



Exploring the Potential Aspects of Surf Tourism in Egypt

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Abstract

Surf tourism is a booming industry that is economically, environmentally, socially, and culturally significant to many destinations around the world. Recently, surf tourists have been turning to remote, less crowded, and less popular surf destinations, most of which are located in developing countries. Therefore, any country with a coast has a great opportunity to develop surf tourism. Water sports have been practiced in Egypt since ancient times, due to its rich water resources (the Red Sea, the Mediterranean Sea, the Suez Canal, the Gulf of Aqaba, and the Nile River). Surf tourism has recently emerged as one of the newest and most promising tourism patterns. The aim of the research is to study the concept of surf tourism, explain the importance of surf tourism, explain the classification of surf tourists, identify surf tourists' motives and preferences, explore the potential of surf tourism in Egypt, investigate the most important tools to promote this pattern, as well as identify the opportunities and challenges facing surf tourism in Egypt. In this context, semi-structured interviews have been conducted with sixteen experts in tourism, sports tourism, and water sports activities, and questionnaire forms were distributed to surfers and surf tourists. According to the findings, Egypt has opportunities for developing surf tourism, including beautiful beaches, temperate climate, access to surf spots; affordable prices; a variety of accommodation; friendly locals; good safety and security. Surf tourism in Egypt could be promoted through social media, short films, surfing competitions, and tourism companies. The majority of tourists prefer destinations with a variety of wave types, easy access to surf spots, and accessibility to the surf destination.

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1. Introduction

Surfing is one of the oldest sports in the world (Jacobs and du Plessis, 2019; Elmahdy et al., 2021; Rice, 2021). It is a water activity or sport that relies on wind and water, because surfers use surfboards to surf or face the waves until they rest on the beach (Anderson, 2014; Morgan and Coutts, 2016; Jacobs, 2019). It is a recreational activity, a unique sport without competitors, because the main challenge is the waves (Ball, 2015; Cheng and Lu, 2015; Sotomayor and Barbieri, 2016; Towner, 2016a; Portugal et al., 2017). Surfing plays an important role in reducing depression, relieving stress, improving mental health and psychological well-being (Ball, 2015; Moreton et al., 2021). Today, it is listed as one of the four newest Olympic sports: Karate, surfing, skateboarding, and sport climbing (Doering, 2018a; Mach, 2019;

Tokyo, 2020; ISA, 2021; Valencia et al., 2021).

Millions of people all over the world practice surfing in search of the perfect wave (Sotomayor and Barbieri, 2016; Jacobs, 2019; Valencia et al., 2020), and due to the increasing number of surfers, surf tourism has emerged (Portugal et al., 2014; Portugal et al., 2017; Mach, 2019). Surf tourism is one of the fastest growing types of tourism in the world. It makes a significant contribution to the economy of coastal destinations (Hritz and Franzidis, 2016; Buckley et al., 2017; Porter and Usher, 2019; Mach, 2021).

As a result of the increasing number of surfers as well as the stabilization of the number of popular surfing sites in the world, this has led to the demand for surfing clearly exceeds the supply, and the emergence of demand for surf tourism in the less popular, more remote and less crowded destinations (Ponting and O'Brien, 2014; Towner, 2016b; Buckley et al., 2017; Da Rosa et al., 2019). Most of these destinations located in developing countries with no surfing history and no crowds (Towner, 2013; O'Brien and Ponting, 2013; Buckley et al., 2017).

Egypt is known for its unique geographical location, as it is situated at the northeastern corner of the African continent (Zaher et al., 2011; Abdelwahed et al., 2013; Samy-Kamal, 2015; Gorshkov et al., 2019). It is bordered on the east by the Red Sea and on the north by the Mediterranean Sea (Ayad, 2013; Ryan, 2016; Boulos, 2017; Sturman, 2019). Due to its superior location, natural beauty, magnificent beaches, favorable wind speed, Egypt can become an important destination for water sports, especially surfing and attracts surf tourists from all over the world.

The research aims to study the concept of surf tourism, explain the importance of surf tourism, clarify the classification of surf tourists, identify surf tourists' motives and preferences, explore the potential of surf tourism in Egypt, investigate the most important tools to promote this pattern, as well as identify the opportunities and challenges facing surf tourism in Egypt. In this context, a mixed methodology has been implemented that includes distributing questionnaire forms to surf tourists, in addition to conducting semi-structured interviews with experts in tourism, sports tourism, and water sports activities.

2. Literature Review

Surf Tourism: *Definition and Significance*

Surf tourism is a form of tourism that combines nature and adventure tourism, sport tourism, as well as marine tourism; it is the travel to domestic or international destinations for surfing as the main reason for travel, whether to participate in surfing activities and events, watch and enjoy them or learn to surf (Mach, 2009; Portugal et al., 2014; Sotomayor and Barbieri, 2016; Portugal et al., 2017; Brochado et al., 2018; Driessche, 2020; Valencia et al., 2020; Valencia et al., 2021). Surf tourism is a global promising industry. It is a huge market that provides specialized services and products to surfers and others interested in this type of tourism. These services include surf schools and camps, surfboards, surf brand clothing, diving suits, surf leashes and other surf equipment and accessories (Buckley, 2003; Moutinho et al., 2007; Norbaksh, 2008; Sotomayor and Barbieri, 2016; Lopes and Bicudo, 2017; Porter and Usher, 2019). The number of surfers reached about 20 million, which led to an increase in the number of surfing destinations to reach about 181 countries in 2021 (Wannasurf, 2021). Surf tourism has many positive impacts on tourist destinations can be illustrated as follows: Economically, surfers' arrival contribute significantly to the economy by providing new jobs, generating income that could help in improving the quality of life for the host community (Buckley, 2002; Usher and Kerstetter, 2014; Scorse et al., 2015; Hritz and Franzidis, 2016; Carvalho and Winden, 2018; Mach, 2021). Environmentally, Surf tourism is a sustainable form of

tourism because of its positive and obvious impacts on the sustainable development of coastal destinations (Araújo et al., 2016). Surfers care of surf spots' sustainability, they are aware about protecting the sea, animals and natural resources as a part of their lifestyle (Reineman, 2016; Usher, 2017). From the socio-cultural aspect, Surf tourism plays an obvious role in cultural strengthening, promoting cultural exchange and encouraging locals to learn new languages (Usher, 2017; Towner and Davies, 2018; Valencia et al., 2021). As for spirituality, surf tourism has many physical, psychological, and spiritual benefits. It purifies the soul like magic and connects the surfer to nature, different cultures, myths, beliefs, rituals, and ethics. It enables surfers to easily find peace, calm, and tranquility in nature (Taylor, 2007).

Surf Tourists: *Characteristics and Classifications*

Surf tourists refer to people who travel to domestic destinations for a period not exceeding six months, or international destinations for a period not exceeding twelve months, and stay at least one night to participate in surfing as the main travel motive (Barbieri and Sotomayor, 2013; Kruger and Saayman, 2017). Regarding their demographic profile; most of them are high-income, well-educated young and middle-aged men. Surf tourists always travel in groups; they are also frequent visitors to the area and stay for a long time (Towner, 2013; Towner, 2015; Hritz and Franzidis, 2016; Valencia et al., 2021). Surf tourists are keen to engage in various activities, sports and adventures; they prefer to go to new, remote and un-crowded areas; they often seek high-quality and perfect waves (O'Brien and Ponting, 2013; Mach and Ponting, 2021). Surf tourists have a strong passion for surfing; as they do not seek competition, but rather to have fun, excitement, diverse and new experiences that result from this activity (Buckley, 2012; Sotomayor and Barbieri, 2016). Because of rising sea levels, they are concerned about ecosystems and climate change, they are also concerned about high-quality medical care, and price is not an obstacle to them.

Central to the classification of surf tourists, they include surfers (beginner, practitioners, or professional), their non-surfer companions, followers as well as spectators who are fans and enthusiasts of this type of tourism (Araújo et al., 2016; Kruger and Saayman, 2017; Valencia et al., 2020). According to Moutinho et al. (2007), there are two types of surf tourists, regular and occasional. In the first category, they continue to practice surfing and are keen to participate in various surfing activities and competitions; while the latter includes those who may accidentally surf during their visit (Sotomayor and Barbieri, 2016). In terms of age and income, there are three categories; 1-Low-income surfers: They are young, they care about surfing quality and seasons, and they prefer unknown and quiet natural locations. 2- High income surfers: They care about the quality of service at the destination (i.e. accommodation, food, safety) regardless of the price. 3- Experienced surfers: They are older with high income, they have been surfing for many years and they highly care about family facilities and service quality (Hritz and Franzidis, 2016; Sotomayor and Barbieri, 2016). Surf tourists can also be divided into four categories: 1- Experienced surf tourists, 2- Participants in surf trips, 3- Take surfing lessons, and 4- Seek surfing experience (Frank et al., 2015; Hritz and Franzidis, 2016; Doering, 2018b).

Surf Tourism in Egypt: *Potential Aspects*

Millions of people around the world practice surfing and this number is increasing (Tantamjarik, 2004; Ponting, 2008; Ponting and McDonald, 2013; Sotomayor and Barbieri, 2016). Surf tourism meets the desires and needs of many tourists and at the same time it can be practiced and applied in a large number of coastal areas around the world (Mach and Ponting, 2021). With the increasing popularity of surfing, many surfing sites suffer from congestion, which has led to surfers looking for other beaches, or less popular countries where they can surf

(O'Brien and Ponting, 2013; Reineman and Ardoin, 2017; Da Rosa et al., 2019); which is a great opportunity for these countries to develop this type of tourism.

Egypt is famous for its fascinating history and magnificent monuments (Finger, 2001; Ryan, 2016). It's also known for its unique geographical location, being at the crossroads of three continents: Asia, Africa and Europe (Aboud et al., 2011; Mahmoud, 2017; Hilmi et al., 2018). It overlooks the Mediterranean Sea from the north and the Red Sea from the east with its white soft sands and beautiful crystal waters (Hilmi et al., 2018; Abd El Moneim, 2021; Motawea, 2021). Egypt's temperate climate is one of the main factors to develop sports tourism especially surf tourism (Warith and Mohamed, 2021; El Azazy, 2022; Wagih, 2022), as it is hot and dry in summer and warm and rainy in winter. In terms of surfing, Egypt has good waves on the north coast, as well as in the Mediterranean; it has excellent conditions; the waves are gentle and suitable for beginners and intermediates, and sometimes can be perfect for professional surfers (surfguide, 2021). The surfing season peaks during the summer, but the best times of the year are in the winter from December to March; the average number of surfing days is high (two or three days a week are good for surfing), and the water is warm all the year; surfing conditions in Egypt are better than expected (surfguide, 2021). Beautiful beaches, less crowds, rich terrestrial and marine biodiversity and friendly people are the main resources to develop surfing activities in Egypt. Recently, surf tourism in Egypt has become one of the newest and promising patterns of tourism. Egypt is home to a number of surf spots with good surfing conditions. Unfortunately, Egypt has not appeared on the surf map until now. The best surf spots in Egypt are located on the north coast, Agiba Cove, Agiba Beach, Cleopatra beach, El Corniche, Mandaras, Ramadas, Roward Resort and Shatby. In general, Egypt is very safe, with one of the lowest crime rates in Africa. It is a great country that combines culture, history, heritage and waves (nomadsurfers, 2021).

3. Methodology

The research focuses on exploring the potential aspects of surf tourism in Egypt as well as the suitable tools to promote this new pattern. The research used mixed methodology and primary data was collected from semi-structured interviews and questionnaire form.

3.1 Sampling

The target sample for this research was surfers and surf tourists. An online survey was distributed to a convenient sample of tourists. The sample was selected purposively (the survey was carried out from April to June 2022). A total of 250 questionnaires were distributed, and two hundred and twenty-one ($n = 221$) were valid questionnaires, achieving an 88.4% response rate.

3.2 Research Instrument

For data collection, two methods were used: semi-structured interviews and questionnaire forms. The first method was semi-structured interviews, which were conducted with sixteen experts in tourism and water sports activities at the Ministry of Tourism and Antiquities, the General Egyptian Authority for Tourism Promotion, the Egyptian Sailing and Water Ski Federation, and tourism companies to explain their views about the potential aspects of surf tourism in Egypt. The interview questions were divided into three main groups: (1) Promotion of surf tourism in Egypt; (2) Challenges of surf tourism in Egypt; (3) Opportunities for surf tourism in Egypt. The second method was a questionnaire; the measurements of the questionnaire were adapted from Kruger and Saayman (2017); Da Rosa et al. (2019); Jacobs and du Plessis (2019), and Mach and Ponting (2021). The questionnaire was constructed using the Likert 5 scale model, with responses ranging from "strongly disagree" (1) to "strongly

agree" (5). It includes three sections: (1) Tourist demographic data (gender, age, surf experience, marital status, and education level); (2) Exploring surf tourism (motives for surf tourism and tourists' preferences in the surf destination); and (3) Visiting Egypt as a surf destination. To test the questionnaire's validity, a pilot study was conducted on seven experts. Reliability analysis on the item-scale was conducted on fifteen surf tourists. Data was analyzed by Statistical Package for the Social Science (SPSS, V. 20).

First: Interview Analysis

1- Personal Data

Concerning experts' specialization are tourism, sports tourism and water sports activities; the majority of experts (ten out of sixteen) have more than twenty years' experience in their specialized fields.

2- Promotion of Surf Tourism in Egypt

This section illustrates experts' opinions about surf tourism in Egypt and how to promote this new pattern. Experts confirmed that Egypt has a good number of surf spots, the most important of which are the North Coast, Ajami and Marsa Alam. According to experts (four out of sixteen), they stated that Egypt has various surfing cities, including Dahlab, El Gouna, Hurghada and Safaga, among their comments:

"Egypt is gifted with many natural resources that qualify it to be the capital of sports tourism in the world." [Exp-12]

Most of the experts (thirteen out of sixteen) emphasized the economic importance of surf tourism, as well as the need to change the traditional image of Egypt as a cultural and heritage tourism destination. Moreover, experts (five out of sixteen) mentioned that surfing has been available for a long time in Egypt, but it is not widely practiced. Among their statements:

"Spreading the culture of surfing in Egyptian society, educating and encouraging people to participate in this enjoyable sport is crucial."
[Exp-14]

All experts indicated that surf tourism should be promoted, targeting sports and adventure tourists, which is considered a large and important segment. They agreed that the internet and social media are the most significant tools to promote surf tourism in Egypt; as demonstrated in the following quotes:

"Social media has a visible impact on our daily lives, and combining it with tourism marketing will provide impressive results." [Exp-1]
Tourists' travel decisions have changed as a result of social media; by searching sites devoted to tourism and travel experiences, as well as other people's reviews, they may make their own decisions about where to go and what to do. [Exp-5]

Thirteen out of sixteen experts indicated that short films promoting surf tourism in Egypt have a significant and influential role in encouraging surf tourists to visit Egypt. Eleven out of sixteen experts pointed to the need to organize international surfing competitions and emphasized the significance of cooperation between the Ministry of Youth and Sports and the Ministry of Tourism and Antiquities in order to conduct international surfing events; as one of them mentioned that:

In fact, Egypt has organized international sporting events. In 1993, Safaga hosted the World Windsurfing Championship, as Safaga is one of the best surfing destinations in the world in terms of perfect conditions for wind and water.[Exp-8]

Experts (eight out of sixteen) stated that tourism companies should organize sports tourism programs, including surfing especially in North Coast, Ajami, Safaga and Marsa Alam; one of them added the possibility of organizing tourism programs that include surfing, diving, fishing, snorkeling and other water sports. He revealed that:

“It is possible to organize tourism programs that include all kinds of water sports in Egypt, or combine sports, heritage, religious, cultural, recreational tourism and other tourism patterns, in one program.”[Exp-15]

Furthermore, experts (six out of sixteen) mentioned that sports and tourism magazines may play a significant role in promoting surf tourism in Egypt. Additionally, some experts (four out of sixteen) pointed to the important role of sports influencers in promoting surf tourism in Egypt and encouraging their followers to surf in Egypt; as demonstrated in the following quote:

“Recently, social influencers have a massive impact on marketing tourism destinations and on their followers, particularly among the youth.”[Exp-11]

In conclusion, most experts indicated that the most effective tools to promote surf tourism in Egypt are the internet and social media, short films, organizing international surfing competitions, and tourism companies, with the need to cooperate between the Ministry of Youth and Sports and the Ministry of Tourism and Antiquities.

3- Challenges of Surf Tourism in Egypt

This part concerns with challenges facing surf tourism in Egypt, all the experts agreed that the low awareness of surfing is one of the most important challenges facing the promotion of this tourism pattern, as some of them stated that:

“Encouraging young people to surf in Egypt will have a major impact on internal tourism, and will eventually attract international tourists.”[Exp-2]

“Surfing is not common in Egypt, but recently many coastal countries have begun to develop surf tourism, even Britain has opened the first artificial lake for surfing in order to attract the largest possible number of surf tourists, whether local or international”[Exp-16]

Most experts (fourteen out of sixteen) stated that the limited number of tourism companies specialized in sports tourism is considered a challenge for developing surf tourism in Egypt. According to experts (twelve out of sixteen), one of the major problems of surf tourism in Egypt, is the lack of coordination and cooperation between the competent ministries and sectors. Moreover, experts (ten out of sixteen) mentioned that comparing competitors or other surf destinations with Egypt could be a great challenge, among their comments:

“Currently, the insufficient number of tourism companies specializing in sports tourism could be an obstacle to the development of this significant tourism pattern.” [Exp-3]

“There are numerous surf destinations around the world, including Australia, South Africa, Indonesia, the United States, Portugal, Brazil, and Japan. Tourism companies have an important role as they should offer comprehensive programs that combine cultural, leisure, and sports tourism so that Egypt can compete in the tourism market.” [Exp-7]

“It is time for tourism companies to provide various programs and to create a new image for Egypt as a hub for sports tourism.” [Exp-11]

“To maintain the success and continuity of the tourism industry in Egypt, the Ministry of Tourism must cooperate with all ministries, including culture, sports, information, and others, as well as with the private sector.” [Exp-15]

In sum, all the experts emphasized that there are numerous obstacles to the development of surf tourism in Egypt, the most significant of which is the lack of awareness of this tourism pattern and its economic and social importance, as well as few number of tourism companies organize surf tourism programs, as well as the need for cooperation between ministries and authorities. Finally, to offer a diverse range of tourism programs (sports, entertainment, spiritual, cultural, and religious), so that Egypt can offer a competitive tourism product.

4- Opportunities for Surf Tourism in Egypt

This section explores experts' views about opportunities for surf tourism in Egypt. Experts declared that Egypt has great opportunities for developing surf tourism, including charming beaches; the possibility of practicing water sports activities such as scuba diving, snorkeling, and diving; While experts (six out of sixteen) indicated the availability of surfing, windsurfing, and kitesurfing; temperate climate and warm water all the year. Moreover, easy access to surf spots; reasonable prices; different levels of accommodation; Experts (four out of sixteen) added that the availability of surf schools and camps; friendly local people; good safety and security. Some of them mentioned that:

“Surf tourism, as a new pattern, has the potential to attract a diverse group of tourists and surfers, but it should be promoted in conjunction with other types of tourism or within the context of sports tourism.” [Exp-7]

“With the emergence of new tourism patterns such as hiking, sailing, skiing, trekking, biking, etc., the Egyptian tourism product has changed and varied, so surfing is expected to be a popular tourist activity.” [Exp-9]

“Recently, young tourists have started looking for new surf destinations other than the usual ones, and this is a good opportunity for Egypt.” [Exp-11]

“In Egypt, all types of surfing are available, including surfing, windsurfing, kitesurfing, and even sandsurfing!!”[Exp-12]

To conclude, Egypt offers a lot of potentials for developing surf tourism, with beautiful beaches, water sports like scuba diving, snorkeling, and diving, as well as surfing, windsurfing, and kitesurfing, a temperate climate, and warm water all year, access to surf spots; affordable prices; a variety of accommodation; surf schools and camps; friendly locals; good safety and security.

Second: Questionnaire Analysis

Data Validity and Reliability

Table 1: Cronbach's Alpha Value for the Tourists' Questionnaire

Population	Cases Valid	N of Items	Reliability Coefficient (Alpha)	Validity Coefficient
Tourists	221	41	0.888	0.9423

From the previous table it can be revealed that the value of Cronbach's alpha is 88.8%. This value shows that the internal reliability of variables is acceptable and sufficient. The Validity Coefficient is 94.2%, which means that the questionnaire's validity is proved.

Descriptive Statistics

1- Personal Information

Table 2 illustrates that 63.8 % of the tourists are male, while 36.2% are female; this result is consistent with Fendt and Wilson (2012); Kruger and Saayman (2017), and Sanz-Marcos (2021), who all stated that surfing is a male-dominated activity. Tourists are from various age groups, with the largest percentage 41.6% for the 18 - 24 year old group. Regarding their marital status, 64.7% of the tourists are single, while 35.3% are married, which agrees with the results of Frank et al. (2015). Concerning surf experience, the majority of the tourists have surf experience ranging from 6-10 years of experience, with a percentage of 46.2.

Table 2: Tourists' Demographic Profile

Demographic Data		Frequency	%
Gender	Male	141	63.8
	Female	80	36.2
Age	18 -24	92	41.6
	25-34	63	28.5
	35-44	49	22.2
	45-60	17	7.7
Marital Status	Single	143	64.7
	Married	78	35.3
Surf Experience	1-5	79	35.8
	6-10	102	46.2
	11-15	29	13.1
	16-20	11	4.9

2- Exploring Surf Tourism (Preferences and Motives)

Table 3: Tourists' Preferences in the Surf Destination

Statement	Mean	Standard deviation	Attitude	Rank
Beautiful beaches	4.1312	.94675	Agree	10
Good weather	4.2624	.83333	Agree	6
Water temperature	4.1629	.95379	Agree	8
Good access to surf spots	4.7557	.54274	Strongly agree	2
Variety of wave types	4.7647	.48507	Strongly agree	1
Surf schools/surf camps	4.4434	.69591	Agree	4
Surf spots are not crowded	4.1131	.95863	Agree	11
Beach sports options	4.2353	.86803	Agree	7
Accessibilities	4.4796	.76026	Agree	3
Friendly local people	3.8281	.89307	Agree	14
Good safety and security	4.2670	.76053	Agree	5
Distinctive history and heritage	4.0000	1.14018	Agree	12
Accommodation and restaurants options	4.1403	.94545	Agree	9
Place to meet other friends/surfers	3.9819	.79180	Agree	13

Table 3 clarifies tourists' preferences in the surf destination; the majority of tourists preferred destinations that have a variety of wave types ($M= 4.7$ and $SD= .48$). Their second preference was easy access to surf spots ($M= 4.7$ and $SD= .54$). Their third preference was accessibility to the surf destination ($M= 4.4$ and $SD= .76$). The fourth preference was availability of surf schools and camps ($M= 4.4$ and $SD= .69$); while the fifth preference was safety and security ($M= 4.2$ and $SD= .76$), this result is in line with Andika and Baiquni (2021), who mentioned that personal safety is the third preference for their sample.

Table 4: Motives of Surf Tourists

Statement	Mean	Standard deviation	Attitude	Rank
To be seen and recognized as a surfer.	3.6923	1.05114	Agree	12
To interact with other surfers from different countries and cultures.	3.8009	1.18560	Agree	11
To express myself.	4.3756	.63184	Agree	2
To explore/discover new surf spots.	3.9321	1.11596	Agree	9
To get away from my normal routine.	4.0090	.93415	Agree	8
To improve my quality of life.	4.2624	.72230	Agree	3
To feel closer to nature.	4.2127	.78336	Agree	4
To improve my health and fitness.	4.1629	.87940	Agree	5
To relieve stress and relax.	4.8778	.36743	Strongly agree	1
To have fun and enjoy life.	4.0633	.97959	Agree	7
To have thrilling experiences	4.1403	1.00148	Agree	6
To improve my social life.	3.9186	1.12519	Agree	10

The motives of tourists for surfing are shown in **Table 4**; the most important motive for tourists was to relieve stress and relax ($M = 4.8$ and $SD = .36$); the second motive was to express themselves ($M = 4.3$ and $SD = .63$). Their response to the third motive was to improve my quality of life ($M = 4.2$ and $SD = .72$). To feel closer to nature was their fourth motive ($M= 4.2$ and $SD=.78$). Their fifth motives was to improve health and fitness ($M = 4.1$ and $SD = .87$), which is consistent with Portugal et al. (2014), as they mentioned that surfing improves one's fitness and physique. In terms of surf tourists' motivations, Jacobs and du Plessis (2019) stated that the most important of which are: the renewed feeling after surfing; it contributes to one's wellness; the feeling of enjoyment; and it also adds richness to life; which is consistent with the following results.

3- Visiting Egypt as a Surf Destination

Table 5: Tourists' Opinions of Visiting Egypt as a Surf Destination

Statement	Mean	Standard deviation	Attitude	Rank
Reasonable prices	4.3710	.82455	Agree	9
Good for beginners and intermediate surfers	3.9231	1.07807	Agree	14
Surf schools/surf camps are available	3.9140	1.08579	Agree	15
Beautiful beaches	4.7647	.52986	Strongly agree	1
Surf spots are not crowded	4.5068	.72375	Agree	6
Mix trip (culture and surfing)	4.1041	.95966	Agree	11
Temperate climate and warm water	4.5339	.61421	Strongly agree	5
Availability of surfing, windsurfing and kitesurfing	4.6606	.63799	Strongly agree	2
Variety of accommodation	4.5339	.75376	Strongly agree	4
Friendly local people	4.2670	.80693	Agree	10
Accessibilities	4.4118	.69912	Agree	8
Good safety and security	3.9457	1.04305	Agree	12
Visiting Egypt fits my personal needs and style	4.4163	.80820	Agree	7
Egypt could be a surf destination	3.9367	1.13441	Agree	13
Egypt seems to be a suitable option for a vacation	4.6109	.60503	Strongly agree	3

Concerning tourists' opinions about visiting Egypt as a surf destination (as shown in Table 5), the responses ranged between "agree" and "strongly agree". Tourists agreed that Egypt has beautiful beaches ($M= 4.7$ and $SD=.53$), which is compatible with Ezz et al. (2014), they mentioned that Egypt, especially Matrouh, has the most beautiful beaches in the world. They pointed to "availability of surfing, windsurfing and kitesurfing" as a good reason to visit Egypt ($M= 4.6$ and $SD= .64$). This result is consistent with Peypoch et al. (2012) and Triantafillidou and Petala (2016), they stated that Egypt is famous for sea-based activities. Egypt appeared to be a suitable vacation destination for tourists ($M = 4.6$ and $SD =.60$). They also mentioned a "variety of accommodation" ($M= 4.5$ and $SD= .75$). They listed a fifth reason to visit Egypt as "temperate climate and warm water" ($M = 4.5$ and $SD =.61$).

4. Conclusion and Implications

Based on the findings, surf tourism appears to be a promising industry. It is a type of tourism that includes nature and adventure tourism, sports tourism, and marine tourism; it is travel to participate in surfing activities, watch others surf, or learn to surf, either domestically or internationally. It has numerous positive economic, environmental, social, and cultural impacts on tourism destinations. Concerning surf tourists, most of them are young and middle-aged men (18–34) years old. They aim to go to new, remote, and uncrowded areas; they prefer destinations with a variety of wave types, easy access to surf spots, and accessibility to the surf destination. They can be classified into three segments: beginner, intermediate, and professional. On one hand, surfing is not popular in Egypt. Spreading the culture of surfing in Egyptian society and encouraging young people to surf will have a great impact on domestic tourism and will eventually attract international tourists. On the other hand, Egypt has great potential to develop surf tourism with its beautiful beaches; many surf spots; temperate climate; warm water all year; easy access to surf spots; affordable prices; variety of accommodation; surf schools and camps; friendly local people; and good safety and security. The promotion of surf tourism in Egypt should be done through various marketing tools such as: the Internet and social media, which have a great impact on a large number of tourists, particularly the youth; Sports influencers have an effective role to encourage their followers to surf in Egypt; Short films about surf tourism in Egypt to display the best surf spots; Organization of international surfing

competitions and events that attract professional and amateur surfers from all over the world; Marketing plans that require cooperation between the Ministry of Youth and Sports and the Ministry of Tourism and Antiquities; Tourism companies should organize comprehensive programs that combine cultural, leisure, and surf tourism so that Egypt can compete in the tourism market; Interesting articles and amazing photographs of surfing and surfers in Egypt should be published in sports and tourism magazines. Surfers should be segmented and categorized according to their motives and preferences in order to attract a large number of surf tourists and provide them with suitable offers.

5. Limitations and Future Research

There have been no previous studies on surf tourism in Egypt. This study can serve as a reference point for future researchers. Future research may study developing surf tourism in a specific region. Furthermore, future studies can depend on assessments and observations for collecting data. Finally, researchers can focus deeply on surf tourists' motivations and preferences according to their age; gender; income, and nationalities.

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استكشاف الامكانات المحتملة لسياحة ركوب الأمواج في مصر

ملخص البحث

تعد سياحة ركوب الأمواج صناعة واحدة ذات أهمية اقتصادية وبيئية واجتماعية وثقافية لكثير من الوجهات السياحية. في الآونة الأخيرة، اتجه سائحو ركوب الأمواج إلى الوجهات النائية والأقل ازدحامًا، والتي يقع معظمها في الدول النامية. لذلك، فإن معظم الدول الساحلية لديها فرصة كبيرة لتنمية نمط سياحة ركوب الأمواج بها. في مصر تمارس الرياضات المائية منذ العصور القديمة، بسبب ثراء مواردها المائية (البحر الأحمر، والبحر الأبيض المتوسط، وقناة السويس، وخليج العقبة، ونهر النيل). مؤخرًا، ظهر نمط سياحة ركوب الأمواج كواحد من الأنماط السياحية الواعدة. الهدف من البحث هو دراسة مفهوم سياحة ركوب الأمواج، وشرح أهميتها، واستعراض تصنيف سائحي ركوب الأمواج، وتحديد دوافعهم وتفضيلاتهم، واستكشاف إمكانات سياحة ركوب الأمواج في مصر، والتحقق من أهم طرق وأدوات تسويق هذا النمط السياحي، وكذلك تحديد الفرص والتحديات التي تواجه سياحة ركوب الأمواج في مصر. في هذا السياق، تم إجراء مقابلات شبه منظمة مع ستة عشر خبيراً في السياحة، والسياحة الرياضية، وأنشطة الرياضات المائية، كما تم توزيع إستبيان على راكبي الأمواج وسائحي ركوب الأمواج. وقد أوضحت النتائج أن مصر تمتلك فرصاً لتنمية سياحة ركوب الأمواج، بما في ذلك الشواطئ الجميلة والمناخ المعتدل، وعدد من مواقع ركوب الأمواج سهلة الوصول؛ والأسعار المعقولة؛ بالإضافة إلى مجموعة متنوعة من أماكن الإقامة، وحسن الضيافة والسكان الودودون، مع توافر عنصرَي الأمن والأمان. ويمكن تنشيط سياحة ركوب الأمواج في مصر من خلال وسائل التواصل الاجتماعي والأفلام القصيرة ومسابقات ركوب الأمواج وشركات السياحة. هذا ويفضل غالبية السائحين الوجهات التي تحتوي على مجموعة متنوعة من الأمواج، وسهولة الوصول.

معلومات المقال

الكلمات الدالة:

سياحة ركوب الأمواج
سائحي ركوب الأمواج
الإمكانات المحتملة
الفرص والتحديات