

Sustainable Surf Events:
To what extent is sustainability perceived as
important by surf event organizers when organizing
their surf events?

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Declaration

I hereby declare that the submitted work has been completed by me, the undersigned, and that I have not used any other than permitted reference sources or materials nor engaged in any plagiarism. All reference and other sources used by me have been appropriated acknowledged in the work. I further declare that the work has not been submitted for the propose of academic examination, either in its original or similar form, anywhere else.

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Acknowledgement

For me the topic of my Bachelor thesis is not just a topic; it combines my passion for surfing, my ambitions for events, and my interest in sustainability. Although, I enjoyed writing about those aspects, it was a long process and it was quite exhausting, hence I need to thank a lot of people who encouraged me not to give up.

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Annika Mueller

Preface

This Bachelor thesis is the completion of the International Leisure Management study at the Stenden University of Applied Science.

This Bachelor thesis is intended to show to what extent sustainability is perceived as important by surf event organizers when organizing their surf events. Not a lot of research has been done on the topic of sustainable surf events. Nevertheless, there is an increased demand of events, sustainability, and surf events.

To sum up, this Bachelor thesis aims to raise awareness towards the need for sustainability in the surf industry, especially in the surf event industry. The outcome should be useful for the surf industry in general but particularly as applied to surf event organizers.

The Bachelor thesis was written by Annika Mueller, a student of International Leisure Management, during her last study year.

This document is the final version.

Thanks and appreciation to my supervisor Jochem Jansen, who helped me whenever I needed him and who advised me with great knowledge throughout this research report.

Biederitz, 15 August 2016

A handwritten signature in black ink, appearing to read 'Annika Mueller', with a stylized flourish at the end.

Annika Mueller

Summary

This research report aims to raise awareness towards the need for sustainability in the surf industry, especially in the surf event industry. Thus, the goal of the research was to find out to what extent sustainability is perceived as important by surf event organizers when organizing their surf events.

The study is significant due to the lack of scientific research about the topic of sustainable surf events. Hence, the results of the research are useful for the surf industry, in order to see the importance of sustainability in every sector of the industry and for surf event organizers to see that they play an important role for an overall growth of sustainable consciousness.

The research report consists of desk research based on secondary research and primary research conducted by semi-structured interviews. Overall, the results of the research derive from a qualitative research method.

The finding of the research report proves that sustainability is perceived as important by surf event organizers but far too little is being done in the direction of sustainable surf events. There are several definitions of sustainability, and thus there is still a demand for clarification of the term among surf event organizers. In fact, not all surf event organizers are really familiar with environmental or socially responsible organizations that are committed to work towards a sustainable future. However, they are aware of some sustainable actions which could be implemented during surf events and which are partly implemented as well. They clearly see a connection of sustainability and surfing but they are not really aware what the actual risks, dangers, or hazards are for the surfing world in the case that things carry on as they have previously. On the whole, surf event organizers just do not know how to properly implement sustainability because they are not familiar with concrete definitions of sustainability or they have not heard about the main organization that focuses on sustainable surf events. But they are aware of the fact that sustainability will become more and more important in the future.

In order to make surf events more sustainable, several recommendations can be given to surf event organizers. They should: acquire knowledge about the concept of sustainability, be aware of risks, dangers, or hazards in the surfing world, acquire knowledge about the organization Sustainable Surf, cooperate with environmental- and/or socially responsible organizations and/or local businesses, implement sustainable practices and actions during surf events, measure sustainable practices, gather information about how sustainability could be implemented in different countries, make use of sustainable surf apparel and surf equipment, educate participants about sustainability during surf events, engage the media during surf events, understand sustainability and surfing as a whole, and be aware of the fact that surf events are necessary for sustainable change.

To sum up, surf event organizers know how important and necessary sustainability is but they are not able to fully implement it in organizing their surf events. Thus, the research report addresses the issue of sustainability within surf events and includes several recommendations which could be applied on a permanent basis for sustainable surf events.

Summary

Der Recherchebericht beabsichtigt, das Bewusstsein für die Notwendigkeit von Nachhaltigkeit in der Surfindustrie, besonders in der Surfeventindustrie, zu steigern. Dementsprechend war das Ziel der Recherche herauszufinden, wie wichtig Nachhaltigkeit bei der Organisation von Surfevents sowie bei Surfeventorganisatoren ist.

Da es an wissenschaftlichen Recherchen zum Thema nachhaltige Surfevents mangelt, hat die vorliegende Arbeit eine nicht unwesentliche Bedeutung.

In erster Hinsicht sind die Ergebnisse der Recherche anwendbar für die Surfindustrie, vor allem um zu sehen, wie wichtig das Thema Nachhaltigkeit für jeden Bereich der Surfindustrie ist. Außerdem sind die Ergebnisse für Surfeventorganisatoren von Bedeutung, damit sie erkennen, dass sie eine wichtige Rolle bei dem gesamten Wachstum des nachhaltigen Bewusstseins spielen.

Der Recherchebericht setzt sich aus Schreibtischforschung, basierend auf Sekundärforschung und Primärforschung, durchgeführt durch halb-strukturierte Interviews zusammen. Im Großen und Ganzen können die Ergebnisse auf eine qualitative Recherchemethode zurückgeführt werden.

Die Resultate des Rechercheberichtes zeigen, dass Nachhaltigkeit bei Surfeventorganisatoren als wichtig empfunden wird, aber viel zu wenig in dem Bereich von nachhaltigen Surfevents getan wird. Obwohl es zahlreiche Definitionen zum Thema Nachhaltigkeit gibt, herrscht bei Surfeventorganisatoren dennoch ein großer Bedarf, nach der Klärung des Begriffes *Nachhaltigkeit*. Im Grunde sind alle Surfeventorganisatoren nicht wirklich vertraut mit Umweltschutzorganisationen oder gesellschaftlich verantwortungsbewussten Organisationen, die sich für eine nachhaltige Zukunft engagieren. Nichtsdestotrotz sind sich Surfeventorganisatoren darüber bewusst, wie man nachhaltige Aktivitäten während Surfevents umsetzen kann, weil diese zum Teil schon umgesetzt werden. Des Weiteren sehen Surfeventorganisatoren deutlich eine Verbindung von Nachhaltigkeit und Surfen, sind sich aber nicht über Risiken oder Gefahren, die die Surfwelt betreffen, bewusst. Alles in allem wissen Surfeventorganisatoren einfach nicht, wie sie Nachhaltigkeit angemessen ausführen sollen, weil sie nicht vertraut damit sind, wie man Nachhaltigkeit genau definiert und sie noch nie etwas von der Hauptorganisation gehört haben, die sich auf nachhaltige Surfevents spezialisiert hat. Allerdings sind sie sich dessen im Klaren, dass Nachhaltigkeit für die Zukunft immer wichtiger erscheint.

Um Surfevents nachhaltiger zu machen, können mehrere Empfehlungen, für Surfeventorganisatoren gegeben werden:

Sie sollten sich Wissen zu dem Konzept von Nachhaltigkeit aneignen, sich über mögliche Risiken oder Gefahren in der Surfwelt vertraut machen, Wissen über die Organisation Sustainable Surf erlangen, mit Umweltschutzorganisationen und/oder gesellschaftlich verantwortungsbewussten Organisationen und/oder lokalen Unternehmen zusammenarbeiten,

nachhaltige Vorgehensweisen und Aktionen bei Surfevents umsetzen und Informationen sammeln, wie das Thema Nachhaltigkeit in verschiedenen Ländern umgesetzt werden kann. Des Weiteren sollten sie Nutzen ziehen aus nachhaltiger Surfbekleidung und nachhaltigen Surfgegenständen, Teilnehmer während Surfevents zum Thema Nachhaltigkeit weiterbilden, die Medien bei Surfevents mit integrieren, Nachhaltigkeit und Surfen als ein Ganzes verstehen und sich dessen bewusst sein, dass nachhaltige Veränderungen für Surfevents wichtig sind.

Abschließend ist festzustellen, dass Surfeventorganisatoren wissen, wie wichtig und notwendig Nachhaltigkeit ist, aber sie noch nicht dazu in der Lage sind, dieses komplett bei Surfevents zu integrieren. Daher deckt der Recherchebericht das Thema Nachhaltigkeit bei Surfevents ab und beinhaltet mehrere Empfehlungen, die dauerhaft für nachhaltige Surfevents angewendet werden könnten.

Table of Contents

List of Tables	V
List of Figures	VI
List of Abbreviations.....	VII
Chapter 1: Introduction	1
1.1 Introduction to Surfing and the Surf Industry.....	1
1.2 Reasons for the Chosen Topic	3
1.3 Introduction to Surf Events, Surfing and Sustainability, and Benefits of Sustainable Events	4
1.3.1 Introduction to Surf Events	4
1.3.2 Surfing and Sustainability.....	5
1.3.3 Benefits of Sustainable Events.....	7
1.4 Objective	9
1.5 Research Questions and Problem Statement	10
Chapter 2: Literature Review.....	11
2.1 Introduction to Surfing, Introduction to Sustainability, and Importance of Sustainability in the Surfing World.....	11
2.1.1 Introduction to Surfing	11
2.1.1.2 German Surf Culture	11
2.1.2 Introduction to Sustainability	12
2.1.3 Importance of Sustainability in the Surfing World	15
2.2 Introduction to Events and Sustainable Event Development.....	19
2.2.1 Introduction to Events	19
2.2.2 Sustainable Event Development	20
2.3 Development of Surf Events and Type of Surf Events	25
2.3.1 Development of Surf Events.....	25

2.3.2 Types of Surf Events.....	25
2.4 Development towards Sustainable Surf Events	29
Chapter 3: Operationalization of the Concepts.....	32
Chapter 4: Research Design	35
4.1 Method & Data Collection	35
4.1.1 Primary and Secondary Data	35
4.1.2 Exploratory, Descriptive, and Causal Research	35
4.1.3 Quantitative and Qualitative Research	36
4.1.3.1 Qualitative Research Methods: Interviews.....	37
4.1.3.2 Sample Size	40
4.1.3.3 Interview Questions.....	42
4.1.4 Limitation	46
Chapter 5: Results	48
5.1 Knowledge of Surf Event Organizers.....	49
5.1.1 Definition of Sustainability.....	49
5.1.2 People, Planet, Profit.....	49
5.1.3 Definition of Sustainable Surf Events.....	49
5.1.4 Deep Blue Surfing Events.....	50
5.2 Perception of Surf Event Organizers	51
5.2.1 Integration of Sustainability within the Surf Industry.....	51
5.3 Attitude of Surf Event Organizers	52
5.3.1 Importance of Sustainability.....	52
5.3.2 Importance of Sustainable Practices within Surf Events	52
5.3.3 Connection of Sustainability and Surfing.....	53
5.4 Behavior of Surf Event Organizers	54

5.4.1 Implementation of Sustainability in their Company.....	54
5.4.2 Implementation of Sustainable Practices in Surf Events	54
5.5 Future of Sustainable Surf Events.....	56
5.5.1 Sustainable Pieces of Advice for Surf Events	56
5.5.2 Future of Sustainable Surf Events	56
Chapter 6: Analysis.....	58
6.1 Knowledge of Surf Event Organizers.....	58
6.1.1 Definition of Sustainability.....	58
6.1.2 People, Planet, Profit.....	58
6.1.3 Definition of Sustainable Surf Events.....	59
6.1.2 Deep Blue Surfing Events.....	59
6.2 Perception of Surf Event Organizers	60
6.2.1 Integration of Sustainability within the Surf Industry	60
6.3 Attitude of Surf Event Organizers	61
6.3.1 Importance of Sustainability.....	61
6.3.2 Importance of Sustainable Practices in Surf Events.....	61
6.3.3 Connection of Sustainability and Surfing.....	61
6.4 Behavior of Surf Event Organizers	63
6.4.1 Implementation of Sustainability in their Company.....	63
6.4.2 Implementation of Sustainable Practices in Surf Events	63
6.5 Future of Sustainable Surf Events.....	65
6.5.1 Sustainable Pieces of Advice for Surf Events	65
6.5.2 Future of Sustainable Surf Events	66
Chapter 7: Conclusion and Recommendations	67
7.1 Conclusion	67

7.1.1 Knowledge of Surf Event Organizers	67
7.1.2 Perception of Surf Event Organizers.....	68
7.1.3 Attitude of Surf Event Organizers.....	68
7.1.4 Behavior of Surf Event Organizers.....	69
7.1.5 Future of Surf Event Organizers	69
7.2 Recommendation to Surf Event Organizers	71
7.3 Reflection.....	73
7.3.1 Recommendations for Further Research	74
Chapter 8: Reference List.....	76
Chapter 9: Appendices	87
Appendix 1: Codebook for Interview Analysis	87
Appendix 2: Transcribed Skype Interview with Participant 1.....	91

List of Tables

<i>Table 1</i>	Guidelines for 'Triple Bottom Wave'	13
<i>Table 2</i>	Five Major Categories of Environmental Impacts	30
<i>Table 3</i>	Operationalization (own illustration)	32
<i>Table 4</i>	Interview Partner (own illustration)	41
<i>Table 5</i>	Interview Questions English (own illustration)	43
<i>Table 6</i>	Interview Questions German (own illustration)	44

List of Figures

Figure 1 Top Ten Tips for Events

22

List of Abbreviations

ADH	Allgemeiner Deutscher Hochschulsportverband
AISTS	International Academy of Sport Science and Technology (Académie Internationale des Sciences et Techniques du Sport)
ASP	Association of Surfing Professionals
BS	British Standards
DBSE	Deep Blue Surfing Event
DWV	Deutscher Wellreit Verband
ESF	European Surfing Federation
ESP	Expanded Polystyrene Foam
ISA	International Surfing Association
ISO	International Organization for Standardization
MAD	Make a Difference
SAS	Surfers Against Sewage
SDSFF	San Diego Surf Film Festival
SS	Sustainable Surf
SSET	Sustainable Sports and Events Toolkit
STW	Save The Waves
SUP	Stand Up Paddling
VANOC	Vancouver Organizing Committee
WSL	World Surf League

Chapter 1: Introduction

The following chapter will introduce surfing and the surf industry. Furthermore, the reasons for the chosen subject will be explained. Moreover, the chapter will provide more information about surf events, surfing and sustainability, and the benefits of sustainable events. Based on the given information the objective, such as the research questions and the problem statement have been formulated and included in this chapter.

1.1 Introduction to Surfing and the Surf Industry

Surfing is often described as the best feeling you can have on this planet (Wade, 2016). Many times, it remains unclear what is meant by surfing because various types of water sport activities are connected to it, for instance bodyboarding, body surfing, wakeboarding, skimboarding, kite surfing, windsurfing (Buzzle, 2013), stand up paddling (SUP), kneeboarding, and surfing (DWV, 2016). In this research report, surfing is related to riding an ocean wave on a surfboard.

According to The Economist (2012), surfers, people who surf at least once a year, increased from 26 million in 2001 to 35 million in 2011. It can be assumed that the number increases even more within the next years (Gee, 2014). The Global Industry Analysts, Inc. (as cited in PRWeb, 1997 - 2015) forecasted that the world surfing market will reach \$13.24 billion by the year 2017, in comparison to \$6.24 billion in 2010 (Gee, 2014). Kvinta (2013) refers to the same numbers and adds that the 'revenue generated by the growing international surf travel business' (para. 2) is not even included within the \$13 billion. Especially, the American and European surf market is expected to increase significantly during the next years (PRWeb, 1997 - 2015).

The Australian surfing champion, Bartholomew (2015), declares that surf shops, surfboard factories, surf wear and accessory factories, and surf schools are part of the surf market. Additionally, Martin and Assenov (2014) add that amateur and professional sporting events and domestic and international tourism belong to the 'multibillion dollar industr[y]' (p. 761).

In general, the surf market is headed by some major players, for instance Billabong International Limited, Hurley International LLC, O'Neill, Quicksilver Inc, Rip Curl Inc, Channel Islands Surfboard ¹, Firewire Surfboards LLC ², Volcom Inc. ³ (PRWeb, 1997 - 2015), whereby the last three focus on sustainable surf.

¹ Channel Islands Surfboard: Surfboard shaping company founded in 1969 that focuses on 'hard work, innovation, and originality' (Channel Islands Surfboard, 2016).

² Firewire Surfboards LLC: The company builds eco-friendly surfboards. They are part of the ECOBOARD Project created by Sustainable Surf (Firewire Surfboards, 2016).

³ Volcom Inc: Surfing apparel company founded in 1991, that claims that sustainability 'is a cornerstone of longevity' for their company (Volcom, 2016).

All too often, according to the former World Professional Surfing Champion, Tomson (in Borne & Ponting, 2015), it is assumed that surfers keep up a sustainable image because of their strong connection to the nature. Automatically, it is expected that people who are spending several hours in the ocean take care of it. And somehow it provides surfing with a green image but the reality and the truth of the matter look quite different. Maybe the statement is appropriate for some situations, however, most of the time it is not the case (Woddy, 2012).

Research has emerged that several international organizations are involved in the event planning of surf events, such as IMG⁴ (IMG, n.d.), the World Surf League (WSL)⁵ (World Surf League, 2016), or Sustainable Surf (SS)⁶ (Sustainable Surf, 2016).

On a national level, the Deutscher Wellreit Verband (DWV)⁷, the counterpoint to the WSL, a holding organization for surf associations and individual members, is involved in the organization of several surf events in and outside Germany, a country that is not well known for its great surf spots (Thies, 2015). The DWV is part of the European Surfing Federation (ESF)⁸ together with the WSL and 65 other associations around the world (DWV, 2016).

Besides the DWV, only a few companies organize surf events (events where the actual activity, surfing, takes place) or surf related events (events where everything is based on surfing but the activity itself is not executed at the event) in Germany, which are HHonolulu Events (HHonolulu Events, 2016), Nouvague Events (Nouvague, n.d.), and Choppy Water, whereby Choppy Water organizes only windsurf events (Choppy Water, n.d.). However, not many of the mentioned surf event companies focus on sustainable surf events, especially none of the mentioned German companies.

⁴ IMG: The company organizes surf events, such as the Australian Open of Surfing, the U.S. Open of Surfing, or the Hurley Pro – Surfing (IMG, n.d.).

⁵ World Surf League (WSL): The association was established in 1976, under the name International Professional Surfers (IPS). During 1983 and 2014 the organization was known under the name Association of Surfing Professionals (ASP) that was changed into WSL in 2015. WSL unites surfers and surf associations and organizes the annual tour of professional surf competitors (World Surf League, 2016).

⁶ Sustainable Surf (SS): In 2011, Michael Stewart and Kevin Whilden founded the non-profit charity organization, that focuses on four key areas; surfboards, surf contests, ocean health, and sustainable and healthy lifestyles, in California (WSL, 2015). In 2012, SS, in cooperation with WSL, has created the first guidelines for green surfing contests (Sustainable Surf, 2016).

⁷ Deutscher Wellreit Verband (DWV): The DWV is German surf organization that focuses on assistances and practice of surge surf sports. The organization organizes, for instance the annual German Surf Championship. Moreover, the DWV is engaged in the Surfrider Foundation and co-organizes a beach clean-up at every Surf Championship (DWV, 2016).

⁸ European Surfing Federation (ESF): The ESF was established to 'promote the interests of surfing in all its forms throughout all countries of Europe' (ESF, 2016, para. 1). Furthermore, they organize events, such as the European Tour of Bodyboard, European Tour of Surf, European Tour of Longboard, Eurosurf, Eurojunior, and Euroclubs.

1.2 Reasons for the Chosen Topic

After reading the Master thesis of Teresa Baumgarten about 'Sustainable Surf Tourism: How are surfers motivated to contribute to the sustainable development of the surf tourism sector?' (2013), the author of the report was inspired by the topic of sustainable surf tourism and wanted to gain more insights into sustainability and if sustainability is also of relevance for surf events. In two different articles, published by Martin and Assenov, in two different journals, the 'Asia Pacific Journal of Tourism Research' and the 'Journal of Sport & Tourism', it was stated that 'surf tourism research as a field of study is little more than a decade old, and therefore the majority of research is grey literature' (2014, p. 762) and that conducted research about the topic 'has arisen mainly from the grey literature through the work of graduate students and consultants' (2012). Moreover, Martin and Assenov (2012, p. 257) remark that 'surfing events, artificial surfing reefs, and the sustainability of surf sites and host communities are among the most prolific areas under discussion' (p. 257).

Overall, it was assumed that not more research has been done about sustainable surf events but it seemed that there is a need for future research.

To sum up, those insights were the starting point for further research in the field of sustainable surf events.

After conducting research about sustainability within the surf industry in general, but also about sustainability within the surf event industry, it can be declared that an amount of research and present literature about sustainable surf events is hardly available. Literature about sustainable events is a common researched topic but a connection between the two sectors, sustainable events and surf events, is extremely limited.

For that reason, the author of the research report contacted HHonolulu Events, an event company in Hamburg, that organizes all kind of surf related events in Germany (HHonolulu Events, 2016), in order to find out if there is a general need for research into the field of sustainable surf events. Due to the conversation with Samuel Helsper, it has been confirmed that there is a general interest in sustainability in the surf events sector.

1.3 Introduction to Surf Events, Surfing and Sustainability, and Benefits of Sustainable Events

The following part will look further and in more detail into the subject of surf events, surfing and sustainability, and benefits of sustainable events.

1.3.1 Introduction to Surf Events

There are many different types of surf events and surf related events. These events can be divided into different areas:

Firstly, competition surf events, such as the men's and women's World Championship Tour, the Qualifying Series, the Big Wave Tour, the Big Wave Awards, the World Longboard Championships, and the World Junior Championships (World Surf League, 2016) are part of surf events and probably the major type of surf events.

Secondly, surf film festivals, for example the San Diego Surf Film Festival (SDSFF) (San Diego Surf Film Festival, 2016), surf movie nights like the Cine Mar Surf Movie Night (Schönthier, 2016), ocean film festivals (BMW Welt, n.d.), and surf film awards (Surfer Today, 2015) can be described as surf related events.

In addition to the mentioned surf events, surf festivals, for instance the Byron Bay Surf Festival (Byron Bay Surf Festival, 2014), beach clean-ups, coastal clean-up, or river clean-ups, for example organized by Surfers Against Sewage (SAS)⁹ (Surfers Against Sewage, 2016) or the Surfrider Foundation N-Germany¹⁰ (Surfrider Foundation N-Germany, n.d.), surf award ceremonies like the Annual Surfer Poll Awards (Notey, 2016), surf exhibitions, for instance the Surf Expo (Surfer Today, n.d.), or surf conferences are part of surf related events as well.

Nevertheless, one thing they all have in common is that barely any information is available on how sustainability is implemented within these surf events.

⁹ Surfers Against Sewage (SAS): Environmental charity protection organization that mainly protects the oceans, waves, and beaches in the UK. Their projects focus on 'coastal environment issues including marine litter, sewage pollution, climate change, toxic chemicals, shipping, industry and coastal development' (Surfers Against Sewage, 2016, para. 2).

¹⁰ Surfrider Foundation N-Germany: Belongs to the Surfrider Foundation Europe that was founded in 1990, in order to fight for a protection of the oceans and to guarantee a sustainable usage of the oceans, waves, and coasts (Surfrider Foundation N-Germany, n.d.).

1.3.2 Surfing and Sustainability

It is interesting that global sustainable issues have a direct and instantaneous impact on surfing. Butt (in Borne & Pointing, 2015), who has his PhD in Physical Oceanography from the University of Plymouth, mentions that '[surfers] are more sensitive to things like sea-level rise, storminess, coastal flooding and coastal pollution because we spend our lives right there, on the coast – on the 'front line'.

According to Whilden and Stewart (in Borne & Pointing, 2015), the destruction of the coral reef, '90 percent of coral reefs threatened with extinction by the year 2030' (p. 131), and the rise of the sea level will change the surf breaks or will lead to a disappearance of surf spots.

Moreover, Butt (2011) agrees with Whilden and Stewart (in Borne & Pointing, 2015), that the rise of the sea-level leads to an occultation of surf spots, coastal flooding can lead to a contamination, or concrete walls will be built that make surfing impossible.

Furthermore, SS (2016) also mentions problems, such as 'marine plastic pollution', 'extinction of coral reefs from ocean acidification and ocean warming' and a disappearance of surf breaks due to 'permanent high tide from the sea level rise (Sustainable Surf, 2016, para. 7).

Butt (2011) adds that waves, which are directly related to the weather and climate change, directly affect surfers. Additionally, the DWV (2016) states that surfers depend on the environmental conditions of their surf spots and are interested or engaged in environmentalism.

In addition to the above mentioned points, Martin and Assenov (2014) report that 'surf beaches are under ever-increasing pressure from tourism, coastal development, pollution, and other anthropogenic factors' (p. 761). Moreover, Lazarow (2010, as cited in Martin and Assenov, 2014) speculate that 'environmental or biophysical conditions may affect a surfers' physical health, including biological impacts (e.g. water quality or nutrient loading)' (p. 764).

According to Macado and Toth (in Borne & Ponting, 2015), the surf industry has become aware of the negative impacts they have on the environment, for instance by producing unsustainable surfboard or unsustainable surf equipment such as, fins, wetsuit, board shorts and bikinis, leashes, sunscreen, and wax (Laderman, in Borne & Pointing, 2015).

Some organizations, such as the Surfrider Foundation, SurfAid International ¹¹, Surfers Without Borders ¹², Waves for Development ¹³, SS, and National Surfing Reserves ¹⁴ (Borne & Pointing, 2015) try to promote sustainable surf but only SS has drawn up regulations for sustainable surf events.

In addition to the guidelines SS has created for sustainable competition surfing events, the organization has developed standards for sustainable surfboards; called Ecoboards, made out of recycled Expanded Polystyrene Foam (EPS) foam (Woddy, in Borne & Ponting, 2015) or sustainably grown Paulownia wood (Firewire Surfboards, 2016). The ECOBOARD Project ¹⁵ follows the aim 'to create an industry certificate standard for environmentally friendly surfboards' (Woddy, 2012, p. 45).

As a result of the above mentioned points, it may thus be concluded that surfing, and surf events, especially competitive surfing events, strongly depend on future sustainable behavior. Basically, the disappearance of surf spots lead to a disappearance of surfing. And a disappearance of surfing has considerable disadvantages for some surf events which cannot take place if their specific surf spots disappear.

Although, several organizations have formed which fight for sustainability within the surfing industry, only one organization has established guidelines for sustainable surf events. Moreover, these guidelines are so far only applied for competition surfing events and not to other surf related events. Thus, it can be stated a lot of actions are necessary to implement sustainability within all types of surf events.

¹¹ SurfAid International: Non-profit organization that tries to 'improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing' (SurfAid, n.d., para. 1).

¹² Surfers Without Borders: Humanitarian aid organization that focuses on environmental awareness, to reduce ocean pollution, to promote sustainable development, and to create a strong bond between surfers and communities (Surfers Without Borders, 2011).

¹³ Waves for Development: A network that brings together 'volunteering, travelling to surf, community-based tourism and grassroots initiatives' (Waves for Development, 2007 – 2016, para. 1)

¹⁴ National Surfing Reserves: Are places of 'environmental heritage, sporting and cultural value' (National Surfing Reserves, n.d., para. 1) that are based on three criteria; the 'quality of waves', 'sacred of local and national surfing community', and 'long term usage of the beach and wave environment by local and national surfing community' (para. 3).

¹⁵ ECOBOARD Project: Project by Sustainable Surf to assist consumers to choose a sustainable surfboard made from 'green chemistry and renewable materials' (Ecoboard Project, 2016, para. 1). Sustainable surfboards receive also a sustainable surfboard verification, an 'eco label' (Firewire Surfboards, 2016).

1.3.3 Benefits of Sustainable Events

Bowdin, Allen, O'Toole, Harris, and McDonnell (2011) report that the event industry is rapidly developing. The authors are sure that events are an important part in the leisure life of many people and 'central to our culture as perhaps never before' (p. 3). Events are a conspicuous part of newspapers, television screen, books, and the internet and 'occupy much of our time and enrich our lives' (p. 3).

During the years, more and more research about events, and also sport events has been conducted (Parent & Smith-Swan, 2013). Obviously, there is a need for sport events, especially for sustainable sport events, because they can influence a big audience and because it 'represents a significant aspect of leisure and recreation in many countries' (Funk, Filo, Beaton & Pritchard, 2009, p. 126). Moreover, sport events take place in many societies because 'they can provide people and their communities with both economic and social opportunities, such as entertainment, socialization, and the establishment of contacts and networks between people and groups' (Pernecky & Lück, 2013, p. 79). Parent and Smith-Swan (2013) describe sport events as a 'global phenomenon' (p. XV) that belong to an impressively growing sector.

In general, there are many reasons why the organization of sustainable events is important.

First, sustainable events can provide financial advantages because energy can be saved, waste reduced, and money saved when buying local products.

Second, with reference to the International Academy of Sport Science and Technology (AISTS) (2014), sustainable events can reduce operational costs, stand out from other events as it is proven that sustainability attracts not only different spectators but also the media, create strong relationships with companies that strive for sustainability, start communications and create strong bonds with stakeholders who are focusing on being economically, socially, and environmentally responsible, and fulfill the demand of sustainability in general.

Third, it creates social benefits, for instance by 'creating jobs, encouraging local investment, involving regional Small and Medium Enterprises and [promoting] better working conditions and social inclusion (United Nations, 2012, p. 4).

Fourth, sustainable events can also spread sustainable practices across the area. It can also be mentioned that it triggers innovation by paying attention to innovative technologies and techniques that will improve the proper use of resources (United Nations, 2012).

And lastly, sustainable events lead to positive reputation and an improved image because it 'will raise the profile of the event, attract participants that are becoming increasingly aware of sustainable issues and potentially engage the media's attention' (United Nations, 2012, p. 3) and it can increase awareness among the 'participants, staff and colleagues, service providers, the local community, the wider event community and the general public' (p. 5) and inspire change to motivate others to change his or her sustainable or unsustainable behavior.

As research as shown, people who are attending sport events do not only increase their interests of participating in sports, but above all, sport events 'might change attitudes through providing a sense of inspiration' (Ramchandani & Coleman, 2012, as cited in Mair & Laing, 2013, p. 1116). Also, Van Trijp (2014) believes that 'events may prove useful in promoting environmentally responsible decisions and behavior' (p. 83).

It is becoming clear quickly that sustainability needs to be more present in surf events. Thus, it raises the question if surf event organizers also feel the need to include sustainability in surf events, in order to positively change the sustainable behavior of surf event participants and to positively change the future destruction of everything that is connected to surfing.

1.4 Objective

Obviously, there is a gap between available literature and the actual importance of sustainability in the surfing industry, especially in the surf event industry. Thus, extra research is needed in order to fill this gap. Based on the conducted research, it calls into question if surf event organizers feel the need for sustainability when organizing surf events?

Therefore, the aim of the research report is to find out to what extent sustainability is perceived as important by surf event organizers when organizing their surf events.

Surfing, the enjoyment of riding an ocean wave, is an activity that is loved by millions of people on this planet. The surfing industry has rapidly expanded during the last years and a continued development can be assumed.

In the view of the above, surfing and sustainability clearly belong together. However, a lot of aspects within the surfing industry, such as unsustainable surfboards, surf wax, fins, leashes etcetera harm the environment, whereas the sport itself depends on an intact environment because unsustainable behavior can damage the surfing world due to natural phenomena which lead to a disappearance of surf spots and the pollution of the ocean can affect the health of surfers.

Not a lot of research has been done on sustainable surf tourism, even less about sustainable surf events. Nevertheless, there is an increased demand of events, sustainability, and surf events, due to the fact that surf events have developed within the last years even in Germany, a country that is not famous for its incredible surf spots.

Organizations, such as the Surfrider Foundation, SurfAid International, Surfers Without Borders, Waves for Development, SS, and National Surfing Reserves have developed and concentrate on preservation, protection, and education. Nevertheless, no other organization has implemented sustainable guidelines, rules, or ideas into surf events so far, except SS, which has created guidelines for sustainable surf events. However, the guidelines SS has developed are only implemented during competitive surf events and not during other surf events.

It is proven that events are an important part of peoples' leisure activities and that events have the power to influence peoples' behavior, especially towards a sustainable behavior.

Moreover, sustainable events have a lot of positive aspects on the environmental-, social-, and economical level, hence sustainable surf events need to be considered as an important approach for how to change the surfing world into a more sustainable one.

Based on the deriving conclusions, the research report aims to raise awareness towards the need for sustainability in the surf industry, especially in the surf event industry. In addition, the report will provide an eye-opening picture of the situation for sustainable surfing and clearly demonstrate its importance for the study of surf events. Perhaps, the results of the research are useful for the surf industry, in order to see the importance of sustainability in every sector of the industry and for surf event organizers to see that they play an important role for an overall growth of sustainable consciousness.

1.5 Research Questions and Problem Statement

With regards to the literature, sustainability and surfing are strongly connected but sustainable surf events are not very common, hence it is necessary to know if surf event organizers feel the need to implement sustainability when organizing surf events.

Thus, the problem statement for the research report is:

To what extent is sustainability perceived as important by surf event organizers when organizing their surf events?

Based on conducted research different research questions have been created in order to answer the stated problem.

1. What do surf event organizers know about sustainability?
2. What is the perception of surf event organizers about how sustainability is currently integrated in the surfing sector?
3. What is the attitude of surf event organizers towards sustainability and sustainable surf events?
4. How and to what extent is sustainability implemented by surf event organizers?
5. What will the future of sustainable surf events look like in the coming years?

Chapter 2: Literature Review

The following chapter forms the basis of the thesis. Surfing and sustainability are explained and the importance of these two is described. Moreover, an introduction is given to events and the sustainable event development. The development of surf events and the type of surf events are examined as well as the development towards sustainable surf events.

2.1 Introduction to Surfing, Introduction to Sustainability, and Importance of Sustainability in the Surfing World

The following part will define surfing and sustainability and the importance of sustainability in the surfing world.

2.1.1 Introduction to Surfing

‘Surfers are the natural guardians and spokespersons of the sea ... We base our lives in and around it. Surfers must be among the first to lead by example to create the critical mass of change that will inspire others to look after the ocean - our playground’.

Dan Ross, professional surfer (in Borne and Pointing, 2015)

In general, surfing is considered as a leisure activity that has its foundation in Hawaii (Fendt & Wilson, 2012). It is performed by simply ‘riding an ocean wave while standing on a surfboard’ (Martin & Assenov, 2014). Surfers would describe their passion as ‘the most blissful experience you can have on this planet’ (Wade, 2016).

In 1964, the movie the Endless Summer has changed the surfing world from a niche to mainstream and elucidated the travel possibility of surfing, to travel around the world in order to find the perfect wave (Ormrod, 2005).

According to Martin & Assenov (2014), surfing and everything that is connected to it, has become a big business that is generating billions of dollars every year, not only due to the procurement of surfing equipment and clothing, but also due to the execution of amateur and professional sporting events and an increase in domestic and international surf tourism.

2.1.1.2 German Surf Culture

The German surfing history started in Sylt, an island in the North Sea, close to Denmark (Steffenhagen, 2012). But within the next thirty years it remained unpopular. Only from the mid-nineties people from the island and cities in North Germany, such as Hamburg, Kiel, and Flensburg have started to search for waves. At that time some good surf spots were explored in Denmark, a place that is still a popular surf destination for people in the northern part of Germany (Steffenhagen, 2012).

According to Laundon & Zingelmann from HHonolulu Events (Thies, 2015), Germany does not have a lot of good waves, however, Germany possesses an active surf culture and an increasing number of people who are interested in surfing and in surf events. Within the last ten years the German surf scene has developed, especially through the internet and two websites; epicsurf.de and soul-surfers.de (DWV, 2016).

2.1.2 Introduction to Sustainability

As the AISTS (2014) describes, sustainability is much more than just focusing on being 'green' it is all about 'achieving excellence, doing things more efficiently and creating a positive image' (p. 2).

According to Borne (in Borne & Pointing, 2015), the term sustainability has its birth in the concept of sustainable development. He explains sustainable development as a 'response to the increasingly detrimental impact that we are having on the environment' (p. 19) and refers to the Brundtland Report (World Commission on Environment and Development) in 1987, where sustainable development was described as a 'development that meets the needs of present populations without compromising the ability of future generations to meet their own needs' (p.19).

In relation to Cavagnaro and Curiel (2012), economy, environment, and society influence sustainable development, whereby the goal of sustainable development 'to achieve a better quality of life now and in the future' can only be reached by focusing on all three aspects (p. 10). Furthermore, Liburd and Edwards (2010, as cited in Baumgarten, 2013, p. 22) refer to the importance of the triple bottom line and profess that it is the 'most comprehensive approach to achieving sustainable operations'.

The first time that the three aspects people, planet, and profit had been acknowledged as an indivisible whole was at the UN Earth Summit II in 1997 (Cavagnaro & Curiel, 2012). The authors summarize sustainable growth as a 'pursuit of a better standard of living through economic growth [by focusing on] the satisfaction of the most immediate needs of humanity and the support of their full development [and to] prevent in the process any irremediable damage to Earth's resources' (p. 79).

Schwarz, Hall, and Shibli (2010) articulate that sustainability and greening are part of the concept of environmental management that is described as 'managing the interaction between the human environment and the physical environment/habits' (p. 132). The difference between both of them is that greening is the process of turning a space into an environmental friendly area, whereas sustainability is 'process of being renewable ... without damaging the environment' (p. 132).

Palladini (in Borne & Pointing, 2015) mentions that people expect that all brands include sustainability in their daily practices but that they are not ‘seeking it out, demanding it, paying extra for it’ (p. 31). He argues that sustainability is mainly about ‘smart business’ instead of focusing on charity, altruism, and philanthropy.

Aguerre (in Borne & Pointing, 2015), President of the former International Surfing Association (ISA), partly agrees with Palladini, he debates that sustainability does not mean to focus only on the environment aspects of sustainability, it also means ‘to do the right thing for financial reasons’ (p. 38). Conversely, Laderman (in Borne & Pointing, 2015) argues that sustainability focuses not only on the natural environment but also on the social environment.

For Aguerre (in Borne & Pointing, 2015) the biggest challenge of sustainability is to start changing, ‘to agree on the need to stop, or severely slow down’ (p. 34).

Likewise, Hines (in Borne & Pointing, 2015) asserts an important statement that the individual surfer and sport, product industry and travel and tourists sector’ should focus on all aspects of sustainability.

Instead of calling it ‘triple bottom line’, Hines calls it ‘triple bottom wave’ and provides some advice in order to make surfing and everything related to it more sustainable.

Table 1 Guidelines for ‘Triple Bottom Wave’

Environmental Wave	
• Biodiversity	Does the product or service have a negative or positive effect on flora or fauna?
• Energy	Renewable, low energy, energy efficient in its manufacture or operation.
• Resources and Materials	Natural, recycled, recyclable, local.
• Durability	How strong is it, will it last?
• Waste	Designed out, reduced, reused, recycled and buy into recycled.
• Water	Usage and disposal.
• Sewage	Levels of treatment and notification.
• Transport	Reduce if possible, stay as long as possible.
• Light Pollution	Impacts on other people and a waste of energy.
• Sound Pollution	Ditto.

Social Wave	
• Health and Safety	What were the conditions like in the factory where your board, wetsuit or T-shirt was made?
• Fair Pay and Working Conditions	For supply chain and workers, including hours, maternity and paternity pay.
• Child Labour	Have children been involved in the manufacture of the products?
• Gender Balance	Equal pay. Representation.
• Job Security	Something that many of us take for granted.
• Workers/Union Representation	At board level or even at all.
• Accessible/Disable and Disability Compliant	
• Inclusive	Does your policy include people from all backgrounds, ages and abilities, and ethnic minorities?
Financial Wave	
• Valued	
• Profit and Return	
• Money for Maintenance/Repair/ Reinvest	
• Sustainable and Secure	
• Long Term as well as, and arguably more than, Short Term	
• Supply Chain	Valued, engaged, fairly treated
• Pricing	Fair, inclusive
• Philanthropic	Give something back, MAD (Make a Difference).

Table 1. From [Extracted from] Sustainable Stoke (1st ed.) (p. 255 – 257), by G. Borne, and J. Pointing, 2015, Plymouth, UK: University of Plymouth Press.

Tomson (2015) describes sustainability as a 'fuzzy topic', nevertheless, he thinks that the sustainable surf industry depends on the three levels, economic, community, and environmental.

2.1.3 Importance of Sustainability in the Surfing World

Whilden (2015), co-founder of SS, alleges that the global climate change and CO2 emissions is the reason for 'global destruction of surf breaks and, more importantly, the ocean' (para. 6).

In addition to Whilden (2015), Palladini (in Borne and Pointing, 2015), President of the Surf Industry Manufacturers Association Doug Palladini, mentions that 'we live and die by the health of the beaches and the oceans, the health of the beaches around it and the health of the entire coastal environment' (p. 30).

A similar statement can be found by McKnight (in Borne & Pointing, 2015), who co-founded Quicksilver in 1976, he articulates that 'if we don't have oceans and safe beaches, we don't have an industry anymore' (p. 49).

As a matter of fact, the surfing world has come to a tipping point where sustainability is expected (Borne & Pointing, 2015). The authors critically argue that the surfing world is not changing enough just because of applying greener practices or by supporting environmental initiatives, much more is needed.

Thus, the problem assumes an even greater dimension by paying attention to the 'social and cultural issues like the preservation of surfing history, building an understanding of etiquette into surf school curricula, supporting youth development and education, the social-cultural impacts of surf tourism in destination communities, and the leveraging of surf contests to support locals, social and cultural initiatives' (p. 1 - 2).

Wilson (in Borne & Pointing, 2015) agree with Borne and Pointing (2015) that sustainability is expected in the surf industry and that it has started to change, however, it 'has been little demonstration of ongoing, long term progress towards that' (p. 50).

Palladini (in Borne & Pointing, 2015) mentions that the change of the surfing world can be only guaranteed by supporting environmental organizations, which are involved in the planning of surfing events, and by educating constituents.

Furthermore, Searle (2011) also suggests to help by joining an organization that protects the ocean, such as the Surfrider Foundation, Save The Wave (STW)¹⁶, SAS, Surfers for Cetaceans¹⁷ etcetera. According to Martin and Assenov (2012), STW and SAS are the two non-profit organizations which are the most active ones.

¹⁶ Save the Wave (STW): Protect the coastal ecosystems all over the world while focusing on three projects; world surfing reserves, surfonomics, and endangered waves (Save The Waves, 2016).

¹⁷ Surfers for Cetaceans: Follow the goal to 'support the conservation and protection of whales, dolphins and marine life' (Surfers for Ceteceans, 2013, para. 1) through 'compassion, awareness, education, media and dedicated interventions' (para. 1).

Nevertheless, Palladini (in Borne & Pointing, 2015) underscores that education is the driver of sustainable change for the surfing world but at the same time poses a great challenge of achievement. Also Whilden and Stewart (in Borne & Pointing, 2015) argue that education needs to be improved and gave the advice to 'educate surfers on the very real threats that are scientifically measurable to oceans, reefs and coastal communities, such as ocean acidification, ocean warming and sea level rise' (p. 135).

Instead of only educating surfers, Martin & Assenov (2014) refer to Farmer (2011) who thinks to educate and engage the media and industry as well.

Besides the preliminary assumptions, it can be recommend to 'proactively protecting and preserving sites; discouraging "early" threats; empowering and galvanizing communities; claiming a form of sovereignty by the surfers; creating a legislative basis for the future ... and creating public awareness of sites and surfers' (p. 764).

Whilden (2015) believes that surfers are not aware of the impacts of an unsustainable behavior and the threats caused by CO₂ emission. It is already inevitable that ocean acidification and warming, and melting glaciers lead to a disappearance of surf breaks due to the sea level rise. In contrast to Whilden (2015), Airaksinen (2013) comments that surfers already possess a lifestyle with 'respect and understanding of the power of nature'.

Macado and Toth (in Borne & Pointing, 2015) accentuate with great certainty that the surfing industry is 'keenly aware of its impact on the environment as well as its prominent position to lead change' (p. 61).

Tomson (in Borne & Pointing, 2015) argues that 'surfing companies have done terribly in terms of sustainability' (p. 76). There are several examples, which show the negative impacts the surfing industry has on the environment.

For instance, surfboards are having the worst effect on the environment of all the equipment and apparel because they are produced from polyurethane or polystyrene, which are products based on petroleum (Searle, 2011). On top of it, the product is neither biodegradable nor recyclable. Furthermore, the surfboard 'shaping and glassing process involve chemicals that are harmful to the environment and hazardous to workers' (p. 63). Woody (in Borne & Pointing, 2015) simply names a surfboard 'a hunk of toxic polyurethane coated in toxic polyester resin' (p. 70).

The mass-production of surfboards made out of polyurethane or polystyrene has started in the 1950's, where Hobart Alter created the first surfboards made out of foam and fiberglass (Dinah, 2014). More people were able to afford surfboards manufactured from the cheaper materials, in comparison to the expansive balsa wood that has been used before, hence the number of surfers increased and surf spots became crowded (Ormrod, 2005).

Nevertheless, some surfboard companies, surfboard shapers, and surfboard manufactures, such as Channel Island Surfboards, Lost Surfboards, Stretch Boards, T. Patterson Surfboards, Super Band, or Firewire Surfboards (Whilden & Stewart, 2015) have changed their business in order to create Ecoboard, based on the ECOBOARDS Project Benchmark established by SS, that is the first-ever labeling program for sustainable surfboards (Whilden, 2015) and launched 2013.

According to the Ecoboard Project Benchmark, boards should be produced out of 'recycled EPS foam, bioresin and other more sustainable materials as well as their work greening up pro surf contests' (p. 73).

Moreover, Macado and Toth (in Borne & Pointing, 2015) found out that 10 percent of the world's coral reefs are suffering from the bleach contained in sunscreen.

Searle (2011) declares the same that scientists discovered that there is a 'link between the dying coral reefs and the 6,000 tons of sunscreen that slides off our skin annually' (p. 22).

The industry does not only harm nature by 'producing unsustainable surfboard and sunscreen, many more unsustainable equipment is used by surfers such as, fins, wetsuit, board shorts and bikinis, leashes, and wax' (Laderman, in Borne & Pointing, 2015, p. 80).

Over the past years, companies have formed that provide a lot of organic surf equipment from organic surf wax to organic sunscreen.

For instance, there is Green Beach Fair, where special attention is paid to the recycling aspects (Laderman, in Borne & Pointing, 2015). Also Searle (2011) puts forward the possibility to use biodegradable, petroleum-free, and non-toxic wax from Treehunger Surf Wax or Matunas biodegradable surf wax in order to lower environmental impacts.

Regarding to Butt (2011), surfing in general is sustainable, the way of riding a wave, but everything that is connected to the industry is not. On the one hand, traveling is the biggest problem in the surf industry which leads to such a bad ecological footprint. On the other hand, 'travelling and seeing what is going on in other parts of the planet ... also gives us an environmental awareness' (p. 30).

In 2002, Jamie Williams conducted research about 'surfing and style-related identities of surf tourists visiting Newquak, UK' (Ford & Brown, 2006, p. 73). The 200 surveyed surfers were divided into four groups, depending on their years of surfing involvement. The research has shown that the environmental awareness increased by the years of surfing involvement.

For instance, only 29 percent of surfers who surfed for the first time agreed with the statement that 'environmental consciousness is an important part of surfing' (Ford & Brown, 2006, p. 73).

Over the course of the years, and with increased surfing involvement, the percentage of surfers who are aware of the connection between surfing and the environment, increased to 31 percent (surfers who surfed less than two years), to 72 percent (surfers who surfed between three and five years), and to 87 percent (surfers who surfed more than six years).

It can be concluded that 'for more experienced surfers the lifestyle involves a deepening sense of environmental consciousness' (Ford & Brown, 2006, p. 74).

Obviously, the surfing culture most transforms from a short-term oriented behavior by focusing on these year trends, competitions, and product sells, to a long-term, sustainable future (Moriarty, in Borne & Pointing, 2015).

According to Martin and Assenov (2014), the first surf conservation strategies have developed rapidly around the world. Thus, Lazarow (2010, as cited in Martin & Assenov, 2014) offers ideas for surf conservation, such as 'coastal protection/amenity structures (e.g. groynes, seawalls, piers, breakwater and/or artificial reefs) or sand management (e.g. beach fillings, dredging, and/or sand bar grooming). Scarfe, Healy, Rennie, and Mead (2009, as cited in Martin & Assenov, 2014) suggest that surfers should be 'increasingly integral in coastal resource management' (p. 764).

In review, surfers are sportsmen who are close to nature, who can influence a lot of people, especially professional surfers are able to spread sustainable messages (Macado & Toth, in Borne & Pointing, 2015). Tomson (in Borne & Pointing, 2015) has a similar opinion that professional surfers have an enormous power to inspire people, especially kids.

Unfortunately, it seems that not a lot of pro surfers feel the need to support organizations, such as the Surfrider Foundation, SS, or SAS.

For Butt (2011) not only professional surfers can spread sustainable messages, but surfers in general have the ability to 'spread a sustainable message more effectively than many other groups in society' (p. 5).

According to Whilden (as cited in CBS, 2015), surfing has the potential to be a 'poster child for a sustainable lifestyle' (para. 23). Whilden and his business partner Stewart from SS want people to think when they see surfers 'Oh they're living that deep blue life, that sustainable life, I want to do that.' Tomson (in Borne & Pointing, 2015) expresses his view in one clear statement; 'a person who surfs is connected to nature and so they should be making decisions that are for the ocean and not just for the bottom line'.

2.2 Introduction to Events and Sustainable Event Development

The next paragraph will provide an introduction to events and the sustainable event development.

2.2.1 Introduction to Events

In general, events are moments in time where different people gather together. Picard and Robinson (2006, as cited in Akyildiz, Argan, Argan, & Sevil, 2013, p. 20) state that people who are participating in events 'seek [for] enjoyable and memorable experiences through social interactions and performance as they find themselves in a different space and time'.

Events might have a different purpose such as 'promote knowledge, to showcase excellence, to entertain, to compete, to inspire community pride, celebrate culture and enhance social cohesion' (Jones, 2014, p. 3) but they have one thing in common they all influence the environment.

With reference to Li and Jago (2013), events can be divided into four categories, according to their size, which are mega events, periodic hallmark events, regional events, and local events. When talking about different events, Parent and Smith-Swan (2013) mention different event types such as mega-events, hallmark events, major sporting events, large-scale sporting events, and special events which can be divided not only by their size but also by their 'geographic span, economic return, length of event, and identification to place' (p. 3). Nevertheless, Bowdin et al. (2011) argue that events can be grouped based on their size, form, and content. Additionally, common event types are major events, mega-events, hallmark events, and local/community events.

For Li and Jago (2013) mega events are events where a lot of investment is necessary. Furthermore, Hallmark events are events which are taking place one time or more but only for a limited time period, with the goal of creating 'awareness, appeal and profitability of a tourism destination' (Getz, 2005, as cited in Li & Jago, 2013, p. 592). Page and Connell (2012) have another definition for hallmark events which are 'periodic and co-branded with the destination, yielding a positive image (p. 27). Moreover, Page and Connell (2012) put forward the possibility that regional events have the possibility to become a hallmark event and the authors believe that local events are more events for the local residence but do not attract a lot of tourists. Bowdin et al. (2011) are on the same page as Page and Connell (2012) that local/community events are more for local audiences and mainly for 'their social, fun and entertainment value' (p. 19).

According to Getz (2005, as cited in Parent & Smith-Swan, 2013), special events are events which take place once 'outside an organizations' normal routines or outside participants' normal, daily lives' (p. 3) and different attributes are crucial to Getz (2006, as cited in Bowdin et al., 2011) that make events special such as 'festive spirit, uniqueness, quality, authenticity, tradition, hospitality, theme orientation, affordability, convenience and symbolism' (p. 18).

Bowdin et al. (2011) append that other points are influencing the specialty of events, however, they leave open to define exactly what they mean. On the other hand, Parent and Smith-Swan (2013) refer to Getz (2005), and Jago and Shaw (1999) and add that 'multiple goals, international attention, significant attendance levels, image/price improvement to the host region' are other important criteria for special events.

Moreover, with reference to Parent and Smith-Swan (2013), events can be also separated into planned or unplanned/unforeseen events. In the surfing world, unplanned or unforeseen events strongly relates to natural events, which will be mentioned later, because these events cannot be planed due to natural phenomena which occur only once every few years (Saayman, 2012). In contrast to unplanned or unforeseen events, planned events have a 'pre-determined lifecycle; we know when they will start and end' (Parent & Smith-Swan, 2013, p. 3).

Additionally, events can be partitioned by their 'type or sector, such as conference and exhibition, arts and entertainment, sport events, and charitable events (Raj and Musgrave, 2009, p. 3).

Sport events are characterized as 'a temporary drawing together of resources to provide structured sport activities for participants, spectators and other stakeholders' (Pernecky & Lück, 2013). With reference to Turgo (2012), sport events 'come in various formats, sizes, and durations' (p. 58), they can either be 'tournaments, races, series and circuits, friendly exhibitions, and highly competitive and combative bouts' (p. 58).

Parent and Smith-Swan (2013) describe sport events as a 'global phenomenon' (p. XV) that belong to an impressively growing sector. Pernecky and Lueck (2013) agree with Parent and Smith-Swan (2013) that sport events have increased over the last years.

Ahmad et al. (2013) are of the opinion that sport events are able to reach a large amount of people and make them aware of the 'value of environmental sustainability' (p. 331).

They believe that sustainability needs time to develop and one event is not enough but it is a start. According to Ahmad et al. (2013), sustainable events should focus on energy efficiency, waste minimization, water consumption, eco-procurement, communication, awareness, and sustainable development.

2.2.2 Sustainable Event Development

In general, sustainable events are 'designed, organized and implemented in a way that minimises potential negative impacts and leaves a beneficial legacy for the host community and all involved' (United Nations, 2012, p. 1).

Bowdin et al. (2011) are certain that every kind of event has impacts, positive impacts but also negative impacts and that event managers are responsible to identify those impacts to guarantee the best possible outcome for the community and stakeholders.

Jones (2014) thinks that 'no matter the type of event - a conference, sports event, exhibition, or community celebration ... - there is the opportunity for every single event to be a shining light of sustainability-in-action' (p. 3).

Turgo (2012) has the view that a sport event can 'contribute positively to a destination if it generates net economic, environmental and social benefits' (p. 59).

According to Raj and Musgrave (2009), over the years sustainable events have become more popular not because of 'government strategies or academic posturing' (p. 4) who set guidelines and frameworks for sustainable concepts but because these guidelines and frameworks are a 'natural progression' (p. 4).

The AISTS (2014) describes sustainable sport events as 'an inspirational event that requires financial, natural and human resources in a rational and efficient way. It contributes to the development of the economy and tourism, is an effective branding tool for event owners, organizers and hosts, and brings both environmental and social benefits' (p. 2).

The Vancouver Organizing Committee (VANOC) and the AISTS have developed a Sustainable Sports and Events Toolkit (SSET) for the 2010 Olympic Winter Games to help organizations to include sustainable concepts into their organizational strategies or event projects (Parent & Smith-Swan, 2013).

In the SSET, the AISTS (2014) mentions that sport events should increase their level of sustainability not because it is the 'the right thing to do' (p. 3) but also because of business reasons.

In 2007, the British standard, BS 8901: Specification for a Sustainable Management System for Events, for sustainable events has been published (Action Sustainability, 2015). The standard offers 'a framework of good practices and defines the requirements for a sustainable event management system' (para. 2) that can be applied to events of any size. As a matter of fact, the guidelines make sure that all parts of an event are sustainable and that the organizers focus on an equal and valuable establishment of social, economic, and environmental responsibilities.

The London Olympic Games, London 2012, were a key driver for developing these standards and are considered as the first summer Games where sustainable practices were successfully integrated within the entire event (Action Sustainability, 2015). During the Games it was ensured that all stages of the event planning, implementation, and aftercare were based on the sustainable event standards. Thus, London 2012 were the 'first summer Games [that have developed] such comprehensive and integrate approach' (para. 5).

During the planning phase policy and commitment to sustainable practices were set. The implementation phase was characterized by '[identifying] responsibilities, [ensuring] staff [were] sufficiently trained and competent and [providing] sufficient resources to implement and operate its event management system' (para. 12). Moreover, the phase includes managing the supply chain. The last phase, check and review, was all about monitoring, measuring, and evaluation (Action Sustainability, 2015).

The BS 8901 standard has been used as a starting point for international standards, called ISO 20121 (ISO 20121, n.d.). The aim of the ISO 20121 is to create international standards for sustainable events in order to minimize the negative impacts of events (Wale, Robinsion, & Dickson, 2010). ISO 20121 mainly focuses on three aspects 'continue to be financially successful', 'become more socially responsible', and 'reduce its environmental footprint' (ISO 20121, n.d., para. 6).

Casper and Pfahl (2015) remark that the ISO 20121 can also be implemented for 'event-related activities, products and services' (p. 175) by including sustainable actions into the management of events, sport, and hospitality industries.

Normally, the ISO 20121 standards need to be purchased by event organizers, hence Hickson (2014) summarizes the Top Ten Tips for Events based on the ISO 20121 which have been published by the London Olympics sustainable committee (Figure 1).

Figure 1 Top Ten Tips for Events

1. Access: Ensure good communication methods and physical access to facilities so everyone is welcome.
2. Local area: Look after your local community. Try to reduce congestion, litter and noise.
3. Energy and water: Think of inventive ways to reduce your energy and water usage.
4. Transport: Walking, cycling and public transport are healthy and more environmentally friendly ways to travel to an event.
5. Reduce and reuse: Think about what you really need — buy only what is needed and hire/reuse everything else.
6. Responsible sourcing: Try to support local businesses and socially responsible organisations.
7. Food and beverage: Try to showcase local, seasonal and Fairtrade produce and provide free drinking water.
8. Keepsakes: Ensure giveaways add to the customer experience, are useful, reusable and/or recyclable.
9. Make it easy to recycle: Try to provide recyclable packaging and provide recycling and general waste bins.
10. Health, safety and security: A safe environment is a happy environment. Assessing the risks in advance can help ensure that everyone can enjoy the event.

Figure 1. From [Extracted from] 'Top Ten Tips for Events' by K. Hickson, 2014, Race for Sustainability: Energy, Economy, Environment and Ethics, p. 152.

Additionally, the United Nation (2012) established eight criteria, events need to fulfill in order to deserve the term 'sustainable event'. Only if all criteria are met, the event can be considered a sustainable event.

With reference to the United Nation (2012), the eight criteria a sustainable event should feature are:

1. Efforts are made to reduce conference-related emissions of greenhouse gases and support off-setting of unavoidable emissions;
2. Procedures are implemented to reduce the generation of waste and to reuse recycle and/or repurpose unavoidable waste;
3. Measures are in place to reduce generations of waste and to reuse, recycle and/or repurpose unavoidable waste;
4. When purchasing goods and services for the events, the environmental and social impacts of their lifecycle are included in the purchasing decision;
5. Social and environmental principles are applied throughout the implementation of the event, to reduce damage to the environment and to ensure accessibility, inclusion and well-being of all participants and staff;
6. Measures are taken to foster economic, social and environmental benefits for the local community, and minimize disruption;
7. Efforts are made to increase awareness of, inform and involve relevant stakeholders, including participants, the workforce, local hosts, regional and national authorities, sponsors, civil society groups, NGOs businesses and technical experts, in order to comply with and support the principles stated above;
8. A reporting system is put in place that allows for the communication assessment and evaluation of "sustainable event processes, initiatives and results".

Interestingly, Arrigo & Harwood (2010) critically profess that sustainability cannot always be the top priority when planning large scale events. However, it should be part of the priorities of event planning together with security, logistics, and energy technology.

According to Jones (2014), sustainability should be a core of every event. Events are powerful to implement sustainability because they directly lead to a sustainable development.

Ahmad, Rashid, Razak, Yusof, and Shah (2013) put forwards the possibility that planning an event ahead makes it easier to include sustainable principles and practices.

From the beginning on, sustainability should be included in the event project and all the important stakeholders, such as clients, organizers, venues, sub-contractors and suppliers should be included and involved. A similar statement is found by Martin & Assenov (2014) who mentioned for surfing events it is important to identify the 'key stakeholders' economic interests and relationship with the site' (p. 770).

Regarding to Mair and Laing (2013), sustainable events on the one hand, make people aware of environmental issues and on the other hand, people might be able to reflect on their own behavior, change it in a positive way, and see that everybody can do so as well without spending too much effort.

The authors named the example of the Nelson Ecofest in New Zealand, where 'environmentally friendly products, services and messages' (p. 1118) are presented and where over 120 exhibitors provide the visitors with tips, advices, presentations, seminars, and workshops on sustainability. During the event research was conducted in order to find out if the participants were able to apply what they have learnt.

The result of the survey was that people, who are interested in sustainability, are able to apply what they have learned. Basically, 'the more sustainable behaviors that are being undertaken by an individual, the higher the rating they give for the importance of sustainability'. Mair and Laing (2013) came to the conclusion that events which are related to sustainability attract mostly people who are already living sustainable or who are interested in sustainability.

Furthermore, they added that 'events could play an important role in facilitating environmental behavior change, provided that the right audience mix is attracted' (p. 1124).

In order to attract a mixed audience, it would be a helpful tool to attract celebrities with a high sustainability profile to join the event, so more people would come and start following sustainable practice. Similar statements are found above where Macado and Toth (2015), and Butt (2011) argue that professional surfers are able to influence many people.

The Relentless Boardmaster Surf and Music Festival in Cornwall, UK, is another example of a sustainable event (Whittlesa, in Borne & Pointing, 2015). It is Europe's biggest surf, skate, and music festival and 'was already committed to reducing its environmental impact' (p. 214).

It is recommended that local events should become 'greener' by measuring the environmental footprint. In order to make the event 'greener', the event focused on different sustainable actions for instance 'Reduce, Reuse, Recycle (the Three R's), working with public transport providers and local contractors, and creating partnerships with local environmental charities' (Borne & Pointing, 2015, p. 214 - 215).

During the event, research via surveys, was conducted with the focus on environmental impact of visitors, staff, and operational aspects. The surveys provided information about the 'demographic profile, accommodation and travel choices, spending patterns and thoughts on environmental improvement' (Whittlesa, as cited in Borne & Pointing, 2015, p. 215). Due to the survey, the event organizer got some ideas how to improve waste and litter management, recycling facilities and information, congestion and amount of cars, energy management and toilet facilities.

Every type of event causes different impacts (Andersson, Rustad & Solberg, 2004). In general, the economic impact of the event 'depends on the size of the event relative to the size of the region'.

Obviously, different organizations have created guidelines, ideas, and tips which can be considered when organizing sustainable events in order to make them more sustainable. For instance, the eight objectives by the AISTS, the British Standards that further developed into ISO 20121, or the Top Ten Tips by Hickson. Some events can be named sustainable, such as London 2012 or the Relentless Boardmaster Surf and Music Festival.

Although, it is not as easy as it sounds to include sustainability into events, it is the right thing to do because of its benefits for people, planet, and profit.

2.3 Development of Surf Events and Type of Surf Events

The development of surf events and the different type of surf events will be examined in the next part of the literature review.

2.3.1 Development of Surf Events

Bartholomew (2015) states that professional surfing events are taking place since the Stubbies Classic Events ¹⁸ in the '70s. They have developed through the Billabong Pro era and currently are presented by the Quiksilver Pro era. However, Warshaw (2005) mentions that surf events had already been established in the '60s but in the '70s it started on a professional level.

According to Tomson (in Borne & Pointing, 2015), 1976 was the year in which pro surfing events had begun, mainly due to the formation of International Professional Surfing (IPS), later named the Association of Surfing Professionals (ASP), and since 2015 named World Surfing League (WSL). Two years later the amateur competition events developed rapidly (Warshaw, 2005).

Some surf events are considered as natural events because they are only taking place during 'natural phenomena such as big waves [for instance Mavericks ¹⁹]' where the wave height should reach at least more than seven meters, which happens only once every four to five years (Saayman, 2012, p.151). The first big wave surfing event 'Titans of Mavericks' was held in 1999, some of the following events (2009, 2011, 2012, and 2015) had to be cancelled due to a lack of waves (Titans of Mavericks, 2015).

2.3.2 Types of Surf Events

Regarding Martin & Assenov (2014), surf events are an important tool to 'generate awareness of the surf site and the significance of surfing' (p. 769).

Generally speaking, there are different surfing events, which take place all over the world and can be seen on TV, internet, or live.

Firstly, several surfing competition events, such as the men's and women's World Championship Tour, the Qualifying Series, the Big Wave Tour, the Big Wave Awards, the World Longboard Championships, and the World Junior Championships (World Surf League, 2016) exist.

¹⁸ Stubbies Classic Events: World Pro Contest which took place in Burleigh Heads, Queensland, Australia between 1977 to 1986 (Warshaw, 2005).

¹⁹ Mavericks: Big waves caused by winter storms in the Pacific. The huge waves reach up to 18 meters and arise at Pillar Point in Half Moon Bay, California (Titans of Mavericks, 2015).

Competitive surfing events, especially the big wave surfing events, for instance 'Titans of Mavericks' or 'Eddie Aikau'²⁰, strongly depend on nature as it is reported by Mel (2016, as cited in Lincoln, 2016) 'as an athlete I don't get to surf this event [Eddie Aikau] every year because it doesn't happen every year and of course, this is the reason why - because Mother Nature does her work and the Bay calls the day' (para. 9).

Within the last years, the surf culture has also reached Germany (Thies, 2015). One event that has been organized for many years by the Allgemeiner Deutscher Hochschulsportverband (adh)²¹, Wavetours²², and the DWV, is the German surf event adh - Open Wellenreiten.

The event has taken place for the 13th time this year. Although, the event is considered a German surf event, it actually takes place in France but over the years the event increased its number and variety of participants (Surfers, 2016).

During the event, students from several German universities, compete against each other in various categories, such as Open, Open Women, Longboard Women/Men, and Longboard Deutschland. Besides surf contests in the mentioned categories, live-acts, film premiers, side events, fun sport contests, and surfing learning workshops take place during the week (Wavetours, 2016). The main competitive surf event is the official German Championship organized by the DWV (DWV, 2016).

Secondly, surf related events connected to films exist, such as, surf film festivals, surf movie nights, ocean film festivals, and surf film awards. Important surf film festivals are for instance, the Santa Cruz Surf Film Festival, SDSFF, London Surf Film Festival, Aotearoa Surf Film Festival, Florida Surf Film Festival, Sydney Surf Film Festival, or Carolina Surf Film Festival.

All of the above mentioned surf film festivals have only recently developed, in the different countries, for instance the Santa Cruz Surf Festival takes place in 2016 for the 3rd time (Santa Cruz Surf Film Festival, 2014 - 2015), the SDSFF for the 5th time (San Diego Surf Film Festival, 2016), the London Surf Film Festival for the 6th time (London Surf Film Festival, 2016), and the Aotearoa Surf Film Festival for the 4th time (Korduroy Blog, 2016).

The content of those events is similar, to bring the surf culture to the audience by showing amateur and professional surf films. For instance, the goal of the SDSFF's is to show over 40 international films. Other program points are the filmmakers and producers Q&A session, filmmaker panel and workshops, a surf art gallery, surf legends and shaping demos, beach clean-ups etcetera (San Diego Surf Film Festival, 2016, para. 1).

²⁰ Eddie Aikau: Big wave surfing contest that takes place at the North Shore in Oahu, in Hawaii. The official name is Quicksilver in Memory of Eddie Aikau Big Wave Invitational (Lincoln, 2016).

²¹ Allgemeinen Deutschen Hochschulsportverband (adh): The holding organization consists of 190 universities of applied sciences, with 2.4 million students, and 550,000 employees. Its purpose is to be an interface between education and sport and to be actively involved in the sport event organization on a national and international level (adh, n.d.).

²² Wavetours: The company was founded in 1993 and organizes surf trips and the right placement into surf camps (Wavetours, 2016).

Moreover, the content of the London Surf Film Festival is to display the 'international surfing hottest releases and the very best in surf culture' (London Surf Film Festival, 2016, para. 2) and the aim of the Florida Surf Film Festival is 'to invigorate Florida surf culture through film appreciation and artistic expressions by exhibiting contemporary films from filmmakers far and wide' (Florida Surf Film Festival, 2016, para. 2).

An exception is the Wavescapes Surf Film Festival in South Africa that took place for the first time in 2004. The event's goals are not just to display movies, but also to '[raise] money for the National Sea Rescue Institute and the Shark Spotter' (Pike, 2007).

The goals of the Wavescapes Surf Film Festival can be summarized as 'having fun, building community and promoting conservation' (Wavescape Festival, n.d., para. 1).

In Germany surf film festivals are getting more and more popular, although not a lot of people connect surfing to Germany (Red Bull, 2015).

The surfing culture increased especially in places like Cologne, Hamburg, and Munich (Surf Film Festival, 2016), where over 15,000 participants attended surf film events.

At a surf film festival, not only surf films are screened, for example at the Nord/Nordwest Surf Skate Film Fest Hamburg organized by Nouvague, also photos are displayed at a gallery. Moreover, during the evening, eight international film makers answered questions and different bands performed on stage (Surfers, 2016). The Nord/Nordwest Surf Skate Film Fest Hamburg was been organized for the first time in 2012, and due to the huge success it has been organized in Berlin as well under the name Nord/Nordost Festival (King, 2014).

Other surf film festivals are for instance the Surf Film Fest Hamburg, the Surf Film Fest Berlin or the Blue Surffilmnacht (Surf Week Berlin, n.d.). These events can be considered as relatively new because they have started only four years ago (Surf Week Berlin, n.d.).

Moreover, surf movie nights are similar to surf film festivals, the only difference being that it takes place on one day instead of several days, for instance the Cine Mar Surf Movie Night that is organized in different European cities, among which six cities are in Germany (Schoenthier, 2016).

The Ocean Film Tour is another surf related event that takes place for the 3rd time in Germany, short movies and documentaries about water sport are displayed (BMW Welt, n.d.).

In general, Ocean Film Festivals are not only organized in Germany also at other places, such as in San Francisco, whereby the aim is strongly connected to the nature to 'inspire people to appreciate and care for the ocean by revealing its wonders through independent films' (San Francisco International Ocean Film Festival, n.d.).

Additionally, to the three events connected to films, Surf Film Awards exist as well, for example the Canary Island Surf Film Award that awards the best surf movie (Surfer Today, 2015).

Thirdly, surf festivals are a different type of surf events, for instance the Byron Bay Surf Festival in Australia, which comprises program points, such as film premiers, music acts, charity raffle, surf yoga, photo contents, photography show, different workshops like board bag making workshops, wooden fin workshops, and youth art show and workshop, surf art market, beach clean ups, and turtle releases (Byron Bay Surf Festival, 2014).

According to the event organizer, 5,000 participants attended the event in 2014 and it has the potential to become the world's biggest surf festival (Surfers, 2016).

The International Surf Festival in the South Bay of Los Angeles takes place for the 55th time and is 'a positive thing for the community and engages the surf environment' (Daniels, as cited in Easy Reader News, 2014, para. 27). Not only a surfing contest or bodysurfing contest are part of the event, but also lifeguard relay, Pier-to-Pier swim and Volleyball Tournament are highlights of the event (International Surf Festival, n.d.).

The first Surf & Skate Festival organized by HHonolulu Events has its beginning in 2007 and has taken place in Hamburg (Goodtimes Mag, n.d.).

Furthermore, the Surf Week Berlin takes place for five days and is divided into different theme days, during these days everything revolves around movies, concerts, and art within the surf culture (Freshsurf, 2015).

Taking the example of the Surf Jam, a surfing festival in Bali, it can be investigated that the number of participants is increasing by 'a record number of sportmen' and a 'huge number of spectators' (Windy Sun Surf School Bali, 2009 - 2016).

Fourthly, beach clean-up, river clean-up, or coastal clean-up events can also be seen as surf related events which are taking place individually as a separate program point. SAS is responsible for several environmental campaigns, such as marine litter, protect the waves, water quality, climate change, and education and reports but mainly in the UK. Community beach cleans are part of the marine litter campaign and mobilize thousands of volunteers to clean up the beach (Surfers Against Sewage, 2016). Nevertheless, Butt (2011) debates that these events are 'very affective but they don't get right down to the source of the problem' (p. 16). Besides SAS, the Surfrider Foundation N-Germany is involved in the organization of different beach clean-ups, coastal clean-ups, or river clean-ups (Surfrider Foundation N-Germany, n.d.). Moreover, the DWV co-organizes beach clean-ups together with the Surfrider Foundation and includes one beach clean-up in every German Championship.

Fifthly, surf award ceremonies exist, for instance the Annual Surfer Poll Awards, that has started in 1963, where surfers will be awarded in different categories such as Best Barrel, Worst Wipeout, Best Performance, Best Cinematography, Best Short etcetera (Notey, 2016).

Besides the above mentioned events, sixthly, surf and skate exhibitions can be considered as surf related events, for example the 'Cyan/Anthracite' exhibition. The event takes place in Germany and displays different surf and skate photos (Surfers, 2016). Other surf exhibitions are for instance, the Surf Expo 'the largest trade show of the surf industry' (Surfer Today, n.d., para. 4) in Orlando or The Boardroom in Del Mar where the newest trends in the surf industry can be found.

Additionally, the first sustainable surf conference, Sustainable Stoke named by the book Sustainable Stoke was hosted in 2015 in San Diego (Notey, 2016).

Summarizing the above, it can be said that, there are different types of surf and surf related events located throughout the world.

2.4 Development towards Sustainable Surf Events

The development towards sustainable surf events will be explained more detailed in the next section.

With reference to Power (n.d.), the 'whole surf world does not seem to be moving towards sustainability' (p. ii). A similar statement can be found by Wilson (in Borne & Pointing, 2015), he states that some changes have started to happen but it is still not enough.

According to Bartholomew (2015), during the last years several organizations, such as the Surfrider Foundation, SurfAid International, Surfers Without Borders, Waves for Development, SS, and National Surfing Reserves, have formed which are spending a lot of effort and press on sustainability in the surfing world (Surfer today.com, n.d.). Although the Surfrider Foundation is perhaps the leader of 'surf site conservation' (Martin & Assenov, 2014, p. 265), SS is focusing on the education of surfers, on developing guidelines for ECOBOARDS, and on rules for sustainable surf events (Sustainable Surf, 2016).

In relation to Borne & Pointing (2015), SS is 'one of the most successful organizations in promoting and implementing sustainability in the surfing world' (p. 102). They are following the mission to 'transform surf culture into a powerful force for protecting the ocean playground' (Sustainable Surf, 2016, para. 2).

Additionally, Borne (in Borne & Pointing, 2015) adds that the first Center of Surf Research²³ at the San Diego State University has formed to work towards a sustainable surf industry. In this context, it can be mentioned that the Center of Surf Research organized the first sustainable surf conference, Sustainable Stoke in 2015 (The Center of Surf Research, 2016).

In 2012, Surf Credits²⁴ has been developed, a collaboration between the Center of Surf Research and different non-profit organizations which launched Volcom Fiji Pro in 2012. The Volcom Fiji Pro event has fulfilled the minimum requirements which are needed in order to be a Deep Blue Surfing Event (DBSE) established by SS.

DBSE is a term, created by SS, that describes more 'Ocean Friendly' events (Sustainable Surf, 2016: para. 1) by 'reducing [events] environmental impact, while leaving a positive legacy' (Sustainable Surf, 2016, para. 7).

²³ Center of Surf Research: The non-profit research and teaching center 'facilitate sustainability in surf tourism through research' by 'changing study abroad opportunities' and 'identify truly "eco" surf products' (Center of Surf Research, 2016, para. 1).

²⁴ Surf Credits: Is a partnership between the San Diego State University Center of Surf Research, the Surf Resource Network, and iJourneyGreen. Everybody can support surf tourism destinations by buying surf credits. Thereby, '83% goes to the non-profits in destinations and related research' (Waterways Surf Adventures, 2016).

Besides, DBSE's by Volcom, such as Volcom Fiji Pro 2012/2013 and Volcom Pipe Pro 2013/2014/2015, other DBSE are Vans Triple Crown of Surfing 2013/2014, Vans US Open of Surfing 2014, Quicksilver Pro France 2013, Roxy Pro France 2013, and Rip Curl Pro Search San Francisco 2011. Overall, the DBSE has started in 2011 with the Rip Curl Pro Search San Francisco Event (Sustainable Surf, 2016).

SS has established five categories of environmental impacts (Table 2). In order to make a surf event more sustainable the event organizer should focus on these categories; waste, energy, transportation, community support, and climate change, with the respective proposal for each category.

Table 2 Five Major Categories of Environmental Impacts

Waste	Implement a comprehensive waste diversion strategy to reduce, reuse, recycle, or compost event waste and building materials.
	Minimum Goal: 25% or more waste diversion from landfill by weight.
Energy	Source some portion of event power from clean, renewable (non-fossil fuel) sources such as biodiesel, solar or other alternative energy sources.
	Minimum Goal: 25% of total event power from renewable energy.
Transportation	Use cleaner/lower carbon fuel vehicles for internal operations, and support the use of public transportation and human powered modes - walk, skate and bike - for event attendees (where applicable).
	Minimum Goal: Provide and promote alternative transportation options for staff, athletes, and for spectators where applicable.
Community Support	Showcase the efforts of local environmental and social organizations, and include them as stakeholders for possible legacy efforts post-event.
	Minimum Goal: Provide financial and/or outreach support for at least three NGOs and charities working on local issues relevant to the event.
Climate Change	Calculate the total CO2 footprint of event, and mitigate this impact by purchasing certified/verified carbon offset credits through a reputable provider.
	Minimum Goal: 50% of total event CO2 footprint offset or mitigated.

(Sustainable Surf, 2016: para. 5)

Besides calculating the total CO2 footprint of the event, the event must 'achieve the recommended minimum goals for at least two of the five categories of environmental impacts' (Sustainable Surf, 2016, para. 6), in order to maintain a DBSE status.

Thus, DBSE are designed to reduce the above mentioned problems of pollution through plastic, sea level rise, ocean acidification, and the loss of the coral reefs.

Nevertheless, this is a tremendous difference in contrast to, the eight criteria developed by the United Nation, which all have to be fulfilled in order to consider an event sustainable, whereas DBSE's only need to fulfill two out of five sustainable criteria to call an event sustainable.

Above and beyond to DBSE, SS has created and is paying attention to other sustainable programs, such as Waste to Waves²⁵, ECOBOARD Project, and Deep Blue Life²⁶.

In view of the above, all the organizations which have been established during the last years can be called 'modern missionaries [because they are] warning fellow surfers, authorities and politicians about the hazards in life, environment and society' (Surfers today.com, n.d., para. 1).

²⁵ Waste to Waves: Styrofoam packing recycling program by Sustainable Surf. The main ambassador is Rob Machado who uses the recycle foam in order to create new surfboards, called 'Machado Creations' (Waste to Waves, n.d.).

²⁶ Deep Blue Life: Is a program, similar to DBSE, that is designed to make people aware of their sustainable choices in life. The Deep Blue Life program ensures everybody to focus on six categories, such as health management, waste management, renewable energy, cleaner transportation, community outreach, and climate impact (Sustainable Surf, 2016).

Chapter 3: Operationalization of the Concepts

As shown in the previous chapter different aspects and subjects are important for the topic of sustainable surf events, hence these aspects and subjects can be divided in different concepts. The following chapter will explain the term operationalization and will be applied.

According to Van Thiel (2014), operationalization is the ‘transition from theory to empirical research’ (p. n.d.) and can be divided into three steps.

In the first step the ‘theoretical concept of central interest to the research’ (p. n.d.) will be defined. Furthermore, in the next step it is crucial to define ‘different ways in which the theoretical construct can express itself in the real world’ (p. n.d.). Lastly, in the third step it must be stated ‘how different variables relate to each other, and the way in which they relate to the original construct’ (p. n.d.).

Thus, it is important to know that the different values of the variables are decisive factors for the successful application of research methods.

The following table (Table 3) consists of four columns. First, the chosen concept that is of relevance for the research is mentioned in the first column. Second, the variables and sub-variables, how the concept can be further defined, can be found in the next columns. And lastly, the last column provides an overview into which interview question the variables and sub-variables has been formed.

The interview questions in English and German can be found in Table 5 (p. 43) and Table 6 (p. 44).

Table 3 Operationalization (own illustration)

Concepts	Variable	Sub-Variable	Interview Question
Sustainability	Definition	- Triple Bottom Line	3 and 11
	Sustainable Development		4
	Environmental Management	- Greening - Sustainability	
	Sustainable Projects	- ECOBOARD Project - Waste to Waves - Deep Blue Life - Deep Blue Surfing Events	
	Triple Bottom Wave		

Surfing	Surf History		
	Surf Culture	- Behavior of Surfers	6 and 8
	Surf Industry/Surf Market	- Surfing Supplies (Surfboards, Fins, Surf Wax, Surf Leash etcetera) - Surf Wear/Surf Accessory - Surf Schools - Surf Tourism - Surf Events	6 and 8
	Surf Organizations which include sustainable aspects	- Channel Islands - Firewire Surfboards - Volcom - O'Neil - Quiksilver etcetera	8
	Organizations which focus on sustainability	- Surfers Against Sewage - Sustainable Surf - Surfrider Foundation N-Germany - SurfAid International - Surfers Without Borders - Waves for Development - National Surfing Reserves - Surfers for Ceraceans - Save The Waves	8
	Sustainability → Impacts/Consequences Surf Conservation	- People, Planet, and Profit	6 and 8
	Surf Events	Definition	
History			
Types of Surf Events		- Competitive Surfing Events - Surf Film Festival/Surf Movie, Nights/Ocean Film Festival/Surf Film Awards - Surf Festival - Surf Exhibition - Surf Award Ceremony - Surf Conference - Beach-/Coastal-/River Clean-ups	2
Guidelines for the		- Deep Blue Surf Event	8 and 12

	Organization of Surf Events		
	Surf Event Organizations	<ul style="list-style-type: none"> - HHonolulu Events - Nouvague Events - Choppy Water - IMG - DWV - WSL - ESF - SS 	
Sustainable Surf Events	Definition	- Triple Bottom Line	7 and 11
	History		
	Types of Sustainable Surf Events	<ul style="list-style-type: none"> - Deep Blue Surfing Events - Relentless Boardmaster Surf and Music Festival 	12
	Sustainable Surf Event Organizations	- SS	12
	Implementation of Sustainable Practices	<ul style="list-style-type: none"> - Preservation of Surfing History, - Building an Understanding of Etiquette into Surf School Curricula - Supporting Youth Development and Education - Leveraging of Surf Contests to Support Locals - Supporting of Social and Cultural Initiatives - Reduce, Reuse, Recycle - Beach-/Coastal-/River Clean-ups 	5, 9, and 10
	Guidelines for the Organization of Sustainable Surf Events	<ul style="list-style-type: none"> - ISO 20121 - Top Ten Tips for Events by Hickson, - Eight Criteria by the United Nations, - SS Guidelines 	13
	Future		14

The principle of operationalization was applied in order to define the different concepts, variables, and sub-variables derived from the literature in order to formulate the questions for the interviews. Thus, the interview questions are based on the principle of operationalization.

Chapter 4: Research Design

The following chapter will describe the research methods used for the thesis. It entails information about primary and secondary data, exploratory, descriptive, and causal research, and quantitative and qualitative research. Furthermore, interviews as a qualitative research method are further described, such as information about the sample size and the interview questions. Moreover, at the end of the chapter, the limitations of the research will be disclosed openly.

4.1 Method & Data Collection

As it was mentioned before this part will include information about primary and secondary data, exploratory, descriptive, and causal research, quantitative and qualitative research, and limitations of the research.

4.1.1 Primary and Secondary Data

Due to the fact that not a lot of literature about surf events, especially sustainable surf events, is available, primary data has been collected in order to get more insights into the topic. Primary research is mainly used to get to know the topic by using firsthand information, for instance due to interviews, observations, or experiments (Van Rys, Meyer, & Sebranek, 2012). Furthermore, Van Rys et al. (2012) state that primary research requires a lot of planning, in order to gather relevant information for the research.

According to Collins (2010, as cited in Baumgarten, 2013) primary research is separated into 'what has been done by others in secondary research and what you have done by yourself' (p. 124). Hence, secondary data, 'using existing datasets with quantitative information that has been collected by other researches' (Verhoeven, 2007) was used as well because it provided a general understanding about the topic.

With reference to Collins (2010, as cited in Baumgarten, 2013, p. 37), the problem statement can only be answered by using primary research and not only secondary research. Thus, primary research was necessary and used, in order to answer the research problem that cannot be answered with the use of secondary research.

4.1.2 Exploratory, Descriptive, and Causal Research

In relation to Ghauri and Grønhaug (2005), the research design can be divided into exploratory-, descriptive-, and causal research. The research report mainly used exploratory research 'explaining how or why things are as they are' rather than descriptive research 'finding out, describing what is' (Veal, 2006, p. 3).

As Ghauri and Grønhaug (2005) declare, exploratory research is often applied if the 'research problem is badly understood', in comparison to descriptive research, where the 'problem is structured and well understood' (p. 58) and casual research, where the problem is structured as well.

Similarly, Reid and Bojanic (2010) describe exploratory research as 'informal and unstructured' that is used to 'gain background information, define terms, and clarify problems' (p. 226). Also Neelankavil (2007) considers that exploratory research can be used if not enough information is available or if it is difficult to gather data about the topic.

Habib, Pathik, and Maryam (2014) call exploratory research also empirical research that follows the main goal to create initial hypotheses about the topic, to clarify and define the nature of the problem but 'it does not provide conclusive evidence' (p. 7). The same goals of exploratory research are mentioned by Sue and Ritter (2012).

Conversely, Jupp (2006) says that every kind of research is exploratory because it is 'primarily concerned with discovery and with generating or building theory' (p. 110). Nevertheless, the authors agree that flexibility and the development of theory from data is necessary when using exploratory research.

Not a lot has been studied about sustainable surf events; hence exploratory research was necessary for this research report. Admittedly, exploratory research does not provide a final answer or decision for the problem, the researcher just gets further insights into the topic (Brown, Suter & Churchchil, 2014).

Regarding to Neelankavil (2007), exploratory research that uses qualitative research methods 'is useful in understanding a subject's thought process and provides insights into attitudes and perceptions (p. 104). Usually, exploratory research can be applied in different ways, such as 'literature searches, data mining, depth interviews, focus groups, case analyses, and projective methods' (Brown et al., 2014, p. 61).

However, common methods for exploratory research are, in relation to Reid and Bojanic (2010), mainly 'secondary data analysis, experience surveys, case analysis, and focus groups' (p. 226). Above all, Sue and Ritter (2012) state that 'exploratory research usually look for individuals who are knowledgeable about a topic or process', hence interviews were conducted during the research.

4.1.3 Quantitative and Qualitative Research

Quantitative and qualitative research was used for the research report. However, more qualitative research was applied because not so much numerical data, for instance percentages, probability values, or variance ratios, was available. Basically, the strength of qualitative research is to 'study a phenomena which are simply unavailable elsewhere' (Silverman, 2006, p. 43) and it is a useful tool 'that researches into the 'field' (Verhoeven, 2007, p. 89). Moreover, qualitative research is all about 'how people differ in relation to a particular phenomenon, as much as it is in what they have in common' (King & Horrocks, 2010, p. 27).

Several qualitative research methods exist, for instance observation, analyzing texts and documents, interviews and focus groups, and audio and video recording (Silverman, 2006).

For this research interviews were conducted, due to the fact that interviews give the interviewees the chance 'to describe and explain their experiences or feelings in their own words' (Veal, 2003, p. 193).

Furthermore, interviews were the only qualitative research method used during the research report because too many research methods increase the level of difficulty to conduct proper and sufficient research (Silverman, 2006).

Veal (2006), on the other hand, avoided to conduct survey research as part of quantitative research, because it 'depend[s] on respondents' (p. 100) own accounts of their behaviour, attitudes or intentions' and can influence the validity because a precise result hinges on response accuracy and honesty.

Furthermore, with reference to Nelsen (in Borne & Pointing, 2015) 'surfers are difficult to survey ... because the population of surfers is relatively small'.

4.1.3.1 Qualitative Research Methods: Interviews

The aim of an interview is to 'gather information about a particular subject' (Verhoeven, 2007, p.108). In relation to Seidman (2013), the reason of an in-depth interview is an 'interest in understanding the lived experiences of other people and the meaning they make of that experience' (p. 9). It is all about understanding the interviewee's stories because it can be helpful and applied. King and Horrocks (2010) established an overview of the different types of interviews which are investigative journalistic interview, celebrity interview, job interview, and qualitative research interview. Thus, for this research, qualitative research interviews were used.

Interviews are the most widespread research method of qualitative research and have several positive aspects for researchers (King & Horrocks, 2010).

In contrast to surveys, where rather little information is collected by spreading surveys to a large amount of people, interviews have the positive aspect of gathering more information by asking a rather small amount of respondents (Veal, 2006).

Moreover, interviews have another positive point that the response rate is rather high in comparison to surveys and 'far more [people are] willing to devote an hour and a half to an interview (even of no benefit to themselves) than to give fifteen minutes to the completion of a questionnaire' (Gillham, 2000, p.15).

Additionally, the difficulty of interviews is that the interviewer needs to get in contact with the participants, people the interviewer has never met before but actually; an interview has its similarities with daily conversations, although it needs its structure and professionalism (Kvale, 1996).

Initially, 20 interviewees were contacted to get a broader explorative insight into the research questions but unfortunately, only four interviewees were able to participate, hence it can be stated that the response rate was rather low.

Vargas-Silva (2012) is of the opinion that in-depth interviews can either be structured, unstructured, or semi-structured. As Gillham (2000) notes semi-structured interviews are more useful than structured interviews although 'much preparation', 'more discipline and more creativity', and 'more time for analysis and interpretation after the session' is needed for semi-structured interviews, in comparison to structured interviews (Wengraf, 2001, p. 5). According to Kvale (1996), a 'qualitative research interview is semistructured' (p. 27).

The positive aspect of semi-structured interviews is that the interview entails structured and unstructured elements (Vargas-Silva, 2012) that gives a general guideline but still leaves room for flexibility, hence semi-structured interviews were used for the research.

Before conducting semi-structured interviews, the interviewer needs to create several different questions, which will be asked in an open way (Wengraf, 2001).

In contrast to Wengraf (2001), Verhoeven (2007) argues that the respondents 'have a great deal of freedom to contribute what they feel is relevant' (p. 109) because semi-structured interviews include both open and closed questions, therefore semi-structured interviews were used during the research.

Van Rys et al. (2012) recommend to interview 'either experts on your topic or people who have had a particular experience with the topic, either witnessing it or are involved in some way' (p. 107). On the one hand, the advantage of interviewing an expert is that it adds authoritative input. On the other hand, the advantage of interviewing somebody with experience gives insights into causes and effects of a particular problem and it provides personal experience. Due to the fact that sustainable surf events are considered as a relatively new topic it was rather difficult to get in contact with experts, therefore mainly people with experience were interviewed.

At this point it is also important to say that one interviewee wanted to stay anonymous, hence in one case the name of the interviewee was not mentioned and the interviewee is called participant 1. Therefore, the first interview question was excluded in the transcribed interview because it described the job function of the participant. Moreover, the question was intended as an icebreaker to start the interview in an uncomplicated manner, thus it can be also left out.

There might be different reasons why one interviewee wanted to stay anonymous, for instance the interviewee was not satisfied with his or her contribution or the given answers should not to be associated with his or her answers.

According to Seidman (2006), the length of an interview should be around 90 minutes, anything less is too short and anything greater than two hours is too long. Seidman (2006) also postulates that younger people can also be interviewed for less than 90 minutes.

During the interviews it was rather difficult to conduct a 90 minute interview, due to the limited amount of time of the interviewees.

After the interviews were conducted and audio recorded, the data gathered via interviews had to be analyzed. As Ezzy (2002) mentions the interpretive process entails either team meetings and peer debriefing; checking interpretations with participants; transcribing, reading and coding early data; or writing journals and memos' (p. 73).

Transcribing is the 'preliminary form of data analysis' (Ezzy, 2002 p. 70). In relation to Ezzy (2002), it is wise to wait with the transcription of the interview until the data collection is accomplished. Thus, it could be organized all at once. Nevertheless, he states that the first interviews should be transcribed in order to improve, for instance the questions or the way to ask questions in the following interviews. The author also gives the advice that a lot of time is needed when transcribing the interviews and that the process requires a 'detailed reflection on the issues of the research' (Ezzy, 2002 p. 70).

Nevertheless, Bilal (2014) recommends to start with the transcription of the interview immediately after the interview. Moreover, she advises to use software when transcribing the interviews, especially when more than 10 people are interviewed and when a lot of open-ended questions are asked. Due to the fact that those two aspects are not applicable, it will be waived to use such software.

Based on Strauss (1987) experience transcribing is time consuming, hence he recommends to 'transcribe only as much as is needed' (p. 266), therefore it would be enough to transcribe only the first interviews. Furthermore, instead of transcribing all interviews, it would also be possible to listen to the interviews and to take notes which can be useful for the analysis.

Another option is to transcribe only certain passages which are important to answer the research questions. Coghlan and Brydon-Miller (2014) summarize that every researcher needs to decide if he or she wants to transcribe every interview or not.

For this research every interview was transcribed but only one transcribed interview can be found in Appendix 2 (p. 91), due to the length of the interviews. Nevertheless, the other transcribed interviews are available upon request.

After transcribing the interviews, coding, the process 'to organize the data in relation to the specific objectives of the study' (Aubel, 1994, p. 46) or 'to organize data into smaller manageable chunks' (Coghlan & Brydon-Miller, 2014, p. 465) will be used.

De Munck (2009) describes coding as a 'mystery' that is 'something between an art style and a mathematical formula' (p. 147) and hard to understand. Thus, he recommends to do it the 'old-fashioned way, by hand, using help of index card and hard copies of the transcriptions' (p. 147). If a coding scheme is created prior the data collection; it is named deductive coding (Cane & Kritzer, 2010).

Coghlan and Brydon-Miller (2014) believes that coding can be divided into three stages, starting from a broad perspective to a narrowed down one. Firstly, the researcher should mark 'key moments' (p. 465), broad themes which are relevant for the research. Secondly, based on the broad themes, 'descriptive codes' (p. 465) should be formulated. Lastly, the descriptive codes are discussed among the other researchers.

King and Horrocks (2010) split coding into four stages which are slightly different in comparison to Coghlan and Brydon-Miller (2014). In the first stage, it would be wise to identify all comments which would be important to answer the research questions. Moreover, the second stage would be to highlight the main points based on the respondents' answers.

The third step would be to select descriptive codes, key words, from the previous selected answers and add those to a spreadsheet. Last but not least, it is necessary to read through the codes again and merge the codes which are the same or to create new codes.

Instead of describing different coding stages, Hunston and Oakey (2010) simply recommend to make use of a 'coding strategy to identify themes in the interview transcript' (p. 156) that relate to the research questions. And Aubel (1994) recommends to divide the interview into different objectives which are important for the research and to highlight the answer in relation to the different objectives in different colors.

To sum up, deductive coding was used by defining codes, or simply words or phrases, before the data collection, in order to organize and compare the transcribed interviews. The codebook can be found in the Appendix 1 (p. 87).

4.1.3.2 Sample Size

In relation to Vargas-Silva (2012), the 'sample size will determine how many interviews are necessary or desired for the research (p. 128). Vogt, Gardner, and Haeffele (2012) suggest that the type of interviewees is more important than how many of them are interviewed.

With reference to the authors, in case the 'research question is heavily descriptive and lightly theoretical' it would be better to interview somebody with 'good memories', 'adept at noticing details', and has 'sufficient experience with the topic of your research' (p. 147).

Moreover, Vogt et al. (2012) believe that the choice of people to interview is limited if the questions are explanatory or if they entail testing theory.

However, the authors affirm that there are neither rules nor guidelines which advise on how many people to interview.

Conversely, Gomez and Jones III (2010) contend that the sample size in interview research is 'highly variable' (p. 199) but it is recommended to interview between 10 to 30 people. Nevertheless, Vogt, Vogt, Gardner, and Haeffele (2014) argue that 20 full interviews with individuals would be appropriate. In comparison to a different source by Vogt, Gardner, and Haeffele (2012), they state that an exact number cannot be mentioned.

Also Green and Thorogood (2005) dispute a fixed sample size. The authors argue that the sample size depends on the credibility of the research, when the credibility is guaranteed the researcher can stop to interview more people.

Vargas-Silva (2012) shares the same opinion, there is no correct answer to the question 'How many people be interviewed?', it depends on the set aim of the research.

In relation to Bryman (2016), the sample size differs from situation to situation. On the one hand, if the sample size is too small the theoretical saturation cannot be achieved but on the other hand, if the sample size is too large a deep analysis cannot be guaranteed.

When the theoretical saturation, finding the right moment, when ‘little or no pertinent or new interview data emerges from further discussion’ (Chilton & Bloodgood, 2014, p. 58), is achieved no further interviews are necessary. This moment depends on the research and can either be achieved earlier or later (Bryman, 2016).

Bryman (2016) refers to a study that concludes that sample size can vary from 5 to 350. Thus, he recommends knowing whom to interview, why, and why the selected sample size is appropriate (because the theoretical saturation has been achieved) rather than focusing on sample sizes of other researchers. Also Ezzy (2002) agrees that the ‘theoretical sampling stops when the researchers decides the study has reached saturation’ (p. 75).

In total, 20 people were contacted and asked if they have time for an interview but only four were willing to participate.

The following table (Table 4) provides an overview of the people who were willing to participate.

Table 4 Interview Partner (own illustration)

Type of Expert	Name of Interview Partner	Interesting Facts
Surf Event Organizations/ Sport Event Organizations	Wavetours	Wavetours is involved in the organization of the adh - Open Wellenreiten together with the DWV and adh (Funsport, 2016).
	adh	The adh is a holding organization that consists of 190 universities of applied sciences, with 2.4 million students, and 550,000 employees. The organization acts as an interface between education and sport and organizes different sport events, such as the adh - Open Wellenreiten, the biggest German surf event (adh, n.d.).
Environmental Organizations/ Socially Responsible Organizations	Surfrider Foundation N-Germany	The company founded in 1990 and belongs to the Surfrider Foundation Europe that fights for protecting the oceans and to guarantee a sustainable usage of the oceans, waves, and coasts (Surfrider Foundation N-Germany, n.d.). Due to the execution of several events, such as beach clean-ups or river clean-ups the organizations accomplish their goals.
	Returning Waves.org	Is an organization that follows the mission to ‘promote education for youth through the love of surfing’ (Returning Wave, 2008 - 2015 - para. 1). The organization focuses on “giving back’ to the local community by donating surfboards and donating time surfing with the kids’ (Returning Wave, 2008 - 2015 - para. 2).

Normally, the reliability of the research can be guaranteed by achieving the theoretical saturation. As mentioned before only four interviewees were willing to participate. However, looking at the outcomes of the interviews similarities can be seen, hence during this research partial theoretical saturation was achieved.

Moreover, the aim for reliability was ensured, due to the fact that the interviews were transcribed and coded that helped to compare the outcome and analyze the interviews correctly.

4.1.3.3 Interview Questions

In order to select the right interview questions, it was important to keep in mind what should be asked in order to answer the research questions (Vogt et al., 2014).

Generally, it is recommended to start the interview with a few easy questions (Verhoeven, 2007). After those questions the interviewer should ask about 'opinions and the reasons for them' (Verhoeven, 2007, p. 136), followed by more sensitive subjects. Gillham (2000) recommends to begin from a wide perspective to a narrowed down perspective.

Therefore, the first interview started from a wide perspective and functioned as an icebreaker.

Wengraf (2001) expresses that closed questions can be used during the interview but open questions are more common. Moreover, the author states that through the usage of open questions, the prediction of the interviewees answers configures hard, hence the interviewer needs to 'improvise probably half - and maybe 80% or more - of [the] response to what [is said] in response to [the] initial prepared question or questions' (p. 5).

According to King and Horrocks (2010), semi-structured interviews should 'emphasise open-ended, non-leading questions, focus on personal experiences, seek to build rapport with interviewee' (p. 2).

With reference to Flick (2009), during semi-structured interviews open questions can be asked but also confrontational questions, theory-driven, or hypotheses-directed are appropriate questions for interviews. Confrontational questions are 'questions related to theories and relations have been presented up to the point' (p. 157). And theory-driven and hypotheses-directed questions are based on previous research or based on the researcher's theoretical presuppositions. Anyway, leading questions should be avoided whenever possible.

Vogt et al. (2014) suggest follow-up questions which could cover likely or expected replies would be helpful, especially because it has been proven that the answers to these questions are the 'most interesting and informative in the final analysis' (Vogt et al., 2014, p. 49).

Thus, during the interviews different type of questions were asked.

To sum up, when selecting the interview questions, special attention was devoted to start every interview part with broad questions, followed by narrowed down questions, as it was stated by Verhoeven (2007) and Gillham (2000). Additionally, mainly open questions, but also confrontational and theory-driven, as it was recommended by Flick (2009) were used. Moreover, closed questions were used as well, such as follow-up questions.

After the second interview, the order of the interview questions was changed to combine the questions better with each other.

Furthermore, sometimes not all of the questions were asked to all interviewees because sometimes the interviewee answered the questions already and it was not necessary to ask the question anymore.

The interview questions were formulated in English and German and can be found in Table 5 (p. 43) and Table 6 (p. 44).

Table 5 Interview Questions English (own illustration)

Interview Parts	No.	Interview Questions
General Question	1	Can you please tell a bit about yourself and the organization/company you are working for?
Surf Events and Sustainable Surf Events	2	What kind of surf events do you execute every year?
Sustainability and Surfing	3	What, according to you, is meant by sustainability?
	4	How important is sustainability for you?
	5	How do you implement sustainability in your organization/company? If you do not do anything, why not? How do you implement sustainability in your organization/company? If you do not do anything, why not?
	6	Do you see a connection between sustainability and surfing? If yes, what is the connection? If not, why not?
Surf Events and Sustainable Surf Events	7	What, according to you, is a sustainable surf event?
Sustainability and Surfing	8	What is your perception about the current integration of sustainability within the surfing sector?
Surf Events and Sustainable Surf Events	9	Do you implement sustainability when organizing surf events? What do you do and how? If not, why not?
	10	Do you think it is important to add sustainable practices when organizing surf events? Why? What are the benefits? If not, why not?
Sustainability and Surfing	11	Have you heard about people, planet, and profit? And if yes, what do you think can be done in the surfing world in order to focus on these three levels of sustainability?
Surf Events and Sustainable Surf Events	12	Sustainable Surf has created the first guidelines for sustainable surf competition events, called Deep Blue Surfing Events, in order to make surf events more ocean friendly.

	<p>Thereby, Sustainable Surf recommends that event organizers should focus on five major categories of environmental impact; waste, energy, transportation, community support, and climate change.</p> <table border="1"> <tr> <td>Waste</td> <td>Implement a comprehensive waste diversion strategy to reduce, reuse, recycle, or compost event waste and building materials. Minimum Goal: 25% or more waste diversion from landfill by weight.</td> </tr> <tr> <td>Energy</td> <td>Source some portion of event power from clean, renewable (non-fossil fuel) sources such as biodiesel, solar or other alternative energy sources. Minimum Goal: 25% of total event power from renewable energy.</td> </tr> <tr> <td>Transportation</td> <td>Use cleaner/lower carbon fuel vehicles for internal operations, and support the use of public transportation and human powered modes – walk, skate and bike – for event attendees (where applicable). Minimum Goal: Provide and promote alternative transportation options for staff, athletes, and for spectators where applicable.</td> </tr> <tr> <td>Community Support</td> <td>Showcase the efforts of local environmental and social organizations, and, include them as stakeholders for possible legacy efforts post-event. Minimum Goal: Provide financial and/or outreach support for at least three NGOs and charities working on local issues relevant to the event.</td> </tr> <tr> <td>Climate Change</td> <td>Calculate the total CO2 footprint of event, and mitigate this impact by purchasing certified/verified carbon offset credits through a reputable provider. Minimum Goal: 50% of total event CO2 footprint offset or mitigated.</td> </tr> </table> <p>Have you ever heard about Deep Blue Surfing Events by Sustainable Surf? And if yes, do you think the guidelines could be also implemented to more surf competition events but also to other surf related events because so far they are only applied to surf competition events?</p>	Waste	Implement a comprehensive waste diversion strategy to reduce, reuse, recycle, or compost event waste and building materials. Minimum Goal: 25% or more waste diversion from landfill by weight.	Energy	Source some portion of event power from clean, renewable (non-fossil fuel) sources such as biodiesel, solar or other alternative energy sources. Minimum Goal: 25% of total event power from renewable energy.	Transportation	Use cleaner/lower carbon fuel vehicles for internal operations, and support the use of public transportation and human powered modes – walk, skate and bike – for event attendees (where applicable). Minimum Goal: Provide and promote alternative transportation options for staff, athletes, and for spectators where applicable.	Community Support	Showcase the efforts of local environmental and social organizations, and, include them as stakeholders for possible legacy efforts post-event. Minimum Goal: Provide financial and/or outreach support for at least three NGOs and charities working on local issues relevant to the event.	Climate Change	Calculate the total CO2 footprint of event, and mitigate this impact by purchasing certified/verified carbon offset credits through a reputable provider. Minimum Goal: 50% of total event CO2 footprint offset or mitigated.
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	13	Or what in general could be done in order to make surf events more sustainable?									
	14	How do you see the future of surf events in relation to the integration of sustainability?									

Table 6 Interview Questions German (own illustration)

Interview Teile	Nu.	Interview Fragen
Allgemeine Frage	1	Können Sie bitte etwas über sich erzählen und das Unternehmen, für das Sie arbeiten?
Surfevents und nachhaltige Surfevents	2	Welche Art von Surfevents führen Sie durch?
Nachhaltigkeit und Surfen	3	Was bedeutet Nachhaltigkeit für Sie?
	4	Wie wichtig ist Nachhaltigkeit für Sie?
	5	Würden Sie sagen, dass Ihre Firma/Unternehmen nachhaltig arbeiten? Wie integrieren sie Nachhaltigkeit in ihrer Firma/Unternehmen? Wenn Sie nichts tun, warum nicht?
	6	Sehen Sie eine Verbindung zwischen Nachhaltigkeit und Surfen? Wenn ja, wie sieht diese Verbindung aus? Wenn nicht, warum nicht?
Surfevents und	7	Was verstehen Sie unter nachhaltige Surfevents?

nachhaltige Surfevents												
Nachhaltigkeit und Surfen	8	Was ist Ihre Empfindung über die aktuelle Integration von Nachhaltigkeit in dem Surfsektor?										
Surfevents und nachhaltige Surfevents	9	Berücksichtigen Sie das Thema Nachhaltigkeit, wenn Sie Surfevents organisieren? Was tun Sie und wie? Wenn nicht, warum nicht?										
	10	Glauben Sie, dass es wichtig ist nachhaltige Methoden bei der Organisation von Surfevents anzuwenden? Was sind die Vorteile? Wenn nicht, warum nicht?										
Nachhaltigkeit und Surfen	11	Haben Sie schon einmal von einmal von people, planet, and profit gehört? Und wenn ja, was denken Sie, was in der Welt des Surfens dafür getan werden kann, um sich auf die drei Ebenen von Nachhaltigkeit zu fokussieren?										
Surfevents und nachhaltige Surfevents	12	Sustainable Surf hat die ersten Regel für nachhaltige Surfwettkämpfe aufgestellt, die sich Deep Blue Surfing Events nennen, damit Surfwettkämpfe freundlicher für die Meere werden. Sustainable Surf empfiehlt, dass Eventorganisatoren auf fünf Hauptaspekte achten, wenn Sie Surfevents organisieren. Diese Hauptaspekte beziehen sich auf; Müll, Energie, Transport, Unterstützung der Gemeinschaft und Klimawandel.										
		<table border="1"> <tr> <td>Waste</td> <td>Implement a comprehensive waste diversion strategy to reduce, reuse, recycle, or compost event waste and building materials. Minimum Goal: 25% or more waste diversion from landfill by weight.</td> </tr> <tr> <td>Energy</td> <td>Source some portion of event power from clean, renewable (non-fossil fuel) sources such as biodiesel, solar or other alternative energy sources. Minimum Goal: 25% of total event power from renewable energy.</td> </tr> <tr> <td>Transportation</td> <td>Use cleaner/lower carbon fuel vehicles for internal operations, and support the use of public transportation and human powered modes – walk, skate and bike – for event attendees (where applicable). Minimum Goal: Provide and promote alternative transportation options for staff, athletes, and for spectators where applicable.</td> </tr> <tr> <td>Community Support</td> <td>Showcase the efforts of local environmental and social organizations, and include them as stakeholders for possible legacy efforts post-event. Minimum Goal: Provide financial and/or outreach support for at least three NGOs and charities working on local issues relevant to the event.</td> </tr> <tr> <td>Climate Change</td> <td>Calculate the total CO2 footprint of event, and mitigate this impact by purchasing certified/verified carbon offset credits through a reputable provider. Minimum Goal: 50% of total event CO2 footprint offset or mitigated.</td> </tr> </table>	Waste	Implement a comprehensive waste diversion strategy to reduce, reuse, recycle, or compost event waste and building materials. Minimum Goal: 25% or more waste diversion from landfill by weight.	Energy	Source some portion of event power from clean, renewable (non-fossil fuel) sources such as biodiesel, solar or other alternative energy sources. Minimum Goal: 25% of total event power from renewable energy.	Transportation	Use cleaner/lower carbon fuel vehicles for internal operations, and support the use of public transportation and human powered modes – walk, skate and bike – for event attendees (where applicable). Minimum Goal: Provide and promote alternative transportation options for staff, athletes, and for spectators where applicable.	Community Support	Showcase the efforts of local environmental and social organizations, and include them as stakeholders for possible legacy efforts post-event. Minimum Goal: Provide financial and/or outreach support for at least three NGOs and charities working on local issues relevant to the event.	Climate Change	Calculate the total CO2 footprint of event, and mitigate this impact by purchasing certified/verified carbon offset credits through a reputable provider. Minimum Goal: 50% of total event CO2 footprint offset or mitigated.
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Climate Change	Calculate the total CO2 footprint of event, and mitigate this impact by purchasing certified/verified carbon offset credits through a reputable provider. Minimum Goal: 50% of total event CO2 footprint offset or mitigated.											
Habe Sie schon einmal von Deep Blue Surfing Events von Sustainable Surf gehört? Wenn ja, glauben Sie, dass man die Regel auf mehr Surfwettkämpfe anwenden kann, aber auch für andere Events, die mit dem Thema Surfen zu tun haben? Momentan werden diese Regeln nämlich nur für Surfwettkämpfe angewendet.												
13	Was könnte man allgemein unternehmen, damit Surfevents nachhaltiger werden?											
14	Was glauben Sie, wie die Zukunft von Surfevents in Bezug auf Nachhaltigkeit aussieht?											

4.1.4 Limitation

On the whole, every research is facing some limitation that can affect the reliability, validity, and objectivity of the results.

The reliability of the research is often affected by quantitative research; hence qualitative research was widely used. However, qualitative research is facing a different challenge, called authenticity, to 'gather an 'authentic' understanding of people's experience' (Silverman, 2006, p. 20); hence open-ended questions are the best option to increase the challenge of authenticity.

Overall, the validity 'the truth and correctness of a statement' (Kvale, 1996, p. 236) can be influenced at seven stages; thematizing (formulating proper research questions out of the theory), designing (using the proper methods for the research), interviewing (using the proper questions during interviews), transcribing (valid translation from the research and interviews), analyzing (logical interpretation of the interview question), validating (proper reflection which forms of validation are relevant for the research), and reporting (if the report is 'a valid account of the main findings of the study' (p. 237). An attempt to maximize the validity during all those stages was made, however, limitations might occur.

Furthermore, the validity of the research report also depends on the interviews, if people do not answer the questions correctly or if they answer the question based on common-sense knowledge rather than on their own performance (Silverman, 2006). Moreover, the theoretical saturation of the research depends on the interviewees as well. On the one hand, if the sample size is too small it is rather difficult that the theoretical saturation can be fulfilled. On the other hand, it is possible to fulfill the theoretical saturation if the views of the participants are similar although the sample size can be considered as relatively small.

In general, primary information 'is only as good as the care with which it was gathered and the care with which it is interpreted and presented' (Van Rys et al., 2012, p. 108), hence it is important to keep accurate records of the research. In fact, interviews as research methods face two challenges: they do not provide direct access to certain facts and events, and the people do not describe their direct experience, they rather describe 'representations of those experiences' (Kitzinger & Rapley, 2004, as cited in Silverman, 2006, p. 117).

Interviews can also influence the reliability by selecting the wrong type of questions or using the wrong type of words, especially by using too many leading questions which can influence the answer of the interviewee (Kvale, 1996).

On the one hand, only a limited amount of people are interviewed during qualitative interview studies (Silverman, 2006), hence it is crucial to select the right questions to avoid limiting the research. On the other hand, the interviewees come from different countries and have different point of views; hence it influences the outcome of the research as well.

In addition to the limitations of reliability and validity, the objectivity is affected in qualitative research as well. As accentuated by Vogt et al. (2014), there is 'no method of gathering data in which objectivity is more difficult than interviewing', the reason for that is that interviewing is facing a 'lack of standardization' (p. 47). Although the researcher wants to get insights into the knowledge of the interviewee, his or her subjective feel might harm to 'discern and convincingly portray what has been learned' (p. 48). Moreover, the interviews were done in German and in English which can lead to interpretation issues due to the different languages.

Moreover, as mentioned before not a lot of academic secondary data is available because sustainable surf events are considered as a relatively new topic, hence a lot of secondary data is based on the book of Borne and Ponting (2015). It is main book that has been published about the topic of sustainable surf and it 'brings together the best minds, thought leaders and the most influential figures from the surf industry, academia, non-profits, and the surfing community' (Plymouth University, n.d., para. 1).

Additionally, according to Martin and Assenov (2012), there are only five Australian authors, including Ponting, that are responsible for almost one-third of the researched literature about surf tourism, hence it can be seen that not a lot of people conduct literature into the field of surfing and everything that is connected to it. A result of the limited availability of secondary data is that the research report strongly depends on primary research.

Another aspect that influences the outcome of the research is the amount of time. On the one hand, due to the limited amount of time, it was rather hard to contact organizations which are available for interviews. On the other hand, the purpose of interviews is to interview one person and get to know the names of other people who could be interviewed later (Vogt et al., 2014). However, due to the limited amount of time it was rather complicated to contact more people after the conducted interview and very few people were willing to participate in the interviews. Moreover, it might impact the reliability of the outcomes due to the fact that only four people were interviewed.

To sum up, during the research special attention has been made to reduce certain limitations that affect the reliability, validity, and objectivity of the research.

Chapter 5: Results

The following chapter will shortly introduce the participants who were interviewed. Moreover, the chapter will present the outcome of the four interviews. The answers of the interviewees are divided into four main categories; knowledge, perception, attitude, and behavior. Whereby, another extra category about the 'future of sustainable surf events' was added.

Introduction of the Interviewees

In total, four participants were interviewed. Three participants were interviewed via Skype and one person answered the questions via email. At the beginning of the interview, the participants were asked if they can tell a bit about themselves and the organization they are working for.

The first interviewee, who wanted to stay anonymous, is involved in the organization of the adh - Open Wellenreiten that is organized for different German university students and which takes place in France. The interviewee is the contact person before, during, and after the event and is only indirectly involved in the event organization.

The second interviewee, Lynn Luzano, is the founder and co-director of Returning Wave.org that creates stewardships for young people by partnering with communities and schools at different surf spots, where they are involved in different events. Her organization collects old surfboards in California and hands it out to young people in the Philippines in order to increase the awareness of surfing.

Simon Scheffold works as a media designer for the Coastline Communication GmbH that is the Inhouse Marketing agency for Wavetours/Action Sports Travel. He is not only involved in the marketing of events, but is also responsible for the organization of parties, events, and contests. In total, he is involved in two events each year, the adh - Open Wellenreiten and the Deutsche Meisterschaft, the German Championship.

The fourth interviewee, Rainer Uhl, works for the Surfrider Foundation Europe that is based in Hamburg, Germany. The organization protects coastlines, beaches, waves, and the people who like to enjoy those aspects of life. His organization is not directly involved in the organization of surf events, they mostly operate as advisors for other companies that are organizing surf and other water sport events. For instance, during surf events the Surfrider Foundation organizes beach clean-ups or provides assistance on how events can become greener and more sustainable.

5.1 Knowledge of Surf Event Organizers

Four different questions were asked in order to see what do surf event organizers know about the term sustainability, people, planet, profit, sustainable surf events, and DBSE.

5.1.1 Definition of Sustainability

The first participant mentioned that sustainability has multiple aspects. However, for him the main aspect is that his organization offers sport activities for students and employees, to educate them to participate a lifelong in sports that has sustainable effects for the mental and physical health.

On verification, if he connects sustainability with the environment, he stated that the environment is also important within the sport sector because a lot of sports take place outside and depend on the nature. Moreover, he mentioned that he tries to do the work in such a way that he minimizes the amount of paper, energy usage, and other materials.

According to Lynn Luzano, sustainability is something that 'continues and lives past a certain point'. However, she was uncertain how to define sustainability because she was not sure if sustainability relates only to something that is 'ecologically driven'.

After some explanation about the term people, planet, profit she mentioned that for her sustainability means 'something stays alive for a long time and keeps growing as a movement'. Sustainability depends on the 'willingness of the people involved' because it is not really founded that well. Moreover, she added that a lot of organizations pretend to do something in the name of sustainability but later it turns out, that it is not the case.

Instead of a long explanation, Simon Scheffold summarized sustainability in one sentence, to protect what you love.

Rainer Uhl was not able to define sustainability as a term itself. According to him, the connection between a sustainable working attitude and sustainable lifestyle is crucial in order to protect the ocean.

5.1.2 People, Planet, Profit

None of the interviewees have heard about the term. Interestingly, Simon Scheffold answered that he has not engaged with the subject, especially because his colleague is more responsible for this area.

5.1.3 Definition of Sustainable Surf Events

Instead of defining a sustainable surf event, the first participant stated that the events they are organizing are not completely designed to achieve a profit. It is more important to focus on sustainability. He argued that participants of events cannot expect that an event is sustainable if everything is really cheap, otherwise the quality will suffer from it.

Lynn Luzano had a vague explanation of sustainable surf events that 'there are a lot of different sustainables' which are crucial for sustainable surf events. Moreover, she stated that people define sustainability differently.

Regarding to Simon Scheffold, a sustainable surf event is a huge topic, it starts with plastic bottles and that every participant should be responsible for his or her own trash. Moreover, he added that his company works closely with the Surfrider Foundation in order to organize a beach clean-up, where 100 to 150 people pick up the trash along the beach.

On the one hand, a sustainable surf event should focus on the usage of green energy out of wind or sun. On the other hand, it is hard for them to get it run because the event takes place in France and it is hard to change something in an another country.

The fourth interviewee, Rainer Uhl, answered that different levels are involved in sustainable surf events. Whereby, waste disposal, recycling, power supply, catering manner, campaigns on the topic of sustainability, arrival, and accommodation as parts of events which could be tested how sustainable those aspects are which he has named 'Nachhaltigkeitsprüfung'.

5.1.4 Deep Blue Surfing Events

Two out of four interviewees have not heard about DBSE, one believed she has heard about it, and one thinks he has read about it. Moreover, some participants added their point of view to the question.

The first interviewed participant pointed out that the idea is very interesting and worthy of support. Additionally, he and all the involved people in the event discussed similar points this year, in terms of waste management and transportation. He would like to look into it in detail and tries to include it in the organization. Additionally, he believes that more sustainable events will be organized in the future.

As part of a DBSE, the reduction of the CO₂ emission is crucial. In relation to Simon Scheffold, it becomes rather difficult to reduce the CO₂ emission because he has no idea how it should be implemented. He said that during the event, participants are encouraged to use alternative forms of transport or carpooling. However, for him the point is difficult to implement.

Although Rainer Uhl was not familiar with the term he sees similarities between SS and the Surfrider Foundation. He believes that a lot of organizers have not heard of DBSE, hence he is eager to start cooperating with them. Moreover, some points could be solved by political regulations, for instance if there would be a mandatory deposit for all plastic bottles. Other sustainable aspects could be achieved via 'freiwillige Selbstverpflichtung' which means voluntary commitment, for example a deposit for plastic bags.

5.2 Perception of Surf Event Organizers

The surf event organizers were asked about their perception, their actual belief or opinion about the integration of sustainability within the surf industry.

5.2.1 Integration of Sustainability within the Surf Industry

The first participant stated that several environmental organizations were founded within the last years, such as the Surfrider Foundation or Waste for Water that encourage sustainability.

Lynn Luzano referred to a friend that established free clinics, where kids learn how to surf. Moreover, she said that during surf events they normally include different sustainable activities, such as tree planting, beach clean-up, and a hatchery for turtles, to protect their eggs.

With reference to Simon Scheffold, people in the surf industry are not aware of the importance of sustainability. Furthermore, he argued that beach clean-ups have been established for many years but other sustainable activities have only just begun.

According to Rainer Uhl, the integration of sustainability within the surf industry differs a lot, especially among their target group, surfers. Some surfers show a sustainable behavior while others do not care. The same applies also for the surf industry, some companies are doing a better job than others.

5.3 Attitude of Surf Event Organizers

Some questions were asked in order to understand the predisposition or tendency of surf event organizers to respond to a certain idea, such as importance of sustainability, importance of sustainable practices within surf events, and the connection between sustainability and surfing.

5.3.1 Importance of Sustainability

All interviewees feel a strong need for sustainability during their events. Additionally, two of them provided an explanation on how they are currently integrating sustainability.

For instance, the first participant mentioned that the adh - Open Wellenreiten adds a beach clean-up to every event. According to him, this year the organization Waste for Water gave a presentation that had a very simple objective to make students aware of the projects the organization is aiming for. It has been the first step to combine education and sustainability.

In relation to Simon Scheffold, Wavetours is involved in some initiatives to make the adh - Open Wellenreiten a bit more sustainable. They want to reduce the amount of plastic bottles, they have encouraged the participants to use alternative ways of transport, and they have started a new cooperation with the university in Las Palmas in order to get a green label for the camp sites and events.

5.3.2 Importance of Sustainable Practices within Surf Events

Three interviewees were asked if they see the importance to add sustainable practices. All three answered that it is important to add sustainable practices during events.

With reference to the first participant, adding sustainable practices to events is exactly what his company stands for, to connect education and sustainability. Thus, different sustainable practices are included in their events. He suggested that it has a lot of benefits to include sustainable practices not only within the surfing industry but in general. According to him, it is extremely important to focus on sustainability during surf and other events.

Simon Scheffold stated that he is a supporter of the sustainable initiative and that it is essential for the future of the sport that it is secured in order to be performed as it is performed now. Moreover, it is important to protect the environment and respect the sustainable development, although not a lot of people follow this lifestyle.

Rainer Uhl described that his company is involved in events which are strongly connected to the topic ocean/sea. He argued that every part of an event can be either positive or negative for the ocean and its protection. Moreover, direct actions but also information and sensitization are necessary.

Additionally, he alleged that the benefit of this lies in the credibility of the work of the Surfrider Foundation, hence they are paying attention when choosing the events in which they wish to participate.

5.3.3 Connection of Sustainability and Surfing

All interviewees stated that they see a significant connection between sustainability and surfing.

According to the first participant, education plays an important role, to educate people about surfing, so that they can continue with the sport.

For him environmental concerns are also of importance, due to the fact that his company's surf event takes place in France. They have worked on a solution of how to accompany 40 students to France, hence his company arranges buses for all the participants. Moreover, he stated that a lot of waste is produced at every event and that it is important to pick up the trash.

Lynn Luzano expressed her opinion that sustainability and surfing is combined in the 'exploration of undiscovered territory or going to places people haven't gone before and search for that perfect wave or uncrowded wave'. While discovering those places small villages and communities are impacted where Returning Wave makes the locals aware of the coming surf flow.

The third participant, Simon Scheffold, answered that the connection between sustainability and surfing is really necessary, especially for people who use nature as their playground.

With reference to Rainer Uhl, sustainability and surfing comes together when selecting the right surfing equipment, such as wetsuits, surfboards, boardshorts, and wax, but also surf travels, accommodation at the surf spot connect sustainability and surfing.

5.4 Behavior of Surf Event Organizers

In order to see what surf event organizers actually do in terms of sustainability it was asked what is done in terms of sustainability, how they implement sustainability within their company, and how they implement sustainable practices during surf events.

5.4.1 Implementation of Sustainability in their Company

All the participants expressed that their company acts sustainable.

For example, the first participant commented that his company acts sustainable and follows certain sustainable practices. Nevertheless, there is still room for improvement. Moreover, when they organize the adh - Open Wellenreiten they work on sustainable solutions for transportation and waste and they try to include education in their events.

Lynn Luzano connected sustainability more to the lifespan of her company that was founded in 2008 and still exists. Moreover, she mentioned that Returning Wave has started to work with other initiatives and groups of people which follow a similar goal 'promoting education through the love of surfing' like her organization.

According to Simon Scheffold, so far Wavetours focuses on two sustainable aspects. Firstly, they want to exchange the plastic water bottles at the camp site and provide the participants with one bottle that they can refill in the camp. Secondly, they want to work closely with the university in Las Palmas to provide surf camps with a green label. However, he was not allowed to talk about too many details. But he stated that the label can be applied for the surf camp but also for the event. The idea with one plastic bottle for every participant will be executed this year and the cooperation with the university will take a bit longer and it might get implemented next year.

Rainer Uhl stated that every campaign, program and action to protect the oceans is sustainable. However, the implementation or how the goals are achieved can always be improved.

5.4.2 Implementation of Sustainable Practices in Surf Events

Sustainable practices are implemented in different ways by all participants. Nevertheless, one participant doubted how sustainable practices in terms of people, planet, profit and guidelines that SS has created may be implemented.

For example, as it was already mentioned, the adh includes a beach clean-up during the adh - Open Wellenreiten. Moreover, the event is all about sensitization and the discussion with the students. According to him, students are really open to those topics and know in 98 percent of the cases what is right and what is wrong. For him the presentation of Waste for Water was an important sustainable practice that was added during the last event.

Moreover, Lynn Luzano, said that the events they are organizing are all about 'teaching surfing, about teaching surfboard repair ... skill sharing, how to pack surfboards for shipping'. The most important points are 'trading skills and knowledge'. She recommended educating people about sustainability and teaching them not to create more waste.

Obviously, the third interviewee has his doubts how sustainable practices, for example in relation to the term people, planet, profit or the guidelines created by SS, could be implemented for surf events.

According to Simon Scheffold, the profit part has always been a challenge to implement because every sustainable step requires money and people are not always willing to pay extra for it. Thus, it would be important to convince people that a change is necessary.

Furthermore, it requires time to read through all aspects of people, planet, profit or the guidelines by SS and to check if some ideas and guidelines may be implemented in the future.

Additionally, it is rather difficult to implement sustainable ideas and guidelines because the consciousness of people is still missing. He debated that a lot of people are not able to understand what could be changed and then it is a cost related problem because it is not worth to invest in something that the people are not willing to accept. He advised to start with it in five years but not now.

Rainer Uhl said that the Surfrider Foundation works closely together with organizers in order to make events more sustainable and to increase sustainable actions, for instance deposit bottles instead of non-returnable bottles.

5.5 Future of Sustainable Surf Events

In order to how the future of sustainable surf events could look like, all interviewees were encouraged to give sustainable pieces of advice on surf events. Moreover, they were asked how they see the future of sustainable surf events.

5.5.1 Sustainable Pieces of Advice for Surf Events

On the one hand, all participants were able to give sustainable pieces of advice on sustainable surf events. On the other hand, all pieces of advice are slightly different from each other.

According to the first interviewee, it is important to pay attention to waste and litter. Basically, it is all about producing less. He supposed that thousand aspects could be further discussed but it is impossible in the limited amount of time.

Lynn Luzano said that larger organizations, which organize bigger events, have bigger sustainable impacts, such as 'increasing foot traffic', 'increasing litter', or 'stressing the environment with people and influx of people', hence she recommended that the local community should regulate them more or those organizations should be regulated in general.

With reference to Simon Scheffold, education is crucial during surf events in order to inform the attendance of sustainability. He believes it might have benefits in the future if surf event organizers work closely with environmental organizations to include educating program points in the event schedule.

Rainer Uhl mentioned that surf events could be more sustainable if more attention was paid to information, enlightenment, voluntary commitment, or political restrictions.

5.5.2 Future of Sustainable Surf Events

As a last question it was asked where the interviewees see the future of sustainable surf events. Three interviewees provided a concrete explanation about their thoughts, while one interviewee only summarized that she does not have the feeling that 'surf contests run sustainable'.

According to the first participant, the price is important for sustainable surf events, especially in Germany. People automatically want to get the cheapest option and forget that another option would make more sense. For him it is important to sensitize people to see an overvalue, especially students are a good target group because they are more sensitive for such topics. Overall sustainability is something he cares about and is worth to support.

Simon Scheffold believes that slowly the people will realize how important it is to protect the planet. He stated that within the next years things will change. For them it is important that camp sites get more modern in order to use less energy or that the energy that is used is produced by the camp site itself. He recommended to use wind and sun energy.

At the end, sustainability always functions as a marketing tool because it is not only important to cooperate with well-known companies or to have a lot of sponsors, what is done for the environmental protection is also important. Thus, he thinks that there is a positive trend towards a more sustainable behavior.

Rainer Uhl stated that it is not enough if the event participants decide to follow sustainable practices or not. The organizers have to pay attention to the financial aspects, whereby the event should not be financially disadvantaged, hence he recommended to get in contact with the participants, the organizers, and the community/municipality.

All in all, the topic of sustainability will become more and more important and attract more and more attention.

Chapter 6: Analysis

The following chapter will compare the theoretical findings based on literature to the outcome of the different interviews.

6.1 Knowledge of Surf Event Organizers

The following part will connect the literature findings about sustainability, people, planet, profit, sustainable surf events, and DBSE with what the four interviewees know about the different aspects.

6.1.1 Definition of Sustainability

In the literature sustainability is described as more than just being 'green' (AISTS, 2014). It includes a 'development that meets the needs of present populations without compromising the ability of future generations to meet their own needs' (Brundtland Report, 1987, as cited Borne, in Borne & Pointing, 2015, p. 19), whereby attention is paid to the economy, environment, and society (Cavagnaro & Curiel, 2012).

As mentioned by Borne and Pointing (2015) the surfing world has as a tipping point where sustainability is expected.

However, during the interviews it has been proven that the people who are involved in the organization of surf events are not quite familiar with concrete general definitions of sustainability. It was said that sustainability has multiple aspects, that it is something that 'continues and lives past a certain point', or that sustainability includes to protect what you love. Three interviewees directly associated the term with the environment instead of referring to all three levels of sustainability. One interviewee also stated that he normally applies a consciously management of paper, energy, and other materials usage. And another one said that sustainability always depends on the people and if they are willing to follow sustainable actions or not.

6.1.2 People, Planet, Profit

As stated by Cavagnaro and Curiel (2012) sustainability consists of three levels, the triple bottom line. Also Liburd and Edwards (2010, as cited in Baumgarten, 2013) referred to the importance of the triple bottom line. Hines (in Borne & Pointing, 2015) reformulated the term to surfing and calls it triple bottom wave in order to highlight the importance of the concept for surfing.

Nevertheless, none of the interviewees have heard of the term people, planet, profit. They named some aspects, they try to integrate within their events, which belong to one of the mentioned levels but they are not familiar with the big picture.

It was noticed that one participant said that he is not really engaged with the subject because his colleague is responsible for this area.

6.1.3 Definition of Sustainable Surf Events

In general a sustainable event can be described as an event that is ‘designed, organized and implemented in a way that minimises potential negative impacts and leaves a beneficial legacy for the host community and all involved’ (United Nations, 2012, p. 1).

According to Mair and Laing (2013), sustainable events have two benefits, to make people aware of environmental issues and offer the possibility that people might be able to reflect on their own behavior, change it in a positive way, and see that everybody can without spending too much effort.

Events in general have negative and positive impacts and it is the responsibility of surf event organizers to identify those impacts (Bowdin et al. (2011).

With reference to Jones (2014), ‘every single event [has the ability] to be a shining light of sustainability-in-action’, thus several organizations have created guidelines or tips to make events sustainable, for instance the Top Ten Tips by Hickson (2014) which cover aspects such as access, local area, energy and water, transport, reduce and reuse, responsible sourcing, food and beverage, keepsake, recycling, and health, safety, and security.

It was noticed that all of the interviewees had difficulties to describe the term sustainable surf event or they did not get to the point. One interviewee provided a really extremely brief and imprecise answer that ‘there are a lot of different sustainables’ during sustainable surf events.

At least other interviewees referred to points like recycling, collecting the trash after the event via a beach clean-up, green energy, waste disposal, catering manner, campaigns on the topic of sustainability, arrival, and accommodation. The idea of one interviewee was to test the different aspects of events in relation to their level of sustainability.

Nevertheless, one interviewee mentioned that it is hard to implement sustainability if the event takes place in another country because the rules and regulations are different.

6.1.2 Deep Blue Surfing Events

A DBSE created by SS consists of five major categories, such as waste, energy, transportation, community support, and climate change. Besides calculating the total CO₂ footprint of the event, the event must ‘achieve the recommended minimum goals for at least two of the five categories of environmental impacts’ (Sustainable Surf, 2016, para. 6).

Half of the interviewees have not heard about the term DBSE at all. The rest have heard about the term but they are not familiar with the precise content of DBSE. Moreover, one interviewee argued that it becomes rather difficult to reduce the CO₂ emission due to the fact that he does not know how. Nevertheless, two participants were really interested and saw similarities between their goals.

6.2 Perception of Surf Event Organizers

The coming part will compare the researched information about the integration of sustainability within the surf industry and the perception of surf event organizers with the outcome deriving from the interviews.

6.2.1 Integration of Sustainability within the Surf Industry

With reference to Bartholomew (2015), different organizations, such as the Surfrider Foundation, SurfAid International, Surfers Without Borders, Waves for Development, SS, and National Surfing Reserves have been formed that encourage sustainability in the surfing world. Especially, SS has created different sustainable projects, for instance DBSE, Waste to Waves, ECOBOARD Project, or Deep Blue Life in order to make surfing more sustainable.

Additionally, the Center of Surf Research has been established in order to work towards a sustainable surf industry.

Moreover, some organizations have been established that produce sustainable surf apparel and equipment, such as Channel Island Surfboards, Lost Surfboards, Stretch Boards, T. Patterson Surfboards, Super Band, or Firewire Surfboards (Whilden & Stewart, 2015).

The interviewees were able to provide some arguments how sustainability is integrated within the surf industry. One interviewee mentioned two environmental organizations, the Surfrider Foundation and Waste for Water, which have developed and fight for sustainability.

Two other interviewees named sustainable activities which could be included during the organization of surf events, such as tree planting, beach clean-up, and a hatchery for turtles. Only one interviewee connected environmental organizations to the integration of sustainability in the surfing world. Another interviewee said that some surfers behave more sustainable than others and that the same applies for surf industry organizations, some act more sustainable than others.

Although SS sets the standards for sustainable surf events none of the interviewees were familiar with this organization or its projects. The same applies for other organizations, the interviewees were not too familiar with their purpose or aim. Overall, they named some aspects how sustainability is integrated within the surf industry but probably not to the fullest possible extent.

6.3 Attitude of Surf Event Organizers

The following part will display the studied aspects and the actual attitude of surf event organizers in terms of importance of sustainability, importance of sustainable practices within surf events, and the connection between sustainability and surfing.

6.3.1 Importance of Sustainability

Sustainability is a widely studied topic by many different authors. Aguerre (in Borne & Pointing, 2015) stated the biggest challenge of sustainability is to start changing, 'to agree on the need to stop, or severely slow down' (p. 34). As declared by the DWV (2016) surfers depend on the environmental conditions of their surf spots and are automatically interested or engaged in environmentalism.

All interviewees acknowledged that sustainability is important in their company. Some of them mentioned the projects they are currently supporting within their surf events, such as presentations, seminars, and workshops from environmental organizations, reducing the amount of plastic bottles, working with cooperations in order to get a green label for surf sites and events. One mentioned that it is important to combine education and sustainability.

6.3.2 Importance of Sustainable Practices in Surf Events

In general, sustainability should be the core of any event (Jones, 2014), especially because events are powerful to implement sustainability because they directly lead to an input to a sustainable development. Ahmad et al. (2013) confirmed that sustainability should be included in every event project.

According to the interviewees, sustainable practices are important. Two organizations provided reassurance that adding sustainable practices are for what their company stands for. Moreover, the two also added that information, sensitization, and education are important. Another interviewee recommended to work with environmental organizations in order to increase sustainability during surf events.

6.3.3 Connection of Sustainability and Surfing

With reference to the above literature, a lot of impacts of unsustainable behavior can be found, such as the global destruction of surf breaks due to global climate change and CO₂ emissions (Whilden, 2015) or coral reefs that suffer from the bleach contained in sunscreen (Macado & Toth, in Borne & Pointing, 2015). Surf apparel, especially surfboards (Searle, 2011) have a negative effect on the environment as well.

Also Martin and Assenov (2014) reported that 'surf beaches are under ever-increasing pressure from tourism, coastal development, pollution, and other anthropogenic factors' (p. 761). Additionally, Butt (2011) argued that surf tourism, travelling to places to find the perfect wave, is the biggest problem in the surf industry and leads to the worst ecological footprint.

One of the Top Ten Tips for events by Hickson (2014) is also to focus on transportation because 'walking, cycling and public transport are healthy and more environmentally friendly ways to travel to an event'.

None of the interviewees mentioned any of the risks, dangers, or hazards the surfing world is currently facing. Moreover, only one interviewee referred to the negative impacts of surf apparel companies. On the one hand, he mentioned that sustainability could be implemented when designing and producing wetsuits, boardshorts, and wax. On the other hand, he argued that sustainability could also be applied to surf travel and the accommodation at the surf spot.

In total, two interviewees were aware of the impacts of travelling in the surf industry, especially because not a lot of good waves can be found in Germany but also in general. Surfers need to travel in order to follow their passion. Also another interviewee believed that alternative forms of transport should be offered and carpooling should continue to rise in the coming years.

6.4 Behavior of Surf Event Organizers

This part will compare the recommended behavior based on the studied literature and the actual behavior of the surf event organizers.

6.4.1 Implementation of Sustainability in their Company

Although Arrigo & Harwood (2010) critical argued that sustainability cannot always be the top priority, it should be part of the priorities. One interviewee said that every campaign, every program, and every action to protect the oceans is sustainable and therefore the top priority.

According to the literature, there a different options how surf event organizers could implement sustainability in their company, for instance by focusing on DBSE guidelines or following the Top Ten Tips by Hickson (2014).

Firstly, a described point by Hickson is 'food and beverage', one interviewee mentioned to reduce the amount of plastic bottles and to provide refillable bottles.

Secondly, another point 'transport' was mentioned during the interviews, to provide alternative green transportation.

Thirdly, 'responsible sourcing' was described during the interviews, to support and to cooperate with organizations in order to educate participants or to promote a green label for events. In the course of this, one interviewee addressed the point that it is easier to work with organizations that follow a similar goal.

To sum up, some of the points by Hickson were mentioned by the interviewees.

6.4.2 Implementation of Sustainable Practices in Surf Events

Different organizations have created guidelines and sustainable practices for sustainable events or sustainable surf events, for instance the United Nations has established eight criteria for sustainable events (United Nation, 2012) and SS has developed five criteria for sustainable surf events (Sustainable Surf, 2016). Although, it is not enough to apply greener practices or to interface with environmental initiatives (Borne & Pointing, 2015), it is essential to support environmental organizations, which are involved in the planning of surfing events, and by educating constituents (Palladini, in Borne & Pointing, 2015).

It was said by the interviewees that cooperation with other organizations in order to educate the participants plays an important role.

Moreover, as the literature demonstrated a beach clean-up is a common tool during an event. However, Butt (2011) argued that these events are 'very effective but they don't get right down to the source of the problem' (p. 16).

It has shown that beach clean-ups are widely used by all event organizers and are part of the events they are organizing but they are not paying attention, at least it was not mentioned, to the source of the problem.

Based on the literature it is recommended that local events should become 'greener' by measuring the environmental footprint. In order to make the event 'greener', the event focused on different sustainable actions for instance 'Reduce, Reuse, Recycle (the Three R's), working with public transport providers and local contractors, and creating partnerships with local environmental charities' (Borne & Pointing, 2015, p. 214 - 215).

According to Palladini (in Borne & Pointing, 2015), people expect that all brands include sustainable practices in their daily life but it is not that 'their seeing it out, demanding it, paying extra for it' (p. 31). Moreover, Mair and Laing (2013) found out that events which are related to sustainability attract mostly people who are already living sustainable or who are interested in sustainability.

One interviewee has doubts how sustainable practices in terms of people, planet, profit or the guidelines of DBSE could be implemented because people are not always willing to pay for it. Additionally, he argued that people do not understand the need of sustainability, hence it is hard to implement it and that is the reason why it is not done yet or at least not how it should be implemented. Although, his organization has started to reduce the amount of plastic bottles and has begun to cooperate with other organizations, he argued to start with a sustainable development in five years and not now.

6.5 Future of Sustainable Surf Events

In order to make surf events more sustainable, the interviewees were asked which sustainable pieces of advice they would like to share and how they personally see the future of surf events. The outcome of those two points will be compared to the available literature.

6.5.1 Sustainable Pieces of Advice for Surf Events

As mentioned by Palladini (in Borne & Pointing, 2015) a change in the surfing world can only be guaranteed by supporting environmental organizations. An undertaking that is already being done by all the interviewees' companies. Also Hickson (2014) advised under the point 'responsible sourcing' on his Top Ten Tips for events to support 'local businesses and socially responsible organizations'.

The different interviewees have created cooperations with different organizations, such as Waste for Water, or Surf for Life, or the Surfrider Foundation. The Surfrider Foundation itself also collaborates closely with other groups in order to make surf events more sustainable.

Besides paying attention to 'responsible sourcing', Hickson's (2014) Top Ten Tips list covers other aspects of sustainable events, for instance access, local area, energy and water, transport, reduce and reuse, food and beverage, keepsake, recycling, health, safety, and security.

The interviewees also mentioned to focus on foot traffic, litter and waste, produce less, voluntary commitment, or political restrictions.

For Palladini (in Borne & Pointing, 2015) education is the driver of sustainable change in the surfing world. This fact is agreed on by everybody. As Whilden and Stewart (in Borne & Pointing, 2015) advised to 'educate surfers on the very real threats that are scientifically measurable to oceans, reefs and coastal communities, such as ocean acidification, ocean warming and sea level rise' (p. 135).

Two interviewees mentioned that they try to educate people and make people aware of certain sustainable directions, for instance during the adh - Open Wellenreiten.

Additionally, Bone and Pointing (2015) argued to also pay attention to the 'social and cultural issues like the preservation of surfing history, incorporating an understanding of etiquette into surf school curricula, supporting youth development and education, the social-cultural impacts of surf tourism in destination communities, and the leveraging of surf contests to support locals, social and cultural initiatives' (p. 1 - 2).

Especially, the organization of one interviewee focuses on supporting youth development and education and on minimizing the social-cultural impacts at surf spots.

6.5.2 Future of Sustainable Surf Events

Authors, such as Wilson (in Borne & Pointing, 2015) and Borne and Pointing (2015) argued that sustainability is expected in the surf industry and that it has started to change.

On the one hand, Williams found out that 'more experienced surfers' are following a lifestyle that 'involves a deepening sense of environmental consciousness' (Ford & Brown, 2006, p. 74).

On the other hand, a lot of other authors, such as Macado and Toth or Tomson (in Borne & Pointing, 2015) said that professional surfers have the ability to spread sustainable messages.

Some interviewees confirmed that sustainability becomes more and more important in the surfing world and that the involved people will slowly realize how important it is. One interviewee stated that students are a perfect target group in order to spread a sustainable message because they are more sensitive for such topics.

One advice for the future was to renew the places where events take place in order to use renewable energy deriving from renewable sources, such as the sun or wind.

In general, it is always a question of money. According to one participant, especially in Germany the price is the most important criteria for event participants because they want to get the cheapest option. Thus, for him it is important to educate and sensitize people to change their behavior.

Martin & Assenov (2014) referred to Farmer (2011) and recommended to educate and engage the media, industry, and surfers. Moreover, the Academy of Sport Science stated that sustainability attracts not only different spectators but also the media,

One interviewee honestly stated that sustainability is often used as a marketing tool because it is expected that companies act sustainable.

Another interviewee said that it is not enough if the participants of an event decide if they want to follow sustainable practices. It is important to get together with the participants, organizers, and community/municipality.

Chapter 7: Conclusion and Recommendations

The enjoyment of riding on an ocean wave is an activity that is loved by millions of people on this planet and the surfing industry has rapidly increased during the last years. As research has shown the demand for events is growing steadily, especially surf and surf related events become more and more popular. Those events attract thousands and millions of people every year. Every event has its positive and negative impacts. Surf event organizers are the people who determine the impact of surf events.

7.1 Conclusion

The aim of the research report was to find out to what extent sustainability is perceived as important by surf event organizers when organizing their surf events.

Thus, different people from the surf industry were interviewed and asked about their knowledge, perception, attitude, and behavior. Additionally, they were asked where they see the future of sustainable surf events going.

7.1.1 Knowledge of Surf Event Organizers

The literature offers a variety of definitions of sustainability, whereby the most definitions include the concept of people, planet, profit; the triple bottom line. It was even renamed to triple bottom wave in order to show the importance of sustainability in the surfing industry. All interviewees interpreted sustainability in different ways and some automatically referred mainly to the environment without focusing on the other levels.

It can clearly be said that nobody mentioned the term people, planet, profit and none of the interviewees have previous academic knowledge about it. However, based on the literature sustainability is vitally necessary in the surfing world.

Additionally, a definition about the term sustainable surf events or sustainable events in general was also not well understood; the same applies for the term DBSE, which are the main sustainable events within the surfing industry. The sustainable surf event, DBSE, was not really known by the interviewees. According to the literature, there are several guidelines and tips available how surf events could become more sustainable. However, without thoroughly getting involved in the content of those guidelines, automatically one interviewee found arguments why the guidelines of DBSE cannot be fulfilled. Nevertheless, one participant recommended testing different aspects of events according to their level of sustainability.

Moreover, it also needs to be mentioned that some interviewees were able to name activities which could be included in sustainable surf events, such as a beach clean-ups, green energy usage, waste disposal, sustainable catering options, campaigns on the topic of sustainability, sustainable options for transport and accommodation.

In general, it was stated that it is rather hard to implement sustainable practices if the event takes place in another country because the rules and regulations are completely different. On the whole, it can be said that surf event organizers know certain aspects which belong to sustainability but they are not familiar with content of it.

7.1.2 Perception of Surf Event Organizers

The interviewees were able to name two organizations, such as the Surfrider Foundation or Waste for Water, which have been established to encourage sustainability in the surfing world, usually because they are currently working with them or they are part of such an environmental organization. Of course there are many more organizations than the two mentioned, which have been established.

Moreover, they were able to name activities that could be part of surf events. Nevertheless, it can be said that the surf event organizers are not familiar with the overall activities or steps which are done in the surf industry to make it more sustainable, for instance by SS, the Center of Surf Research, sustainable surf apparel and equipment companies, or environmental organizations.

To sum up, the surf event organizers were able to describe certain ways how sustainability is currently integrated in the surfing sector but the lack of knowledge about the integration of sustainability in the surfing sector was also recognized.

7.1.3 Attitude of Surf Event Organizers

All interviewees understand the importance of sustainability. They included certain sustainable practices, activities, and ideas in their events and they are working towards more sustainable solutions. For instance, a presentation from an environmental organization was given during one event, the amount of plastic bottles will be reduced in the future, or a new cooperation in order to get a green label for surf sites and events is planned.

Moreover, it can be stated that the surf event organizers clearly see a connection between sustainability and surfing but they were not able to mention specific environmental risks, dangers, or hazard resulted from an unsustainable behavior. Not only with regard to the consequences of an unsustainable behavior, but also, with regards to other points, such as the sustainable power of the surf industry in general, the interviewed participants were not able to see the overall connection.

Therefore, surf event organizers have a positive attitude towards sustainability and surfing but they are not able to fully implement sustainability when organizing surf events.

7.1.4 Behavior of Surf Event Organizers

The surf event organizers are able to implement certain sustainable action, for instance to reduce the amount of plastic bottles, to provide green transportation, to include a beach clean-up, or to support environmental organizations. Nevertheless, it was also recognized that some of the surf event organizers are not able to implement different sustainable practices in relation to the concept of people, planet, profit or the guidelines of DBSE. Moreover, one person has also stated that it does not make sense to start a sustainable development now; instead it would be better to wait five more years.

To sum up, sustainability is partly implemented by surf event organizers but not to its fullest extent.

7.1.5 Future of Surf Event Organizers

In general, the surf event organizers stated that sustainability is becoming more and more important in the surfing world and that the involved people will slowly realize how important it is. Thus, different sustainable practices could be included to guarantee a sustainable development, such as cooperations with different organizations, to focus on foot traffic, litter and waste, produce less, voluntary commitment, or political restrictions, to educate people and make people aware of certain sustainable directions, to support youth development and education and to minimize the social-cultural impacts at surf spots or to use renewable energy that derives from renewable sources, such as the sun or wind.

However, the price is one of the most important criteria for participants of events because they want to get the cheapest option and sometimes they have not realized that acting sustainable requires more than just paying attention to the money aspect.

Besides the above mentioned aspects, sustainability is expected in the surfing world as well as in the marketing of companies, hence engaging the media and industry is crucial as well.

With reference to the above mentioned points, sustainability becomes more and more important in the future and it is crucial that surf event organizers will pay attention how to implement sustainability in surf events.

Taking up on the aim of the research report it can be said that surf event organizers recognize the necessity and importance of sustainability but they are not familiar with a concrete definition of sustainability. Or, to put it another way, they are not fully familiar with the concept itself. Additionally, they have problems fully applying sustainable practices and therefore they still have not reached a proper balance between the available possibilities and the actual implementation.

Because they have never heard about examples of sustainable surf event, for instance the DBSE, they have doubts how guidelines for sustainable surf events could successfully be implemented.

The shortage of scientific research might be the reason for the lack of general knowledge among surf event organizers. Hence, it is crucial that surf event organizers take a more active role in the sustainable movement instead of being passive. They should be aware of the fact that the sustainable concept consists of three levels, people, planet, and profit. Sustainability is a major concern in our society, a lot of literature is available about it and much has happened so far, however, there is still a need for clarification and demand amongst society. Nevertheless, the research report has attracted awareness towards the need for sustainability in the surf event industry

It is just the beginning of a sustainable change, much more could be done right now but also in the future. Surf event organizers can contribute to a sustainable development of their sector, hence several recommendations could be followed in order make surfing more sustainable.

7.2 Recommendation to Surf Event Organizers

As mentioned earlier the surfing world has come to a tipping point regarding sustainability but it is not changing just because greener practices are applied or environmental initiatives supported, much more is needed. Thus, based on the outcome of the research, several recommendations have been formulated for surf event organizers in order to make surf events more sustainable.

❖ **Acquiring knowledge about the concept of sustainability**

In order to change towards a sustainable future it is important that surf event organizers are familiar with the concept of sustainability, especially with the term people, planet, profit because sustainability cannot only be related to the environment. Only if social, environmental, and economic factors are taken into account, can sustainability be implemented successfully and 'achieve[s] a better quality of life now and in the future' (Cavagnaro & Curiel, 2012).

The term was also renamed to triple bottom wave and provides some ideas how sustainability could be implemented specifically for the surfing industry.

❖ **Awareness of risks, dangers, or hazards in the surfing world**

Global sustainability issues have a direct and instantaneous impact on surfing. Unsustainable behavior can damage the surfing world due to a disappearance of surf spots and the pollution of the ocean can affect the health of surfers. Surf event organizers should be particularly concerned with the consequences of unsustainable behavior for surfing in order to see the overall connection between sustainability and surfing.

❖ **Acquiring knowledge about the organization Sustainable Surf**

SS is the first organization that had successfully created guidelines for sustainable surf events, called DBSE. They are the leading organization when it comes to the implementation of sustainable guidelines during surf events. Thus, surf event organizers should get familiar with SS and their guidelines which focus on waste, energy, transportation, community support, and climate change. Surf event organizers could learn from them, ask for support how to make surf events more sustainable, and cooperate with them.

Moreover, the organization has created a label for sustainable surf events, getting a green label for a surf event could be a set objective and achieved in the future.

❖ **Cooperation with environmental- and/or socially responsible organizations and/or local businesses**

Within the last years organizations, such as the Surfrider Foundation, SurfAid International, Surfers Without Borders, Waves for Development, SS, or National Surfing Reserves have established in order to promote sustainable surf. An overall sustainable development can only be driven forward by cooperating with environmental- and/or socially responsible organizations and/or local businesses.

❖ **Implementation of sustainable practices and actions during surf events**

Currently, a beach clean-up is organized during a lot of surf events. However, there are many more sustainable practices and actions that could be implemented during surf events. For instance, environmental organizations could present their current projects or latest findings in terms of sustainability. Moreover, attention could be paid to the Three R's (Reduce, Reuse, and Recycle), for example by reducing the amount of waste by providing free drinking water instead of using plastic bottles. Additionally, green transportation, when travelling to surf events or during surf events could be provided. But also renewable energy that derives from renewable sources, such as the sun or wind should be an energy source at surf events.

But most importantly, guidelines for sustainable surf events, for instance by SS could be implemented or the concept of people, planet, profit could be included during surf events.

❖ **Measurement of sustainable practices**

Surf event organizers should be responsible to for testing certain sustainable aspects and activities in order to find out how sustainable the event is. Assistance could be provided by SS who are able to measure, for instance the CO₂ emission of surf events.

❖ **Information procurement how sustainability could be implemented in other countries**

Sometimes certain sustainable actions might be hard to implement in other countries in which surf events take place, hence it is important that surf event organizers get familiar with sustainable practices in those countries.

❖ **Make use of sustainable surf apparel and surf equipment**

There are a lot of aspects within the surfing industry that harm the environment, such as unsustainable surfboards, surf wax, fins, leashes etcetera, whereas the sport itself depends on an intact environment. Surf event organizers could encourage making the right choices regarding sustainable surf apparel and surf equipment like surfboards or surf wax.

❖ **Education of participants about sustainability during surf events**

As it is proven, more experienced surfers have a deepening sense of environmental consciousness and the power to influence people and inspire people, especially kids. Therefore, experienced and professional surfers should be used as spokespersons during events in order to promote a sustainable lifestyle and consciousness and spread sustainable messages. Moreover, as it was mentioned before environmental organizations should add presentations, seminars, and workshops on sustainability during surf events in order to educate and motivate participants to act sustainable during and after the event. Maybe it would be a helpful tool to encourage people to pay sometimes a bit more in order to act sustainable.

❖ **Engaging the media during surf events**

Due to the fact that sustainability attracts not only different spectators but also the media and because sustainability is often used as a marketing tool, the media could be engaged during a surf event in order to spread sustainable messages as well.

❖ **Understanding sustainability and surfing as a whole**

Sustainability and surfing clearly belongs together, hence it should be implemented now, in every surf event and not only within the next five years. Surfing has the potential to be a role model for a sustainable lifestyle and the ability to change sustainable awareness.

❖ **Importance of surf events for sustainable change**

Surf events, especially competitive surfing events, strongly depend on future sustainable behavior. The disappearance of surf spots leads to a disappearance of surfing. And a disappearance of surfing has considerable disadvantages for some surf events which cannot take place in case surf spots disappear. Sport events in general have the ability to change the attitude of participants by providing a sense of inspiration; hence sustainable surf events really have the ability and the obligation to promote sustainability.

7.3 Reflection

At the end of the research, it can be said that although sustainability is a widely studied topic, much more could be done in relation to surf events; hence several recommendations were given to help surf event organizers to make their surf events more sustainable. Hopefully this research report leads to the recognition of the importance of sustainability in the surf event industry and to an implementation of the recommendations.

Overall, it can be said that it was rather difficult to find people who were willing to participate in an interview. In total, 20 people were contacted who would provide an important function for this research. However, only four respondents were willing to participate via Skype and email.

As mentioned before the theoretical saturation was partly achieved after the conduction of four interviews. Potentially, the research report would be even more reliable if more participants would have been interviewed which has not been possible due to the limited amount of time.

In the results chapter, it was chosen to analyze the replies to each question in detail, rather to look for patterns and significant differences in the responses. This way was chosen, due to the fact that the amount of interviewees was fairly manageable and that the replies of all interviewees differed from each other.

It can also be stated that only the first interview is added in the appendix (Appendix 2, p. 91), due to the length of the interviews. However, the other transcribed interviews are available upon request.

7.3.1 Recommendations for Further Research

The research provides important information about the topic of sustainable surf events but recommendations for further research can be given.

It would be advised to extend the available time for the research as it has also been stated by one interviewee that thousands of aspects could be discussed further but due to the limited amount of time it is rather difficult.

Hence, the research should be extended by interviewing more participants and further research should be conducted in order to gain more insight into the topic, especially as the literature recommended to interview between 10 to 30 people. Although the theoretical saturation was partly achieved it would be advisable to interview more participants to achieve a higher validity and reliability of the research.

As it was mentioned in chapter 4, the difficulty during interviews is that the interviewer needs to get in contact with the participants. Thus, it can be said that it was rather difficult to get a lot of people involved. For instance, HHonolulu Events had agreed to commit themselves to the research report. At the end, it turned out that they were not really cooperative. It can also be seen in the amount of people contacted. Initially, 20 possible interview partners were contacted. At the end, only four were able to share their point of view.

In total four participants from two different countries took part in the research. It must be stated quite clearly that this sample size does not represent all surf event organizers. Thus, further research should be recommended with a larger sample size. Additionally, if the recommendations are only applied to one country, it would be wise to interview only surf event organizers from that particular country.

Moreover, in order to make the research more precise it would be recommended to split surf events into the different types of surf events as mentioned earlier. For this research report only two types of surf event organizers, Surf Event Organizations/Sport Event Organizations and Environmental Organizations/Socially Responsible Organizations were interviewed, but the recommendations which are given are applied to all types of surf events, hence it is advised to interview, for instance only competitive surf event organizers and give recommendations only for this type of surf event. Thus, the reliability could be improved.

Furthermore, as it was stated in the literature during interviews, experts and people with experience should be interviewed. During the research it has proven to be relatively difficult to find experts about the topic of sustainable surf events because the topic can be considered as relatively new. Hence, during further research more time could be invested in order to find experts, people who are really familiar with the topic, instead of only interviewing people with experience. Nevertheless, as it was stated earlier only five Australian authors are responsible for almost one-third of the researched literature about the topic, it can be imagined how difficult it is to find experts who are willing to participate in such a research.

According to the literature, the recommended time of an interview is 90 minutes. During the conducted interviews it was impossible to fill up the time, hence most interviews have taken up to 30 minutes.

For further research it might be worthwhile to prolong the interview by asking more interview questions or follow up questions. Nevertheless, it has to be taken into account that not too many leading questions are asked because it can influence the reliability of the research.

In the case further research is conducted and extended, it would be recommended to make use of transcribing software, as it was also advised in the literature. Due to the fact that the transcription of the interviews is time consuming it would be wise to use such software, in order to save time and to prevent errors that could arise from transcribing the interviews.

As it was said many times before the topic of sustainable surf events is relatively new, hence more research is necessary. Thus, it would also be important to conduct research into similar topics, such as sustainable surfing or sustainable surf tourism.

Nevertheless, the research report can be considered as a step in the right direction of sustainable surf events.

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Chapter 9: Appendices

Appendix 1: Codebook for Interview Analysis

❖ Knowledge

- Content definition sustainability
- Knowledge sustainability
 - People
 - Community support
 - Education/communication
 - Teaching/skill sharing
 - Engagement/collaboration with locals/other organizations
 - Future job opportunities
 - Planet
 - Waste/litter management
 - Energy management
 - Climate change
 - Transportation
 - Reduce, Reuse, Recycle
 - Profit
 - Sustainable business
 - Cost minimization
 - Limitations/regulation
- Knowledge Triple Bottom Line
 - Have heard of people, planet, profit
 - Have not heard of people, planet, profit
- Knowledge impact of surf industry
 - Surfboards
 - Surfboard leashes
 - Surfboard fins
 - Surfboard wax
 - Surf apparel companies
 - Billabong International Limited
 - Hurley International LLC
 - O'Neill, Quiksilver Inc
 - Rip Curl Inc
 - Volcom Inc
- Knowledge impact for environment
 - Sea-level rise
 - Coastal flooding
 - Destruction of coral reef
 - Ocean warming
 - Marine plastic pollution

- Knowledge sustainable surf organizations
 - Sustainable Surf
 - Surfrider Foundation
 - Surfers Without Borders
 - Surfers Against Sewage
 - Waves for Development
 - SurfAid International
 - National Surfing Reserves
 - Save The Waves
 - Centre of Surf Research
- Knowledge sustainable surf events
 - Have heard of Deep Blue Surfing Events
 - Volcom Fiji Pro
 - Roxy Pro France
 - Vans Triple Crown
 - Have not heard of Deep Blue Surfing Events
- Knowledge to include sustainability into surf events
 - Beach clean-up/coastal clean-up/river clean-up
 - Sustainable presentations/workshops/panel/seminars/Q&A sessions
 - Sustainable guidelines/tips/advice/information
 - Film premiers/photography show/art presentation
 - Free clinics (teaching surfing for free)
 - Turtle hatchery/turtle releases
 - Tree planting
 - Waste separation
 - Community engagement
 - Partnerships with local environmental charities
- Knowledge Deep Blue Surfing Events
 - Have heard of Deep Blue Surfing Events
 - Have not heard of Deep Blue Surfing Events
- Knowledge towards future

❖ Perception

- Company operating towards sustainability
 - Yes, operating sustainable
 - No, operating not sustainable
- Perception implementation of sustainability in surfing sector
 - Surf industry
 - Sustainable surfboards (ECOBOARDS Project)
 - Firewire Surfboards
 - Channel Island Surfboards
 - Lost Surfboards
 - Stretch Boards
 - T. Patterson Surfboards

- Sustainable surfboard leashes
 - Sustainable surfboard fins
 - Sustainable surfboard wax
 - Green Beach Fair
 - Matunas
 - Treehunger Surf Wax
 - Surf apparel
 - Volcom Inc
- Surf tourism
- Surf events
 - Deep Blue Surfing Events
- Perception implementation of Triple Bottom Line
 - People
 - Community support
 - Education/communication
 - Teaching/skill sharing
 - Engagement/collaboration with locals/other organizations
 - Future job opportunities
 - Planet
 - Waste/litter management
 - Energy management
 - Climate change
 - Transportation
 - Reduce, Reuse, Recycle
 - Profit
 - Sustainable business
 - Cost minimization
- Importance sustainability
 - Yes, important
 - No, not important

❖ **Attitude**

- Attitude towards definition of sustainability
- Attitude Triple Bottom Line
 - People
 - Community support
 - Education/communication
 - Teaching/skill sharing
 - Engagement/collaboration with locals/other organizations
 - Future job opportunities
 - Planet
 - Waste/litter management
 - Energy management
 - Climate change

- Transportation
 - Reduce, Reuse, Recycle
- Profit
 - Sustainable business
 - Cost minimization
- Attitude towards Triple Bottom Line
 - Important
 - Not important
- Attitude towards Deep Blue Surfing Events
 - Important
 - Not important
- Attitude towards future

❖ Behavior

- Behavior changes due impacts on surf industry
- Behavior Triple Bottom Line
 - People
 - Community support
 - Education/communication
 - Teaching/skill sharing
 - Engagement/collaboration with locals/other organizations
 - Future job opportunities
 - Planet
 - Waste/litter management
 - Energy management
 - Climate change
 - Transportation
 - Reduce, Reuse, Recycle
 - Profit
 - Sustainable business
 - Cost minimization
- Behavior to include sustainability into surf events
 - Beach clean-up/coastal clean-up/river clean-up
 - Sustainable presentations/workshops/panel/seminars/Q&A sessions
 - Sustainable guidelines/tips/advices/information
 - Film premiers/photography show/art presentation
 - Free clinics (teaching surfing for free)
 - Turtle hatchery/turtle releases
 - Tree planting
 - Waste separation
 - Community engagement
 - Partnerships with local environmental charities
- Behavior towards future

Appendix 2: Transcribed Skype Interview with Participant 1

Skype Interview from: 16.06.2016, 11:15 am - 11:50 am
Interview Partner: Participant 1

2 Was bedeutet Nachhaltigkeit für Sie?

Es gibt irgendwie eine Millionen Aspekte, die man nachhaltig betrachten kann. Bei uns ist es so, dass wir Sport für Studierende und Bedienstet anbieten. Mein Ziel ist es, dass man die zu einem lebenslangen Sporttreiben erzieht oder dahin bringt. Und das es einen nachhaltigen Effekt auf Geist und Körper hat, dass man nicht nur einmal hingehet, weil man Spaß dran hat. Sport hat ja eine Millionen Aspekte, die wichtig sind, angefangen von Sozialisation, über körperliche Fitness, aber auch Prävention, das ist in dem Bereich für mich natürlich nachhaltig.

3 Also Sie beziehen dann Nachhaltigkeit eher auf die Person selbst anstatt, als z.B. auf die Umwelt?

Es hat auch Umweltaspekte, auf jeden Fall. Wir machen ja auch draußen Sport und da ist es wichtig, dass wir nachhaltig mit der Natur umgehen, beim Mountainbiking z.B., aber auch bei anderen Sportarten, die wir draußen machen. Das wir vernünftig mit den Ressourcen umgehen, die uns gegeben sind. Natürlich versuche ich auch nachhaltig zu arbeiten, in Bezug auf Ressourcen, angefangen von Papier, aber auch Material, Strom etc.

4 Würden Sie sagen, dass Ihre Firma/Unternehmen nachhaltig arbeiten? Wie integrieren sie Nachhaltigkeit in ihrer Firma/Unternehmen? Was tun Sie und wie? Wenn nicht, warum nicht?

Ich glaube schon, dass es eine gewisse Nachhaltigkeit gibt, aber natürlich ist auch immer Raum nach oben, klar.

Also es geht viel um Sensibilisierung und Diskussion mit den Studierend und die sind für solche Sachen natürlich auch offen. Die Leute studieren und in 98 % der Fälle wissen sie das selber und achten eigentlich darauf. Es geht um Diskussion, um Perspektiven, die man vielleicht auch gemeinsam erarbeiten kann und deswegen ist auch so ein Vortrag von 'Waste for Water' interessant, um noch einmal andere Perspektiven aufzuzeigen, wo die Reise auch hingehen kann. Also es war ein studentisches Projekt, die Gelder gesammelt haben über Crowd Funding, um ein eigenes 'Waste for Water' Projekt zu gestalten. Da haben viele Studierende nachher Fragen gestellt und vielleicht gibt es von denen auch Leute, die sich in diesem Bereich auch inspiriert fühlen.

5 Sehen Sie eine Verbindung zwischen Nachhaltigkeit und Surfen? Wenn ja, wie sieht diese Verbindung aus? Wenn nicht, warum nicht?

Das ist auch wieder ein Bereich, über den man wahrscheinlich auch wieder eine Stunde sprechen kann. Ich selber mache auch Natursport und ich versuche es auch auf meinen Beruf bzw. auf unsere Institution zu übertragen. Das man zum einen wieder den sportlich, nachhaltigen Teil hat, dass die Leute so geschult werden, z. B. Wellenreiten, dass sie das auch nachher weiter machen können, also vernünftig im Sport lernen, das als nachhaltige Perspektive. Aber da spielt der Umweltgedanke natürlich auch eine wahnsinnig wichtige Rolle. Also wie fahre ich nach Frankreich hin? In Deutschland kann man nicht Wellenreiten und da muss man natürlich genau betrachten, möchte ich eine Reise, mit 40 Studierenden anbieten, um 2.000 Kilometer dafür zu fahren. Deswegen gucken wir, dass wir in dem Fall mit dem Bus fahren und nicht, dass wir alle fliegen oder mit 30 Autos darunter fahren. Das ist für mich natürlich eine gewisse Nachhaltigkeit. Und das man vor Ort versucht, Müll zu vermeiden, aber auch den Müll, den man mit an den Strand nimmt, bzw. Müll, der am Strand produziert wird, wieder mit nach Hause genommen wird. Das sind Dinge, die wichtig sind.

6 Haben Sie schon einmal von people, planet, and profit gehört? Und wenn ja, was denken Sie, was in der Welt des Surfens dafür getan werden kann, um sich auf die drei Ebenen von Nachhaltigkeit zu fokussieren?

Nein, davon habe ich noch nie gehört. Aber es macht Sinn, sich auf diese drei Bereiche zu konzentrieren, aber ich habe davon noch nie so direkt gehört.

7 Was ist Ihre Empfindung über die aktuelle Integration von Nachhaltigkeit im Surfsektor?

Es gibt ja unterschiedliche Institutionen, die sich darum kümmern und auch relative bekannt sind z.B. die 'Surfrider Foundation', die sich in diesem Bereich sehr stark engagiert. Zu denen hatte ich schon Kontakt bzw. kenne deren Arbeit. Die andere ist 'Waste for Water'. Das sind zwei Sachen, die ich kenne und sehr unterstützenswert finde.

8 Welche Art von Surfevents und wie viele führen Sie jedes Jahr durch?

Ich organisiere nicht direkt das 'adh - Open Wellenreiten', ich bin in dem Dachverband Ansprechpartner für diese Veranstaltung. Es gibt immer einen Verbandvertreter für verschiedene Hochschulmeisterschaften und die 'adh - Open', ist halt eine Surfmeisterschaft bzw. eine Studentenmeisterschaft, ausgerichtet vom adh, und ich bin der Ansprechpartner. Ich organisiere nicht richtig mit, sondern vertrete vor Ort den Verband und bin Ansprechpartner für die Studierenden und im Zweifel für Fragen, die rund um den Event auftauchen verantwortlich bzw. dann zuständig. Klar, organisiere ich im Vorfeld ein Stück weit mit und wir entwickeln die Veranstaltung weiter. Klar, da spielt Nachhaltigkeit auch eine Rolle, die ich mit den Veranstaltern diskutiere. Es gibt ja jedes Jahr immer so ein beach clean-up, wo viele Studierende dann Müll sammeln am Strand. Nach einer Woche Veranstaltung kommen immer da 10/20/30 Säcke zusammen.

Und in diesem Jahr gab es auch einen Vortrag zum Thema 'Waste for Water', um da auch die Studierenden zu sensibilisieren. Es gibt Ansätze bzw. Perspektiven um Bildung/Nachhaltigkeit auch bei dieser Veranstaltung mit unterzubringen.

9 Und der beach clean-up findet dann jedes Jahr statt?

Also im letzten Jahr gab es ihn zweimal und diesem Jahr einmal, am Ende. Was auch Sinn macht. Es sind 1.000 Leute eine Woche am Strand und man kann es nicht verhindern, dass der nachher ein bisschen anders aussieht, als vorher. Obwohl ich da die Studierenden sehr loben muss, dass da keine Exzesse am Strand stattfinden oder wenn sie auch einmal ein Bier mitnehmen, dass sie in der Regel ihren Müll wieder mitnehmen. Aber du weißt ja selber, wie es am Strand aussieht, wenn das Meer wieder etwas anschwemmt, solche Sachen werden dann auch mit weggeräumt.

10 Und solche Programmpunkte berücksichtigen Sie dann zum Thema Nachhaltigkeit, wenn sie den Event planen?

Ja, doch das finde ich sehr wichtig. Der adh steht auch genau für diesen Bereich. Bildung/Nachhaltigkeit sind Themen, die uns sehr wichtig sind. Und deshalb habe ich da auch ein Augenmerk drauf, dass diese Punkte mit eingebunden werden.

11 Was verstehen Sie unter nachhaltige Surfevents?

Es ist immer eine große Frage im welchen Bereich geht es. Wir sind ein Studentischer Verband und die Veranstaltung wird natürlich von einem Partner organisiert, von 'Wavetours', aber da steht auch eine Hochschule dahinter und halt dieser Hochschulsportverband. Und es ist nicht mega kommerziell, dass Gewinn maximiert sein soll, sondern auch Perspektiven wie genau Nachhaltigkeit stattfinden können und sollen. Und wenn ich jetzt andere Surfevents nehmen, ist ihnen das vielleicht nicht so wichtig, weil die gewinnmaximierter arbeiten.

Aber das ist heute so eine große Frage, wenn man guckt, so eine Woche Surfurlaub in Frankreich, für 200 Euro mit Anreise, dann kann das natürlich nicht nachhaltig sein, weil irgendwo bleibt beim Preis Qualität oder genau diese Nachhaltigkeit auf der Strecke. Wenn es um Essen geht, dann nimmt man vielleicht irgendwelche Massenprodukte, anstatt irgendwelche Bioprodukte. Die Frage kann man schwer beantworten bzw. wäre es jetzt sehr ausführlich, was ein nachhaltiger Surfevent wäre. Aber wichtig ist, dass die Natur nicht darunter leidet, kann ich vielleicht zusammenfassend sagen. Wenn man extra Häuser baut oder in Naturschutzgebiete geht, nur um den Tourismus voranzutreiben, dann ist es für mich nicht mehr nachhaltig und nicht mehr unterstützenswert. Oder wenn man nach Asien geht, irgendwo in Indonesien oder so geht, da ist es sicherlich nicht mehr nachhaltig, weil natürlich die Umwelt da verschmutzt wird und sie viel Plastik nutzen. Da ist das Thema eher unsensibel in den Köpfen der Einwohner.

12 Glauben Sie, dass es wichtig ist nachhaltige Methoden bei der Organisation von Surfevents anzuwenden?

Was sind die Vorteile? Wenn nicht, warum nicht?

Ja, der große Vorteil ist, dass unsere nachfolgenden Generationen natürlich davon profitieren und wir in jedem Bereich, nicht nur beim Thema surfen eigentlich darauf achten müssen, was mit unserem Planeten passiert. Irgendwann gibt es einen großen Knall und dann funktioniert es nicht mehr so, wie es gerade funktioniert. Deswegen ist es meiner Meinung nach extrem wichtig, beim Surfevent, beim anderen Events, aber auch überall auf Nachhaltigkeit zu achten und diese drei Schlagwörter, die du genannt hast, natürlich immer beachtet werden müssen.

- 13 Sustainable Surf hat die ersten Regel für nachhaltige Surfwettkämpfe aufgestellt, die sich Deep Blue Surfing Events nennen, damit Surfwettkämpfe freundlicher für die Meere werden.**

Sustainable Surf empfiehlt, dass Eventorganisatoren auf fünf Hauptaspekte achten, wenn Sie Surfevents organisieren. Diese Hauptaspekte beziehen sich auf; Müll, Energie, Transport, Unterstützung der Gemeinschaft und Klimawandel.

Habe Sie schon einmal von Deep Blue Surfing Events von Sustainable Surf gehört? Wenn ja, glauben Sie, dass man die Regel auf mehr Surfwettkämpfe anwenden kann, aber auch für andere Events, die mit dem Thema Surfen zu tun haben? Momentan werden diese Regeln nämlich nur für Surfwettkämpfe angewendet.

Nein, ich habe davon noch nichts gehört, aber ich finde es sehr interessant und unterstützenswert. Und wir haben in diesem Jahr schon einmal über ähnliche Dinge diskutiert, mit dem Müll etc., aber ich werde mir das auf jeden Fall mal angucken und vielleicht kann man davon profitieren und das auch mit unterbringen. Ich finde das super und ich bin mir ganz sicher, dass es in der Zukunft immer mehr davon geben wird und das es immer wichtiger wird.

- 14 Was könnte man allgemein unternehmen, damit Surfevents nachhaltiger werden?**

Das mit dem Müll ist auf jeden Fall eine Geschichte, dass weniger Müll produziert wird. Aber es fängt bei einer Alufolie an und hört bei einem Plastikbecher auf, ne? Das man natürlich mehr darauf achtet. Es gibt natürlich tausend Ansätze, worüber man diskutieren kann, was jetzt aber in der Kürze der Zeit natürlich irgendwie schwierig ist darzustellen bzw. anzubringen.

Was glauben Sie, wie die Zukunft von Surfevents in Bezug auf Nachhaltigkeit aussieht?

Der Preis spielt natürlich immer eine Rolle und das ist, glaube ich, in Deutschland leider immer ein großer Faktor. Geiz ist geil! Dass die Leute natürlich immer das sehen, was möglichst günstig ist und nicht das, was vielleicht noch mehr Sinn macht. Ich glaube schon, dass es eine Rolle spielt, aber die Leute müssen dafür mehr sensibilisiert werden und den Mehrwert sehen, und das ist sicherlich in einigen Bereichen möglich und auch schon der Fall. Ich glaube, dass Studenten eine besonders gute Zielgruppe dafür sind, weil sie sensibler für solche Themen sind. Deswegen liegt mir das auch am Herzen und finde es unterstützenswert.