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SURFING AS A POTENTIAL SOURCE OF WELLNESS TOURISM

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Master (MSc) in Erasmus Mundus in Tourism Development & Culture

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Department Of Marketing, Operations and General Management (IBS)

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Resumo

Bem-estar é um conceito que difere de indivíduo para indivíduo, o conceito de bem-estar pode estar associado a um indivíduo com saúde, mas também pode estar associado ao bem-estar sexual, espiritual, emocional, financeiro, ambiental e ocupacional. O turismo de bem-estar tem sido largamente difundido, no entanto não existe uma definição exata para este conceito relativamente recente. Existem múltiplas ofertas associadas ao turismo de bem-estar, que necessitam de mais investigação. Esta dissertação investiga em específico os principais motivos que promovem o Surf como turismo de bem-estar em Portugal. Este estudo qualitativo investiga o Turismo de Surf e bem-estar através de 32 entrevistas semiestruturadas. Os resultados indicam que os três principais motivos que promovem o Turismo de Surf (corpo, mente e espírito) encontram-se identificados num mapa conceptual resultante da análise qualitativa do software Leximancer. A ligação entre bem-estar e surf é dinâmica e mutuamente benéfica, o Turismo de Surf proporciona uma riqueza de vantagens emocionais, mentais e físicas que aumentam o bem-estar. A análise subjetiva dos entrevistados pode ser considerada uma limitação deste estudo bem como a dimensão da amostra.

Título: Wellness Tourism: Surfing as a Potential Offer.

Autor: Sraboni Akter

Palavras-chave: Turismo de Bem-Estar, Desporto, Surf, Portugal

Abstract

Well-being is a concept that differs from individual to individual, the concept of well-being can be associated with a healthy individual, but it can also be associated with sexual, spiritual, emotional, financial, environmental and occupational well-being. Wellness tourism has been widespread, however there is no exact definition for this relatively recent concept. There are multiple offers associated with wellness tourism, which require further investigation. This dissertation specifically investigates the main reasons that promote Surfing as wellness tourism in Portugal. This qualitative study investigates Surf Tourism and well-being through 32 semi-structured interviews. The results indicate that the three main reasons that promote Surf Tourism (body, mind and spirit) are identified in a conceptual map resulting from the qualitative analysis of the Leximancer software. The link between well-being and surfing is dynamic and mutually beneficial, Surf Tourism provides a wealth of emotional, mental and physical benefits that increase well-being. The subjective analysis of the interviewees can be considered a limitation of this study, as well as the sample size.

Title: Wellness Tourism: Surfing as a Potential Offering

Author: Sraboni Akter

Keywords: Wellness Tourism, Sports, Surfing, Portugal

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CHAPTER 1

Introduction

Tourists' main goals are to unwind and escape from their everyday routines, which suggest they prefer to take part in leisure activities that promote good health (Damijani, 2019). Health is a condition of the whole physical, mental, and social well-being and is not only the absence of disease or infirmity (World Health Organization, 2020). The definition of "wellness" according to Hashemi et al. (2015) is a particular condition of health, integrating the harmony of body, mind, and spirit and the author further claimed that it was a person's way of life. On the other hand, the National wellbeing Institute defines wellbeing as an active process that helps individuals become aware of and make decisions that will lead to a more successful living. Although these two ideas are distinct from one another, they complement one another in the pursuit of greater degrees of wellness. In essence, wellness is the means to achieve health, while health is the end objective. Within the broader framework of general health, wellness fits.

Being one of the fastest-growing market segments globally, according to the Global Wellness Summit (2020) and Global Wellness Institute (2020), is the desire for wellness tourism. According to the GWI, the global market for wellness travel reached US\$735.8 billion in 2020 . The COVID-19 pandemic has, at least temporarily, stopped this growth trend that showed that, in 2020, the wellness economy fell by 11.0%, to \$4.4 trillion, but the overall economy for wellness tourism is currently \$436 billion, but it has a hope that this area will show a sharp rise in the future. The Institute had predicted a future turnover of US\$919.4 billion. The wellness tourism industry is increasingly expanding into previously untapped markets, such as those in the arts and humanities (Fancourt & Finn, 2019), the outdoors (Ohe et al., 2017), sports (Smith & Kelly, 2006), the spiritual world (Jiang et al., 2018), and enogastronomy (Colombini, 2015). Following this pattern, growing numbers of research (Dillette et al., 2020; Roma et al., 2018; Pyke et al., 2016) are emphasizing a holistic view of wellness, pointing to the growth of tourism that is more and more focused on wellness (Kazakov & Oyner, 2020).

Dini and Pencarelli (2021) identified ten different components within the system of offering of wellness tourism ; hot springs (hot springs and wellness services), spas (different typologies of spa centers with relative services provided), medical tourism (medical surgical, therapeutic and wellness) care of body and mind (services specializing in esthetic treatments and massage or physical activity and/or therapy not provided in hot springs and spa facilities), enogastronomy (gastronomic experiences with specific reference to the realm of typical local

food and beverages and healthy food), nature and environment (natural resources that may be appreciated for personal well-being), sports (indoor and outdoor games planned for the active engagement of tourists), and culture (the manifestation of historical and artistic legacy in both concrete and conceptual forms)), spirituality (spiritual activities that include mystical and religious experiences) and events (specific events or entertainment activities for tourists).

The bulk of research in the little body of literature on wellness tourism concentrated on themes like motives to travel for wellbeing (Chen et al., 2008; Hun Kim & Batra, 2009; Mak et al., 2009; Medina-Muñoz & Medina-Muñoz, 2013) the characteristics of wellness tourists (Hun Kim & Batra, 2009; Voigt et al., 2011) market demand analysis (Gabor & Oltean, 2019; Heung & Kucukusta, 2013; Laing et al., 2010; Pan et al., 2019; Smith & Kelly, 2006) and the impact of wellness tourists on residential communities (Wang et al., 2020). It is also evident that, though there are multiple offerings but it is matter of regret that wellness tourism literature is mostly confined within Spa services (Kazakov & Oyner 2020), Hot spring (Pan et al., 2019; Chen et al., 2013), thermal (Chrobak et al., 2020), yoga and meditation (Saxena et al., 2020; Norman & Pokorny., 2017). Additionally, one of the most unexplored areas among the diverse offerings of wellness tourism is Sports segment both indoor and outdoor activities. Since the sports industry hasn't been fully investigated, this research aims to concentrate on the sports, notably surfing.

Sports tourism is a relatively new genre, but it has experienced rapid expansion in recent years. The World Tourism Organization (WTO) obtained information from EUROSPORT indicating that sports tourism brings in \$800 billion annually globally. This accounts for about 10% of the travels and 25% of tourism revenue. Travel made for recreational (noncommercial) purposes to participate in or watch sporting events that take place away from one's usual domicile and may or may not have a competitive purpose is known as sports tourism (Hall, 1992). Sports tourism may initially appear to be merely a tourist activity, but it is now viewed as an opportunity to engage with sports culture (Pigeassou, 2004). This package contains both indoor and outdoor "sports tourism" (Malyshev et al., 2016) activities intended to promote tourist engagement. They include "**golf**" and "**sports and recuperation**" (Pan et al., 2019), as well as "**horse riding**" (Kazakov & Oyner, 2020).

Sports-related activities and rehabilitation are more focused on the benefits of exercise for recovery than on competitiveness, overcoming obstacles, or self-actualization. The slope, evaluation, air quality, and natural landscape are therefore more significant than other characteristics, which demonstrate a notable shift in how value is assigned. Sports that are

suitable can aid in recovery, health maintenance, and confidence building which works as a source of wellness factor to the participant. In fact, according to GWI (2018), six sub-sectors—fitness, sports and active recreation, mindful movement, equipment & supplies, clothes & footwear, and technology—are defined and quantified to make up the huge economy of physical activity. In fact sports and active recreation is the most popular category of recreational physical activities, accounting for \$200 billion in 2020.

In recent time, there are various sports that are gaining popularity and among them surfing is one. Early in the 20th century, surfing as an adventure tourism niche began to grow into the multibillion-dollar market it is nowadays (Dolnicar & Fluker, 2003). According to the International Surfing Association (ISA, 2021), surfing is any sports activity that involves riding any kind of wave, including big waves and tow-in surfing. This includes bodyboarding, longboarding, shortboarding, tandem surfing, and standup paddle (SUP) surfing, and longboarding.

The number of surfing locations has increased along with the number of surfers. By 2015, there were 164 countries where surfing was performed, up from 72 in 1997 (Martin & Assenov, 2012), with over 9000 distinct destinations (Hritz, & Franzidis, 2018). The market for surfing in the world reached \$4 billion in 2022. By 2027, it is anticipated that this amount will increase by 4.8 billion US dollars, or 4%, on a compound annual growth rate basis. In 2022, it was predicted that the global surfing tourism sector would be worth 9.5 billion dollars. By 2032, this is expected to increase to 17.1 billion dollars, or a six percent compound annual growth rate. Australia and the west coast of the United States are currently popular surfing places; the U.S. state with the most surf spots have a total of over 400 surf spots, while the number of adult surfers in Australia hit a five-year high in 2021 (Statista ,2022).

Spa Finder 2016 released wellness 365 regarding the new trends in wellness tourism and identified surfing hold the first position for this trend. The same source mentioned that Surfing is quickly emerging as a new type of wellness tourism and have seen a wide range of offerings as it quickly spreads for examples combining spa and wellness offerings with surfing/surf classes,. In addition to that an explosion of female surf retreats, surf-simulating fitness classes and wave-simulating surfing parks are gaining popularity. Through the conceptual lens of "**Swellness**," Iliuta and Wiltshier (2018) investigated the viability of integrating spa and wellness activities into the Jersey surf tourism experience. They determined that spa and wellness components are doable additions for the development of surf products. Although surfing has the potential to be a significant source of wellness tourism,

there is little literature on the subject and it is also evident that most of the time surf just become and add on to wellness tourism. Hence, the research question of this study is ;

RQ: What are the key drivers to promote surfing as a source of wellness tourism?

For answering this research questions it is important to understand what the benefits of surfing based on the wellness perspective. And for doing so the research objectives are;

RO1: To investigate the wellness (Body, Mind and Spirit) of surfing.

And based on the wellness this research also tries;

RO2: To propose the reposition of surfing as a unique offering of wellness tourism.

As the level of stress in the globe rises, it appears that the trend of adrenaline-fueled activities combined with pampering or soothing experiences is becoming more and more popular. Many individuals are interested in surfing (Reis, 2020), primarily as because of the widespread commercialization of images of ideal, empty waves in far-off locales. Locations that boast fantastic natural surfing conditions advertise as such (Reis, 2012). The imagery, growth, and commercialization of ideal waves in far-off and exotic locations have considerably boosted the number of surfers in recent years (Holt, 2021). Surf culture is utilized in marketing techniques (Moutinho, Dionsio, & Leal, 2007), and it is regarded as a way of life and expression (Dolnicar & Fluker, 2003). Numerous academics (Barbieri & Sotomayor, 2013; Wagner, Nelsen, & Walker, 2011) emphasize the multimillion-dollar magnitude of surfing events with considerable economic implications and ongoing expansion (Martin & Assenov, 2014). Many people in the surfing community subscribe to the belief that finding the ideal wave is what motivates them to travel and experience new things to catch it. Since then, these pioneering surfers have made surfing accessible in places like Bali, the Mentawai Islands, Fiji, the Maldives, Tahiti, South Africa, and most recently, Portugal and Spain. Dolnicar and Fluker (2003) created market groups for surfers based on how important respondents rated several characteristics of surf destinations, such as the absence of people, the level of personal safety, and the standard of accommodations offered at the surf destination. One of the reasons Portugal, specifically Lisbon, was selected as the study location was due to the country's diversity of nationalities, which would help to achieve reliability and ensure that the research's findings could be replicated in other parts of the world (Veal & Darcy, 2014).

For investigating the research questions and research objectives, this study is divided into various sections. A thorough investigation of surfing and wellness tourism is conducted in the first section's literature study, which also provides a solid framework for additional investigation. Semi-structured interviews with a total of 32 respondents from various nations

were used for the technique, and this chapter also covers the approach to data collecting and analysis. Leximancer software, which detects the responses and generates a conceptual map, has been used for data analysis. The findings and subsequent discussion are then presented. A concise overview of the contribution, as well as any limitations and recommendations for additional research, are included in the dissertation's conclusion.

CHAPTER 2

Literature Review

2.1 Wellness Tourism

Initially, Dunn (1959) introduced and popularized the idea of wellness, emphasizing the value of combining health, mind, and spirituality. He also contends that being healthy is about having a purpose in life, being content in it, engaging in both work and recreation, enjoying happy relationships, maintaining a good physique, residing in a nice environment, and finally being happy (Dunn, 1959). Mueller and Kaufmann (2001) assert that the goal of wellness tourism as a health promoter is to balance the body, mind, and spirit through personal responsibility, social interaction, and environmental awareness. According to Smith and Kelly (2006), wellness is frequently used to refer to the harmony between the body, mind, and spirit that creates a sense of overall well-being. In line with this notion, the Dimension of Wellness; emotional, spiritual, physical, social and intellectual was also suggested by Corbin et al. (2006).



Source: Corbin et al. (2006)

Figure 1-Mind, Body and Spirit: Dimension of Wellness

As stated by Smith and Puezko (2009), wellness has many different aspects and includes things like tranquility, a high quality of life, holistic practices, spiritual beliefs, physical, mental, and spiritual wellbeing, as well as personal relationship. The wellness tourism sector offers a wide range of goods and services and is influenced by a number of powerful local factors (Kelly, 2012). The wellness industry is flourishing as more people, especially the wealthy in developed countries, are concerned with their own personal growth and desire to live longer (Schalber & Peters, 2012). In short, wellness is the antithesis of

illness (Kim et al., 2015), assuming a continuum between positive and negative health (wellness and illness) upon which improvement may be addressed through treatment or intervention. As claimed by The Global Wellness Institute (2016), wellness tourism is defined as travel involving the quest of preserving or improving one's physical and mental health, as opposed to medical tourism (Yu & Ko, 2012). Being able to achieve an integrated state of health (body and soul) while on vacation without receiving direct medical attention makes wellness tourism become a personal lifestyle choice (Wang et al., 2020). Individuals are driven to preserve their health and fitness when traveling and have an increasing need for these kinds of tourism (Moreno-González et al., 2020).

Fitness and sports, working toward a healthy diet and weight management, cosmetic treatments, relaxation and stress reduction, meditation, and yoga are just a few of the things that wellness tourists seek out. Wellness tourists frequently go for operations or treatments that involve employing conventional, complementary, alternative, herbal or homoeopathic medications (Karn et al., 2017). Based on the degree of their participation and reaction to an external stimulus, Luo et al. (2018) carefully examined peoples' wellbeing experiences. It discovered that the wellness tourism experience has many different aspects, including escapist, informative, entertaining, and fun ones. The term "**educational experience**" specifically refers to how actively participating in a wellness destination may help people improve intellectually and extend their views. The term "**entertainment experience**" covers how visitors perceive fun or enjoyment while traveling, as well as any unplanned, overwhelming moments of joy. The phrase "**esthetic experience**" emphasizes how tourists are delighted by the beauty of the local environment or works of art, which may ultimately improve their spiritual lives. Breaking out from routine and experiencing novelty are usual ways to have an escapism experience.

The main goal of wellness tourism is to pursue healthcare and enhance overall health by traveling to places, such as hotels, that provide leisure and health-related services and goods, such as physical exercise, healthy and nutritious foods, cosmetic treatment, mental activities, and associated education (Hall, 2011). Wellness tourism offers treatments in spas or therapy facilities to healthy persons who are actively interested in maintaining or improving their health (Brooker & Joppe, 2014). Wellness tourism is a developing niche sector that offers specialized business prospects through goods that support or sustain health on a worldwide scale (Kelly, 2010). International tourist travel for medical treatment is mixing tourism and well-being within the wellness concept as a result of the aging of the global population,

growing public awareness of health issues, and the financial difficulties facing conventional medical systems (Voight & Pforr, 2013).

Erfurt-Cooper and Cooper (2009) noted in earlier studies that hot springs and spas are significant destinations for wellness tourism. Natural and hot springs having medical capabilities that can treat a variety of physical diseases, for instance, both Europe and the United States are evidence of recreational health services that promote physical and mental wellness. Lim et al. (2016) studied the motivation behind wellness tourists, focusing on luxurious spa services, massages, fitness classes, and healthy gourmet meals as features of wellness tourism. Additionally, Smith and Puczkó (2018) distinguished that spa and wellness tourism uses various water resources, such as hot spring pools, saunas, and spa massages, healing facilities, to relax the mind and body and improve health. As per Baloglu et al. (2019), spa and wellness travel can enhance bodily processes, regulate emotions, calm the mind, and be healthy for the body. The natural beauty of hot springs as tourist attractions can affect visitors' perceptions and psychological sensations by easing stress, and physical and mental exhaustion while also providing relaxation and wellness services (Huh et al., 2019). In addition to the tranquil beauty of the hot springs, wellness resorts also provide a variety of products and services that promote relaxation, such as fitness and yoga programs, spas, and massages (Smith, 2022). Likewise, such attractions may persuade visitors to adopt viewpoints and psychological states that might alleviate stress as well as physical and mental exhaustion (Dillette et al., 2021). Recreational sports are crucial to wellness tourism since they are linked to both physical and emotional health. A relatively new type of tourism with promising prospects is wellness tourism that incorporates sports tourism (Ravichandran & Suresh, 2010).

2.2 Sports Tourism

Gibson (1998) defined sports tourism as trips made by individuals to observe or take part in sports events away from their permanent abode. Sports tourism has been defined by Weed and Bull (1997) as the active or auditory sporting activities of those who either participate or watch, emphasizing the noncommercial. Visiting locations associated with sports is referred to as sports tourism by Pigeassou (2004). People either engage in sports activities as part of the scope of tourist activities or engage in tourism as a result of sports activities because sports tourism is a broad concept with very high mass engagement. Travelling planned for commercial or noncommercial purposes to compete in or participate in physical activities, watch physical activities, or visit locations associated with such activities is referred to as sports tourism (Hinch & Higham, 2001). The fastest-growing leisure industries are tourism and

sports as they are essential for enjoyment, personal fulfillment, and physical conditioning (Kurtzman & Zauhar, 2003). Technological, social, and economic advancements have further invigorated sports, transforming what was once a natural activity into a massive enterprise (Tarkan, 2005). Sports tourism has arisen around the requirements of individuals and has grown quickly in recent years as a unique area of interest in the travel industry (Dobay et al., 2017).

According to a number of current trends, such as the expanding population, health orientations, expectations for active involvement during holidays, and growing interest in sports events, scholars have classified the development of sports as a tourist phenomenon (Herbold et al., 2020). The Sport Tourism Cube (Schlemmer et al., 2020) is a modern framework for the many sports tourism research strands and classifications. In that model, Schlemmer et al. (2020) defined sports tourism as all travel-related activities of individuals or groups leaving their place of residence with the intention of taking part in sports events (both professional and recreational) or in activities unrelated to sports events, to engage in physical activity outside of one's home region, or to directly assist and support athletes during competition or training. In agreement with Mesci (2020), sports tourism is a travel experience involving getting to and from sporting events.

Travellers who go on vacation with the intention of participating in sports and tourists who wish to take advantage of sports can both be categorized as participating in sports tourism. Sports tourism that is event-based involves people travelling to see sporting events like the World Cup. On the contrary, nostalgia sports tourism involves people who desire to visit sports museums or athletic venues where notable sporting events were held (Gibson, 2003). Due to the popularity of professional sports and the draw of mega-sports tourism activities, the number of international sports visitors has dramatically increased over the past 20 years (Nishio, 2013; Choi et al., 2016; Mosko & Munsters, 2018). It should be understood that the growth of sports tourism cannot disregard the significance of the natural, cultural, and historical aspects of places where the relevant sports are being played (Hazar, 2007).

A complex industry with no clear definition, outdoor adventure sports tourism frequently overlaps with adventure leisure and recreation (Williams, 2003). Generally speaking; this kind of tourism include land, air, and water-based activities. These activities can range from quick, adrenaline-pumping experiences like bungee jumping and wind-surfing to prolonged experiences like cruise voyages and mountaineering. Adventure sports is split into "**hard**" and "**soft**" types of activities, which are primarily distinguished by high or low degrees of obstacles and danger, uncertainty around the outcome, and exposure to harsh

weather or other natural circumstances. While “soft” adventure frequently includes activities like walking, trekking or camping, on the contrary, “hard” adventure presses the participant beyond the familiar environment with higher risk factors and is strongly linked with activities like mountain biking, rock climbing, caving, **surfing**, white water rafting, and sky diving, (Pomfret & Bramwell, 2016; Shephard & Evans, 2007). In recent years nature-based sports tourism is gaining popularity because of its association with sustainability (Brymer et al., 2009). Additionally, Hanna et al. (2019) draw the conclusion that outdoor adventure sports, a type of sustainable tourism, may affect how individuals perceive and participate in sustainability, as well as our mental health and general wellness. The link between wellness and sports tourism is an academic hot topic, stressing the interconnectedness of physical activity, mental well-being, and travel experiences. According to research, participating in athletic activities while traveling can have a favorable impact on both physical and psychological health. Scholarly interest has been drawn to the subtle interplay between wellness and sports tourism, which investigates the synergistic effects of exercise, mental renewal, and travel. Notably, Sweeney and Quimby (2012) discovered that participating in sports tourism activities can lead to improved emotional well-being, reduced stress, and elevated mood states. Furthermore, Weed (2018) highlight how the inclusion of wellness-focused features within sports tourism, such as meditation retreats, spa therapies, and mindfulness practices, broadens chances for visitors to engage in holistic self-care and personal enrichment. This academic discourse substantiates the fundamental relationship between wellness and sports tourism, demonstrating how the combination of physical involvement, recreational activities, and thoughtful interactions can holistically improve visitors' health and general satisfaction with life.

2.3 Surf Tourism

Surf tourism, according to Dolnicar and Fluker (2003), involves travelers who travel to either domestic places for a time period not surpassing 6 months, or international destinations for a length of time not outstripping 12 months, who stay a minimum of one night, and where the active participation in the sport of surfing. Surf tourism, in line with Sotomayor and Barbieri (2013), happens when surfers travel at least 40 kilometers and stay overnight with surfing as their primary reason for trip. According to Warshaw (2005), surfing is a marine surface water sport in which a surfer is supported by a breaking wave while riding a specific board called a surfboard. The sport of surfing/riding waves while lying or standing on a short board called a surfboard is another way to define surfing (Oxford Advanced Learners Dictionary, 2010). Travelling with the specific aim of surfing a wave on a surfboard

or perhaps attending a surfing competition is known as surf tourism (Martin & Assenov, 2012). Orams and Towner (2013) provide a more comprehensive approach to address the significance, complexity, and rapid global expansion of surf tourism as an activity and industry. Additionally, they review prior definitions and propose "**surf-riding**" tourism based on spatial, temporal, and intentional considerations and also, indicate a wide range of current and progressive surfing experiences. Many researchers provide a comprehensive, practical definition of surf-riding tourism: "the recreational use of waves where the participant has travelled for the goal of enjoying the waves" (Orams & Towner, 2013, p. 175). Additionally, surf tourism is defined by CBI Market Intelligence (2015) and Barbieri et al. (2014) as visitors who travel or go on vacations with their major purpose being to participate in the maritime sport of surfing. In short, traveling for the purpose of practicing surfing, taking part in surfing contests, or simply taking in or watching surfing activities is referred to as surf tourism (Reis, 2020). As stated by the International Surfing Association (ISA, 2021), surfing is any sports or activities that involves riding any kind of wave. This includes bodyboarding, shortboarding, tandem surfing, and standup paddle (SUP) surfing, and longboarding.

The popularity of surfing tourism has grown over the past few decades (Ponting & O'Brien, 2013) hence many destinations all over the world consider it a promising source of development (Towner & Milne, 2017). This popularity characterizes and includes surf tourism as an activity is a topic of continuing discussion among academics. Concerns about management, governance and sustainability are among the broad considerations, along with social and economic factors, stakeholders, and commercial operations (Borne & Ponting, 2015; Scheske et al., 2019). Despite the rise in surfing tourism, there are still no thorough statistical data available at the national level on surfer movements, earnings, turnover, and the direct and indirect benefits of surfing tourism. The imagery, growth, and commercialization of ideal waves in far-off and exotic locations have considerably boosted the number of surfers in recent years (Holt, 2021). Surf culture is utilized in marketing techniques (Moutinho et al., 2007), and it is regarded as a way of life and expression (Dolnicar & Fluker, 2003). Surf tourism has developed as a result of the rise in surfers, the expansion of surfing venues, and the economic importance of the surf industry (Mach & Ponting, 2021).

Though, in quest of the ideal wave, independent, self-guided travelers launched the first waves of surf tourism in the 1960s (Ponting & McDonald, 2013). The emergence of a commercial surf tourism sector with specialized tour operators, locations, and services was encouraged by the media (Buckley, 2002). Around 161 nations were recognized as surf tourism hotspots in 2007 (Martin & Assenov, 2012). The majority of these remote locations

are in developing nations as a result of the overcrowding in urban developed areas, according to Ponting (2009). Due to this, studies on surf tourism have expanded to include Indonesia (Buckley & Ollenburg, 2013; Ponting & McDonald, 2013; Towner & Orams, 2016), Papua New Guinea (O'Brien & Ponting, 2013), the Maldives (Ponting, 2014; Buckley et al., 2017), Costa Rica (Usher & Gómez, 2016), and Mexico (Comer, 2010).

The lifestyle of surfers is a component of the aforesaid context, inspiring and shaping people's imaginations, primarily through the media. Surfing is a multidimensional activity that appeals to a wide range of individuals who have various needs and goals. These surfers share the convergent trait of looking for virgin or semi-virgin, exotic, and uncrowded surfing spots where they can maximize the sport's potential (Reynolds & Hritz, 2012). Numerous academics (Barbieri & Sotomayor, 2013; Wagner, Nelsen, & Walker, 2011) emphasize the multimillion-dollar magnitude of surfing events with considerable economic implications and ongoing expansion (Martin & Assenov, 2014). When a surfer leaves their home location with the primary goal of surfing, surfing transforms into surf tourism (Towner, 2015). According to Buckley (2002), surf tourists are first and foremost seen as surfers and only secondarily as tourists. Surfers view the sport as a competitive one, a recreational activity, a way of life, and even a profession (Reis & Jorge, 2012). Additionally, Dolnicar and Fluker (2004) identified six behavioral subgroups of surf tourists, including the number of years spent surfing, the length of time spent at a surfing destination, the preferred wave type, the frequency of surfing vacations, the significance of novelty in a destination, and the surfers' level of income and education.

2.4 Surf Tourists

Surfers are constantly looking for their favorite areas to surf, yet they are uncommon. If we consider the expanse of the world's sea coast and try to locate areas with good waves for surfing, we will come to the conclusion that there aren't many sites to practice the sport. This is so because a decent wave requires a number of different natural qualities. The essence of surfing is now the pursuit of the elusive wave on beaches that have never been surfed. A growing portion of the space in magazines is now devoted to travel and adventure. California, South Africa, Bali (Indonesia), and Morocco were among the first new surf spots (practice locations) to be uncovered. The objective was to locate the ideal wave. Surfing has come to represent the beach and the sun. Researchers have shown that certain combinations of characteristics, such as the quality and variety of waves, are necessary for surf areas to be particularly appealing (Barbieri & Sotomayor, 2013; Towner & Orams, 2016). The quality of the natural environment (Barbieri & Sotomayor, 2013; Ponting, 2009), tides, exposure to

wind and swells, and conservation, sustainability, and enhancement of both natural and cultural heritage are other considerations. Infrastructure, accessibility, and destination image are other important factors (Dolnicar & Fluker, 2003; Reis & Jorge, 2012).

The pursuit of the ideal wave, uncharted surf beaches, the surfing lifestyle and beach culture, the opportunity to put one's skills, abilities, and surfing talents to use, the chance to interact with like-minded individuals, and the desire to feel excitement are just a few of the reasons why people go surfing (Reis & Jorge, 2012). According to Butt and Russell (2005), a wave must have the following qualities to be considered high quality: it must be long, have an orderly formation, break flawlessly to allow the surfer to travel as far as possible, and have a vertical formation to allow the surfer to perform all types of maneuvers. The occurrence of good waves is fundamentally dependent on natural components such as tides, wind, swell, marine bottom creation, and the geological characteristics of the beach and coast. Additionally, surfers exhibit high levels of sensation seeking characteristics, which contributes to their ongoing search for various, unusual, and composite experiences and sensations, particularly those that are thrilling (Sotomayor & Barbieri, 2016).

Previous research has revealed a range of demographic profiles of surf tourists in terms of their gender, income, and level of education. In general, younger male travelers who are adventurous, well-educated, and rich (Murphy & Bernal, 2008) and who frequently participate in multiple sports (Reynolds & Hritz, 2012; Sung, 2004) make up the majority of this market category as well as they are athletic, well-educated, and affluent (Murphy & Bernal, 2008). In recent years, adventure-seeking surf travelers have expanded beyond the young male carrying a bag or sleeping in a van. There is also evidence of a substantial increase in female visitors. Moreover, the demographics of surfers are as follows: they are between the ages of 25 and 35, have a relatively high income, are well educated, and are intermediate surfers with at least 10 years of experience. The proclivity of surfers to participate in multiple activities, sometimes over their entire lives, are one of their other distinct demographic characteristics as adventurers. There is ample evidence in the literature that adventure tourists engage in a variety of activities (Sung, 2004).

Ponting and McDonald (2013) identified four essential components that were highlighted in the promotion of surf tourism havens: ideal waves, uncrowded conditions, cushioned adventures, and pure tropical environs. On the other hand, a significant component that is repelling is crowding (Mach, 2009; Ponting, 2014). Buckley (2002) made an effort to outline some of the consumer habits and way of life of surfers. He describes surfers as "cash rich, time poor," which may be an accurate description of their risk-taking, adrenaline-fueled

habits (p. 408). In addition, he observes many surfers now perceive their adventure travel as a "purchasable package holiday," even though some view it as a lifestyle (p. 413). In order to comprehend the psychological characteristics of surfers in Australia, Dolnicar and Fluker (2003) went beyond characterizing the surfer in terms of demographics. In addition to *"price conscious safety seekers," "price conscious adventurers," "luxury surfers," "ambivalents," and "radical adventurers,"* they also find distinct market categories of surfers. They argue that these groups act and react differently to advertising and tourism items. Surf tourism can be divided into two categories: leisure travel and business travel, according to Buckley (2002). Surfers who travel for recreational purposes arrange their own vacations, bring their own gear, and use their own vehicles to go around. They may stay in local hotels, tents, motor homes, or home trailers. Besides that, it is also noticed among the surfers that they are health, mental well-being and environmental conscious than others. Surf tourism has arisen as a fascinating and unique niche sector within wellness tourism, profiting on the harmonious combination of physical activity, natural factors, and holistic well-being. Bradshaw (2021) did research on how the therapeutic advantages of ocean waves, along with the exhilaration of surfing, might provide a unique avenue for relaxation and mental regeneration. This symbiotic relationship between the sea and well-being has resulted in the creation of surf-focused health retreats, where visitors may immerse themselves in the hypnotic rhythm of the waves while engaging in revitalizing disciplines such as yoga and mindfulness. Moreover, travelers can escape urban tensions, experience the therapeutic power of the ocean, and find a balance between physical activity and mental peace through surf tourism, a branch of wellness. Destinations and companies are inventively incorporating surf experiences into their wellness offers as the market continues to grow, creating a new niche that caters to people looking for a stronger sense of connection with nature and a revitalized sense of self.

2.5 Surf as Wellness Tourism

It is possible to speculate that surfing may soon see another significant "boom" in popularity and involvement. As reviewed in this chapter, the recent history of surfing has been distinguished by phases of increasing spread of the sport. Interestingly, those turning points have been occurring every 20 years — first in the 1960s, then in the 1980s, and most recently in the 2000s. If this cyclical trend continues, the surf industry will experience a significant "boom" in the coming decade. This boom could be brought on by many innovations in this. To the best of the researchers' knowledge, there aren't many studies on the development of surf tourist products. Research was unable to keep up with the industry's expansion and developments (Buckley, 2002).

A business activity that mixes sports, adventure, and leisure is surfing tourism. Communities and tourist sites all over the world view it as a chance for tourism to grow and strengthen local economies. According to Buckley (2002), some authors categorize surf tourism as nature-based adventure tourism, although Dolnicar and Flucker (2003) opposed that it belongs to the larger category of sports tourism. Ponting (2008) makes reference to Farmer (1992) and Stranger (1999) in his argument that surfing is not primarily done for athletic purposes. Instead, what drives the majority of surfers is the "thrill" associated with the risk of riding waves. When professional surfers travel to and from competitions, for example, surf tourism may be more appropriately classified as a subcategory of sport tourism. It has been said that surfing is a distinct culture and way of life, and that those who practice it are hippies, crazy, free spirits, or members of an unusual tribe of nomads (Scuttari, 2021). According to Farmer (1992), neither competition nor health and wellness were factors in why these people surfed. They considered their adventure activity to be more of an artistic endeavor. He also discovered that these people surfed for reasons he classified as vertigo-related. These reasons included the desire for the thrill of the potential to be pinched down and spun around by a "monster wave," as well as the need to avoid being caught in rip currents or plunging three stories down a wave's face. Since both of the aforementioned possibilities are acceptable and may occasionally overlap, it is not the intention of this document to further the discussion of how surf tourism should be classified.

According to Anderson, (2013), surfing and waves may be worth more than they are truly worth economically. It is challenging to put a monetary value on the core advantages of surfing, such as a way to find pleasure, a connection with nature, and the physical benefits, which are generally overlooked. Outdoor leisure and nature-based travel are frequently linked in Finland and Australia with well-being tourism (Smith & Puczkó, 2015). The growth of wellness tourism products has shown the value of nature. Huijbens (2014) characterizes landscapes as healing in an instance of utilizing Icelandic wilderness landscapes for health and wellness tourism.

Due to the fact that surf calls for balance, strength, and endurance as well as the ability to offer a sense of success and challenge, surfing is frequently viewed as a type of physical exercise that improves wellness. Additionally, it has been demonstrated that being close to the water and being in nature have a great impact on mental health and wellbeing. As, the surf culture is connected with carefree and holistic way of living, and frequently considered as encouraging wellness. Surfing provides a sense of belonging and wellbeing can be fostered by the supportive and welcoming environment that surfing communities can offer.

Both surf tourism and wellness have many advantages. The mix of rest and exercise can promote better physical and mental health in wellness tourism. In addition to offering a chance to test oneself and develop new skills, surfing can also be beneficial for one's mental health. On the other side, by enhancing flexibility, focus, and mental clarity, wellness practices like yoga and mindfulness can help surfers perform better. Surfers may improve their overall surfing experience and advance their physical and mental wellbeing by incorporating wellness practices into their surfing regimens.

Lopes (2015) mentioned that due to the activity's novelty, lack of expertise and instruction, and lack of prior surfing exposure, feelings like anxiety, stress, and nervousness were frequently noted in the beginning. Participants experienced pleasure, overcoming, autonomy, and contentment both during and after the exercises. As surfing can be seen as adding value to the prevention and treatment of many pathological conditions, which promotes social inclusion, the avoidance of stress and sedentary lifestyles, increases self-esteem and fosters teamwork, and stimulates environmental preservation and quality of life (Clapham et al., 2014). Studies and information on surfing as a wellness service or therapeutic tool are still lacking, nevertheless. Because of both surfing and wellness is related to Relaxing and distressing, hence surfing can be used as a potential source of wellness tourism (Anjos et al., 2017; Lopes & Bicudo, 2017).

2.6 Surfing in Portugal

Portugal's surfing heritage may not be as long-standing as Hawaii's, and just as it is impossible to pinpoint precisely when surfing first appeared on the planet, the Portuguese reality is as difficult to pin down. However, it may be believed that Portugal had a surge in popularity for surfing at the start of the 1990s (Springwald, 2018). Portugal provides several surf places and ideal natural conditions all year round due to its lengthy and productive coastline. Each of Portugal's surf-friendly regions boasts a wide variety of surf schools and surf places, including Ericeira, Nazaré, Cascais, and Peniche. Throughout with these places of international renown, surfing tourism activities have increased all along the nation's coastline, including in more rural seaside regions (Tourism of Portugal Institute, 2021). Portugal is one of the best locations for this practice in Europe, which is distinctive and fiercely competitive even when compared to the rest of the continent, is in this nation. Not only for the lengthy coastline, but also for the ideal weather, this allows for year-round participation in water sports like surfing or for the presence of different types of swell. Portugal is quickly becoming the top surfing destination in Europe, with 582 groups now registered to practice the sport, according to the Tourism of Portugal Institute (2017). Despite the rise in surfing tourism,

there are still no thorough statistical data available at the national level on surfer movements, earnings, turnover, and the direct and indirect benefits of surfing tourism. According to a news article, the sport generates roughly 400 million euros in annual revenue, according to surveys conducted in schools, surf clubs, and businesses, as well as among federated athletes and the national surf federation (Machado et al., 2018). It emphasizes Portugal as the primary surfing location in Europe, accounting for around 38% of the industry. Studies describing the visitor profile have been done in some areas, such as the Algarve (Gouveia, 2013), but little is still known about the economic impact of surfing there and in specific areas like the municipality of Aljezur. There are approximately 98 spots in the country's north, but two areas stand out for having the highest caliber waves: Ericeira, known as the "Coroa do Surf Português," for its maritime strip with a rocky base that can accommodate seven waves of the highest caliber within a 4 km radius, and Peniche, which has 38 spots for surfing and is unique due to its peninsular geography that encourages wave formation.

Researchers have noticed a consistent rise in surfing tourism in Portugal, during the past ten years (Bicudo & Horta, 2009). In contrast to other well-known surfing locations, Portugal still has a relatively small body of scholarly research on surf tourism. Studies in this nation have centered on the social and economic benefits of surfing regions for local people and surfers (Silva & Ferreira, 2014). Between frequent surfers who like the Linha de Estoril, Ericeira, and Peniche regions and seldom surfers who favor Sagres, Ericeira, and Peniche, Reis and Jorge (2012) make a distinction. Their motivational reasons are related to natural characteristics like good waves, weather, or variety in surfing sites, as well as entertainment, leisure, surf-related commerce, and services' variety and cost (Fernandes, 2014). Frank et al. (2015), researched on the environmental consciousness of surf tourists in the Algarve, as well as Fernandes's (2014) study of Portuguese surf camp customers to identify their demands and satisfaction criteria. Others have examined the variables that make surf tourism in Portugal competitive (Santos, 2011), the significance of surf tourism strategies (Santos, 2013), or the primary factors luring surfers to surf camps (Fernandes, 2014).

In 1987, SurfPortugal published the first magazine. Today, there are already a number of them, including Onfire, Soup Surf Magazine, and Surftotal (an online platform), among others. About 15 years ago, "Portugal Radical" on SIC and "No Limits" on RTP were the first professional television programs to promote these modes. There are currently television channels that show these types of modalities twenty-four hours a day, such the SurfChannel, which first appeared in the middle of the 1980s, and more recently ExtremChannel and FuelTV, both of which are available to access via cable TV in Portugal. With the increased

usage of the internet, new digital magazine formats have also emerged, increasing the number of specialized journals within these modalities. This has facilitated the entry of a greater number of people. The promotion and spread of sports in general, and surfing in particular, rely heavily on the media. Specialty magazines, the internet, television, videos/DVDs, billboards, travel guides, vacations, as well as other ways, specifically the levels of pleasure that constitute word-of-mouth communications, are the media most frequently utilized to market and popularize this modality (Turismo de Portugal, 2012).

Because it diversifies the supply, draws customers, and stimulates local economies, surfing is recognized as a crucial component of water sports tourism, which enhances the value of this proposition in a nation where the Portuguese sea is a unique natural resource (Turismo de Portugal, 2012). The growth of surfing in Portugal has always been closely tied to travel, as is the case with the sport's global history. Thus, it is more pertinent to discuss the history of wave-riding tourism in Portugal alongside the growth of wave-riding activities. This particular specialized market has altered the local state of surfing as a sport and leisure activity, in addition to the county's general tourism backdrop. The national tourism organization, Turismo de Portugal, has been utilizing the sport to enhance Portugal's reputation and positioning in the global tourism industry. Due to special governmental and private investment made in the region, Peniche became the site of the nation's first commercial surfing tourist, which today ranks among the best in Europe.

Aljezur, which is semi-remote and in southwest Portugal, is distinguished by a low population density but high tourism intensity. Aljezur is totally contained within a protected natural park, providing ideal environmental conditions for surfing and other sport- and resource-based tourism activities. Because they serve as a significant resource for nature tourism and other forms of tourism associated with natural landscapes, such as surfing tourism, natural parks are regions of particular relevance in terms of habitat and landscape conservation that call for special attention. Land usage in the municipality is subject to tight environmental regulations mandated by Portuguese law because it is a natural park. As a result, the beaches where tourism and leisure activities, such as surfing, take place are subject to these Sustainability requirements as well as those of various nautical, tourism, and environmental government agencies. The Atlantic Ocean, rivers, and mountains surround the region of northern Portugal. Its coastal region, which stretches from Espinho to Caminha, has a number of high-quality beaches and is popular for water sports like bodyboarding, kitesurfing, and surfing due to the number of annual national and international tournaments. Based on the aforementioned stages, the surfing in Portugal were identified in coastal areas

as a source of nature sports, which are practiced in undeveloped, mountainous, and rural areas. However, Turismo de Portugal, the Portuguese national organization in charge of developing the country's regions and promoting cities, does not see surf tourism as a vital growth activity. Improved economic and operational conditions are a strategic focus for the "Nautical Tourism Product," which includes surf tourism, in order to enhance the offer (Turismo de Portugal, 2012). Based on the literature it is found that, surfing in Portugal considered as adventure sports, nature based sports rather than its association with wellness. Hence it is a perfect study area to understanding the potentiality of surfing as a source of wellness tourism.

CHAPTER 3

Methodology

The methodological process for responding to the earlier presented research question is described in the section that follows; research approach, data collection method including the interviewers and finally, the data analysis tool.

3.1 Research Approach

The goal of this research, as stated in the introduction, is to reposition surfing as a distinctive source of wellness tourism. The paper explores the promotion of surfing in Portugal and the possibility of promoting surfing as wellness travel in order to achieve this. This study also collects feedback from surfers so that it can make some crucial recommendations. As a result, the best research strategy for achieving the main goal is a qualitative one. In quantitative research is defined as the collecting and analysis of numerical data through positivistic paradigms while the qualitative research includes narrative or experiential data through naturalistic paradigms.

For collecting primary data semi-structured interview was used with Snowballing sampling for selecting the participant from a diverse range of surfers (Parker et al., 2019). For the semi-structure interview, both zoom and face-to face interview was used. Prepared questions are asked in a semi-structured interview, led by selected topics, and probes are used to produce more sophisticated responses. As a consequence, the interview guide, which provides a series of broad themes to be covered throughout the interview to help stay on topic with the issues and concerns that the interviewers are interested in learning about, takes center stage. Following a review of the literature and related publications, the interview questions were developed to ensure a thorough understanding of the topic, clear and unique questions, and quantifiable performance goals.

For analysis data Leximancer V5 software is being used. The gathered information was entered into the Leximancer program, which generates a conceptual map after performing automated textual analysis based on text features (Sotiriadou et al., 2014). Moreover , A thesaurus is created by the Leximancer program, and the best thesaurus terms are selected from text data categorized by themes using a machine-learning algorithm (Leximancer Pty Ltd, 2016).

3.2 Data collection

A total of 32 participants' opinions are represented in the semi-structured interview data. Open-ended questions were a part of this study strategy, which encouraged participants to share their own ideas, opinions, and expertise (Horton et al., 2004). Each respondent was

chosen based on qualifying requirements and was required to respond to a few screening questions, such as Have you ever tried surfing? If the response is negative, they were instantly disqualified. The participants had to express their approval in advance for the interviews to be performed in English over a recorded Zoom meeting or face-to-face. The consent form also included information about the interviewees' gender, age, country, and other characteristics. Within their interview group, each applicant was given a numerical code that guaranteed their entire privacy.

Respondent Number	Age	Gender	Nationality	Occupation	Surfing time	Countries tried surfing
1	23	Female	Hungarian	Student	10	Portugal
2	28	Male	Portuguese	freelancer surf instructor and walking tour guide	> 1000	France, Spain
3	23	Female	Czech Republic	Student	2	Portugal
4	42	Male	Portuguese	Accommodation Agent	>100	Portugal
5	32	Male	Polish	Web developer	50	United States, Mexico, Portugal, France and Spain
6	27	Male	German	Student	>1000	England, Germany, France, Spain and Portugal
7	19	Male	French	Student	>50	France, Austria Portugal.
8	22	Female	Portuguese	Student	>50	Portugal
9	32	Female	Ukrainian	Business analytics	For three years	Portugal and Sri Lanka
10	28	Male	Dutch	Innovation Marketer	10	Philippines, Holland, Sri Lanka,

						Portugal
11	23	Female	Portuguese	Student	15:20	Portugal
12	28	Female	Venezuela	Business manager	12	Portugal
13	26	Male	Portuguese	Surf coach	>1000	France, Spain , Portugal
14	36	Male	Swiss	CRM Marketing	15	Portugal ,Bali, Spain
15	21	Male	Spanish /Portuguese	surf instructor	Since 5 years old	Spain, Portugal
16	27	Female	Portuguese	PHD student	10	Portugal
17	24	Female	Portuguese	Banking	For three years	Portugal
18	32	Male	Italian	Digital nomads	1000	French. Spain, Portugal, Italy
19	45	Male	Portuguese	flight attendant	For 20 years	Indonesia, Brazil, Spain, Dominican Republic , Portugal
20	31	Male	Portuguese	Surf teacher	1000	Portugal
21	22	Male	Portuguese	Surf teacher	>1000	Portugal, Spain, Sri Lanka
22	18	Female	Portuguese	Student	5	Portugal
23	21	Female	Dutch	Student and Photographer	6	Holland , Portugal
24	24	Female	German	Student	30	France , Spain , Portugal
25	25	Male	Italian	Student	More than 5 years	Portugal , Morocco , Spain , Italy
26	24	Male	German	Student	100	Portugal , France , Spain , united states
27	22	Male	German	Student	>50	South Africa , Germany , Portugal

28	30	Male	Brazilian	surf instructor	200	Brazil. Portugal and japan
29	28	Male	Brazilian	Chef	>100	Portugal, Brazil, Uruguay
30	24	Male	Hungarian	Content analyst	>10	Portugal
31	22	Female	Slovenian	Student	6	Portugal
32	30	Male	Peruvian	Life couch , guide	>1000	UK , Costa Rica , Portugal ,United States

Table 1: Demographics

A total of 32 respondents were chosen for this study; 12 of them were women and 20 were men. Data was gathered from 15 different countries for this, with Portuguese dominating with a value of 10, followed by German with a value of 4, Italian, Brazilian, and Hungarian with a value of 2, and the remaining nationalities with a value of just one per nation. The majority of respondents have been surfing for a while, but there are also a small number of those who are just getting started. The study's determining criteria was whether or not the respondent had previously attempted surfing in Portugal, therefore all respondents had done so. Some had also previously tried surfing in the UK and Costa Rica, United States, Brazil, Uruguay, Spain, France, Indonesia, Sri-Lanka and so on.

3.3 Data Analysis Tool

Because of its prominence in the field of qualitative research and its capacity to analyze and interpret textual data, Leximancer software is being utilized for this study. All of the interviews were put into the Leximancer program. According to Smith and Humphreys (2006), this program is a text analysis tool used to comprehend the content of collections of textual data and to graphically present the results. Leximancer, which is primarily used to study human language, does qualitative research using a quantitative method employing a variety of algorithms (Tseng et al. 2015). To extract important ideas and themes from massive amounts of unstructured material, it uses cutting-edge algorithms and NLP approaches. In order to create serial idea maps, this program analyzes the mathematical connections between language and related concepts (Cretchley, Rooney, & Gallois, 2010). Leximancer generates quantitative findings for scholars to utilize for further study and interpretation. The program provides measures like as idea frequencies, concept sentiment ratings, and concept centrality

to assist researchers in understanding the importance of various concepts within the data (Crofts & Bisman, 2010). Moreover, the relevance of themes is shown by heat maps, with red being the most prominent, followed by yellow and purple. A line joins definitions to show their coexistence and interdependence. The more closely related ideas and concepts are, the more often they are addressed together. As the frequency of interviews grows, so does the size of the gray dots for each topic (Leximancer, 2019). This conceptual examination, in addition to the linguistic data, provides for a more complete interpretation of the situation. These findings aim to contribute to the research by highlighting the relationship between surfing and overall wellness.

CHAPTER 4

Result

This chapter demonstrates the Leximancer conceptual map by identifying the collected data on how surfing is associated with total wellbeing based on body, mind, and spirit.

Ranked concepts by category

This table shows the concept, all of its hints, and the proportion of relevancy. According to these figures, surfing has the highest hit rate (233) and relevance level (100%) of any activity. Other concepts like feel, which had 110 hits and 47% relevancy, and nature, which had 56 hits, 46 physical, 42 mental, etc. However, some concepts, such as health, community, and lifestyle, scored just 4, 3, and 1, respectively, compared to the other concepts.

Concept	Count	Relevance	Concept	Count	Relevance
Surfing	233	100%	Beach	24	10%
Feel	110	47%	Body	21	9%
People	89	38%	Yoga	15	6%
Water	84	36%	Enjoy	12	5%
Wellness	82	35%	Outside	12	5%
Waves	73	31%	Self- Development	10	4%
Nature	56	24%	Fun	10	4%
Friends	56	24%	Happy	7	3%
Benefits	54	23%	Adrenaline	7	3%
Physical	46	20%	Environment	7	3%
Try	46	20%	Session	6	3%
Life	45	19%	Active	5	2%
Mental	42	18%	Peace	4	2%
Social	42	18%	Health	4	2%
Sport	38	16%	Relax	4	2%
Negative	37	16%	Community	4	2%
Positive	36	15%	Endurance	3	1%
Therapy	30	13%	Lifestyle	1	0%

Table 2: Ranking of the Concept

Qualitative content analysis

Themes	Hits	Related Concepts
Surfing	233	People, Enjoy, Self-Development, Environment, Peace
Water	131	Nature, Mental, Body, Outside, Active, Health
Feel	127	Negative, Positive, Sport, Happy
Wellness	123	Life, Try, Therapy, Yoga
Portugal	83	Beach, Fun, Community
Waves	75	Adrenaline, Session
Friends	69	Social, Lifestyle
Benefits	67	Physical, Endurance, Relax

Table 3: Themes and Related Concept

Eight themes in the idea map are determined by the outcomes of the total for surfing and wellness. Concepts are represented on this map as little grey dots that are grouped into themes by larger coloured spheres (Wu et al., 2014). With 233 hits and marked in red in the very centre, surfing is the one that is most popular. In the surfing spectrum concepts such as “People”, “Enjoy”, “Self-Development”, “Environment”, and “Peace” are dominated. Moving on to the second theme, "Water," has “Nature”, “Mental”, “Body”, “Outside”, “Active”, and “Health” as its concepts and the third theme, "Feel" (127) with values like “Negative”, “Positive”, “Sport”, and “Happy” . Wellness, which had 123 hits and is related to the ideas of “Life”, “Try”, “Therapy”, and “Yoga”, is another significant theme for this study. The idea map also contains the following themes: Portugal (83), Waves (75), Friends (69), and Benefits (67).

The figure 3 represents how two core concept of this study which is Wellness and surfing is connected with each other. Here Wellness follows the green area and Surfing cover the red area in the Lexcimencer Conceptual map.

CHAPTER 5

Discussion

For addressing the research question, it was essential to understand to understand how Portugal is promoting surfing now. During the interviews most of the responded believe that Portugal is doing a very good for promoting surfing. For instance, “ *Very well. There is a great effort from the "turismo de Portugal" and "turismo do oeste" Portuguese agency and from the government. With all the publicity around the world . At least to locals the Portuguese news mediatizes that....*” (Portuguese , Male) mentioned by one of respondent . It is also evident that, Portugal is now working on various projects such as surf magazine “**SurfPortugal**” which is based on professionals’ opinion, compare and evaluate surf spots. Moreover, Particular websites are regarded as trustworthy information sources, stating that websites such as Wannasurf or even TripAdvisor. Turismo de Portugal believes that the website “**Portuguese Waves**” which is developed by the tourist institution itself as a digital space to communicate Portugal as a surf destination and platforms such as “**Visit Portugal**” are the ideal places to learn more about the issue. Moreover , Projects like “**McNamara SurfTrip**” and “**No Waves? Come back for free**” are one of new initiatives that are taken by Portugal government.

Addition to that this research also shows that , places like Nazare , Pinche , Ericera also plays important role for promoting Portugal globally as these places are well-known for bigger waves and perfect surfing spots. “ *Yes. I think you have Nazare .That is like giant wave. Yes, that is a big promotion. And they have now like Netflix, there is a documentary on Nazare.....*” . Furthermore , recently Portugal is holding a lot of surfing championship on these places and this is helping people around the world to know about Portugal as a perfect sport for surfing. PENT (2013) lists Ericeira as the second-largest European right (wave), **Peniche** as a World Surfing League tour stop, **Nazaré** as the world record for big wave surfing (tow-in), and Figueira da Foz as the second-largest World Surf Reserve.

It is noticeable that although Portugal is promoting surfing a lot but these promotion is mainly associated with nature like “ **giant waves**” or “**adventure sports**” because of “**World Surfing League**” and still , it’s basically missing the connection with the surfing and as a source of wellness. This is also aligned with the statement that Surf tourism is more frequently referred to as an adventure-based form of nature tourism because of its reliance on the natural world (Tantamjarik, 2004). On the other hand, it can be categorized in the framework of sports tourism (Fluker, 2003). The adventure tourism industry undoubtedly fills

a sizable gap and offers travelers the chance to perform in untamed and natural settings, defying the laws of nature and feeling a sense of transcendence (McDonald & Ponting, 2013).

To fulfill this research gap, our main research question was to be investigated by asking opinion to the respondent about **“What is the potentiality to market surfing as wellness tourism?”**. Based on the findings around 90 percent agreed to it. The following statement can help to understand the point of view of some respondents; *“ Well-being like I think you mentioned something earlier, like the physical benefit the mental benefit connected with like, you just give me an overall approach. I mean, I think like surfing over contributes a lot to your overall well-being so physically because you work out and do sport and also like mentally because I mean, you have you have like, you have like the mental benefits that you that you can just from like doing sports in general and then also those specifically related to surfing so that you like, like in a nature is like with your friends so you have like a specific way. And it teaches you a lot about.... So in my opinion surf is already a source of wellness”*(**German, Female**).

Where a lot of people agreed about surfing to be a source of wellness, few of them also mentioned that before associated surfing as a source of wellness it is important but mostly it can work as a package of other wellness related activities like spas, yoga, and meditation and so on. Iliuta and Wiltshier (2018) concluded that adding spa and wellness components to surf product development is a viable option. The survey also showed that people were receptive to other wellness-related ideas, such as Surf Set Fitness and artificial wave surfing parks. Furthermore, it has demonstrated that a surf subculture includes health and individual responsibility for well-being. In recent times, Surf, dubbed "the new wave of wellness" by SPA Finder (2016), is expected to become increasingly associated with activities like yoga, massages, organic food fitness, or even paddle-board yoga. Based on the discrepancy in visitor preferences, Ponting and McDonald (2013) refer to "cushioned adventure" as travel that prioritizes comfort while still being adventure-oriented. Many surfers acknowledged the tourism sector's absorbing power. For instance, the rush of riding big waves can be wonderfully paired with spa treatments to soothe sore muscles after a session of surfing.

It is also seen among the respondent where there is still skepticism about surfing as a source of wellness for example; *“ It’s tough to say because there are some people, they never tried it. They want to do it. They book for a week and they know after one day, oh, no, that’s nothing for me.*

Maybe it can be a source. Surfing is not the dominant part, but it's one part of everything. I could see that ...' (Peruvian, Male).

As it is still a question to promoting surfing as source of wellness, for answering these questions it is necessary to find the answer of the research objective which is “*To investigate the wellness (Body, Mind and Spirit) of surfing*”. For doing so it is essential to understand the broad perspective of wellness based on the data. According to wellness dimensions, Corbin et al. (2006), there are five dimensions to obtaining overall wellness. The five components of wellness are: intellectual, social, emotional, spiritual, and physical. Individual of these aspects has a specific function to play in gaining a balance of body, mind, and spirit, which is influenced by each person in order to maintain and achieve wellness. This paper will only follow four sections to proving the research objective and those are physical , mental , and spiritual .Align to the concept several academics (Bushell & Sheldon, 2009; Smith, 2007; Steiner& Reisinger, 2006; Mueller & Kaufmann, 2001) stated that , wellness is a condition based on balance and spirituality that combines aspects of one's physical, mental, and emotional well-being with those of their social and environmental context. Based on the analysis, it has been found that;

Body: The term "**physical wellness**" relates to bodily functions and characteristics. Physical well-being is the ability to function normally throughout the day, both at work and play. When people think of wellness, this is the aspect that first comes to mind. In fact, the importance of the physical body in relation to wellness emerged as a key subject in traveler reviews on wellness. Most of the time this kind of wellness is connected with diet, exercise, yoga, meditation, spa and many more. This research tries to identify the link of the physical benefits of surfing and some of the responded mentioned “ *I don't get very overweight. I never get fat, and I eat a lot, so that's a good thing. And yeah, it keeps my posture, like, more healthy, stronger back muscles....* ” (Polish , Male . So it has been noticed that , surfing has various kind of physical benefits as it is a sport and anyone need to be really active , movement and most importantly its outside. On the other hand mixed feeling also has been noticed by some of the responded for instance “*I also do gym and I swim, so I understand that people that surf get fit because it's a sport, like when you run or when you swim in the pool*” (Portuguese , Male). In this particular statement it has been noticed that the primary reason anyone became fit because of surfing is, it is a sport and; like any other sport, anyone needs to put some extra effort to be fit. In the opinion of Iliuta & Wiltshier (2018) stated that Surfers who are looking for adventure are more likely to appreciate traveling for surfing while also

participating in various activities because they are more likely to have extra money to spend and to live a healthy lifestyle that keeps them so physically active.

Moreover, in the big spectrum of physical wellness there are few sub-concepts is closely interrelated and those are; Health , active , body, outside, physical ,sports, benefits , and so on. The concept of “outside” plays an important role for understanding the physical benefit for the participants and it has 12 count and 5% of relevance with the topic and total score of this concept is 10.19. One of the participant stated that “ *I am outside so it's like good fresh air and just simply like this salty Breeze is just really good for you so I guess like I feel like I'm cleaner on the way like my lungs are cleaners and I just feel like much stronger.....* ”(**Hungarian, Female**).

Another sub-concept that is strongly related with body or physical wellness is “active” which as 2% Relevance rate along with 8.59 score. In fact, According to Dalton and Logomarsino (2014), wellness can be viewed as the deliberate and active procedure that results in a state of well-being. “.....*having an active sport day and I think this is how it can be connected and it gives you a lot of time and place to think so that's pretty amazing*”(**German , Female**) mentioned by another female responded. Physical activity has a good effect on overall wellness, according to numerous researches. For instance, a review of the literature that was published in the Journal of Clinical Psychology (Rhodes et al., 2017) found that regular exercise is linked to greater general well-being, decreased symptoms of anxiety and sadness, and improved mental health.

Surfing is one of popular source of water sports among young generation in Europe and it is closely related to health and wellness which is proven by Iliuta and Wiltshier (2018). From the data analysis it has been found that, sports have 15.59 of total score with 38 times hits and 16% relevance rating.

“It's not like other sports where you can just go jogging or go volleyball or something. You have to pick the perfect time so you can improve and do better. So I think it's also a really advantage so you can organize your time, mediate the sport that you want to do, because this takes time. It's not like, okay, I'm going to do it in this time” (**Portuguese , Female**) . From this statement it can be identified that for though surf is similar to any kind of sports but for surfing anyone needs to be patience with as it is highly connected to nature.

The notions of “**health**” and “**wellness**” are inextricably linked, with wellness being a larger and multidimensional concept that incorporates various facets of health. The association between wellbeing and various health outcomes was investigated in a systematic review published in the American Journal of Health Promotion (Amholt et al.,2020) and

found that, higher degrees of wellness were linked to better physical health, psychological well-being, and overall quality of life. Align with this findings our study also reveals that ‘‘health’’ has 9.5 score and also connected with other significant concepts such as wellness, physical, mental and so on. Barlow et al. (2014) conducted research on the physiological demands of recreational surfing. Surfing, according to the study, demands a combination of aerobic fitness, muscular strength, and power. Paddling, managing waves, and maintaining balance during surfing can improve cardiovascular fitness and muscle endurance. This statement is also aligning with the findings regarding the concept of ‘‘physical benefit’’ with 46 hits and 20 % relevance rate. Furthermore, Edwards and Edwards (2011) identified that, Surfers received the greatest physical self-awareness ratings in research comparing the psychological well-being and physical self-perception of health club members, hockey players, runners, soccer players, and surfers with a control group of students. This finding is similar to the answer of one of the respondent where he mentioned” *Surf I think, has quite a physical activities and everything, so you have to be flexible to do some kind of stand ups or some kind of breaks on the waves, some kind of maneuvers that you have to do...*”(**Portuguese , Female**).

Mind: According to Corbin et al. (2006) the spectrum of mind is consists of Emotional Wellness, Social Wellness, and Intellectual Wellness. Emotional wellbeing includes sentiments of self-esteem and acceptance of various situations. When someone is emotionally well, they are open to learning new things and accepting new ideas. This openness aids in dealing with unpleasant situations and accepting them as a part of life. Interacting with others and the environment, as well as having good relationships, are all aspects of social wellbeing. When someone has a friend with whom they discuss their problems and spend time, they are said to be socially healthy. Intellectual wellbeing refers to a person's ability to learn and apply what they have learned. Intellectual wellbeing is defined as being receptive to new experiences that will broaden one's knowledge base (Meikassandra et al.,2020).

For this study, it is mainly focus on mental wellness of the surfers and based on that it has found some other sub-concepts such as Mental , relax , nature , self-development , happy and peace. As mindfulness is key to the holistic wellbeing idea (Dunn, 1959) this research put an extra attention to find out the mental benefits of surfing. Mindfulness entails paying attention to and accepting the current moment without judgment. Surfing can help to become more conscious. Surfing, allowed people to participate in mindful awareness, fostering relaxation and a sense of connection with nature (McKenzie et al., 2021).

“ Main mental, yeah, but it cleans your mind. It’s just like because you could not switch off your basic survival skills because i could not think about anything else. Of course, it’s like if weather is calm, it’s okay. If weather is more active, ocean is more active. You need to control everything. So just you have no time to think about all your other problems and....”(**Brazilian , Male**). So it is evident that surfing helps to make your mind clear and most of the time it works as an escape route for any kind of problem.

Another main advantage of surfing is “ relax” which has score of 6.83 with 4 hits. This finding is correlated with Voigt et al. (2011), where he stated that wellness tourist’s visit with the intention of deep productivity and relaxation.

“ ...Definitely gets me in a better mood and more productive and more relaxed...”(**Hungarian , Male**).

Another term, "self-development," gets a mixed reaction when linked to surfing. While many respondents stated that surfing has helped them become more tenacious in their efforts to achieve their goals. On the other hand, a few people have stated that they have not noticed any self-development component from their side. These findings confirm Filep's (2009) claim about tourists' drive for self-development; the concept of personal betterment as a result of wellness tourism adds a new dimension to the wellness tourism experience and literature. While it is impossible to guarantee that every guest will have a life-changing experience.

During the interviews all respondent mentioned surfing as a source of positive or happy emotions rather than negative one but most of the time it’s depend on the waves and conditions of the surfing. For instance ...” *I usually get very excited and there are moments when I’m actually like scared because I’m not that experience I’m hoping up on the board or gives you a lot of like happy feelings and like feelings of achievement and success when you can stand up on the wave and just go towards the shore and simply just be able to ride up wave that makes me very happy and like satisfied with myself maybe like when I can catch a wave like for a second I get disappointed in myself very tired but happy like this very happy tiredness that I feel...”*(**Hungarian, Female**). Positive affect relates to positive feelings and emotions of happiness and joy, and the association between surfing and beneficial effects is discussed by Langseth (2021). Participants who took part in surfing indicated greater levels of positive affect and happiness than non-surfers, according to the study.

Wallace (2014), a marine biologist, discusses the idea of "blue mind," which he characterizes as a meditative state of mind characterized by emotions of serenity, peace, harmony, and contentment from experiencing the moment. This state of mind is activated when in or near the sea. Additionally, because surfing has a unique relationship with nature, it

is frequently connected with peace. For example *“The sport in nature is always a peaceful mind maker....”* (**Portuguese , Male**) mentioned by one of the Portuguese respondent .

Spirit: Spiritual wellbeing is defined as non-physical and the source of one's feelings. An intriguing study on the relationship between surfing and spirituality was carried out by Taylor (2007). This theme was highlighted as vital by wellness travelers through detailed descriptions of immersion, community, and spiritual connection. Immersion was notably evident in reviews alluding to becoming engaged in nature's noises, a community's culture, or a spiritual practice (Dillette et al., 2021). Spiritual wellness includes one's interactions with other living beings as well as the function of spiritual direction in one's life. When someone seeks to realize spiritual potential and find harmony in their lives, they are said to be spiritually well. As evidenced by the following statement, it is obvious that surfers often times felt a deep sense of trans-formation as a result of immersion into an experience; *“ I think it's the spiritual thing. When we did surf, I don't know, it's like you can't explain what is yeah, exactly. I can't explain. When you're inside the water, you understand what it is. And when you do surf, you know, like a lot of people.... ”* (**Portuguese, Female**).

Under the big umbrella of the spiritual benefits of surfing, it has noticed some small concept such as lifestyle, therapy, friends, fun and social. The entire surfer has a connection between them which helps them to make an important community among themselves which provides them a sense of belongingness as a surf culture. In the various literature it has found that The main motivations for surf travelling are the quality and variety of waves (Barbieri & Sotomayor, 2013), surf culture and lifestyle experiences (Reis & Jorge, 2012) and socialisation (Reynolds & Hritz, 2012) which is aligned with the responded point of view for instance , *“ And the people around have created great community for surfing. So I would say along the years, it's been developing lot of a good surf culture....”* (**Brazilian , Male**).

It is also evident among the people who are surfing for a longer time that, surfing is a part of life or life-style (7.25 score) to those individuals. Hence this is one of the important sub-concepts for spiritual part. The following statements proved this idea ; *“ I believe all sports are good to mental health and body health as well, but surfing is for me more than just a sport, is a life style...”* (**Brazilian , Male**).

Though **“Therapy”** has a very small relevancy with surfing but it is a matter of surprise that literature shown a strong relationship among these ideas. Bremner (2017) found that , Many of the wounded veterans from Iraq and Afghanistan are taken on week-long surf programs by Operation Surf, a California-based organization whose founders support research on the benefits of surfing for former soldiers and assert that participation in their program can

lead to a 36% reduction in post-traumatic stress disorder. During the interview , it mentioned by one of the surf instructed that” *Surfing is a therapy itself ...*”(**Italian, Male**).

Finally to investigate the prime aim of this study is ‘to **reposition surfing as a unique offering of wellness tourism**’. From the study it is found that ‘wellness’ had 82 hits with 35% relevance rate and total score of 12.5. Based on the discussion it has been found that surfing fulfills the wellness dimensions that was proposed by Corbin et al. (2006). Surfing is connected with mind, body and spirituals wellness of individuals. Both surfing and wellness encourage people to be in the moment, whether it be through a tranquil meditation or an adrenaline surge. The term "soul surfers" refers to a subset of surfers who believe that connecting with nature via surfing is therapeutic and transforming (Taylor, 2007). When people have the resources they need to handle psychological, social, and physical challenges, according to Dodge et al. (2012), they are at their most balanced. From the data found that, surfing is beneficial for handling physical, social and physiological challenges. On the contrary only 9% of participants in a poll by Farmer (1992) said they surfed primarily for "catharsis," which refers to this transforming aspect of surfing and includes motives like stress relief, religious experience, escape, or transcendence. It's also crucial to note that other water activities, like free diving, may help people achieve the same sense of wellbeing that comes from being in the water. But is evident that surfing has the potentiality to be source of wellness tourism. For instance ,”*I feel that there is already established a primitive offer (like the surf schools, and surf camps, and surf houses), regarding wellness tourism. And it can be developed new ways of enjoying the surfing culture and experience...*” (**Portuguese , Male**).

Numerous physical, psychological, and emotional advantages of surfing contribute to overall wellbeing. Physically, surfing works several muscle groups, strengthens the heart, and increases fitness. Surfing enhances bone health and immune system through exposure to sunshine and vitamin D. Surfing is a stress reliever and a source of calm on the mental plane, encouraging flow and awareness. Surfing also fosters a sense of connectivity and environmental care by bringing people closer to nature. Surfing's social component fosters a sense of community, support, and camaraderie, which enhances general wellbeing. Overall, surfing fosters a holistic lifestyle that enhances general health and wellbeing. It is a complex interaction with many benefits.

CHAPTER 6

Conclusion

The results are summarized in the last chapter, which also seeks to address the RQ and the two previously identified ROs. Before offering recommendations for future study, it will also be discussed how much information has been contributed and its limits.

6.1 Main Conclusion

Despite having certain differences, wellness tourism and medical tourism are frequently mistaken for one another due of their similarities. In research on wellness tourism and the shifting demand, the notion has evolved and been expanded in contrast to the conventional viewpoint due to the changing needs of visitors for wellbeing. In actuality, travelers in search of wellbeing and a high quality of life (Sirgy, 2019) also look for locations that will satiate their needs for wellness in a variety of different contexts, from the physical to the emotional, from the spiritual to the cultural. This all-encompassing strategy within the tourist industry has produced a wider variety of activities and services that make up the value propositions that can help improve people's well-being. This study suggests surfing as a brand-new type of health travel. Surfing benefits the body, mind, and spirit, which formed the basis for this study, according to the data analysis. All three of these ideas have a solid connection with one another and have the potential to be a source of wellness travel. While some respondents express doubt about this notion, others already view surfing as a constant source of mental wellness.

The connection between well-being and surfing is dynamic and mutually beneficial, with surfing providing an array of emotional, mental, and physical advantages that enhance general well-being. Physically demanding, surfing works for several muscle groups, boost cardiovascular fitness and increases overall fitness. Surfing is a potent source of calmness and stress relief on the mental and emotional levels. The immensity and splendor of the ocean may have a relaxing effect, reducing tension and anxiety. Surfing is an incredible way to connect with nature. A sense of oneness with the rest of the world is fostered by this link, which improves general wellbeing and encourages environmental stewardship. Furthering one's sense of belonging, support, and camaraderie is surfing's social component, which is characterized by its close-knit group and shared experiences. For those seeking leisure, adventure, and holistic wellbeing, the incorporation of surfing into wellness tourism may provide distinctive and engaging experiences. The potential of surfing as a source of wellness tourism may be fully realized via more study and investigation, presenting opportunity for both surfers and locations to prosper in this developing sector. The majority of respondents

had just a very vague understanding of wellbeing and wellness tourism, despite the fact that many participants equate surfing with wellness. Therefore, it is crucial to improve awareness of wellness tourism for the market to be feasible.

6.2 Theoretical Contribution

Wellness tourism is a fast expanding industry on a worldwide scale, according to current research. The wellness tourism industry is now expanding into previously unrelated industries. Some examples are the arts and culture (Fancourt & Finn, 2019), natural resources (Ohe et al., 2017), sports (Smith & Kelly, 2006), the spiritual world (Jiang et al., 2018), and Eno-gastronomy (Colombini, 2015). Additionally, the majority of research on wellness tourism focuses on the demand side rather than the supply side, looking at factors including motivation for vacation and income, sexuality and educational attainment, and the appeal of wellness tourists to places with rich natural and cultural resources. Tourist draw factors include things like the native flora and fauna, well-liked sights, and wellness activities. For millennia's, hotels should provide possibilities for intellectual, spiritual, and physical wellbeing as well as natural medicine. Despite academics' change in this direction, there aren't any researches on wellness tourism that comprehensively and methodically identify simply on the basis of surfing, a highly popular outdoor sport. Notwithstanding the possibilities of surfing, not much study has been done on how it especially enhances wellness travel. As a result, there hasn't been much study done in the past to support the link between surfing and wellbeing. Instead, there is only one research (Rodrigues et al., 2010) that links hiking to wellbeing. In addition, it has been observed that traditional spa treatments, hot springs, and retreats for yoga and meditation have been the focus of the bulk of studies in this field, or that surfing frequently complements this kind of health activities.

6.3 Practical Contribution

Regardless of the fact that this study has a variety of practical applications, it will concentrate on the positive effects of surfing on an individual's general well-being. Few individuals are familiar with surf treatment and health travel, as was seen during the interview. Therefore, it would be fascinating if the authorities combined them both and took appropriate action in that regard. For instance, the Disabled Surfers Association of Australia, Ride-a-Wave, and Surfs Healing are all global programs for surfers with impairments. These programs provide indoor artificial-wave pools, treatments including chiropractic and craniosacral therapy, and special needs and autism-specific programming for kids.

Additionally, organizations like Surfability UK CIC give surfing training for persons with disabilities and learning challenges, while Healing Waves, a charity in Jersey, offers one-

of-a-kind experiences for people with impairments. The organizations Wave by Wave and Surf Art, which primarily deal with children and individuals with disabilities, are also present in Portugal. But the primary problem is that these activities don't get enough attention. A different set of markets may be attracted if the authorities, such as the government, changed their stance toward portraying surfing as an adventure-based activity with a wellness approach. Because it's emerging as a new trend in the travel sector.

6.3 Limitations

Considering the substantial quantity of material that has been gathered, this research has methodological constraints since qualitative analysis is inherently subjective (Connelly, 2013). Second, the research project determines the appropriate sample size, although sample sizes are typically too small to justify assertions of theoretical redundancy or informational relativity (Sandelowski, 1995). The sample size, in this case, 32 individuals, is insufficient to accurately represent an entire generation. It would be ideal if the data could be connected from all around Portugal as well as from other regions of the world because this research is primarily focused on Portugal, particularly the Lisbon area.

6.4 Future Research

Through the integration of surfing into wellness tourism, those looking for leisure, adventure, and holistic well-being may discover unique and gratifying experiences. It would be fascinating to compare the data with a wide variety of samples for a future study, such as data from other surfing locations like Spain, the UK, Indonesia, and so on. Examining the effects of cutting-edge technology, such as social media and its marketing influence on "wellness tourism and surfing," may also assist to sharpen market perspectives and provide a distinct viewpoint from the consumer's point of view. More research and analysis may be required to fully understand surfing's potential as a source of wellness tourism, providing opportunities for both surfers and locales to thrive in this emerging market.

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Appendix

Guideline for Semi-Structured Interviews

Explored topic	Source in the literature	Reframed question	Purpose of the question
Attitude towards sports	Kazakov & Oyner (2020), Pan et al. (2019)	Do you consider yourself a sports addicted person? If yes, did you try surfing before?	Those who are keen to sports, usually like to take part both indoor and outdoor once. This question will work as an eliminate factor.
Times of Visits	Tang (2014)	How many times, you have tried surfing before?	Previous visits might show a stronger likelihood of certain push & pull factors for surfing
Decision-making process	Smallman & Moore (2010)	What is your motivation behind choosing Portugal for surfing?	It would be interesting to know why tourists are choosing Portugal for surfing over other destination.
Convenience factor	Dale & Robinson (2011)	What was the primary reason for surfing?	The key question: Intents to find the main motivational factors so they can be compared to the existing literature
Surf Therapy	Marshall et al. (2019)	What do you know about surf therapy?	To understand about tourists knowledge regarding therapeutic benefit of surfing to process with wellness

			question later on.
Emotional attribute	Corbin et al. (2006)	What emotions did you feel during or after surfing?	To understand positive (fun, happy, cheerful, active, enthusiastic) and negative (fear, sadness) emotions.
Escapism	Koh et al. (2010)	Did you feel like you could get away from your normal life and unwind a little after surfing?	This question will help if surfing is helping them to relax from their normal life or stress.
Physical attribute	Dimitrovski & Todorović (2015)	What are physical advantages you have noticed after surfing?	There are many people who use surfing to become more attractive, or weight loss.
Spiritual experience	Tarlow (2005)	Is surfing help you to be connected with nature?	Indicates if tourists' motivations could be based on their spiritual interest.
Intellectual attributes	Kim et al. (2017)	How surfing is helping you for self-development?	While surfing, individuals can grow various new skills which help them to grow.
Social interaction	Kucukusta et al. (2013)	Are you getting in touch with diverse range of people because of surfing?	Social gathering has been an important factor for travelling. Additionally social interaction as one of socio-psychological motives of

			satisfaction that has an impact on the choice of destination.
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Consent Form for Interviews

Wellness Tourism: Surfing as a potential offering

Master thesis by Sraboni Akter , submitted in partial fulfillment of requirements for the MSc in

Tourism Development and culture, at ISCTE.

Dear participant,

First of all, I want to say thank you for giving me your time and wisdom. I wish you many Karma points. A brief summary of the study's goals and some instructions for your involvement are provided below.

Research purpose: Wellness travel has been increasingly popular in recent years, with several options available. The idea of wellbeing emphasizes the significance of combining the body, mind, and spirit. A sport as a source of wellness hasn't been thoroughly researched among all the options yet. This dissertation will pay special attention to surfing in order to analyze it from the standpoint of wellness travel. Just the Portugal setting will be examined in this context.

Guidelines:

- I confirm that I am over 18 years old.
- I can withdraw during the interview at any point and do not have to answer all questions.
- The purpose was explained to me.
- I had the opportunity to clarify any doubts or questions.
- I confirm that I am aware and fine with my interview getting recorded.
- I understand that all information is confidential.
- I acknowledge that my real identity will be anonymous and I will be assigned a number that can be referred to.

I..... voluntarily agree to participate in this research study.

If you have any further question, you can contact me anytime under the following email:

sraboniakterhrm@gmail.com

Semi-Structure Interview Questions

Demographic question

- Gender:
- Age:
- Nationality:
- Occupation:
- Have you tried surfing before?
- How many times you have tried surfing?
- Which countries have you tried surfing?

Main Questions

GROUP 1: Surfing in Portugal

What was the primary reason for surfing?

What do you like about surfing?

From where you came to know about surfing in Portugal?

What is your motivation behind choosing Portugal for surfing?

In your opinion, how Portugal is promoting surfing?

GROUP 2 : Surfing as wellness tourism

What emotions (positive and negative) did you feel during or after surfing?

What are physical advantages you have noticed after surfing?

What are the mental benefits of surfing you feel?

How surfing is helping you to be connected with nature or yourself?

How surfing is motivating you for self-development?

How your social life (friends) is changing because of surfing?

GROUP 3: Potential Market of surfing

What do you know about wellness tourism?

What kind of wellness activities /tourism you have done before?

What do you know about surf therapy?

Overall, what your opinion about the wellbeing of surfing?

How do you feel surfing as source of wellness tourism?

Interview Transcripts Examples

Interview 1 (Portuguese, Male)

Interviewer: Hi. It's Sraboni , we talked few days ago. I got your contact from x and he told me that you are a surf instructor.

Respondent: Yeah he said that you will be in touch. So where can I start.

Interviewer: I will just ask you few questions, it's not going to take more than 15 minutes.

Respondent: Its perfectly fine, don't worry.

Interviewer: What was the primary reason for surfing?

Respondent: At first when I was a kid was because is a cool water sport

Interviewer: What do you like about surfing?

Respondent: We are in contact with nature.

Interviewer: From where you came to know about surfing in Portugal?

Respondent: I'm Portuguese, but was at the beach

Interviewer: What is your motivation behind choosing Portugal for surfing?

Respondent: A lots of variety of waves...

Interviewer: In your opinion, how Portugal is promoting surfing?

Respondent: Very well. There is a great effort from the "turismo de Portugal" and "turismo do oeste" Portuguese agency and from the government. With all the publicity around the world . At least to locals the Portuguese news mediatize that.

Interviewer: What emotions (positive and negative) did you feel during or after surfing?

Respondent: Accomplishment, frustration rarely depending on the conditions and the performance during the session.

Interviewer: What are physical advantages you have noticed after surfing?

Respondent: A lot more body muscular percentage

Interviewer: What are the mental benefits of surfing you feel?

Respondent: The sport in nature is always a peaceful mind maker.

Interviewer: How surfing is helping you to be connected with nature or yourself?

Respondent: We become more aware about the pollution in the waters because we want a cleaner and natural place to surf. And we get more self-esteem by working out our exercising our body in the water while surfing.

Interviewer: How surfing is motivating you for self-development?

Respondent: I'm aiming for the world record of the biggest waves in the world on a bodyboard. so I seek to be personally accomplished with this life goal.

Interviewer: How your social life (friends) is changing because of surfing?

Respondent: I have one of the biggest part of my social group of friends that are related to the ocean and surfing.

Interviewer: What do you know about wellness tourism?

Respondent: There is already a great tourism market of surf lessons/experiences in Portugal. That people feel very happy with the surfing experience. And everything that compliments and adds a better surfing experience is an asset

Interviewer: What kind of wellness activities /tourism you have done before?

Respondent: Spa, wine and food tasting, natural waters pool bathing.

Interviewer: What do you know about surf therapy?

Respondent: the contentment with the pursuit of those seconds you glide on a wave with beautiful conditions in nature makes a person to be well with body and mind. And sometimes a lot of people take that therapeutic.

Interviewer: Overall, what your opinion about the wellbeing of surfing?

Respondent: I think is the most important part of the surfing experience. And what every surfer or beginner seeks.

Interviewer: How do you feel surfing as source of wellness tourism?

Respondent: I feel that there is already established a primitive offer (like the surf schools, and surf camps, and surf houses), regarding wellness tourism. And it can be developed new ways of enjoying the surfing culture and experience.

Interviewer: Very interesting. I think that's about it from my questions as well. Many, many thanks in any case

Interview 2 (Hungarian , Female)

Respondent: Hello! Interviewer: Hello, this is Sraboni I texted you earlier.

Respondent: Yes, no problem.

Interviewer: Great. Right. I prepared a few questions.

Respondent: Feel free to ask the questions and then if I think of anything beyond that, I'll be happy to tell you a few more things.

Interviewer: What was the primary reason for surfing?

Respondent: i Enjoy sports that give me a lot of adrenaline and I generally just like new challenges and since I was never that comfortable with being in the ocean and I just found it very exciting because I also like seeing a lot so I felt like it's in the similar genre of like more extreme adventurous Sports .

Interviewer: What do you like about surfing?

Respondent: I think it's kind of similar like I like that I'm outside and nature but I'm also like using something that is made by humans like a surfboard and I just find it when amazing how you can make a sport out of like something simple so just waves on the ocean or something like that and I just like to sit on the boards and the wildlife and Shore and it's great to hang out with people as well it's a great activity too

Interviewer: From where you came to know about surfing in Portugal?

Respondent: before we came to Portugal with my school program I search about Portugal and one of the first things that came up was like surfing and ocean activities I think that's how I got to know surfing and then after that there were like a lot of different advertisements about surf classes and places like that that came on my phone so I guess like even unintentionally

Interviewer: What is your motivation behind choosing Portugal for surfing?

Respondent: I heard a lot about it my main motivations the fifth question is in your opinion

Interviewer: How Portugal is promoting surfing ?

Respondent: I don't see Portugal specifically promoting surfing I feel like it's more of like the Sea and the sand and the Sun and culture kind of a promotion but seems like it's an activity that you do with the ocean come to serve in Portugal you can still like get these like subtle hints and as I mentioned before like nazarae with the big wave came up for me quite often and I think the other promotion is just there are a lot of schools around there who do promote themselves and basically their promotion you are like searching for sure or similar search words comes up and then it's linked to Portugal .

Interviewer: What emotions positive or negative do you feel during or after surfing?

Respondent: I usually get very excited and there are moments when I'm actually like scared because I'm not that experience I'm hoping up on the board or gives you a lot of like happy feelings and like feelings of achievement and success when you can stand up on the wave and just go towards the shore and simply just be able to ride up wave that makes me very happy and like satisfied with myself maybe like when I can catch a wave. Sometime i also I get disappointed in myself very tired but happy like this very happy tiredness that I feel

Interviewer: What are the physical advantages?

Respondent: I have noticed after surfing I think it makes you very tired so it's like moves all your muscles and it's a very good exercise because swimming in general is a very good exercise on the board up it's is very tiring and like you and you were outside so it's like good fresh air and just simply like this salty Breeze is just really good for you so I guess like I feel like I'm I'm cleaner on the way like my lungs are cleaners and I just feel like much stronger after like I do feel like a gain muscle if I do surfing .

Interviewer: What are the mental benefits of surfing you feel?

Respondent: quite often the mental benefits of surfing I think it really puts my mind to ease like it puts things into perspective of like humans are really small and like fragile and these big waves come and we try to ride them but like even though we are sometimes able to do that but like in the end the waves are still crashing to the shore and you still have to get off of them so it's like I feel like mentally it's like a very interesting thing you're minor problems it shows that they are not their major problems don't seem to be as major once you serve and then counter said big things.

Interviewer: How surfing is helping you to be connected with nature or yourself ?

Respondent: it's similar to the previous question I feel like the way it helps you be connected with me nature is just simple as that like it's kind of like nature and try to make it you make it yours anyway when you try to stop on a like ride away because it's Vibes and itself and it should push you away but like you try to use it as your own like sort of Transportation or something .it kind of like it's like you are trying to show how strong you are and how like nature and humans kind of like belong together has to work together and to myself I feel like it's just pushing my boundaries that that makes me feel more connected to myself and like being out there like in the end of the day you don't usually surface someone in the same exact moment they understand the same place so it's like there are moments when you stand up and like you do feel like you're on the top of the world and it's really great that you can connect and put yourself into a different perspective even if your day otherwise outside of the ocean is not you can actually like this feel very great about it and then

Interviewer: How surfing is motivating you for self-development?

Respondent: I think surfing is very motivating on so many ways because it's never And then house surfing is motivating you for self-development I think surfing is very motivating on so many ways because it's never the same like that I don't know same waves ever and any day there are no exact same condition you are in the same physical condition so it's like very motivating that that you should always like change yourself become stronger more exercise and everything so you can stay longer you can push harder you can ride the big waves there's always this like moments of change and just simply seeing these changes you realize you should do that to yourself as well like positive changes and and develop yourself more so you can actually like be better at this point feel better out there .

Interviewer: How is how your social life friends is changing because of surfing?

Respondent: my social life is not really changing that much because of Surfing because I always served with people why are you because of my situation my living situation otherwise

I see a lot of people who find connection to these like surfing groups I'm also in some surfing WhatsApp groups and often times they are ready a lot of things like it's not only surfing but also like housing and jobs and other stuff that people share with each other you will like to see exactly like activity but I do not have friends who I made during surfing yeah.

Interviewer: What do you know about wellness tourism?

Respondent: wellness tourism is one of the very much upcoming Niche markets that has a lot of future because people just need wellness in their life they need the relaxation of development a thing that can put their minds to an ease and make them break out of your daily habits and this tourism is that like it focuses on this to break you out of the normal and not focus on like culture and like learning games like so many activities that might be tiring and might overlap someone with your life in general but like it's more of having a rest for your mind as well as your body can feel very good. I also know your place a lot of people come for wellness to our different hot springs and there are lots of Spanish hotels who utilize these Hot Springs .

Interviewer: What kind of wellness activities /tourism you have done before?

Respondent: I being too many wellness hotels with my family like we would get massages and like sit in these really nice pools that have hot springs as information before I did it I didn't domestically and hungry but I also been two different places with wellness hotels.

Interviewer: What do you know about surf therapy?

Respondent: I actually never heard of service before but I'm assuming it's something that is similar to like a yoga Camp kind of thing but instead of you where you do surf and like a lot of like self-development on the side I'm assuming through and I think that's really cool .

Interviewer what's your opinion about the well-being of surfing ?

Respondent: I guess is this question is more like how is it connected in a way I guess if you were if your body is happy it's easier to to be mentally happy so your body I guess is not not happy if you are like two elective or if you are over yet and I think surfing has this really nice like way of balancing this out since like you don't have to ride every day if you don't have to like if you start surfing you can stop kind of thing like if you go wrong little moments put together like you ride but then you can sit for another half an hour if you don't want to ride the next one and just wait it out once you feel good about it and I guess like you're well-being it can be important in this situation because sometimes you don't feel like doing something but maybe you don't want to leave either and I guess because it's not such a very rude abiding activity or anything like that it's much easier to just hang out and do this fun thing like you don't even have to stand up if you don't want to you can just come and sit on your board the

entire time .you can meet good people or just lay on the board then like go on the shore or something like that so it's like it gives you more chance to enjoy yourself without losing the possibility of like having an active sport day and I think this is how it can be connected and it gives you a lot of time and place to think so that's pretty amazing .

Interviewer: How do I feel surfing as a source of wellness tourism?

Respondent: I feel lay on the board and like go on the shore or something like that so it's like it gives you more chance to enjoy yourself without losing the possibility of like having an active sport day and I think this is how it can be connected and it gives you a lot of time and place to think so that's pretty amazing and then how do I feel surfing as a source of future tourism potential and I wish I can do this in the future it's like a wellness tourism opportunity because I think if you are very busy and like most of us during our job and do lots of repetitive things that even if it's not that repetitive it's computer bound it's really nice to be outside in the nature and just generally enjoy the beauty of it and just sometimes be with yourself in the same time at that that's really cool and I think that that makes it so special and this is why I think surf tourism would be a great source .

Interviewer: That's great, Thank you so much.

Respondent: Maybe that will further help you. All the very best.

Interview 3 (Dutch , Male)

Respondent: Hello! Interviewer: Hello, this is Sraboni I am doing my masters at ISCTE. Can I ask you few questions regarding my dissertations?

Respondent: Yes, no problem.

Interviewer: Great. Right. I prepared a few questions.

Respondent: Feel free to ask the questions and then if I think of anything beyond that, I'll be happy to tell you a few more things.

Interviewer: What was the primary reason of surfing?

Respondent: Yeah, I think it's it gets you out of your head, and it's humbling sometimes because the waves are always different in the sea and the ocean, and so just fun. So it's like something new that I like to try.

Interviewer: From where you came to know about surfing in Portugal?

Respondent: Sorry? I started it or learned because I learned with schools, and I learned with, for example, teachers and friends in the past. but how I got into it wasn't here, it was in the Philippines.

Interviewer: How you came to Portugal, what is your motivation behind coming?

Respondent: Oh, I'm remote working here.That's good.

Interviewer: in your opinion, how Portugal is promoting surfing?

Respondent: I don't know. I really don't know. I think they have the climate here, but as I said, you can also surf in Holland or in other places in France, et cetera .Already ocean is good, like you have in the Southwest, Peniche , some places where I'm going after, where you can also surf .I don't know if they're really promoting it. It's more they have the waves here, so I guess it's a logical consequence of it.

Interviewer: What emotion do you feel during or after surfing? It can be both positive or negative.

Respondent: It's mainly joy, I think, a little bit of excitement when you see a wave coming and when you make it, and I think that's really nice. I think that would be the main thing

Interviewer: What about the physical benefits of surfing?

Respondent: The physical benefits of surfing, it's active and it's outside, so you cannot really compare it to, for example, working out in a gym, but it's active and outside, so that's really nice. And sometimes you paddle a little bit, and I think if you do that enough, you get enough strength in your shoulders and your core.

Interviewer: What about mental benefits?

Respondent: Mental? For me, it's less of a mental activity. I like surfing, but I mainly like it for the activity part, so for the sports part, and less for the, I would say the mental clarity that I get from it.

Interviewer: how surfing is helping you to be connected with nature?

Respondent: Same, it's like out in the water out in the ocean. That helps, but that's not the goal of it. The goal is to enjoy it, be active, that's it.

Interviewer: How surfing is motivating you for your self-development?

Respondent: Not really, no .It's mainly something I like doing and I enjoy doing, and I don't really have a goal for self-improvement or self-development or all that.,

Interviewer: What about your social life? Are you making a lot of friends because of surfing?

Respondent: Not because of surfing, no, but I'm quite social, so I make quite a lot of new friends and especially traveling around. Okay, but not by surfing, especially not heredity's like people come by one or twice and then that's it.

Interviewer: What do you know about wellness tourism?

Respondent: If you mean everything related to yoga, the wellness, yeah spas Thermal bath, anything related to wellness, what I know about it, yes.

Interviewer: Have you tried anything?

Respondent: Oh yeah, I've tried a lot also in Holland. I had a girlfriend in the past and then we went to Sauna or something like that. Across the world? Yeah, I'm thinking that.

Interviewer: what about surf therapy?

Respondent: I don't know about it, no.

Interviewer: How surfing is connected to wellness, in your opinion?

Respondent: Not really. As I shared before, for me it's more like a sport. Just like volleyball, for example, or field hockey or football or whatever, and less of a method to do wellness than I would do other activities.

Interviewer: in your opinion, is there any potential of sourcing as a source of wellness?

Respondent: No, that could be, but I doubt if it would be for me.

Interviewer: That's great, I'll have a look.

Respondent: Maybe that will further help you.

Interviewer: Thanks so much for your time!