

The lack of participation for surfing by Sri Lankans: With Special References to Arugambey & Kabalana Surfing Areas

W.A.P. Kumara¹, M.L.M. Silva², R.W.B.M.D. Madusanka³

¹(Department of Sport Science & Physical education, University of Kelaniya, Sri Lanka) ²(Department of Sport Science & Physical education, University of Kelaniya, Sri Lanka)

³(Department of Political Science, University of Kelaniya, Sri Lanka)

Corresponding Author: W.A.P. Kumara1

Abstract: Surfing is one of most popular sport in the world. As well as many foreign surfers come to Sri Lanka for surfing. there are many surfing beaches in Sri Lanka. among those Arugambey is the best surfing beach. In addition, Weligama, Hikkaduwa, Ahangama, are the best surfing areas. But the problem was local surfers' participation percentage is very low. this research was done for find out the factors for lack of participation for surfing. the specific objective of this research was to identify the factors which can be impact to participation for surfing by Sri Lankans. and specific objectives were There was to identify the most impact factors and to ranking the factors which can most influence. one independent variable name as participation for surfing and there are six independent variables such as prices, culture, awareness, accessibility, sponsors and facilities. participation sample method using for select the sample and closed – ended questionnaire were used for data collection. Questionnaire were distributed through the 50 surfers in Arugambey and Kabalana. The data was analysis from SPSS 21.0 using factor loading and cross tabulation. The findings of this study show 8 factors influence for lack of participation for surfing by Sri Lankans. Out of factors including accessibility was the most prominent factor influencing on surfing participation. Other factors are awareness, resources, sponsors, social attitudes, facilities, culture and prices.

Key Words: surfing participation, surfing areas, factors, lack of participation

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I. Introduction

surfing is very famous in whole world. it is an outdoor sport activity. lots of surfers surf as a sport. many times, its becomes a recreational activity. Sri Lanka has many surfing beaches. Arugambey, Hikkaduwa, Weligama, Midigama, etc. So many foreign tourists come to Sri Lanka for surfing. As my pilot survey I was able to find out the difference among local surfers and foreign surfers for participation to surfing. Sri Lanka has international surfing beach. it is the Arugambey surfing beach. It has become an international surfing beach by International Surfing Association(ISA). As well as world surfing game was held on this beach in 2004.

At the present Surfing is most important part of the Sri Lankan tourism. it is very important for Sri Lankan economics. There are lots of researches in the world about /surfing. They have done many studies for surfing. following I get some of them.

Surfing is a leisure activity that originated more than a thousand years ago, in the Hawaiian Islands (Mountinho, Dionisio, and Leal 2007). The first 'unconscious' surfers were fishermen who used the waves as a means to quickly move their canoes across the reefs and back to the beach with their catch (Young 2008). However, surfing in Hawaii soon evolved from a work-based skill to a widely undertaken pleasure activity (Kampion 2003; Gabbard 2000; Young 2008) whose novelty soon caught the attention of the world. In 1915, the Hawaiian Duke Kahanamoku introduced the art of riding a wave to Australia, and the first ever Australian surfer was a young woman named Isobel Letham (Gabbard 2000). Surfing has now become the most popular global water-based leisure activity after swimming (Young 2008). Surfing has also become a multi-billion-dollar part of the global tourism industry, where millions of surfers travel worldwide to numerous surfing destinations in search of the 'perfect wave' (Ponting 2009). 'Surf tourism' is now a labelled phenomenon, and has been defined in the academic literature as:

“People traveling to either domestic locations. . . or international locations. . . , and where the active participation in the sport of surfing, where the surfer relies on the power of the wave for forward momentum, is the primary motivation for destination selection (Fluker 2002, p. 7).” (Fendt & Wilson, 2012)

Surfers are a special subset of recreational beach users. Surfers are typically frequent visitors to the beach, often making daily or weekly trips; surfers commonly have a strong cultural passion and sense of ownership of their surf spot as a “natural cultural resource.” They typically visit the beach in the early morning or late evening, extending the hours of tourism in coastal communities (Nelsen et al., 2007). Many avid surfers live or work close to a particular surf spot for the sole purpose of being able to surf daily. In some instances, their career choices are directly related to their desire to be able to surf as frequently as possible. On average, experienced surfers have at least a college degree and are in the upper middle-class income bracket (Nelsen et al., 2007). Depending on the location, ease of access, and length of stay at a surf spot, surfing related expenditures can add significantly to the local coastal economy. As an example, Nelsen and Pendleton estimate that expenditures to local businesses, including fuel and food add \$40.16 per surfer per surf session to the coastal economy at Trestles Beach, California (in Lazarow et al., 2007). Surf breaks are the product of complex interactions of nearshore bathymetry, wave characteristics (height, period and direction), tide level, local wind conditions, and, if present, interactions with shoreline structures. Surfers are keenly aware of the environmental conditions that produce high-quality surfing. Most surfers spend a significant amount of time monitoring weather and wave forecasts and viewing real-time wave buoy data in an attempt to anticipate the time and location of quality surfing. The location that a surfer will choose to surf is often dependent on the wave direction, tide level and wind conditions. Small changes in the local bathymetric conditions caused by shifting sands, sediment supply, storm activity, and structure interaction can significantly change the quality of a surf break positively or

negatively for short to long periods of time. In particular, changes in the nearshore beach slope can shift the breaking characteristics of the waves from plunging breakers ideal for surfing, to spilling breakers that are not as easy to surf. (Science and Technology Committee, 2011)

surfing is a very famous sport in whole world. it is an outdoor sport. as well as it is a recreational activity. use a surfing board for surfing and it is based on waves. As an outdoor sport event, surfing is very adventure sport. Sri Lanka is very small country. As well as there is beach around the country. Though anyone lives in middle of the country who can arrive to any surfing beach during 1-10 hours. But local surfers very lower better than foreigner.

Surfing is very suitable sport for Sri Lanka. It is impact for Sri Lankan tourism and economy. In addition, surfing is very recreational event. But the problem what I identified is lack of participation for surfing by Sri Lankans. So, I expected to this study find out what are the factors for lack of participation for surfing by Sri Lankans.

II. Methodology

Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. This plan involves several decisions, and they need not be taken in the order in which they make sense to me and the order of their presentation here. The overall decision involves which approach should be used to study a topic. Three research approaches are advanced: (a) qualitative, (b) quantitative, and (c) mixed methods. Unquestionably, the three approaches are not as discrete as they first appear. Qualitative and quantitative approaches should not be viewed as rigid, distinct categories, polar opposites, or dichotomies. Instead, they represent different ends on a continuum (Newman & Benz, 1998).

Quantitative research is an approach for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures. The final written report has a set structure consisting of introduction, literature and theory, methods, results, and discussion. Like qualitative researchers, those who engage in this form of inquiry have assumptions about testing theories deductively, building in protections against bias, controlling for alternative explanations, and being able to generalize and replicate the findings (Creswell, 2014).

In quantitative research behavior of variables are measured quantitatively. As current research is intended to reveal a relationship between tourist satisfaction and service quality. It is necessarily considered as a quantitative research.

This study based on exploratory research and inductive research approach. key objective based on exploratory research approach. and there are two specific objectives for this study. Primary data was collected to accomplish key specific objective. Before to collect primary data, I have done a pilot survey. and find out 6 tentative hypotheses. those are needed to build up my questionnaire. the sample was 50 random sample in Eastern and South surfing beaches. Factor loading method has used for this study. and used exploratory factor analysis and found the factors.

Source of data collection

As this study was exploratory in nature, it was intended to collect primary data as much as possible. Deriving accurate information from field surveys was highly dependent upon the survey methods surfing tourist. The Data collected from Questionnaire was developed for the surfing tourist's participation by Sri Lankans. the questionnaire based on six tentative hypotheses. (1) prices (2) facilities (3) culture (4) awareness (5) accessibility (6) sponsors.

Study areas

Eastern areas

Arugam Bay is on the list of the top ten surf points in the world. Situated on the South East side of Sri Lanka Arugam Bay receives the same Antarctic winter swells that hit Indonesia in the in the middle of the year. The best time of the year is between May and November when the predominant wind is offshore for at least the first half of the day.

Due to its location and southerly swell direction the area is dominated by right hand point breaks. There is a beach break in front of the Stardust Beach Hotel, which can be fun for body surfing or for beginners but that's about it. Three of the point breaks "The Point", "Pottuvil Point" and "Crocodile Rock" are within an hour's tuktuk ride from the Hotel, with "The Point" being visible (15 min walk) from the hotel. There are several other points that are within a 1-hour's ride or can be accessed by boat. Some of the staff at the hotel surf and are only to happy to help you plan surf trips to some of these lesser known breaks.(

<http://www.arugambay.com/surfing.html>)

Southern areas

Kabalana to Madiha in the South of Sri Lanka could be called Sri Lanka's tribute to Hawaii's seven miles miracle on the North Shore of Oahu. There are a handful of fun surf spots from lefts, rights, beach breaks, reef breaks and A-frames – something for everyone, over 13 miles of coastline, mostly protected by inshore reefs.

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The sampling

The most important stage of a study is the sampling and consequently it had to be handled properly. Therefore, the target group of this study was the tourists to Sri Lankan surfing Ares. In the research, sample is represented by the tourist who are arriving to Eastern and Southern surf points. The data

collected by surfers who was come to surfing in these areas. The season of eastern on April to November and Southern season on November to April. The questionnaires for data collection was in Sinhala media.

Pilot survey

Pilot survey holds a major part of the research. Several pilot surveys were basically done according to the model building. Pilot survey on Arugambey was done on the 10th of November in 2016. There were four members in the operation and the team arrived at the location around 3.00p.m. There were several objectives that had achieved through the pilot survey. Pilot survey had been carried out to test the suitability of the questionnaire to the particular site.

Table 1 : Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.711	22

Data Processing and Scaling

The survey data was entered into an excel spreadsheet and SPSS datasheet. Any question that utilized a Likert scale was coded with a number system. If the respondent circled five answers, Questionnaire used following scale five boxes ranging from very high and very low. For the purpose of quantitative of this study was converted in to numerical values as given in the tables below

Table 2: Data Processing Scaling

Ranging	Numerical scale
Very high	5
High	4
Neutral	3
Law	2
Very law	1

According to the above table the maximum score obtainable against a statement (question) in the questionnaire is 5 and the minimum is 1. In the other words if a respondent very high, the given statement the score for that question would be 5, if high of the statement the score would be 4, if neutral 3, if law 2, very law 1. The high and the lowest score an individual can score are 5 and 1 respectively.

Data presenting and analysis

In research method, there is inductive research approach. Here in this research SPSS 22.0 statistical tool was used to present and analysis the data. When analyzing the data collected through the questionnaire the researcher used number of statistical tools, FACTOR analysis method and cross tabulation. Through the cross tabulation, the way in which constraints differs on demographic factors is studied. To obtain means, percentages, and standard deviations descriptive statistics will calculate. For an inferential analysis of the data, will use to find and to compare the constraints toward participation of surfing.

Analysis Of The Data

Factor analysis for participation constraints in sports

Table 3 : KMO and Bartlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.512
Bartlett's Test of Sphericity	Approx. Chi-Square	353.423
	df	171
	Sig.	.000

The KMO statistics recommends to be greater than 0.5. In this KMO value is 0.512, which falls in to the range of recommended value.

Table 4 :Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Total Variance Explained		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.477	18.300	18.300	3.477	18.300	18.300	2.610	13.738	13.738
2	2.426	12.767	31.068	2.426	12.767	31.068	2.446	12.876	26.614
3	2.105	11.080	42.148	2.105	11.080	42.148	2.343	12.332	38.946
4	1.813	9.543	51.691	1.813	9.543	51.691	1.760	9.261	48.208
5	1.591	8.373	60.065	1.591	8.373	60.065	1.699	8.943	57.151
6	1.339	7.046	67.111	1.339	7.046	67.111	1.438	7.566	64.717
7	1.160	6.103	73.214	1.160	6.103	73.214	1.394	7.336	72.053
8	1.018	5.356	78.570	1.018	5.356	78.570	1.238	6.517	78.570
9	.780	4.103	82.673						
10	.657	3.457	86.130						
11	.576	3.031	89.161						
12	.430	2.261	91.422						
13	.403	2.122	93.544						
14	.311	1.639	95.183						
15	.257	1.350	96.534						
16	.217	1.144	97.678						
17	.183	.961	98.639						
18	.149	.783	99.422						
19	.110	.578	100.000						

Extraction Method: Principal Component Analysis.

According to the total variance explained, there are eight constraints which have the eigen value greater than 1. There are eight components in the table which is automatically shown. In this study, the survey data reveals the obstacles in academic environment in the percentage of 76.03%. The other not revealed 23.97% percentage of obstacles suggestion for future research.

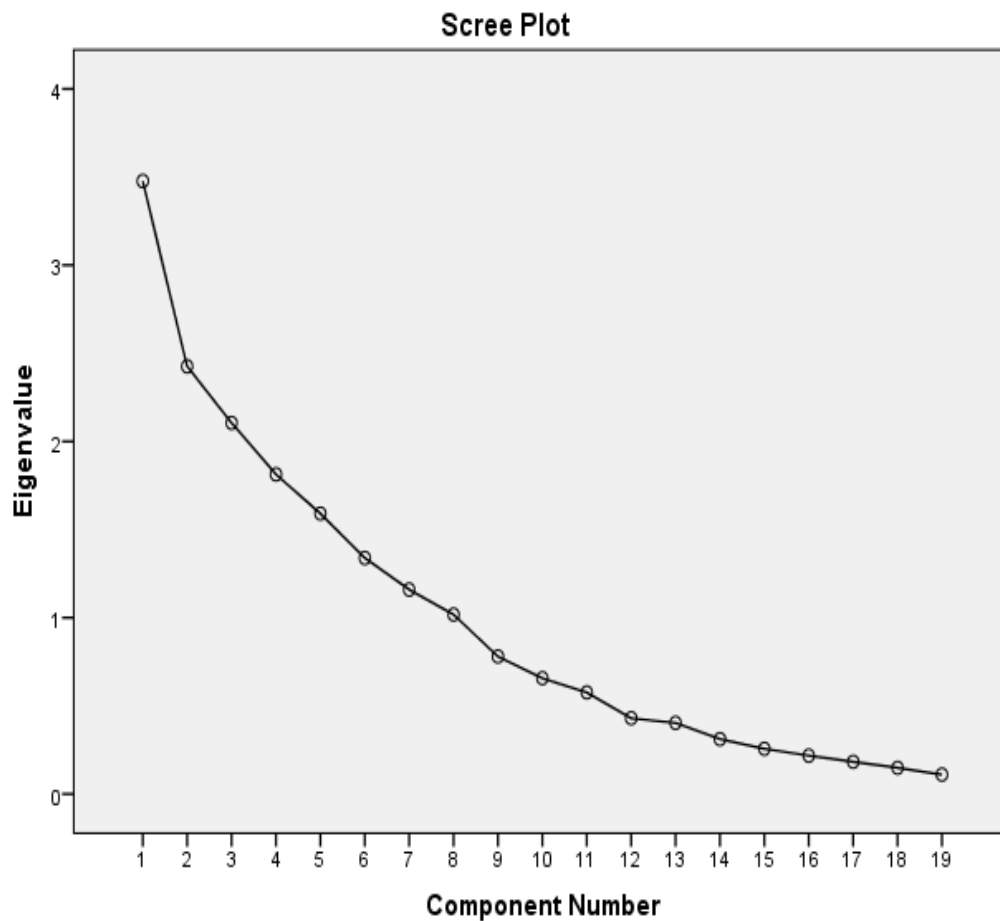


Figure 1: Scree plot

According to the above screen plot, there are eight components which have the eigen value greater than one.

Table 5: Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Facility 02	.846							
Price 04	.691							
Price 02	.655							
Accessibility 04	.531			.478				
Awareness 02		.865						
Accessibility 02		.838						
Awareness 01		.820						
Facility 04			.838					
Facility 05			.828					
Facility 06	.513		.614					
Sponsor 03			.547					
Facility 01				.781				
Sponsor 05				.708				
Culture 04					.706			
Culture 03					.690			
Price 03					.615		.442	
Facility 03						.922		
Culture 02							.877	
Price 01								.896

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.^a
 a. Rotation converged in 11 iterations.

Through the rotated components matrix there are obstacles identifying under eight components. These identified obstacles **accessibility, awareness, resources, sponsors, social attitudes, facilities, culture and prices.**

Table 6: Accessibility

Questions	Eigen value
Facility 02 (Q19)	0.846
Prices 04 (Q15)	0.691
Prices 02 (Q13)	0.655
Accessibility 04 (Q17)	0.531

Table 7 : Awareness

Questions	Eigen value
Awareness 02 (Q11)	0.865
Accessibility 02 (09)	0.838
Awareness 01 (Q10)	0.820

Table 8 : Resources

Questions	Eigen value
Facility 04 (Q21)	0.838
Facility 05 (Q22)	0.828
Facility 06 (23)	0.614
Sponsors 03 (Q31)	0.547

Table 9 : Sponsors

Questions	Eigen value
Facility 01 (Q18)	0.718
Sponsor 05 (Q33)	0.708

Table 10 : Social attitudes

Questions	Eigen value
Culture 04 (Q27)	0.706
Culture 03 (Q26)	0.690
Price 03 (Q14)	0.615

Table 11 : Facility

Questions	Eigen value
Facility 03 (Q20)	0.922

Table 12 : Culture

Questions	Eigen value
Culture 02 (Q25)	0.877

Table 13 : prices

Questions	Eigen value
Price 01 (Q12)	0.896

III. Conclusion

This research was an exploratory factor analysis and found the factors for lack of participation for surfing by Sri Lankans. the method of the research is factor loading method. There are so many famous surfing beaches in Sri Lanka. before this study the problem was lack of participation for surfing by Sri Lankans. So after this research, could find out the influence factors for lack of participation by researcher. Those are accessibility, awareness, resources, sponsors, social attitudes, facilities, culture and prices. As well as the most influence factor for lack of participation for surfing by Sri Lankans. secondly influence factor is awareness. According to this research those factors are the final effect.

Based on the finding of the researcher would recommend the followings to the lack participants of the surfing by Sri Lankans.

- Sri Lankan printed and electronic medias should more than promote to improve the participation for surfing by Sri Lankans.
- The government should develop more programmes event for surfing.
- Sri Lankan sport ministry must develop resources for surfing.
- Many surfers have the main question is no sponsors to participate surfing games. So, they want to sponsors. private and government companies can sponsor to them.
- Sri Lankans should change the appearance for surfing. Because surfing is very good sport in the world. surfing includes to the Olympic game in TOKIYO 2020.
- Should develop more facilities associate surfing beaches. some of facilities are hotel, accommodation, security etc....
- Should decrease the prices of surfing board.

Effect of this research could find out 8 factors for lack of participation for surfing by Sri Lankans. Those are accessibility, awareness, resources, sponsors, social attitudes, facilities, culture and prices. Future researches can use these factors as hypothesis. Then use these factors as hypothesis would defined how to develop participation for surfing by Sri Lankans.

As well as the sample was 50 surfers. Future researches would get better effect to develop the sample more than 50.

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