

# A Study on the Promotion of Ocean, Leisure and Tourism through Surfboard Competition-Example of the Busan Haeundae District Office Beach Coming Surf Festival

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## Abstract

This study conducted a literature research and qualitative analysis on the revitalization of surfboards and marine leisure tourism industry among marine leisure sports. A total of five people were selected as candidates for the competition and interviewed by marine sports officials as subjects of the study. The collected data resulted in the following: First, beach events such as dragon boats, banana boats, yachts and surfing expose active tourists to high risk of accidents. Therefore, it is necessary to secure safety by dividing the seven beaches owned by Busan or implementing a day-to-day system for each event. Second, marine sports events were found to be only at the level of experience rather than actual activation due to the exorbitant cost of participation or insufficient equipment loans. Therefore, it is necessary to support easy-to-access sports such as surfing boards by making lessons simple and relatively inexpensive. Detailed research on marine sports by gender and age is expected to improve marine sports in the future.

**Keywords:** Southern Sea, Surfing, Maritime Sports, Busan, Songjeong Surfing

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## 1. Introduction

Wind surfing is heating up in Busan, Korea's second largest marine leisure sports city. Haeundae-gu Surfing Association started as a surfing club on June 6, 2003, joined the "Busan International Surfing Festival (BISF)" on June 21, 2003, which started in 2005 and ended in 2013, and has been renamed the "Haeundae-gu Office Bae International Surfing Festival" since 2014. The 14th event in November 2019 was held at Songjeong Beach in Busan, which was completed on a large scale and interest, unlike the previous year's competition (Busan Haeundae-gu Surfing Association). In particular, this competition was sponsored by various small and medium-sized enterprises and supported by the Haeundae-gu Office and the National Council for Living and Sports (Busan Haeundae-gu Surfing Association) because of its various policies to revitalize the Busan National Sports Council and its continuous efforts to promote its surfing clubs, including diplomacy with sports organizations, universities and businesses. Recently, Busan, along with Jeju Special Self-Governing Province and Yangyang, Gangwon Province, has been in the spotlight as one of the top three surfing points in Korea. The number of domestic marine leisure tourism users recorded 5.8 million in 2017, and is expanding to various fields such as surfing (100,000), underwater leisure (1,800,000), and canoeing and kayak (15,000) [1]. As such, the reason Busan has established itself as a mecca for surfing lies in its geographical characteristics, which has many ports and beaches. Currently, the nature of Busan, which has a good environment for surfing and marine sports and can be easily accessed with simple tools and lessons, is counted with more than 10,000 people in Songjeong Beach who received surfing education. The financial and environmental aspects should be considered rather than the unrealistic ocean activation project. There is a need for a realistic activation plan for the development of marine sports through long-term cultivation and surfing, rather than one-off and formal activation. Therefore, the





purpose of this study is to understand their subculture by conducting in-depth interviews with surfboard hobbyists who participated in the competition, and to make discussions and suggestions for activation of surfboards.

## 2. Theoretical Background

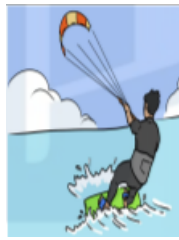
### 2.1.1 Origin and Characteristics of Surfing

The waves entering the land from the ocean are observed on the 'surfboard', and when a wave enough to ride comes, the board is matched with the speed of the wave and the speed of the board through an action called paddling with the power of the pure arm. Two or three times when the waves feel like pushing the board, paddle it and quickly get off the board and ride on the side of the wave [2]. In the West, surfboarding surfboarding can be called surfing if you ride on any type of equipment other than a surfboard [3]. The types of surfing are shown in Table 1 below.

Table 1. Type of Surfing [2].

Type of Surfing	Picture	Contents
Surfing		Lie on the board, stir with your arms to speed up, catch the waves, get up and ride. (The prototype of sports played with a board)
Wind surfing		Set sails on the surfboard and ride in the wind.
Body Surfing		Riding the waves barely without a board.
Body Boarding		Surf on a short board called a body board, about 1 foot. Wearing swimpins called flippers to add momentum

#### Kite surfing



It floats a large kite (kite) like a paragliding device and surfs under the power of the wind.

#### Paddle board



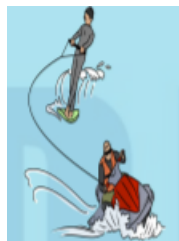
Paddle on a surfboard on a weak wave.

#### Scheme board



Take a small board with no pins, throw the board over the waves on the shore and ride like a slide.

#### Big wave surfing



Waves over 5M are difficult to approach by human force, so use a jet ski to approach and ride the waves.

Unlike other modern sports, the exact source of its history and origin is not known. The official record of history is that British explorer James Cook in 1778 reported that according to the logbook, he saw people surfing on long boards and canoes in Tahiti and Oahu and reported that it was more entertaining than competitive [4]. In Hawaii in 1821, European missionaries officially banned surfing as a play because of its immorality. Christian values and life were applied to the indigenous people living on the island, and the indigenous culture and religion, including surfing, were replaced with churches and schools [5]. At that time, the wooden boards made of wood at that time were discarded on the shore and the surf culture disappeared, but the surf culture, which had lasted for several decades, was not completely eradicated, but was occasionally established at Waikiki Beach.

After preserving the surfing techniques and board manufacturing techniques that the natives had, they were passed on to the future generations. Then, in the early 1900s, surfing in Hawaii again occurred. Duke Paoa Kahanamoku, a famous swimmer at the time, opened a surf club called "Hui Nalu" on Waikiki Beach in Hawaii for the first time and spread surfing to the United States and Australia. In 1956, the 1st International Surfing Carnival was held on the coast of "Tokay" in Australia, and the United States, Sri

Lanka, South Africa, and New Zealand, including the United Kingdom, participated and achieved a great success. The rapid increase began in the 1960s. Surfing movies, surfing-related programs, and surfing music began to gain popularity among the public, mainly in California, USA [6]. The International Surfing Association was founded in 1974, and surfing was adopted as an official sport in 2020. As of 2014, there are about 23 million surfers who enjoy surfing worldwide, and in the United States, an advanced surfing country, the population of surfers who have experienced surfing at least once within a year is about 1.74 million. Surfers indulged in surfing go to the shore in search of waves.

Beaches that are good for surfing are called 'spots'. There are many coastal areas around the world that face the sea, but the places where you enjoy surfing are limited depending on algae, reefs, marine creatures that can harm people, and geographical features. Kuta, Bali in Australia's Gold Coast, the best waves for surfing regularly come in throughout the year, so it has developed as a surfing mecca and has contributed to becoming a unique resort where the surfing industry naturally develops. On the Gold Coast, it is a beach named "Surfers Paradise," aka surfers' paradise.

The waves coming in from the ocean are powerful and break slowly. You have to break it slowly so you can ride the wave surface longer. Except for Kuta and Gold Coast mentioned above, there are many coastal areas facing the Pacific Ocean and Atlantic Oceans such as Hawaii, California, Portugal, Philippines, and Okinawa [7]. Neighboring Japan, along the Pacific Ocean, has many famous places and is a global surfing powerhouse with a developed surfing industry.

### 2.1.2 Domestic Surfing Status

The waves flowing from the open sea on the Korean Peninsula are geographically located on the Busan side and the capital. The places where "surfing schools" in Korea were established in the 1990s are Jungmun in Jeju Island and Songjeong in Busan. Windsurfing is a surfing movement that uses wind and has not been widely distributed in Korea [8]. Jeju Jungmun Beach and Busan Songjeong Beach have good waves in spring and summer compared to foreign countries, so the first surfing shop was opened in Jungmun, Jeju in the mid-1990s under the influence of participants who had surfing experiences abroad [9]. Surfers enthusiastic about this simple play, riding on a board that is slightly larger than their own body and running to the shore while waiting for the waves, sprang up in the center of Jeju and Busan.

A small number of surfers in the metropolitan area have few surfing enthusiasts due to the limited distance between Busan and Jeju. Surfing, which has been enjoyed occasionally among enthusiasts, has been exposed to the public from celebrities or celebrities who have many followers on social media since the last 2-3 years [10]. At JTBC Entertainment Hyori's Bed and Breakfast, Hyori Lee, with his back on the sunset, rowing on a paddle board, a type of surfing, or lying on a board in the middle of the sea and looking at the sun, creates a wonderful life. Such celebrities with high public influence have aroused the desire of the general public, and the number of actual general surfers is also increasing.

The surfing population has increased from 30,000 in 2014 to 35,000 in 2015, and continues to increase to 40,000 in 2016 [11]. Due to the nature of surfing, it is a leisure activity using waves, so the number of users is concentrated from May to October [12]. With the spread of surfing culture, surfers in the Seoul Gyeonggi metropolitan area found a good place to surf in Yangyang, Gangwon-do, close to traffic. Yangyang, Gangwon-do, has no islands and is ideal for waves where the water depth is low. In addition, since the bottom is made of sand, it is safer than a place made of coral or reef, so it is suitable for beginners to learn [2]. Due to the heatwave that lasted in the summer of 2018, Gangwon-do operated 21 summer beaches including Naksan Beach from July 6 to August 19. There are 380,000 Hajo units, more than doubled from

180,000 last year. Jukdo, Dongsanpohang, and other surfing spots have greatly increased the number of younger tourists.

Due to this influence, Jukdo Beach has rapidly emerged as a surfing mecca, and the development of accommodation facilities, restaurants, rental shops, and entertainment facilities for surfers are also following. The Gangwon-do provincial office established the first surf-only beach in the country at Hajodae Beach, and Yangyang-gun established a department in charge of marine leisure sports management offices for the prestige of local governments leading surfing. This department is in charge of related tasks such as hosting surfing competitions and fostering surfing events. In addition, convenience facilities and infrastructure for surfers will be expanded, and a separate surfing area will be designated for each beach so that they can be enjoyed at any time [13].

The size of the waves viewed from the beach and the size of the waves experienced in the water are completely different, and you can feel fear, and you may be curled up in relaxation and drift [14]. This will require not only physical ability, but also knowledge and mental aspects of the sea. In particular, surfing is not done according to a set standard, which is different from other sports, but you can participate anywhere in the world where there is a wave. Surfing has been a long-standing recreational activity on the famous western coastline. The older surfers, the more they go to surfing shores while looking at the wave charts to ride the size of their favorite waves rather than riding in one place. In winter on the east coast of Korea, due to the influence of the northeast wind, there is a rising day and high waves come in, and despite the cold weather, there is a trend of increasing number of surfers challenging the winter surfing on the east coast or participating in competitions to ride the waves [15].

### 3. Reserch Moethod

#### 3.1 Selection of Participants in Research

In this study, the selection of participants was made using one purposeful sampling method of non-participant sampling, which is widely used in qualitative research. Specifically, the members of the National Sports Council's Surfing Association or those appointed as executives and ordinary people with experience in marine sports were selected as participants in the research. For in-depth interviews, participants and members with surfing experience, as well as graduates of the Department of Marine Leisure and Tourism at Y University in Busan were selected as subjects and candidates, respectively, for in-depth interviews. The personal characteristics of the in-depth interviewees are shown in Table 1. In this study, in order to obtain more accurate information from the study participants, a total of three interviews were conducted from November 23 to 25, 2019.

Table 2. Personal Characteristics of Interviewee

Sortation	Name	Age	Surfing Career
1	Choi	46	10 years
2	Kim	42	15 years
3	Hwang	30	4 years
4	Lee	28	2 years
5	Kim	27	4 years

### 3.2 Methods for Collecting Supplementary Research Data

The auxiliary research materials were collected and selected using cameras and various documentation materials. The research aids used in the study include printed photographs of the facility environment and the marine sports activities (e.g. surfing).

### 3.3 Data Analysis

The data were analyzed using Nvivo 2, a program useful for analyzing vast amounts of qualitative research data. It can easily classify sentences and table data, Excel, and shapes on each node.

### 3.4 Contest Picture

Figure 1. 2019 Beach Coming Surfing Festival



Figure 2. Interview with officials at the 2019 Busan Coming Surfing Competition



Figure 3. 2019 Women's Beginner Winner, 2nd Open Winner



## 4. Results

### 4.1 The Risk and Improvement Plan of Marine Sports in Busan Sea

The trend of sports rapidly change as time goes by. Rather than sports for self-satisfaction and victory, sports that enjoy leisure in order to gain the luxury of health and life are becoming popular. Looking at the current status of the marine tourism and leisure industry in Busan through the results of the annual marine industry survey conducted by the Busan Metropolitan City, the total sales of the marine tourism and leisure industry increased from 2010 to KRW 2.44 trillion as of 2016. There is a trend that the industrial influence of the marine tourism and leisure industry is expanding [16]. Recognizing the importance of marine sports, the government and agencies are fostering various sports industries. In fact, maritime sports competitions are being held in Yeosu, Ulsan, South Chungcheong, Gwangju, Busan. And Jeju provinces. As such, the marine sports industry is making a lot of progress because of the support of the government and institutions, but despite these developments, the errors of asymmetric human development and long-term concerns are also being generated.

First, this study will discuss the first concern in Busan, the mecca city of the domestic marine industry. *Recently, many people come to Songjeong Beach and Haeundae Beach to enjoy marine sports. By the way, since there are so many sports, such as dragon boat, banana boat, yacht, surfing, etc., it feels like all the students are playing soccer together at lunchtime in elementary school. It's especially the worst condition for surfers.*" (Interviewee No. 2).

Such reckless policies to encourage marine sports and businesses of various institutions and companies are creating an over-saturated sea. In Songjeong, there is a precedent of more than 10 crashes while hundreds of people enjoy marine sports. Under these circumstances, if the reckless promotion of marine sports is maintained as it is now, there will be a big accident that cannot avoid responsibility. In order to solve these problems, it is necessary to operate the facility by setting welfare and safety as a priority rather than reckless sports luck for commerce. In particular, it seems necessary to manage businesses in local governments and associations so that each event does not collide on the coast by identifying the movements of coastal stocks. Prevention of accidents seems to be a priority in the situation of a series of major accidents, such as the Ferry Sewol incident that caused the entire nation to be saddened and the collapse of the Seoul Techno Valley ventilation shaft. While the safety of the marine sports industry in Korea are being neglected, and at the same time, the sports itself are being improved, the development of long-term marine sports activities and facilities poses more risks to the sports enthusiasts and leisure-seekers. To solve these problems, it is possible to designate only one or two events at a single beach by identifying the characteristics of seven beaches in Busan. In addition, if the event is carried out together, there will be a way to designate a day of the week for each event and proceed with the cooperation of 119 or the Coast Guard. Furthermore, officials from the Busan Surfing Association of the National Sports Council and members who attended the event cite the following concerns, which seem urgent to resolve the situation.

*"Korean surfers think a lot about surfing through the waves of a sunny summer beach. But Busan sea is conquered by people who came to enjoy sea bathing in the middle of summer. Surfers like us, as well as anyone who has come to enjoy marine sports, have nowhere to go. It's really the best time to enjoy marine sports."* (Interviewee No. 1)

*"About two years ago? One of our members was injured when a surfboard and a person who was doing it collided while surfing among people. "It was really difficult then."* (Interviewee No. 3.)

Every summer, the sea in Busan were occupied by a huge crowd. About 700,000 people enjoyed sea bathing at Haeundae Beach on a crowded day, 350,000 people at Gwangalli Beach, 330,000 people at

Songdo Beach, and 200,000 people at Songjeong Beach. In addition, many festivals, including the Busan International Magic Festival, the Busan International Hip-hop Festival, the Songjeong Beach Festival and the Hyeonin Song Festival are held on the beach, so it is not easy to enjoy marine sports due to safety problems occurring in many crowds and location problems caused by frequent festivals. Local governments, various marine facilities, marine sports associations, and marine sports-related businesses need to come up with solutions to these problems [17].

#### 4. 2 Supporting Possible Marine Sports

Through physical activities, humans play a role in improving the quality of life by maintaining good health, cultivating the necessary physical strength for social life, and forming only amicable human relationships. Since marine sports is a complete sport with many virtues that make people realize that they are part of nature, it is thought to be perfect as a well-being sport for modern people who are busy in their daily lives. In addition, demand for marine sports is soaring in Korea, where the three sides are at sea, due to the accessibility of the geographical environment [18]. In particular, the government has promoted various marine sports projects in Busan, including the establishment of marina, multi-functional fishing ports, and boat farms [17]. However, looking at the marina in Songjeong and the yacht stadium in Haeundae, it is not just an experience of marine sports that the country wants, but rather an experience of marine sports. Below discusses the concerns about why this situation occurs.

*"In fact, I think that attachment to exercise is the most important thing while exercising. I want to go on a yacht or canoe, it's too expensive, and I have no choice but to rent a boat as a company employee. Of course I don't feel attached to it. And the rent is so high that we rarely do yachts and canoes these days." (Interviewee No. 4).*

As such, marine sports in the Busan area are only a short-lived experience due to high rents and excessively expensive lessons. In addition, some sports experience is being made at an amount that is not accessible to ordinary people, which encourages conflict of status and hinders the vitalization of marine sports.

*"I've been working on cruiser yachts here at Haeundae Yacht Stadium for years. Most of the customers who ask for rent are people who live in homes like I'Park or Genesis. The price is hundreds of millions of won per day, and the average person can't even afford it." (Interviewee No. 5).*

As such, the high price of equipment in marine sports rather undermines the government's policy to promote marine sports and encourages short-lived marine sports experiences. Despite this, as of 2018, Busan Songjeong Beach is visited by 100,000 people to surf. This place is suitable for beginners because it has a low risk of injury due to its shallow sandy bottom and regular waves throughout the year [19]. The success rate of surfboards may be due to the relatively low cost of equipment and easy ways to learn compared to other marine sports. In addition, board rental and lessons at Songjeong Beach averaged only around 40,000 won, making it easy for ordinary people to access. Because surfing board has various weight and specifications, it has the advantage that everyone can participate easily.

*"The best thing about surfing is that there are not many restrictions. You don't rent a stadium for money like soccer, but you can do it for free if you buy a board. Sometimes there are too few waves, but there are waves almost every day in Busan. "I've surfed in many places and now I'm leading surfers as president of the Korea Surfing Association, but there's no place surfers like Busan." (Interviewee No. 1)*

Busan is becoming a surfing attraction, with the Busan International Surfing Festival held every year with world-renowned athletes participating. As a result, the number of clubs is increasing as participation costs are relatively low and acquiring game skills is easy. As the number of foreign surfers coming to enjoy the domestic coast has increased, it is believed that the government will be able to become a hub city for



marine sports in the long run by supporting stocks that are relatively cheap and accessible, rather than ideal revitalization policies for sports that are not easily accessible. [20]

## 5. Conclusion

This study conducted “literature research” and “qualitative analysis” research, focusing on ways to revitalize surfing boards along with the local tourism industry among marine leisure sports. It obtained the following conclusions. First, in Busan beaches, about 10 cases of collision accidents happen and will continue to do so if activities e.g. dragon boat, banana boat, yachting, and surfing are active in one beach. Accordingly, there is a need to divide and designate the items in consideration of the characteristics of the seven beaches possessed by Busan, or to seek the cooperation of 119 or marine rescue teams by implementing the weekday system for each item. Second, most of the marine sports events were short-term experiences rather than actual activation because participation costs were extremely expensive, or equipment rentals were insufficient. Therefore, there is a need to support sports that can be easily accessed by ordinary people because the lesson method is simple and relatively inexpensive, such as surfboards. Most of the marine sports facilities normally operated in Busan are centered on experiential activities. In the case of SUP, canoe/kayak, and dinghy yacht, simple lessons and one-time rentals are provided. These programs are necessary in Korea, a wasteland of marine sports. However, there is a regrettable part. Because it is an effective facility for the general public, that is, participants and tourists who are just starting marine sports, it is difficult to regard it as an effective facility for sportsmen and hobbyists.

## 6. Future Suggestions

The following are the issues that are not addressed in this study or are suggested for further study. First, this study focused on the people who specialize in surfing among marine sports. Therefore, it was difficult to understand the intentions of people working in other maritime sports. It is necessary to conduct interviews with people in other sports. Second, in this study, only men were interviewed. There must be some difficulties for women, who account for a large portion of modern marine sports participants. Subsequent research will need to suggest ways to revitalize women.

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