

Center for Community-Based Resource Management (CBRM)

Natural Resources Institute, University of Manitoba

CBRM Database

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Case Study Name:	Surf Tourism and Sustainable Development in Indo-Pacific Islands. I. The Industry and the Islands		
Author:	Ralf Buckley		
Document Type:	Journal article		
Year:	2002		
Language:	English		
Document Location:	<i>Journal of Sustainable Tourism</i> , Vol. 10, No. 5, 2002		
Full Citation:	Buckley, R. (2002). Surf Tourism and Sustainable Development in Indo-Pacific Islands. <i>Journal of Sustainable Tourism</i> , Vol. 10, No. 5, 2002		
Region:	Indo-Pacific Islands		
Country:	USA, Hawaii		
Ecosystem Type:	Coastal marine		
Social Characteristics:	Indigenous community, urban community		
Scale of Study:	National, community		
Resource Type:	Tourism/ ecotourism		
Type of Initiative:	Community initiative, research-driven project		
Community-Based Work:	Resource management, development planning		
Keywords:	Surf tourism, sustainability, tourism, Indo-Pacific		

Summary:

Commercial surf tourism is recent in origin but is now a significant component of the worldwide adventure tourism sector. There are over 10 million surfers worldwide and a third of these are cash-rich, time-poor and hence potential tour clients. Most travelling surfers visit mainland destinations and are not distinguished from other tourists. Specialist surfing boat charters and lodges are most prevalent in Indo-Pacific islands. In the smaller reef islands, growth in tourism carries risks to drinking water and subsistence fisheries. There risks are easily overcome, but only if appropriate waste and sewage management technologies are installed. In the larger rock islands, nature and adventure tourism may provide an economic alternative to logging and plantation agriculture. Cultural impacts can occur in either type of island. As with most types of adventure tourism, the commercial surf tourism industry in the Indo-Pacific is strongly linked to the clothing, fashion and entertainment industries, and marketed through specialist surfing magazines and surfing media. From a tourism development perspective, the trend is towards integrated ocean sports destinations which attract entire families as well as individual surfers. Currently, however, marketing crossovers with other specialist ocean sports such as diving are far smaller than with other board sports such as snowboarding.