the wind surf sport is seen as the biggest factor leading to call the worldwide surfers' attention (Dere, 2010). In the study on the profiles of the tourists who put up in Alaçatı, Dalkıran and Bal (2014) stated that sea and historic fabric drew attention in the process till 2000, and that customer proportion who came for the wind surf increased after 2000. And the wind surf facilities which do the honors and provide training to the domestic and foreign tourists create the infrastructure of this sport and feed the sport. In the study conducted in Alaçatı, Sönmez (2006) stated that a great majority of the surfers got surf training before and are still getting surf training; that not having any materials again indicated the importance of the surf schools as material providers. Sönmez suggests that association of the surf schools should be formed so that season can be extended.

Eddie and O'Brien (2013) suggest that successful cities in the global surf industry should be in coordination with all governmental and non-profit institutions at local, provincial and national level. The

research contributes to surf tourism planning and development though the clarification of surf schools importance, and with developing solutions of surf tourism. It is expected that analysis of the role of the surf schools, one of the key considerations in the surf tourism, for the development of the tourism in Alaçatı will be beneficial to the tourism decision makers. The importance of the study: results could be helpful for future policy design and management of the destination Alaçatı and literature.

3. METHODOLOGY

The aim of the study was to gain in-depth understanding on how one of the stakeholders windsurf schools evaluate surf tourism in Alaçatı, thus a qualitative research strategy was adopted. Specifically, exploratory semi-structured interviews were undertaken with key stakeholders identified by the researchers as being related to the surf tourism sector. Qualitative research method of semi-structured interviewing involving open-ended questions was preferred as a research technique. Data were collected through in-depth interviews with eight wind surf schools, all conducted face-to-face. In conformity with the aim of this study, the questionnaire has been generated with the specialized questions including general questions for all schools and special questions for each school, based on the literature survey prior to the interviews. During the interview, new questions have also been asked in order to raise new subjects. In April and May 2014, the interviews have been conducted by making appointments with each school representative. Participants consist of owners (5) and managers (3) of the schools. Questions have been asked and answers have been recorded by a tape recorder. The interview time was at least 50 minutes for each respondent. Subsequently, the interviews have been decoded into verbatim of 16 pages. Transcribed interviews and field notes were collected, content analysis was done, and data were coded manually to themes. The main question in this study was determined as follows: Being one of the stakeholders how does windsurf schools evaluate surf tourism in Alaçatı? In this context, 20 questions were asked.

The main issues that the interview questions focused on were as follows:

- Describing the situation of the surf schools in Alaçatı (7 Questions)
- Listing the advantages of Alaçatı for the surf tourism (5 Questions)
- Determining problems in terms of the surf tourism in Alaçatı (5 Questions)
- Discussing the suggestions to develop the surf tourism in Alaçatı (3 Questions)

4. RESULTS

In the vicinity of Alaçatı, there are 10 wind surf schools, eight of which it has been interviewed with their owners and managers. As Miles and Huberman (1994) suggested the transcripts and notes from the interviews were read several times in order to identify key themes. Subsequently, for the identification of thematic categories blocks of verbatim text were copied, re-organized and cross-referenced. The broader themes that contain the categories are listed as; (1)The situation of the surf schools in Alaçatı, (2)Listing the advantages of Alaçatı for the surf tourism (3)Determining problems in terms of the surf tourism in Alaçatı (4)Discussing the suggestions to develop the surf tourism in Alaçatı.

4.1. The situation of the surf schools in Alaçatı

According to data obtained from the meetings with eight windsurf schools in Alaçatı, it is seen that entrepreneurs of the surf schools did the surf sport and set their hearts on this sport before opening the schools. And then, they combined this surf love with their entrepreneurship. It can be said that they combined their hobbies with their businesses. They stated that surf schools except one are adequate, even plus as quantity in Alaçatı. They underlined “The more schools, the more rivalries. Even so, the number of the school is so many.” Concerning the qualities of trainers, they stated that these trainers have the certificates of coaching, given by the Turkish Sailing Federation, for Wind Surf (RS4 and RS5) and Kite Surf (KB4 and KB5), and that non certificated trainers occasionally work as the seasonal supervision. Additionally, the certificated trainers from abroad also serve. Concerning the contributions of the surf schools to Alaçatı, firstly they are in agreement that all surf schools attract the attention of domestic and foreign surfers and those who want to get surf training, in Alaçatı. Secondly, they are in agreement that these

schools contribute to Alaçatı's popularity in national and international tourism market. The reasons why surf tourists prefer surf schools are; the belief of getting professional education, provision of equipment, and service. The surf schools also provide the provision, the maintenance and the repair, the storage of equipment; and the opportunity to go surfing with new equipment every year. After all, the surf training can provide continuity; the surf schools are needed to join the competitions, to practice and to raise rating. The schools stated that materials can't be stored at first 50 m because of the Coastal Law, that the schools themselves provide to store the materials and to carry them during using.

4.2. The advantages of Alaçatı for the surf tourism

Eight schools in meeting mentioned that the most important features of Alaçatı for surfers are that it is shallow along 400m, that sea bottom is clearly seen, that it is a closed cove and that it is always windy. It is stated that it is a safe and great educational field together with its above features. The surf schools agree that Alaçatı is a second center for the surf training in the world. Due to all these reasons, they describe Alaçatı as surf paradise. Except one of eighth schools, the others have the opinion that there is field enough to the race tracks and field houses and Alaçatı can be appropriate for the players at every level.

4.3. The problems in terms of the surf tourism in Alaçatı

In the meeting with the surf schools, it was mentioned that the season is short, as the first problem concerning the surf tourism. This situation was associated with the school holidays but not natural conditions. Secondly, it was underlined that materials are expensive. After all, it was stated, as a problem, that Coastal Law only lets the schools open at 100 m ahead from the coast. Also "the Project of Port Alaçatı", which is topical and discussed in many platforms, was asked to the surf schools. Except one of the authorities of the surf schools, the others turned thumbs down on the project for surfing. They stated that settlement affects negatively the wind quality, wind comes brokenly. While eight schools underline that project is a good attempt in terms of the tourism, eighth of them have the opinion that it is bad in terms of the surf tourism. It was also underlined that boats entering-leaving the harbor create the security problem. The need of accommodation was showed as another problem; the price issue and reserving a place at high season were put forwarded as the other issue to be handled. Another important problem is that Alaçatı is considered as an amusement center but not surf center from day to day. Additionally, the conflict of the tourism types with each other is a problem. For example, if it is windy in Alaçatı, this situation will provide the wind surf tourism to develop; but at the same time, it will become menace for sun-sand-sea. Therefore, ÇEŞTOB (Association of Tourism Hoteliers of Çeşme) plans windbreaks to Alaçatı. A great majority of the surf schools has the opinion that surf will be over in Alaçatı if the windbreaks are made.

4.4. The suggestions to develop the surf tourism in Alaçatı

The sport can be done during the whole year in addition to similar suggestions in the other tourism types so that some projects can be developed.

- It has been suggested that reasonably priced packages at off-season can be prepared.
- It is accepted that surf activities increase the participation in competitions and the recognition; believed that these activities should be improved.
- Particularly, it was mentioned that the problem of high price and bed capacity at high season will be solved due to the surf schools offering accommodation.
- It was stated that they should be positioned in a way not to break the wind, if the windbreaks will definitely be constructed.

5. CONCLUSION AND SUGGESTIONS

In this study performed at the windsurf schools of Alaçatı, the importance of the surf schools in the development of Alaçatı surf tourism has been researched. In this qualitative study, data have been gathered through meetings with responsible of 7 of 10 surf schools in Alaçatı. When the data obtained from the meetings were analyzed, collected qualitative data were analyzed under four broad themes "The situation of

the surf schools in Alaçatı”, “The advantages of Alaçatı for the surf tourism”, “The problems in terms of the surf tourism in Alaçatı” and “The suggestions to develop the surf tourism in Alaçatı”.

These surf schools stated in the meeting that surf schools provide Alaçatı to be well-known in nationally and internationally. They have the opinion that development of Alaçatı in the surf tourism is thanks to the windsurf schools. They do this by providing training for the surfers, providing the surf services like renting equipment. Particularly, it was underlined that national and international surf organizations turn Alaçatı into an important destination in the surf tourism. Eddie and O'Brien (2013) in their study emphasizes for being surf city, government support, surf tourism, surf events, surf media, surf festivals, surf real estate and surf education should work together. The realization of the surf organizations with the surf schools shows the importance of the surf schools in development of the surf tourism. Dalgakıran and Bal (2007) suggested to open the new surf schools in their own strategies. The projects are needed to increase the demand for the surf schools at off-season. As a solution to this problem, it can be suggested to establish clubs and to provide training with the universities in İzmir. And these students can be the surf tourist later.

The surf schools stated that the biggest dangers in terms of the surf tourism in Alaçatı are the projects of Port Alaçatı and Windbreaks. In their study, Dalgakıran and Bal (2007) have suggested to pay attention to the claims that project of Port Alaçatı will harm the surf sport and disrupt the ecological balance. And it was underlined that the possible effects of the project of Port Alaçatı on Peninsula Sustainable Development Project should be researched scientifically, because the sustainability of activity fields of the surf sport is very important to Alaçatı, Çeşme and İzmir (İZKA, 2014). Similarly, Yaşar (2014) underlined that settlement affects negatively the quality of the surf wind. It is seen that most important factor in these problems is the mutual influences of the tourism types performed in Alaçatı. Alaçatı is considered as an amusement center, a second residential center, a center of boutique hotels composed of stone houses, and a center of surf tourism. The projects improved for any tourism type can affect negatively another one.

Surf sites around the world are under ever-increasing pressures from tourism (Martin 2013). The predicted global growth of the surf industry over the following decades will provide successfully management of the site, the problems, challenges with significant economic opportunities in terms of employment, tourism and increased social capital (Eddie and O'Brien, 2013).

The results of this study suggest that; Alaçatı's local authorities should decide strategically for being surf city or not. The other tourism types in Alaçatı can be developed in many destinations of Turkey. However, it is agreed that Alaçatı is the best destination for the surf tourism in Turkey (İZKA 2014). Global surfer population is 35 million, total surf industry economic impact ranges from US\$47.25 to US\$131.25 billion (O'Brien and Eddie 2013). Based on the interviews conducted with the schools, the approximate annual income generated from surf tourism in the region is said to be \$ 10 million. Alaçatı does not receive the deserved share. When any decision will be made about Alaçatı, it should be researched well how this situation will affect the surf tourism. All tourism stakeholders work together while preparing policy and planning.

One of the limitations of the study is that only qualitative method was used and size of the sample in the research was limited. There were only ten windsurf school in Alaçatı at the time of research. Another limitation is that study was done with one of the stakeholders of the surf tourism. Suggestion for further studies: data should be obtained from all stakeholders of the surf tourism so that, a strategy can be formed for the development of the surf tourism in Alaçatı.

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APPENDIX

INTERVIEW QUESTIONS

SURF SCHOOLS

1. Where did your opinion to open a surf school come from?
2. Which reasons were efficient while performing this attempt?
3. Do you find adequate the number of surf school in the region? If there are a great number of the school, is this situation advantageous or disadvantageous?
4. Do you find adequate the trainers at schools? (What kind of certificates have they got?)
5. What are the advantages of the surf school for Alaçatı?
6. What are the reasons why the surf schools are preferred?
7. Why are the places of the schools to store the surf materials far away from the beaches?

SURF TOURISM and ALAÇATI

1. How can the season be extended in Alaçatı?
2. What are the advantages of surfing and festivals for Alaçatı?
3. How has "Port Alaçatı", the first canal city in Turkey, affected the surf? What kind of changes have been in the quality of wind?
4. What are the features of Alaçatı distinguished from the other surf centers?
5. Can Alaçatı be considered as "Surf Paradise"?
6. How should the deficiencies about sport centers, sport materials and technical features in the region?
7. Are the race tracks or the field houses adequate?
8. Is there a capacity to provide all the capabilities of the surfers in Alaçatı?
9. What are the factors affecting the selection of destination?
10. What are the risks that may occur while surfing in the region? What is the most common risk of accident? Are the security measures adequate?
11. What do you think about windbreaks?
12. If the windbreaks are made, does Alaçatı lose the whole of its surfing features?
13. Can Alaçatı reach a close position to Canary Islands and Cope Verde which are the best surfing centers in the world?

SPECIAL TO SURF SCHOOLS QUESTIONS

Alaçatı Beach Resort

1. What are the advantages of having a big area as coast?
2. What are the advantages of being the first and only boarding wind surf academy in Turkey?
3. Is there any specialty because Alaçatı has the oldest wind surf academy?
4. Where did the opinion to open the first surf school in Alaçatı come from?

Muga Surfcity

1. What kind of innovations are there for surf lovers?
2. What are the advantages of doing the honors to Alaçatı surf festival?

Çağla Kubat Wind Surf Academy

1. Could the academy realize its opening purpose?
2. How has giving education of Power Yoga affected the players?

Active Surf

1. Are there advantages of being the biggest surf school in Alaçatı? What?
2. Are there dangers or advantages of which its three sides are surrounded by the sea?

Bora Kozanoğlu Surf Center

1. What are there in order to endear the wind surf sport that is one of the missions of the academy to everyone and to make this sport lifestyle for students?
2. What are the advantages of the techniques to learn fast the wind surf which B. KOZANOĞLU has developed? Could it be got efficiency?

Bu Bi Surf School

1. What are the advantages of being the closest surf school to the sea in Alaçatı?
2. What has it given place in Alaçatı as the one of the most popular surf areas in the world?

Alaçatı Surf Paradise Club ASPC

1. What were the advantages or the disadvantages of renewing all materials of the school in 2009?
2. Are having the worldwide materials adequate to be preferred by the players? Why?