EXPLORING THE FACTORS THAT INFLUENCE THE SATISFACTION OF SURF TRAVELLERS
IN NEMBERALA, ROTE ISLAND

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Abstract

The importance of measuring tourists' motivation and satisfaction has been acknowledged in the tourism research field. In the past few years, the tourism industry on Rote Island, Indonesia has been showing a positive growth, especially in the village of Nemberala. Thus, in order to be successful in utilising and developing the local tourism resources, the local tourism providers need to fully understand the travel motivation and expectation of tourists regarding the destination. These factors then can be used to measure their destination satisfaction. However, up to now, far too little attention has been paid to this topic in Nemberala. Therefore, the aim of this study is to explore the factors that motivate surf travellers visiting Nemberala, Rote Island.

Applying a qualitative interpretivist approach, the study focused on identifying travel motivational factors which may influence surf travellers' satisfaction in Nemberala. This study was conducted through semi-structured interviews with 16 foreign surfers (11 male surfers and four female surfers) aged 18-65 years old. The data was analysed using a thematic analysis approach.

From the study, surfing was not the only motivating factor for travel to Nemberala. Local culture and positive word-of-mouth are considered influential for the surf travellers in choosing Nemberala as their travel destination. The findings of this study also suggested that the satisfaction of the surf travellers in relation to the destination is roused by push and pull factors in their travel motivation and expectation. Satisfaction leads to the intention to revisit, as most of the participants were return visitors in Nemberala. As a small island with rich natural resources, Rote Island has the potential to be developed as a unique tourist destination. The island's economic condition can be boosted by tourism, especially for the local community if the local people and all the related parties can figure out the demands of potential visitors and manage the strengths and the challenges of the local tourism industry well.

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signature   Date 22 March 2019

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Chapter 1 Introduction

1.1 Statement of the Problems

Tourism is one of the largest industries in the world. Based on a report from the WTO (2018), tourism has increased significantly over the last eight years, growing at a rate of 4% per year with total tourist arrivals worldwide reaching 1.323 billion people annually. Indonesia is also seeing a growth in its tourism industry. Indonesia is the largest archipelagic country in the world and the seventh largest archipelago in the world (Tegar & Gurning, 2018). With thousands of islands and a tropical climate, Indonesia boasts great tourism potential for coastal and marine tourism development, particularly in the small islands. This is supported by the increasing demand of the tourism market for destination with unspoiled nature (Kurniawan, Adrianto, Bengen, & Prasetyo, 2016; Scheyvens & Momsen, 2008).

Realising the country's potential, the government is currently optimising its marine ecosystem, especially in its marine tourism services in small islands. The optimisation process of the strategic tourism policy started in 1991 through the programme "Visit Indonesia 1991", a worldwide promotional campaign by the Indonesian Ministry of Tourism to introduce the beauty of Indonesia. This campaign has been followed by related initiatives such as developing and promoting tourism products available in Indonesia (NESPARNAS, 2016). Recently, an additional legislative step was taken to attract more tourists in the form of the national regulation no 21/2016 regarding visa-free entry for citizens of 169 countries. In addition, the inauguration in October 2017 of Mandalika in West Nusa Tenggara as an exclusive economic zone by the president of Indonesia marked yet another example of the promotional steps that are being taken for tourism (Kinseng, Nasdian, Fatchiya, Mahmud, & Stanford, 2018).

These efforts seem to be working, as tourism is starting to show progress year by year. This can be seen from the statistical data of tourist arrivals in Indonesia in the year 2015 which showed a significant increase compared to the previous year (Figure 1). In 2015, the number of foreign tourists visiting Indonesia reached 10.41 million, up 10.29% compared to the number of foreign tourists in 2014. Consequently, the value of economic transactions created by tourism activities in 2015 increased by 11.83% and

placed Indonesian foreign exchange earnings from tourism in fourth place after oil, gas, and coal (NESPARNAS, 2016).
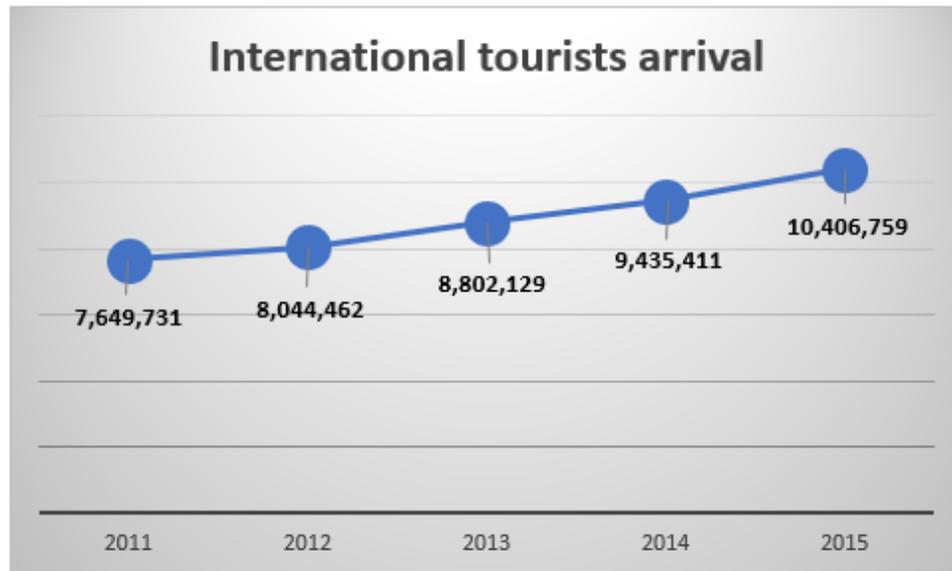
Figure 1 The growth of international tourist arrivals in Indonesia

(NESPARNAS, 2016)

Of the total number of international visitors to Indonesia indicated by Figure 1, Singapore contributed the highest number of tourists followed by Malaysia, China, and Australia. For many of these tourists, islands with unique and rich marine life are their main destination (Wardani, Fahrudin, & Yulianda, 2017). Indonesia has therefore been a popular coastal and marine tourism destination especially for surfing since it has a number of world-class surfing destinations (Ponting, McDonald, & Wearing, 2005). Notable examples of popular marine destinations in Indonesia are Bali, Mentawai, and Lombok.

The marine and coastal tourism industry plays a crucial role in the economic development of some countries in the world (Hall, 2001; Moreno & Amelung, 2009). One of the reasons for this rapid development of marine and coastal tourism around the world is the advance in technology which makes access to marine tourism destinations cheaper (Hall, 2001). Small islands generally have great potential to be developed into marine and coastal tourism destinations because of their unique natural conditions. This has been highlighted by research on how tourism plays a role as an economic booster in many small islands in the world (e.g., Kurniawan et al., 2016) such as by providing job opportunities for locals.

A small island with surfing spots offers opportunities for the destination to be developed as a surf tourism destination. Surf tourism is a form of tourism based on the special interest in the sport of surfing. It is regarded as a part of adventure tourism and has been claimed to be one of the most popular marine recreational activities worldwide (Orams & Towner, 2012). In their quest to find perfect location that are uncrowded spots and have great waves, surfers travel to small remote islands. One of the small islands in Indonesia that is rich in coastal and marine biodiversity is Rote.

Rote Island has not been developed optimally in terms of its tourism industry. This island is located in the southernmost part of Indonesia and is only 500 km from the continent of Australia. Rote Island, and especially the village of Nemberala have become famous as a surfing spot since the early 1980s. Nemberala is one of the villages in the Rote-Ndao Regency and is about 36 km from Lobalain, the capital city. It has some surfing spots as potential tourism attractions. Up to now, there have been a number of developments related to tourism such as hotels, restaurants and others supporting infrastructure. Rote's geographical condition as a small tropical island with surf spots makes it an ideal travel destination for surf tourists. Consequently, the number of tourists visiting this island is increasing (Rote-Ndao Tourism Department, 2018).

In order to keep the number of tourists increasing, it is crucial to maintain the quality of experience sought by the tourists. Thus, assessing the level of satisfaction by understanding the tourists' motivations, and their expectations of a destination, is pivotal to improving the area's management and marketing activity. These actions may eventuate in a more sustainable industry (e.g., Choibamroong, 2017; Kim, Duncan, & Chung, 2015). Moreover, satisfied tourists may be a sign of successful tourism businesses.

There are several reasons why the present study focuses on the motivation, expectation, and satisfaction of surfers in Nemberala, Rote Island. Firstly, Rote Island, as a small island, and more particularly Nemberala, are becoming more popular as surfing destinations in East Nusa Tenggara, Indonesia, and as mentioned earlier the tourism industry is increasingly becoming a pivotal contributor to the island's economy (Rote-Ndao Tourism Department, 2018). In addition, as a small island with a tropical climate, Rote is not only suitable for surfers but also for other potential tourists who are looking

for 'sea, sun and sand' tourism. Therefore, it is essential to know the market segment with the most or more significant attraction to the island and thus the greatest potential, so that tourism can be well-managed and developed in order to make a significant contribution to the island community.

Secondly, despite the considerable literature around the theme of tourist motivation and satisfaction, a search of the literature revealed few studies which focus on Rote-Ndao tourism. There is an extensive surf literature related to Indonesia, but still no previous studies have been found specifically about Rote surf tourism. Thus, in order to promote Nemberala surf tourism and to be successful in a competitive tourism market, it is important to understand what motivates surfers to surf, and why they travel to Nemberala. Surf tourists might have different interests and travel behaviour compared to other groups of tourists (Nelsen, Lazarow, Bernal, Murphy, & Pijoan, 2008). In addition, it is also crucial to understand the importance of each destination's attributes from the surf tourists' perspective. Besides, surf spots are sensitive to environmental changes and therefore, determining the attributes which have the most influence on surfers in choosing their travel destination is important for sustainable tourism planning. A determination of the demographic constitution and characteristics of the surf tourists, such as age, gender, and whether the surfers are there for the first time or are repeat visitors to Nemberala, is also of great interest. This will allow tourism providers to develop appropriate strategies in relation to attracting more tourists to visit Rote Island, and especially Nemberala.

In summary, due to the paucity of the research on this island and the prospects for a successful tourism offering, the researcher was encouraged to explore the island's surf tourism industry further. Additionally, as a local having worked in that island's tourism department, she also sought to make contributions to the local tourism development.

1.2   Research Aim and Objectives

The aim of the research is to explore the factors that motivate surf travellers in visiting Nemberala, Rote Island; their expectations of the destination; and how the motivational factors influence their level of satisfaction regarding the destination. Therefore, the objectives of the research are to:

1. identify the motivation factors of surf travellers in Nemberala, Rote Island;

2. analyse the influence of those factors in their destination satisfaction; and

3. provide recommendations for the strategic tourism management of Rote Island, especially in regard to Nemberala Village.

In order to address the objectives, the following two questions will be explored in this research:

1. What are the travel motivations of surf travellers in Nemberala?

2. How do motivations and expectations influence the surf travellers' satisfaction?

1.3   Significance of the Study

Since this study specifically explores the motivation, expectation and level of satisfaction of surf travellers in Nemberala, the findings will generate a better awareness of the destination attributes in relation to their importance in influencing international surfers' travel decisions and satisfaction. Moreover, in the future, the findings can be used as an evaluation and reflection tool by the local government and tourism providers to significantly improve the tourism services and quality of infrastructure for tourists in general. Surf tourists would benefit from improved surfing facilities should they plan to come back to surf on Rote Island. Further, the research affords the wider community data and academic knowledge which may spur some further economic undertakings. This may include generating the impetus for small-medium enterprises, such as providing surfboard repair shops.

1.4   Research Outline

The study is organised into six chapters. This first chapter has given a brief overview of tourism development in Indonesia, surf tourism in Indonesia, especially on Rote Island, the research aims and objectives, and also the significance of the study.

Chapter two begins by providing the theoretical underpinnings of the study. It starts with a discussion regarding marine and coastal tourism, surfing, surf-related tourism, travel motivation (especially surfers' travel motivation), travel expectation, and satisfaction regarding travel destinations. Furthermore, it looks at how these three aspects of travel behaviour – motivation, expectation and satisfaction - link to one

another. The chapter concludes with the discussion of how tourists' satisfaction has a positive impact on the destination.

The third chapter is concerned with the methodology and methods used for this study. A qualitative approach with an interpretive paradigm was employed. Chapter four presents the findings of the research based on a series of interviews, followed by chapter five which is a discussion of the findings. Chapter six concludes the study by providing a summary of the research, highlighting the limitations of the research and presenting recommendations for future research.

Chapter 2 Literature Review

This chapter provides a review of the literature on surf tourism and surf tourists' motivations, expectations and satisfaction. It begins with a look at the literature on the broader coastal and marine tourism industry before delving into the surf tourism literature. Topics such as market segments and demographics, and motivations for surf travel, will be included, as well as surf tourists' expectations of and satisfaction with surf travel.

2.1   Coastal and Marine Tourism

Much of the current literature agrees that coastal and marine tourism (CMT) is one of the oldest and the largest sectors in the tourism industry (Honey & Krantz, 2007; Moreno & Amelung, 2009; Papageorgiou, 2016). This is commonly attributed to the large number of activities that fall within this category, the number of tourists and the variety of places involved in the activities, from sea level to seabed, and from sailing to scuba-diving, whale-watching and surfing (Hall, 2001; Papageorgiou, 2016). In short, CMT is related to the utilisation of the resources in coastal and marine environments.

CMT in Indonesia is considered the most valuable sector in the marine field, with potential to be an economic development tool (Wardani et al., 2017). Indonesia is currently focusing on its CMT particularly on the small islands (Kurniawan et al., 2016) which are known to be some of the world's richest surf fields (Ponting et al., 2005). With regard to their isolated location, many small islands in Indonesia are categorised as underdeveloped areas because of poor access, the lack of infrastructure and poor management from the local government (Pamungkas, Sulisetyono, Hidayah, & Sunyigono, 2014). Taken as an example, Poteran Island in East Java has 51.7% of its community living under the poverty line (Pamungkas et al., 2014). Another example is Bawean Island, also in East Java, which claimed to have a number of marine and coastal resources but has not received enough benefit from tourism (Hidayah, Rosyid, & Armono, 2015). However, Gili Trawangan and Karimun are some of the examples of small islands which have been developed into famous tourism destinations in Indonesia. Furthermore, the marine tourism in such islands helps in improving the local communities' economic condition (Hidayah et al., 2015).

Apart from the successful tourism development in some of the small islands in Indonesia, the intensive utilisation of marine resources may cause negative impacts for the marine environment itself. This can be seen in the case of Gili Mantra Islands in which the degradation of the marine ecosystem, such as coral reefs, is related to the growth of tourism industry (Kurniawan et al., 2016). Another environmental issue related to the tourism industry in small islands such as Gili Mantra is the increasing amount of waste generated by tourists and the local people (Kurniawan et al., 2016).

From the above, it can be said that marine tourism development in small islands is beneficial but also may have negative impacts. While it might help generate economic benefit for the local communities, human activities may have negative impacts on nature. Therefore, a critical element for tourist practitioners to consider is the balance between economic benefit and the sustainability of marine resources.

2.2   Surfing

Thus far, there is a large number of published studies that have proposed definitions of surfing (e.g. Martin & Assenov, 2012; Sotomayor & Barbieri, 2016). The term surfing can be broadly associated with surf skiing, kayaking, body boarding, knee boarding, stand-up paddle boarding and many other related activities (Orams & Towner, 2012). However, surfing can broadly be defined as a sport where a person is riding an ocean wave using a surfboard (Martin & Assenov, 2014). It is dependent on many natural variables such as the combination of wind and wave formation (Espejo, Losada, & Méndez, 2014). Additionally, surfing is not just about the sport but is a combination of sport and other factors such as passion, behaviour, leisure and fantasies (Ratten, 2018; Wheaton, Roy, & Olive, 2017). Thus, according to Anderson (2014b), surfing is "the quintessential lifestyle sport" (p. 238), since it includes passion, behaviour, leisure and fantasy aspects.

Frank, Pintassilgo, and Pinto (2015) indicated that surfing was developed by the Polynesians and it is believed that surfing first came from Hawaii (Lazarow, Miller, & Blackwell, 2008). In 1778, on his expedition to the Hawaiian Islands, Captain James Cook was impressed by the local people who were riding the waves, and he consequently made the first written record of surfing (Frank et al., 2015). Surfing is categorised as an adventure activity (Reynolds & Hritz, 2012) which started to grow rapidly from the early

1960s (Barbieri & Sotomayor, 2013; Lazarow et al., 2008). Nowadays, surfing can be found in almost every country with a coastline (Ponting, 2008; Ponting & McDonald, 2013). For some locals living near the coastal areas in countries such as Australia and the United States, surfing might considered to be a part of their lifestyle (Khundaqji et al., 2018). The percentage of people participating in surfing is increasing at 30% per annum and it is predicted to be even higher in the coming years (WSL, 2016).

Up to now, a number of studies have reported that the average of surfers are young people aged up to 30 years old (e.g. Hallmann, Feiler, & Breuer, 2012; Hritz & Franzidis, 2016; Kruger & Saayman, 2017). In addition, this male-dominated sport is now gaining more attention from females (Bush, 2016; Comley, 2016; Kruger & Saayman, 2017).

The benefit of participating in sufficient physical activities such as sports has been well recognised. Physical fitness directly influences a person's wellness and quality of life (WHO, 2018). The linkage between surfing, mental, and physical health benefits has recently received considerable attention (e.g., Bush, 2016; Fleischmann et al., 2011; Levin & Taylor, 2011). In her analysis of female surfers in a community in the United States, Bush (2016) found that surfing was used by participants to overcome their emotional adversities and mental breakdown arising from events such as divorces. Thus, surfing might also be acknowledged as a therapy or stress reliever. As highlighted by WHO (2018), physical activities in general also can reduce the potential for cardiovascular diseases, diabetes and depression.

Moreover, surfers also seek cathartic and aesthetic experiences in surfing (Buckley, 2012; Farmer, 1992). Similar to other adventure activities, research has shown surfers are also seeking varied, novel, thrilling, and complex sensations and experiences (Buckley, 2012; Ponting, 2008). There are similarities between the attitudes reported by those authors and the study by Caddick, Smith, and Phoenix (2015) which pointed out that escape is a significant aspect of surfing. This is almost certainly due to the positive emotion (feeling of satisfaction, enjoyment and pride) experienced during or right after the act of surfing (Hignett, White, Pahl, Jenkin, & Froy, 2018). Moreover, taking part in surfing sports might also give surfers a sense of belonging, self-confidence and creativity (Reynolds & Hritz, 2012).

Previous studies have suggested the benefit of adventure activities in creating a connectivity between humans and nature. For example Brymer and Gray (2009) conducted semi-structured interviews with extreme sport participants from three different countries regarding their personal experiences in such risky activities. They suggested that participating in those activities allows people to have a spiritual connection with nature which might be an opportunity for self-learning and reflection. Thus, it appears that there is a close relationship between the sensory and spiritual dimensions and the physical and kinaesthetic dimensions (Cosgriff, 2011).

Surf quality can be defined by parameters such as the type of surf break, wave height, and general conditions (Espejo et al., 2014). Consequently, some surf spots are not very consistent, depending on natural factors in any particular season (Mach, Ponting, Brown, & Savage, 2018). The consistency of surf breaks can be measured through the frequency of high quality waves produced by the confluence of those natural factors (Mach et al., 2018). There are two types of surfing breaks: point breaks which normally break over a rock shelf or reef, and beach breaks (Nazer, 2004). The difference between surfing and other sports is the challenge of riding the waves (Buckley, 2002). Nevertheless, there might be competition between surfers for waves, especially at point breaks which usually have a single peak only and a small 'take-off' zone (Nazer, 2004). Point breaks are often preferred over beach breaks as they generally provide longer rides, thereby creating competition in getting the ride (Nazer, 2004). In addition, conflicts and tension might also happen in areas where the local surfers claim a particular surf break as their territory (Usher & Kerstetter, 2015). This can be broadly defined as surf rage (Buckley, 2015), surf localism or surf tribalism (Moutinho, Dionísio, & Leal, 2007). An example of this can be found in the study carried out by Usher, Goff, and Gómez (2016), which showed that local surfers in First Street, Virginia Beach, aggressively discourage foreign surfers from surfing in the area. For this reason, uncrowded surf breaks are the dream of all surfers (Silva & Ferreira, 2013).

2.2.1 Surf Tourism

Starting in the early 1960s, people have been travelling to surfing destinations around the world (Pettina, 2016) and with an ever-increasing number venturing into new locations every year (Ponting & McDonald, 2013). Surfers with various skills travel with the hope of finding a 'nirvana' (Ponting & McDonald, 2013) described as the perfect

waves and weather for surfing with uncrowded conditions (Ponting & O'Brien, 2015). Additionally, the affordable price of transportation also contributes to the motivation for travel (Hall, 2001).

Several categories and definitions of surf tourism have been proposed (e.g., Fluker, 2003; Ponting, 2008; Portugal, Campos, Martins, & Melo, 2017; Towner, 2015). While, Dolnicar and Fluker (2003a), Lopes and Bicudo (2017) and Reis and Jorge (2012), have broadened the definition of surf tourism to include not only surfers but also surfers' travel companions and those who just watch surfing events. Surf tourism is grouped by Buckley (2012) into nature-based adventure tourism, and also identified as a sub-category of marine tourism by Papageorgiou (2016). In addition, surfing is also categorised as sport tourism (Farmer, 1992). While a variety of definitions of surf tourism have been suggested, this study will use the definition suggested by Ponting (2008), who saw it as "travel and temporary stay, undertaken by a surfer, involving at least one night away from the region of the surfer's usual domicile which is undertaken with the primary expectation of surfing waves" (p. 25). Additionally, all domestic and international surfers who travel for the minimum of one night and not more than 12 months can be classified as surf tourists (Dolnicar & Fluker, 2003a). Worth noting is the observation that more than 90% of surfers have undertaken surf travel outside their country (Barbieri & Sotomayor, 2013). Martin and Assenov (2011) redefined the surf tourist as "any traveller who deliberately engages in the sport of surfing, including first-time surfers, beginners, and highly skilled surfers" (p.85). Based on these definitions, still, the primary motivation of surf tourism is the waves.

With the increasing popularity of surfing, surfing is no longer just a sport. The economic ramifications from such sport activity cannot be ignored. Surf travel generates additional economic activities such as the surfing equipment market, surf camps and surf schools (Lopes & Bicudo, 2017). Furthermore, surfing has become an industry which generates revenue from branded surf clothes, and accessories, surfboard manufacture and surf travel (Buckley, 2002, 2003). This might be attributed to surfing being regarded as not only a sport, but also a recreational activity related to a lifestyle (Moutinho et al., 2007). In a broad sense, the surfing industry also includes the development of other supporting industries, such as accommodation, the food industry, retail and infrastructure (Hall, 2001).

According to Buckley (2002), there are two kinds of surf tourism: 1) recreational surf travel in which tourists tend to be independent surfers who manage all their own travel needs including equipment, transportation and accommodation by themselves; and 2) commercial surf tourism where surfers depend on and use the services of tour operators. The desire to find uncrowded places with the perfect waves takes surfers to locations far from their home country (Ponting & O'Brien, 2015). Barbieri and Sotomayor (2013) noted that surf travellers tend to have active travel behaviour and might travel at least once a year and stay for a minimum of one week at a surfing destination. This view is supported by Barbieri, Henderson, and Santos (2014) who wrote that, besides travelling at least once a year, surf travellers also spend three to six days per week surfing.

Market segmentation has been used extensively in tourism research (Dolnicar, 2002). This is because it is viewed as being beneficial for a marketing strategy, especially in targeting the consumers with common characteristics (Kruger & Saayman, 2017). Numerous studies have attempted to categorise surfers based on different segmentation (Dolnicar & Fluker, 2003a; Kruger & Saayman, 2017; Martin & Assenov, 2011; Orams & Towner, 2012; Reynolds & Hritz, 2012). In a comprehensive study of surf tourism, Dolnicar and Fluker (2003b) distinguished between surf tourists according to their spending habits. These tourist groups are:

1. price-conscious safety seekers – the group with the oldest age, greatest experience in travel and highest income;
2. luxury surfers – tourists who prefer luxurious accommodation, food and safety;
3. price-conscious adventurers – surfers with high surfing skills who prioritise their health and safety and trust in the tourism provider;
4. ambivalent surfers – tourists with no priority; and
5. radical adventurers – the youngest age group with the lowest income, but with advanced surfing skills.

Among these groups, price-conscious adventurers and luxury surfers spend the largest amounts, and are on average between 32 and 35 years old (Dolnicar & Fluker, 2003b).

Unlike Dolnicar and Fluker (2003b), Martin and Assenov (2011) identified three different categories of surf tourist based on their travel motivation and experience, as follows. Firstly, there is the hard surf tourist, a person who the only purpose for travelling is surfing. Secondly, there is the soft surf tourist, a surfer who travels but for whom surfing is not the primary motive for the travel. Thirdly, there is the incidental surf tourist, a person who has limited or no knowledge about surfing but takes a spontaneous decision to try the sport.

Meanwhile, Orams and Towner (2012) classified surf tourists based on the level of skills. Surfers with advanced skills are called hard-core surf riders. Surfers with adequate skills are recreational surf-riders, and surfers with low skills who surf in easy wave conditions are categorised as casual surf-riders. Finally, 'kooks' are beginners who have low skills but prefer to surf in challenging wave conditions.

2.3   Motivation, Expectation and Satisfaction

2.3.1   Motivation

In understanding tourists' travel behaviour, it is crucial to recognise their motivation (Chen & Chen, 2015; Crompton, 1979) since everyone might have different reasons and needs to be fulfilled when they decide to participate in an activity (Chang, Backman, & Chih Huang, 2014). This view refers to the psychological and sociological need of a person to reach a goal (Hsu, Cai, & Li, 2010).

Some literature has discussed tourists' motivation as a crucial point in defining a good marketing strategy and creating a sustainable destination management plan. However, in spite of the different motivation theories and models, such as the Expectation Motivation Attitude (EMA) model applied by Hsu et al. (2010) and Ross and Iso-Ahola (1991), who compared the motivation and satisfaction dimensions, the 'push and pull' framework seems the most commonly adopted theory in tourism literature (e.g., Chen & Chen, 2015; Dolinting, Yusof, & Soon, 2015). This framework was first introduced by Dann (1977) in his study of what makes tourists travel to Barbados. A possible explanation of why this framework is so frequently applied might be its ability to explain the reason for tourists choosing a particular destination, and experience types and activities at that destination (Chen, Mak, & McKercher, 2011), and the fact that this theory appears to be positively related to other theories. More than that, the push and

pull framework is also considered to be a highly efficient and simple approach to assessing tourists' behaviour (Chen & Chen, 2015).

Push factors are related to the desire for travel and are considered to be socio-psychological motivations, whereas pull factors refer to the factors at a destination that attract a person to visit (Mohd Isa & Ramli, 2014). Some factors are categorised as push factors or internal factors in tourism, such as a desire for relaxation, adventure, or sporting activity, as well as social interactions, while pull factors or external factors include destination attributes such as climate, accessibility, accommodation, promotion and marketing (Ritchie, Tkaczynski, & Faulks, 2010). Therefore, the image of a destination is an important component of destination promotion and plays a key role in its selection as a travel destination (Saayman, Slabbert, & Van Der Merwe, 2009). In summary, both push and pull factors must be taken into consideration by tourism providers.

Recent studies focusing on the travel motivations of people visiting marine destinations have shown varied motives. For example, Jeong (2014) conducted a survey at some marine sites in South Korea; the results highlighted a special characteristic of the push-and-pull framework. The study found that escape (push motivation) tends to have more influence on static marine activities such as enjoying clear water and fresh air than on dynamic activities. Novelty (push motivation), on the other hand, tends to have more influence on dynamic marine activities, such as marine sports and cruising. Mohd Isa and Ramli (2014) classified destination awareness and word-of-mouth as tourists' travel motivations to visit a marine destination in Penang, Malaysia. This result may be explained by the fact that information obtained from any other sources such as family, friends and internet might help someone to be more aware of a destination he/she wants to visit.

Meisel-Lusby and Cottrell (2008), in their research regarding dive tourists' motivation to visit the Florida Keys, found three main motivations: enjoyment/fun, exploring things, and looking for challenging activities. A recent study conducted in the Catalan region by Valls, Gibert, Orellana, and Antón-Clavé (2018) identified five motives of tourists visiting the region, including the beach, the beauty of the place, relaxation, cultural heritage and shopping. The evidence from these studies suggests a consistency with the findings of

Chang et al. (2014) who demonstrated that different motivations lead tourists to visit different destinations. In an exploratory study in South Africa, Kruger and Saayman (2017) highlighted six motives for surfing: experience and enjoyment, escape, challenge and health, wellness and lifestyle, socialisation and excitement, skill and image. Thus, the evidence from this study suggests that surfers' motivations tend to be more intrinsic than extrinsic (Kruger & Saayman, 2017).

The intrinsic motivations, such as escape, excitement/enjoyment, and socialisation, were defined by Kaplanidou and Vogt (2010) as emotional motivation, a form of motivation which can be experienced by participating in adventure activities such as surfing. The term 'enjoyment' refers to a positive response, such as pleasure, liking and fun, gained from experience, and which facilitates enjoyable moments being remembered and repeated for a long time (Csikszentmihalyi, 1990). Dewaele and MacIntyre (2014) highlighted the importance of enjoyment in life, as it can affect the social and physical experiences of a person. Various studies have assessed the addictive behaviours related to types of exercise such as adventure activities (e.g., Buckley, 2015; Lichtenstein, Larsen, Christiansen, Støving, & Bredahl, 2014). Concurring with the findings of those research, Lichtenstein et al. (2014) have described the symptoms of addiction as being unpleasant emotions or mood swings and even conflict. These symptoms are said to disappear when the people concerned are able to surf again.

Participation in surfing activity also might provide an opportunity for socialisation (Reis & Jorge, 2012; Reynolds & Hritz, 2012). Because of this, tourism has emerged as a powerful social phenomenon which might develop social interaction. In their report of a study of the push and pull theory conducted on Sipadan Island, Sabah, Dolinting et al. (2015) proposed the example of group participation in a sport tourism activity, such as diving, which encourages each member to be an active listener and to give feedback. Those activities would not only enhance people's socialisation skills but also their communication skills. Starting with a quick chat on the boat during the trip to diving sites, during dinner time at their accommodation, and even underwater, such conversation might build up people's connectivity, since they have a similar interest in diving (Dolinting et al., 2015).
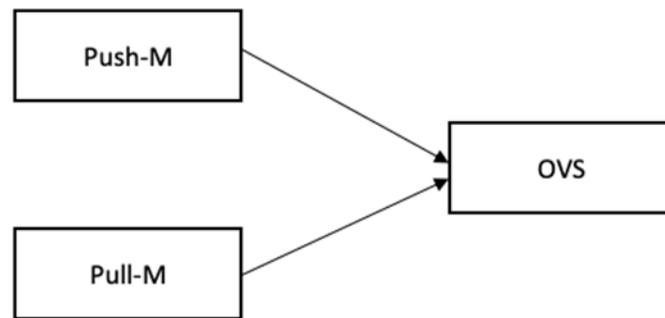
Figure 2 The influence of push and pull motivations on overall satisfaction

Key: Push-M (Push Motivation); Pull-M (Pull Motivation); OVS (Overall Satisfaction)

Source: Wong, Musa, and Taha (2017, p. 398)

Figure 2 illustrates both types of motivation: push motivation, which is more related to internal or emotional aspects; and pull motivation, which refers to external or situational aspects which influence the overall satisfaction of tourists (Ritchie et al., 2010).

Prayag and Ryan (2011) contended that nationality is likely to influence tourist motivation. To better understand the concept of tourist nationality, Barreira, Cesário, and de Noronha (2017) proposed analysing motivation based on the geographical and cultural distance from the destination. The further the distance of a destination from the place of origin, the higher the tourists' expectations of the destination place. Thus, expectations related to a destination tend to be influenced by not only geographical distance but also by cultural distance (Barreira et al., 2017). In the study conducted by Bentz, Lopes, Calado, and Dearden (2016a) on the Azores, Portugal, the authors found that demographic and cultural aspects influenced travel decision-making and satisfaction. Despite the role of pull factors as crucial motivators among all nationalities, it does not necessarily mean that tourists would have the same perception of or find agreement about destination attributes (Prayag & Ryan, 2011). This can be seen in the case of Mauritius, where Prayag and Ryan (2011) measured how nationality influences push and pull factors. In this case, they found that, for example, Germans put more emphasis on the safety of a destination compared to other nationalities.

2.3.1.1 Motivations of surf tourists

Reis and Jorge (2012) conducted a survey among the surfers in Peniche, Portugal, regarding surfing motivation and they identified Indonesia as the third favourite surfing destination among the participants. Some of the most popular surfing spots in Indonesia include Mentawai Island and Bali. For surf tourism, a number of authors have considered good waves to be the main factor in surf tourists' destination choice (Barbieri & Sotomayor, 2013; Ponting & McDonald, 2013; Portugal et al., 2017; Towner & Orams, 2016). Ponting and McDonald (2013) also added tropical climate and remote location as factors in preferable destinations. Buckley (2002) highlighted that even though the percentage of surf travellers of younger ages is higher, surf travel covers surfers of all ages.

Assessing surf tourists' motivation based on two different age group categories, Reis and Jorge (2012) identified the ambiance and the surf culture attributes as the most influential factors for surfers in choosing a surfing destination. These factors are not merely about waves types and spots but also relate to aspects of the host communities, such as local surfers and authorities. Such factors are considered crucial in surfers' memorable trips (Barbieri et al., 2014).

Furthermore, Reis and Jorge (2012) also found out that the mid-age group age, 25-34 years old, tended to value water temperature less, while the youth group, 18-24 years old, considered commerce and services diversity as the least valued attributes. However, Portugal et al. (2017) highlighted the point that surfing infrastructure, such as local surf schools/camps, tend to be less valued by surfers who commonly bring their own surfing equipment and do not need to purchase or rent surfing equipment.

2.3.2 Expectation

Expectation is a fundamental aspect of a tourism marketing strategy in addition to motivation, since it is related to tourists' desired destination performance (Aksu, İçigen, & Ehtiyar, 2010) prior to their visit. Additionally, since destination attributes are considered the most crucial aspects of tourists expectations (Truong, 2005), they can be divided into "the Five As"(p. 299):

- Attractions: unique characteristics of a destination.
- Activities: types of entertainment provided.

- Accessibility: transportation and health risk issues.

- Accommodation: standard of accommodation provided.

- Amenity: other facilities that are not any less important, such as banking, internet, shopping, etc.

These five attributes are considered crucial in the tourism market in as far as attracting tourists to visit a destination. However, when these "Five As" are compared with the findings of the study by Vinh and Long (2013), they are not among the main reasons for international tourists for choosing Hanoi, Vietnam, as their preferred destination. In fact, the study showed that the three attributes that are most influential on tourist expectations are cultural diversity, local cuisine, and safety and security.

It is challenging to measure expectations since expectations are not consistent (Yuan, Wu, Zhang, Goh, & Stout, 2008). There are some possible reasons for this. Firstly, expectations formed based on advertisements, word-of-mouth, previous experiences and during the period of the visit, may change over time (Shahvali, Zargham, & Kerstetter, 2014). This result corroborates the idea of Augustyn and Ho (1998), who stated that;

> *friends, consumer groups, and the government play a role in shaping expectation. Consumers will shop in place which service standards are designed to meet such expectations. A high discrepancy between expectations and perceptions of the service results in customer dissatisfaction. (p. 72)*

Secondly, tourists sometimes have difficulties in distinguishing their expectations from the perceived performance of a destination (Yuan et al., 2008). Finally, low expectations might lead to a high level of satisfaction even for poor destination service, which can be confusing (Yuan et al., 2008). For these reasons, researchers have shown an increased interest in measuring tourists' expectations (e.g., Choibamroong, 2017; Hsu et al., 2010; Lee, Frederick, & Ariely, 2006). To measure expectations, three dimensions are proposed: expectations of overall quality, expectations related to customisation; and expectations related to reliability (Aliman, Hashim, Wahid, & Harudin, 2014).

2.3.3 Satisfaction

Satisfaction is an important component in the development of the tourism industry and its assessment provides a chance for business owners to ascertain the factors influencing tourists' dissatisfaction (Choibamroong, 2017). It is also beneficial for government and private investors in investing in and developing better tourism infrastructure (Song, Li, van der Veen, & Chen, 2011). The concept of satisfaction in tourism refers to a positive response given by tourists for the goods and services provided at a destination (Wicks & Roethlein, 2009). Hence, satisfaction is positively related to the service quality of a destination. The evaluation of experience regarding service quality after purchasing a product is a principal determining factor of the satisfaction level (Han & Hyun, 2018; Ryan, 1998). Therefore, positive or negative information received before purchasing and experiencing a product might affect the perceived experience evaluation (Lee et al., 2006; Park, Hahn, Lee, & Jun, 2018).

Since experience and satisfaction are likely to be more subjectively measured, and are related to emotional and cognitive aspects (Chan, 2014), there are some crucial factors of the physical environment that affect tourists' satisfaction. These are perceived crowding (Kainzinger, Burns, & Arnberger, 2015), price fairness (Asadi, Khazaei, & Reza, 2014), and the host population (Kwanisai & Vengesayi, 2016).

The concept of perceived crowding refers to the maximum quantity of human beings and their interactions that pertains in a particular setting without declining the experience quality of each visitor (Ávila-Foucat, Vargas, Jordan, & Flores, 2013; Wall & Mathieson, 2006). Ávila-Foucat et al. (2013) found in their study in Banderas Bay, Mexico, that a lack of crowding contributed to the tendency of the tourists to revisit the destination. One possible implication of this is that psychological discomfort tends to relate to the feeling of dissatisfaction (Ryan, 1998).

In surf tourism, avoiding crowded surf breaks has become one of the reasons for the increase in surf travel around the world (Ponting & O'Brien, 2015). Crowding in a surf break might increase the risk of injuries, conflicts and the feeling of dissatisfaction (Ponting & McDonald, 2013; Usher & Gómez, 2017) as a result of competition for waves (Silva & Ferreira, 2013). For example in Oahu, Hawaii, the rising numbers of surf tourists has resulted in the conflicts caused by local surfers upset about losing "their" surfing

spots (Ishiwata, 2002). Moreover, the conflict was not only with foreign tourists but also with the local government who were considered incompetent in taking care of their region. Consequently, it can be contended that avoiding crowding and conflicts might have become one of the motivations of surf tourists for travelling to other surf places (Buckley, 2002).

In addition, price fairness is another factor which can lead to the customers' satisfaction. According to Chung, Kyle, Petrick, and Absher (2011), price fairness may be defined as a subjective perception since it is related to a value of something which is considered reasonable and acceptable by people. They also agreed that people's perception of price fairness might have a notable impact on customers' behaviour. To determine the impact of price fairness on customers' satisfaction and loyalty, Martín-Consuegra, Molina, and Esteban (2007) developed a questionnaire, and found that customers' satisfaction related to service was influenced by the perceived price fairness.

Furthermore, it is also found that the country of origin not only affects the motivation of tourists but also their level of satisfaction with a destination (Kozak & Rimmington, 2000). Since cultural characteristics have a pivotal influence on satisfaction level, Master and Prideaux (2000) conducted a study in which they investigated demographic aspects such as age, gender, occupation and past travel behaviour of Taiwanese tourists. The findings of their study do not support the previous research: culture did not significantly influence the tourists' satisfaction.

Apart from considering motivation, expectations, and satisfaction separately, it is important to examine the relationship between these three aspects of tourist behaviour since they tend to be closely linked to one another. Motivation can be used to assess tourist satisfaction (Snepenger, King, Marshall, & Uysal, 2006). An example of this is the study carried out by Meng, Tepanon, and Uysal (2008) in which they highlighted that the satisfaction of tourists is determined by their travel motivation, the service and the attraction/performance offered by the destination, and how well the performance met the tourists' desires. Besides learning, discovery and thrill as the most influential aspects of tourist motivation (Han & Hyun, 2018), Jaapar, Musa, Moghavvemi, and Saub (2017) highlight the point that information access and the quality of products as tourist motivations may influence tourists' overall satisfaction. Additionally, if expectations

influence motivation, they would affect the satisfaction levels of tourists accordingly (Wong, Cheung, & Wan, 2013). These combinations of findings provide some support for the conceptual premise that motivation is the product of expectations (Hsu et al., 2010).

Recent evidence has suggested that the motivation and decision to visit a particular place are likely to be influenced by expectations regarding the area since it might be one of the factors contributing to tourists' experiences (Grau & Freimund, 2016). A contrasting position is put forward by Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, and Reyes-Guizar (2016) in a study using an Expectation Disconfirmation Paradigm (EDP) model. This model was first proposed by Oliver (1980), with the basic principle of the theory being that satisfaction could be gained by comparing expectations and experiences. In the study, it was found that when there is a good balance between pre- and post-purchase expectations or the post-expectation goes beyond pre-purchase expectation, the customer might be satisfied. The difference between initial expectation and perceived experience is commonly defined as disconfirmation of expectation, which further reveals that the expectation might be either positive or negative (Elkhani & Bakri, 2012). This EDP approach is one of the most widely used approaches in the hospitality and tourism fields to measure the satisfaction level of tourists and customers (e.g., Ong, King, Lockstone-Binney, & Junek, 2018; Park et al., 2018). Interestingly, tourists tend to lower the evaluation of tourism quality when they have high expectations. For this reason, tourist expectations might have a negative effect on the tourism quality perception, while motivation has a positive effect (Choibamroong, 2017).

2.3.4 Satisfaction: Loyalty/ Intention to Revisit and Positive Word-of-Mouth

Research shows that the feeling of satisfaction might translate to destination loyalty, future purchase intentions (Bowen & Chen McCain, 2015) and word-of-mouth recommendations (Oviedo-García et al., 2016). Thus, tourists' satisfaction may be considered to be the cheapest means of promotion (Ha & Im, 2012). Furthermore, to provide a memorable experience for tourists to attract them to revisit and to sustain competitiveness in the industry, it is crucial to fully understand the behaviours of tourists. Intention to revisit may be defined as a person's commitment to visit the same destination that he/she has visited before (Han & Kim, 2010).

Word-of-mouth is normally expressed by informal communication, either by talking with or writing to friends and relatives. In the tourism industry, word-of-mouth is considered to be one of the most important and trusted promotional media. When tourists experience satisfaction at a destination, they are more likely to share positive stories with friends and relatives (Abubakar & Mavondo, 2014). Likewise, negative word-of-mouth will emerge from tourists' dissatisfaction (Juan & Chen, 2012). Stories given by friends and relatives tend to be considered reliable by potential customers.

Kim et al. (2015) explored the relationship between visitors' satisfaction, their intention to revisit and positive word-of-mouth. In their results, they verified that there is a positive relationship among those three points. This finding is supported by Triantafillidou and Petala (2016) who conducted a study regarding satisfaction with marine adventure experiences. They found that positive word-of-mouth and recommendations are more likely to come from satisfied visitors. Both studies are complemented by a recent study by Portugal et al. (2017) which reported that more than 50% of surfers choose their surfing destination based on their friends' recommendations.

2.4   Summary

This chapter reviewed literature related to CMT, surf tourism, and the motivations, expectations and satisfaction of surf travellers. The review indicates considerable research on these areas. In surf tourism, apart from 'perfect waves' as the main motivation, other motivating factors for surf travel have been found to be similar to other adventure tourism motivation factors such as enjoyment, local people and culture, and also social experiences.

This review also shows how travel motivations and destination expectations affect the overall satisfaction of a tourist. Satisfaction is a pivotal point in the success of a tourism industry since it can lead to tourists' intention to revisit and generates positive word-of-mouth to be shared with other potential visitors. Such verbal communication is still found effective as a promotional tool in a marketing strategy.

Chapter 3 Research Methodology

3.1 Introduction

In this chapter, the researcher outlines the research methodology and methods employed. The first section explains qualitative methodology. The second section outlines the research paradigm employed in this study. The third section, research design, provides information about the study site and participants followed by the procedures used in data collection and analysis. The fourth section highlights the ethical issues in the study. The fifth section provides the research reflection, and the sixth section ends the chapter with a comprehensive summary.

3.2 Qualitative Methodology

In this study, the researcher employed a qualitative methodology. Qualitative methodologies offer an effective way of understanding the meaning and experiences of people within their social life (Fossey, Harvey, McDermott, & Davidson, 2002) by direct interaction with the participants in their natural setting (Creswell, 2014) where "the phenomenon of interest unfolds naturally" (Patton, 2002, p. 39). In short, the purpose of these methodologies is to answer the research questions of 'what', 'how', and 'why' (Bryman & Bell, 2015). For this reason, a qualitative approach was considered more relevant to explore the topic of this study since it provided a greater opportunity to obtain a more varied understanding based on the participants' feelings and points of view compared to a quantitative method which is more structured and based on numerical data. In addition, using qualitative approach gives space for the researcher to explore the complexity of the topic by looking at, for example, how the surf tourists interact in and adjust to the destination and the reasons for those behaviours, issues which cannot be quantified through a quantitative approach. Listening to the participants' own words was intended to help the researcher to better describe and interpret the phenomena arising among surf tourists in their travel destination. Moreover, using semi-structured interviews also allows the surfers to share their feelings and experiences in detail.

3.3 Research Paradigm

According to Kivunja and Kuyini (2017), the research paradigm is the set of principles used by researchers in interpreting knowledge/reality; it consists of three components,

ontology, epistemology, methodology. In this study, the researcher employed an interpretivist approach as a research paradigm; this is an approach in which the findings are subjective and dependent on participants' experiences (Fossey et al., 2002). Therefore, this paradigm allows flexibility in obtaining knowledge from multiple perspectives regarding surfers' motivations and satisfaction (Thanh & Thanh, 2015), since people from the same background may have different perspectives on what they expect from the destination and how they experience it. The main point of interpretivism is understanding the participants' philosophy based on the participants' interpretation of the world around them, because the reality is created by the people themselves (Kivunja & Kuyini, 2017). Thus, "knowledge has the trait of being culturally derived and historically situated" (Scotland, 2012, p. 12).

Grant and Giddings (2002) explained that, in the interpretivist approach, researchers aim to interact with their participants in order to understand the meaning of their social interaction and experiences. To achieve an understanding of these meanings, the relationship between the researcher and the participants needs to be intersubjective, which means that the researcher has to be an active listener to be able to interpret the data provided by the participants (Grant & Giddings, 2002). Methods such as open-ended interviews and focus groups are considered the most applicable for this approach (Scotland, 2012).

3.3.1   Ontology and Epistemology

Ontology is related to the question of "what is" reality, and it shows the stance of the researcher in the explanation of how he/she understands reality, while the term epistemology refers to what constitutes valid knowledge and how it can be obtained (Scotland, 2012). Since this study was guided by the interpretivist paradigm, the ontological position of this study is relativism, which sees the truth as being different for each person and therefore the way people interpret the truth is also varied (Scotland, 2012). The characteristic of a relativist ontology is that every reality is relative; therefore, this approach is used to explore the subjective experience of people regarding the facts of their experience.

The epistemology for this interpretive approach is subjectivism, which is based on real phenomena (Scotland, 2012); however, it is important to note that different people

might construct knowledge of the world differently, depending on their language, gender, social class, race and ethnicity (Denzin & Lincoln, 2018).

3.4   Research Design

This section presents the overview of the research location, the participants of the study, the process of data collection and analysis.

3.4.1   The Study Site

The territory of Indonesia is divided into provincial regions. The provincial areas are further divided into districts which are headed by the head of the local government, the regent. Rote-Ndao has been established as an autonomous district in East Nusa Tenggara Province since 2002 (Rote-Ndao Bureau of Statistics, 2018). In recent years, Rote Island has been trying to develop its natural resources through tourism, especially surf tourism. Recently the Regent of Rote-Ndao launched the regency's strategic planning which includes tourism development strategies. This has led to greater interest from the local government and tourism providers to help and provide the most enjoyable activities and experiences for the tourists. Rote is a small island. As such, multiple factors must be considered in the establishment and/or growth of the local tourism industry. By exploring the main motivations of surfers visiting Nemberala and the factors related to their satisfaction in the area, this study aims to provide recommendations that will assist tourism-related parties in further developing the local surf tourism industry.

The study was conducted in Nemberala Village, Rote Island, Indonesia. The location was chosen for several reasons. This site is well-known for its waves, which offer great potential for surf tourism development on Rote. Furthermore, the researcher has been involved in Rote-Ndao tourism for seven years. Site and industry familiarity created an opportunity for her to critically explore the development of the tourism industry in that area. Finally, there has been limited research regarding surf tourism on Rote.

3.4.1.1   Background

Known as a maritime country and the largest archipelagic country worldwide (Figure 3), Indonesia in 2017 has registered 16,056 islands with the United Nation, which is 2,590 more islands since the last registration in 2012 (Bempah, 2017, August 21). Rote Island is the southern-most island in Indonesia (Figure 4).

Figure 3 Map of Indonesia
(Google Maps, 2018).

Geographically, Indonesia is located between the Asian and Australian continents (500 kilometres from mainland Australia) and between the Sawu Sea and the Indian Ocean. Rote-Ndao is one of the regencies in East Nusa Tenggara Province. The regency was established in 2002 and consists of 96 islands, only seven of which are occupied, and has a total of the land area, 1.280.10 km². Rote Island has two seasons, rainy season and summer (dry) season. However, it is categorised as a dry region because the dry season lasts longer than rainy season. The dry season is from May to November and the rainy season from December to April.

Rote Island has the potential to be developed as a marine-based tourism area such areas typically depend heavily on sun, sea and sand as tourism. Realising the high potential of its natural resources, tourism has been placed among the six goals of Rote-Ndao development strategy. The idea is to increase economic growth through tourism development while continuing to support agriculture and fisheries industries (Haning, 2015).

3.4.1.2   Population

The total population of Rote in 2017 was 159,614 (Rote-Ndao Bureau of Statistics, 2018). The percentage of people living in poverty in Rote-Ndao is considered high, at above 30% in the year 2015 (East Nusa Tenggara Bureau of Statistics, 2017). The top reported economic activities of residents are agriculture and fisheries (East Nusa Tenggara Bureau of Statistics, 2017).

Figure 4 Map of Rote-Ndao

(Google Maps, 2018).

The tourism industry on Rote Island is showing an upward trend. Rote Island has been identified as a tourism development priority in East Nusa Tenggara. Likewise, the Indonesian Ministry of Tourism named Rote as a national tourism destination and development zone. For the past few years, the local government has been actively promoting Rote Island as a tourism destination, and as a result, Nemberala has been drawing a notable number of tourists and surfers around the world. In 2016, Nemberala was selected as one of the widely known surfing spot in Indonesia by Anugerah Pesona Indonesia (Rote-Ndao Tourism Department, 2018). According to the data, as of 2017, there were 28 hotels and 37 restaurants in total in Rote-Ndao (Rote-Ndao Bureau of Statistics, 2018). However, there is no specific data regarding the arrival number of surf travellers in Nemberala. At the present time, there are seven surf breaks near to Nemberala. These are: Besialu reef (T Land), Sukanamon, The Bombie, Squealers, Bo'a, Do'o, and Ndana (Anugerah Surf & Dive Resort, 2019).

Seasonality is the most influential factor in surf tourism in Nemberala. The surf season begins around April and ends around October. As a result, hotels in Nemberala experience low occupancy from November to March. This decrease in occupancy has been attributed to both the rainy season in Indonesia and the surf season.

Based on the annual report of Rote-Ndao Tourism Department (2018), the total number of international tourists in the year 2017 was 1525 people. While there are other tourism activities in Nemberala such as swimming, kayaking, and diving. Anecdotal information show Nemberala has slowly become the centre of the surf tourism industry in Rote-Ndao Regency. Pointedly, there has been significant development of retailers' outlets, restaurants and accommodation facilities, with 19 out of the total 28 hotels in Rote-Ndao Regency located in Nemberala (Rote-Ndao Bureau of Statistics, 2018). Most of these accommodation and other facilities are situated within walking distance of the beach. Some of the accommodation facilities have been established by local entrepreneurs; however, over half of the accommodation and surf schools in Nemberala are foreign-owned and operated.

3.4.2   Research Participants

The participants in this study were non-resident surfers who were traveling to Nemberala for the main purpose of surfing and who were able to communicate in English. They were recruited from five hotels around Nemberala beach. Non-resident surfers were chosen as this study focused on general surfing motivation, and the reason for choosing Nemberala as a surf destination. Potential participants were given information sheets (Appendix 4) to read and were then invited to take part in the research and consent was obtained (Appendix 5).

In this study, the researcher recruited 16 surfers as participants. The quality of a qualitative study is dependent on the representativeness of participants, and the richness of the collected information, while the number of the participants depends on the type of the topic and the availability of resources (Gaskell, 2000). In qualitative research studies, the term saturation has been used to describe the process of collecting data from participants until there is no new theoretical insight found from the data (O'Reilly & Parker, 2013). While Gaskell (2000) suggested a sample of 15 to 25 individuals, Gaskell (2000) and Gaskell (2000); Guest, Bunce, and Johnson (2006) stated that, in a homogeneous group, saturation is likely to occur with only 12 participants. The participants from this study represent a heterogeneous group of surfers; however, the researcher discovered patterns of similarity in those interviews indicating both saturation and richness of the data.

3.4.3   Data Collection

The data collection process makes a crucial contribution to gaining a better theoretical framework in research (Gray, 2014). Initially, the researcher planned to recruit the participants by a poster advertisement as the primary recruitment strategy. The posters (see Appendix 3) were distributed in nearby hotels and places that are most frequently visited by tourists such as small shops around the beach. Unfortunately, this strategy did not work well. Instead, the researcher decided to directly approach potential participants. One challenge in doing this was aligning potential interview times with less favourable surf conditions such as tides and winds. Thus, a snowball sampling method was considered effective and efficient for recruiting sufficient and eligible participants. Moreover, it is also a useful method when attempting a non-representative, targeted sample (Noy, 2008). Snowball or network sampling is a technique which is started by participants inviting people in their networks who have the potential to participate in the study (Sadler, Lee, Lim, & Fullerton, 2010). The process of this method sometimes can be repetitive; participants refer the researcher to other potential participants, and so on (Noy, 2008). Since the participants were far more likely to know other surfers than the researcher, they could nominate, inform and reassure the other person with the same trait as them regarding the importance of the study.

In qualitative methodologies, interviews are the most extensively applied data collection method (Bryman, 2016). Semi-structured interviews were adopted to obtain further in-depth information on the experience and feeling of participants, which is subjective data (Gray, 2014). Semi-structured interviews can be defined as non-standardised interviews in which the questions given to the participants might be expanded dependant on the answers given, whereas in structured interviews standardised questions are used for all the participants (Gray, 2014). Since the aim of the study was to explore the motivations, expectations and levels of satisfaction of the participants regarding their surf travel in Nemberala, Rote Island, and also their thought on surf tourism development in that area, semi-structured interviews were considered to be the most effective approach to derive in-depth information from participants.

Technically, semi-structured interviews are conducted so that both the interviewer and the participants can provide and accept information (Lu, Berchoux, Marek, & Chen, 2015). Individual interviews were conducted with the exception of one couple who

preferred to be interviewed together. The interviews were conducted at various places in Nemberala, as chosen by participants, such as hotels and around the beach. The interview took place in April and May 2018. Interview length varied from around 15 to 45 minutes per person. The interviews were recorded using a digital recorder.

Interviews covered topics such as socio-demographic information (age, education, job, income, and nationality), surf travel behaviour and these questions were followed by a discussion on perspectives and feelings related to surfing experiences in Nemberala and also regarding the development of surf tourism on Rote Island. Participants were asked nine indicative questions (Appendix 6) related to their surfing experiences in Nemberala. The first step in planning the interview questions was conducting a literature review related to the topic which resulted in finding several themes regarding surfing motivation, surf travel expectation and satisfaction.

3.4.4   Data Analysis

Thematic analysis was employed in this study to analyse the data gathered from the participants. Thematic analysis refers to a method used to identify, analyse and report data (Alhojailan, 2012; Attride-Stirling, 2001; Braun & Clarke, 2006; Thorne, 2000). Further, thematic analysis is considered appropriate for studies using interpretations as it provides a flexible approach and rich data for the researcher (Braun & Clarke, 2006). This study uses the five general steps recommended by Yin (2016). Yin's (2016) approach provides specific steps for identifying and determining related themes. The rationale for each step is as follows:

Step 1: *Compiling*. This step includes transcribing the data into a written document and then reading and re-reading the transcripts. It provides opportunities for the researcher to become familiar and involved with the data through repeated listening, in order to gain an overview of the participants' experiences. For these reasons, in this study the researcher transcribed the interviews by herself, so she became more intimately familiar with the data.

Step 2: *Disassembling*. This step includes generating initial codes, and categorising the similarities and differences in the data into meaningful groups. This step enables the researcher to understand the opinions expressed by the participants through line-by-line coding.

Step 3: *Reassembling*. This step covers identifying themes and reorganising the codes. The themes can broadly be defined as the significant or interesting patterns related to the data or research questions. This step can be done by depicting the data using graphics or lists, and it helps the researcher in arranging the pivotal points from participants' responses into the most relevant themes.

Step 4: *Interpreting*. Once the data have been extracted into the most relevant themes, the researcher then synthesises the data to make sure the themes are coherent.

Step 5: *Concluding*. The researcher makes sure that the data analysis is done based on the chosen methodological procedures and written up in accordance with the research questions. Then a conclusion can be drawn from the entire study.

3.5   Research Ethics

Ethics may be defined as groups of moral principles using as a guide for researchers' behaviour during the process of research (Gray, 2014). Ethical issues are present in any study due to the issue of confidentiality (Dooly, Moore, & Vallejo, 2017). Bryman (2016) identified four general reasons why ethics have become dominant in social sciences research. These are:

1. Writers often differ quite widely from each other over ethical issues and questions.
2. The characteristics of a 'moral panic' for today's ethical issues.
3. The case of alleged ethics transgression.
4. The ethical violation associated with research methods. (Bryman, 2016, p. 121)

Hence, it is considered crucial for researchers to acknowledge the ethical aspects of their work. Given the fact that Nemberala is a small community on Rote Island, it is common for visitors and residents to interact. Participant confidentiality was prioritised and all participant names were replaced with pseudonyms in the transcribed records. This study received ethical approval from the Auckland University of Technology Ethics Committee (AUTEC) (Approval number: 18/115; date: 11 April 2018). Prior to the process of data collection, the participants were given a participant information sheet which contained all the vital information regarding the content of the research and research process. Next, to make sure all the participants understood the process and

agree to participating, including the fact that they had the right to withdraw at any time, they were given consent form to sign (Appendix 5). Participants were offered the option of sharing their contact details with the researcher to receive a summary of the research findings.

3.6   Research Reflection

As stated in the previous chapter, the study was carried out in Nemberala, Rote Island where I spent most of my life before I left for studies in New Zealand. My cultural background as a local and as an employee of the local government, created an interest in exploring the development of marine tourism, especially surf tourism, on that island. I chose surf tourism as my research area since I believe that this niche market can be a tool for the island's further development. Secondly, an investigation into the number of studies on surf tourism in Nemberala, Rote Island, revealed a dearth of literature. As a member of the local tourism board, I had an aspiration to explore in-depth how the surf tourists perceived their surfing motivations and experiences on our island.

My knowledge of culture and social structure as an insider, born and raised in the area, was to my advantage in of striking up a rapport with the locals, government and hotel owners regarding permission to conduct the study around their areas (see Appendix 2). Nonetheless, it did also require me to be alert to possible biases/subjectivity it the research process. I was also aware that my identity as a local might impede the interview process in that the participants might be unwilling to give a rich explanation about their experience. However, bias can occur at any stage of a research process (Smith & Noble, 2014) which is generally influenced by the researcher's ideas and knowledge about the topic (Patton, 2002).

However, in conducting research, sometimes a researcher needs to deal with a topic which is related and familiar to him/her or his/her group, or a topic which is completely new (Saidin, 2016). Hence, Merton (1972) used the terms 'insider' and 'outsider' to refer to those types of researchers. In this case, even though I may be categorised as an insider, I did consider myself an outsider because I am not a surfer. I might struggle more than other researchers who are surfers in understanding the surfers' experiences. This has been noted by Berger (2015) who argued that the identity and experience of the researcher might help or hinder the interpretation of unfamiliar narrative data.

Therefore, studying a new topic area could be very challenging. Yet, it was also an empowering experience for me because undertaking this study provided an opportunity to get involved with the surfers and to gain an understanding of their travel behaviours. I believe these findings could be used as a measure of how far the local community and government have gone in transforming the place into one of the best surfing destinations in East Nusa Tenggara, Indonesia, and to give the best experiences for the surfers.

3.7   Summary

This chapter illustrated the process of the research by covering the methodology and method adopted in this study process and how the participants were selected,. All the information provided in this chapter allows the readers to understand the process of the research conducted by the researcher. The choice of Nemberala as the research site was made because there is still no research found relates to surf tourism in that village. Moreover, it is also based on the researcher's personal connection with the place as a local and her desire to help the tourism industry in her home town. Qualitative methodology was used, with the interpretivist approach and semi-structured interviews employed to collect the data from the participants. The participants contributed to this research by sharing their experiences of and perspectives on what motivated them to travel to Nemberala, their satisfaction with the destination and how they think the tourism industry on Rote Island will look in the future. Participants were recruited through posters and the snowball method. Beyond ensuring confidentiality and anonymity of the participants, the researcher also obtained ethics approval from AUTEC (11 April 2018). Once the data was collected, it was analysed using a thematic analysis approach. The next chapter provides the findings of the study.

Chapter 4 Findings

4.1 Introduction

This chapter presents the findings from the research assessment of foreign surfers' perspectives regarding their motivations, expectations and satisfaction during their surf travel in Nemberala, Rote Island, through qualitative semi-structured interviews. The aim of these findings is to answer the research questions:

1. What are the motivations of surf travellers in Nemberala?
2. How do motivations and expectations influence the surf travellers' satisfaction?

The thematic analysis steps offered by Yin (2016) have been employed to analyse the data to reveal relevant themes related to surf travel motivation, expectations, and satisfaction of foreign surfers in Nemberala.

4.2 Participant Socio-demographic Information

Socio-demographic information about participants aids in better understanding of the type of surf tourists who come to Nemberala. A brief overview of the participants' demographic information is summarised in Table 1.

Table 1 Socio-Demographic Characteristics and Travel Behaviour of Participants

No	Pseudonym	Gender	Age	Education level	Nationality	Average income (per year)
1	Olivia	Female	25-49	Postgraduate	Australia	US$36,000
2	William	Male	25-49	Undergraduate	Australia	US$57,000
3	Jack	Male	65	Undergraduate	Australia	-
4	Noah	Male	50	Postgraduate	Australia	-
5	Thomas	Male	25-49	Postgraduate	Australia	US$71,000
6	James	Male	30	Postgraduate	Seychelles	US$60,000
7	Amelia	Female	36	Postgraduate	France	US$29,000
8	Jackson	Male	65	Undergraduate	Australia	US$43,000
9	Ethan	Male	64	Postgraduate	Australia	US$36,000
10	Lucas	Male	49	Postgraduate	Australia	US$71,000
11	Liam	Male	65	Postgraduate	Australia	US$36,000
12	Charly	Male	60	Postgraduate	France	US$10,000
13	Henry	Male	54	Postgraduate	Japan	US$30,000
14	Sam	Male	45	Postgraduate	Portugal	US$45000
15	Ava	Female	25	Undergraduate	Germany	-
16	Mia	Female	22	Undergraduate	Fiji	-

4.2.1   Nationality

Participants came from a range of geographical locations such as Australia, Africa, Europe, Pacific and Asia. However, the majority of the participants (n = 9) were from Australia, followed by two participants from France. While, the other participants, each of them came from Africa, Japan, Portugal and Fiji.

4.2.2   Gender and Age

Nearly three quarters (n = 11) of the participants were male. Meanwhile the age ranges of the participants were from the 18-24, 25-49, to 50-65, as can be seen in Table 1, with over 30% of them being people of a mature age. Based on existing data, although most of the participants (n = 13) mentioned their actual age, the other three chose only to mention the age range.

4.2.3   Education, Employment and Income

All participants had attained a minimum college education. With regard to the employment, 11 participants were in active employment and five were retired. As for the types of work mentioned by participants, these included architect, electrician,

engineer, geologists, hospitality employees, hotel manager, social assistant, and technician. The income range per year was US$10,000 to US$71,000.

4.3   Participant's Surf Travel Behaviour

Surf travel behaviour is shown in Table 2. Surf tourists visiting Nemberala, Rote Island, indicated a length of stay ranging from one week to four months. Half of the participants reported (n = 8) that they were staying in Nemberala for more than three weeks. The accommodation chosen by the surfers included hotels and surf camps with a spending range between US$30 to US$120 per day. The highest daily expenditure, US$120, was by a surfer who is staying in the most expensive hotel.

The participants had a variety of surfing experience, ranging from three years to sixty years. While regarding the skill of the surfers, all described themselves as intermediate (n = 7) or advanced (n = 9). The amount of time they spent surfing every week while travelling ranged from two to seven days, with the average being three to four days a week. The majority of participants (n = 11) had previously visited Nemberala.

Table 2 Surf Tourists' Behaviour

Pseudonym	Range of spending (per day)	Times visited	Length of stay	Surfing ability category	Years of surfing	Frequency of surfing while travelling (per week)
Olivia	US$33	First time	1 month	Intermediate	3	3-4 times
William	US$33	First time	1 month	Advanced	25	5 times
Jack	US$33	More than 5 times	2 months	Advanced	40	4 times
Noah	US$50	10 times	27 days	Advanced	48	Every day
Thomas	US$33	5 times	2 weeks	Advanced	25	5 times
James	US$50	2 times	1 month	Intermediate	4	2-3 times
Amelia	US$20	2 times	3 weeks	Intermediate	5	Every day unless injured
Jackson	US$53	2 times	3 weeks	Advanced	60	5-6 times
Ethan	US$50	2 times	3 weeks	Advanced	50	2-3 times
Lucas	US$60	4 times	1.5 months	Advanced	55	2-3 times
Liam	US$53	First time	9 days	Advanced	30	Once
Charly	US$10	20 times	4 months	Intermediate	30	4-5 times
Henry	US$20	23 times	2 months	Intermediate	30	2-3 times
Sam	US$120	First time	1 week	Advanced	40	4-5 times
Ava	-	2 times	-	Intermediate		
Mia	US$35	First time	1 week	Intermediate	16	3 times

4.4 Participants' Perspectives

The process of coding yielded multiple themes and subthemes which are reported in Table 3, below.

4.4.1 General surfing motivation

Surfers travel a great distance for the purpose of surfing and often leave good home breaks behind (Dolnicar & Fluker, 2003a; Ponting, 2008). Understanding why the surfers left their homes with good surfing spots was of interest to the researcher. Nine indicative questions were using in the interviews. During the interview process, various comments emerged regarding the factors of how they started surfing for the first time and the reason they have kept surfing until now.

Table 3 Themes and sub-themes

Categories	Key themes	Sub-themes
General surfing motivation	Enjoyment	General surfing motivation
	Relief	
	Culture and upbringing context	
	Health and fitness	
	Close to nature/environmental connection	
Motivation for surf travel	Push factors	Rest and relaxation
	Pull factors	Destination attributes
Destination expectation	Destination attributes	Waves condition/Consistency of surf
		Uncrowded surf spots
		Local people/culture
		Weather condition
		Infrastructure and amenities
Satisfaction	Destination attributes	Consistency of surf
		Uncrowded surf spots
		Friendly local people/surfers
		Perfect place for rest and relaxation
	Social experiences	Family and friends connectivity

The researcher identified five different key themes. The motives were enjoyment, relief, location, health and connection to nature. Most of the themes have been highlighted in the literature before (Dolinting et al., 2015; Kurtzman & Zauhar, 2003; Meisel-Lusby & Cottrell, 2008).

4.4.1.1 Enjoyment

During the transcription, the researcher identified the key words from some participants' answers, including words which were similar to enjoyment. These key words persisted several times in all the interview transcripts where eleven out of sixteen participants revealed their motivation for surfing is related to leisure. Enjoyment relates to positive feelings and occurs when being involved in an activity or exercise. Participants' responses indicated that surfing brings positive psychological states, such

as a special happiness, when the participants are doing such sport. As one of the participants stated:

William: I surf for enjoyment, obviously. […] and brings me happiness.

James described the enjoyment of entire surfing experience from paddling out, catching the waves, and catching a final wave in. He said:

James: I enjoy the physical exercise and also the expression of surfing.

4.4.1.2   Relief

Another key word, relief, also appeared in the interviews to describe how surfing was one of the tools to release all the negative and unpleasant moods of the surfers. One participant explained surfing provides a form of emotional relief in which it helps him decrease his unpleasant mood and tension after work.

He said:

William: If I am working, especially back home, and I am not in the ocean, I tend to get grumpy and surfing is a release for me.

4.4.1.3   Culture and upbringing context

Over half of the participants identified living in coastal locations as the gateway to surfing. Their involvement in surfing started at an early age, and it has been part of their life ever since. Participants related their participation in surfing to both family culture and lifestyle. This was highlighted by Jack, who began surfing with his father in Australia:

Jack: You know when you come from Australia, most people who live on the coast, they surf [….] I think it's just a popular past time. My father is a surfer, so I became a surfer.

4.4.1.4   Health and fitness

In this study, two participants, Liam and James, acknowledged that health and fitness appeared to have a contribution to their motivation for surfing. In his response, Liam highlighted the health benefit of surfing; he said that surfing is a way of living which gives a positive contributes to his health and fitness. Health not only means avoiding an illness but also relates to the physical and mental well-being.

Liam: It's a healthy lifestyle.

4.4.1.5   Environmental connection

Nature has been identified as a comforting and healing variable for humans (Marcus, 2015). Some of the participants expressed how they felt surfing was a way to connect with the nature. For example, Amelia stated:

> *Amelia: Just to feel nature around me.*

Similarly, Sam described the feelings that come from the combination of nature and his energy:

> *Sam: I love the sea, to be in contact with the nature.*

Other participants expressed how riding the waves gave them a rush of adrenaline and that brought happiness for them.

4.4.2   Travel Motivation, Expectation and Destination Satisfaction

In deciding on a holiday destination, tourists are generally influenced by push and pull factors (Chen et al., 2011). In this study, the researcher explored the push and pull factors for surf tourists to travel to Nemberala. To understand tourists' behaviour, their travel motivation might be considered as a pivotal point in their decision making (Bentz, Lopes, Calado, & Dearden, 2016b). The main themes mentioned were destination attributes, which cover other sub-themes such as wave conditions, amenities and social connection.   Responses indicated that surf tourists visit Nemberala not only to experience the waves but also for the other attractions such as the local culture. Overall, the participants expressed satisfaction with the quality/standard of amenities as well as the destination attributes.

4.4.2.1   Push factors

4.4.2.1.1   Rest and relaxation

The first pull factor of the participants regarding visiting Nemberala is for rest and relaxation in a perfect place. According to two participants, their reason for travelling to Nemberala is for rest and relaxation. As Ethan stated:

> *Ethan: to have a relaxing time, to have big surf, small surf, no surf and I expect the winds to be strong offshore and I'll be relaxing.*

4.4.2.2   Pull factors

In this study, participants' responses regarding Nemberala, were divided into three main categories, curiosity, destination attributes and social experiences. Despite the varied responses that were given by the participants, the two categories, destination attributes and social experiences showed up across the three factors, motivation, expectation and satisfaction. Destination attributes mentioned by the participants included: waves condition/consistency of the local surf, uncrowded spots, infrastructures, and amenities. Social experiences including meeting new people with the same interests.

4.4.2.2.1   Curiosity

Some participants explained that their motivation to travel to Nemberala, Rote Island, was because their curiosity to see and experience that destination after being told about Rote by their friends. The comments below illustrate their curiosity:

> *Ava:*   *All people say it's really nice and yeah and then I wanted to check it out.*

> *Amelia: I ask some people, what is their favourite destination for surfing and they explain me the place a good place for me, for my level and so I go, and I try. that's it.*

This curiosity by the participants has been related to the positive word-of-mouth received from family and friends. Most participants confirmed they had information about the surfing destination of Nemberala from their friends and families who have been to Nemberala before. For them, word-of-mouth from friends and family is still considered to be the best source of information:

> *Liam: Many recommendations from friends who had been here before.*

> *Lucas: Because of my son's stepfather had a place here. So, he told me about it. That's how I ... Word of mouth. Word of mouth not through magazines or internet. Word of mouth.*

4.4.2.2.2   Wave conditions

Participants responses indicated that uncrowded waves were an important destination attribute. However, among the 16 participants, only two of them acknowledged wave

conditions as their reason for visiting Nemberala. The following excerpt provides an example:

> *Thomas: The quality of the wave.*

With regard to the participants' expectations, finding consistency of waves was an important expectation for surfers. The findings from this study described participants' expectations about Nemberala, Rote, as a surfing destination with good and consistent waves for surfing.

> *James: I expected the waves to have good quality and the consistency.*

Meanwhile, regarding satisfaction, even though according to some participants the wave conditions in Nemberala were not as good as they expected, half of the participants said they were satisfied with the wave conditions. A participant agreed that the wave conditions in Nemberala are suitable for intermediate surfers like her:

> *Olivia: The waves here are perfect for me, I'm an intermediate surfer, so they're not that powerful and I feel like more comfortable in this wave but for example for [William], who wants more powerful waves compare to other places in Indonesia, he doesn't like the waves here as much.*

Another surfer (over 50 years old) expressed his feeling that the waves are better than what he found in his hometown. Additionally, this quote shows that retired age was the reason for not being in the sea for a whole week:

> *Noah: Number one waves. Yeah. That's it. The waves are good, I'm happy, you know, and the waves aren't good, I'm usually happy, you know, that I can have a rest. Because if the waves would have been good, and you surf twice a day for example within seven to ten days, your body will be pretty tired. Specifically, when you get older. So, if the surf goes small, you can have a rest. So, it doesn't affect you even though the waves are not really good for you to surf, then you can have time for rest. Yeah and look at ... Here's the quality of the waves here even when it is bad it's better than where I live in Australia.*

James considered himself to be a lucky surfer to get good waves in Nemberala, because Nemberala has inconsistent swell and good waves do not happen every day:

> *James: I think I've been very lucky because I've been here for two weeks and we've had very good waves. We had a big swell come and for four or five days we had really amazing waves. So, yeah, I feel very lucky. I think it's better than what it usually is.*

Dissatisfied with the waves

Despite the satisfaction expressed by some participants about the waves, there were also a few participants who were disappointed with the wave conditions. According to them, the waves were not as big as they expected and were not suitable for them. One participant expressed they were dissatisfied with the waves, as they wanted more powerful waves such as those found in other places in Indonesia.

4.4.2.2.3 Remoteness

Rote's geographical location, which is far from mainland, with all the limitations of infrastructure and service, becomes an attraction for the foreign surfers:

> *Thomas: Lack of people, lack of other services, and it's a beautiful place. It's a nice place to come, Rote.*

> *Jack: Not so many people here. Locals are not as many as everywhere, let's say Java.*

Uncrowded surf spots

Since the remoteness of the island was the motivation factor for visiting that place, uncrowded surfing spots emerged as the surfers' expectations of Nemberala as their surf travel destination. As James commented:

> *James: I expected it to not have too many crowds.*

In participants' satisfaction, uncrowded surfing spots were also regarded favourably by participants. As two participants put it:

> *Liam: The fact that this time every year, in April, the surf here is a real crowd. But now that there's not a huge number of people here. So, uncrowded surf is the number one.*

> *Henry: Not so many people, that's it.*

4.4.2.2.4 Local culture

Participants' responses indicated the local people and culture to be a reason for visiting Nemberala. The following responses were considered indicative of participant interest in culture:

> Jack: The people seem more relaxed, they just go about their business normal. So, I don't really know, but I like the people here. The local Rotenese people seem very nice.

> Thomas: Good people, happy people.

Another participant emphasised the importance of culture:

> Noah: I don't really come here for the waves, I mean the waves are not very good, so I just come cos I love the place. I like this, the town and all the people and to get some surf is a bonus.

Of the responses to the question regarding satisfaction, 14 of the participants pointed out that the local people of Nemberala and their culture made them feel comfortable and secure in spending their days there. In addition to it, they even became friends:

> Jack: I like the people here and I think it's different.

> Thomas: Great. Yeah, happy, helpful. Many of them are my friends now after all these years. Yeah. So, yeah, I think I like all the people I find them ... I find me meeting people, good people. You know, especially in places like this you know they just care about their chickens, their goats, their pigs, their cows and kids going to school. You know, it's very different to ... you know they have they have basic needs and they get fulfilled before they're happy to help you.

One participant compared the hospitality of the locals in Nemberala to other places in Indonesia:

> Amelia: Hospitality of the local people. I told you, I feel very well here because everybody is friendly. It's very different from Sumatra, for example. Very different. Or Lombok.

Amelia also highlighted that the reason she came to Nemberala was not because of the particular surf break but for the local people and nature. She claimed that she felt secure

during her time in Nemberala. The waves for her were not as good as in the other places in Indonesia such as Simeuleu in Aceh:

> Amelia: Nature and people. yeah, that's it. It's not for the waves. For the spot, I mean. Because, for example in Simeuleu, there's maybe 15 spots different. You can surf alone. There're some crazy waves. So, if I need to choose the destination only for the surf, only for the quality of the waves, I will choose Simeuleu. But, why I'm here, it's because of the people, the nature is very beautiful. It's clean, it's important and yes, because I'm a woman and I'm feeling confident here.

This underlies how the hospitality of the local community has a positive influence in a tourism destination; however, she also described an issue related to some local people. Similar to the participants' experiences with the local people, so far, based on the interviews, foreign surfers also did not experience any localism in Nemberala. They acknowledged that they never had any bad experiences with the local surfers while they were surfing.

> James: I feel very welcome and I've met a few people that I meet again in the streets and very friendly.

> Amelia: Most of the time they are friendly. They are really friendly. They share their turn, I didn't see something very bad you know, with local people. I mean surfer, local people. No. I have nothing to say about that.

A female surfer claimed she never had a bad experience with the local surfers. She considered gender difference as the reason for this.

> Mia: Like I never had a bad experience, yeah … but it also might be because I'm a girl, so they like … (laugh).

Although most of the participants talked about the local surfers being friendly both in the sea and on land, Sam was not one of them. While surfing in Nemberala, he and his friends had to deal with an aggressive local surfer:

> Sam: Yesterday we had a problem with a local guy. … Yes, a local surfer, but we could arrange the problem. We solved it, but with a knife in the boat and said he's killing us. Yeah, really bad yesterday. We were in the water and he was saying I'm a local. From here and he starts making stupid things. One of our friends didn't accept that, and the situation got really

> *bad. He went to the boat, took the knife and said he's gonna kill us.*

However, this experience did not change his perception about local people. He accepted that as a normal thing that can happen everywhere including in his hometown. He said:

> *Sam:*   *But we know in Portugal we have people like this with problems all over the world. Not ... nothing to do with Nemberala.*

4.4.2.2.5   Local attitudes towards foreigners

Even though Amelia acknowledged her secure feeling while she was in Nemberala, she admitted that she had an intimidating sexual harassment experience in Nemberala and she spoke about how it changed the *'vibe'* of the nice village. She also experienced having her possessions stolen by some people. However, it did not change her mind about revisiting Nemberala:

> *Amelia:*   *Sometimes the behaviour of some local people. sometimes they are rude. Sometimes it's happened. But, it's not common. I was riding my motorbike from here to Bo'a because last time I stayed in Bo'a. It was very dark and I saw a guy with his motorbike, and the motorbike fell down, and the guy and the motorbike fell down also. So, I just stopped, and tried to help him and he said yes, I need some help. I have my knees broken, I don't know. So ... jumped on my motorbike and we went very fast to Nemberala to find the doctor. And during the roads, he started to touch me everywhere. Yeah that's it. So, I just stopped the motorbike and I told him get off of my motorbike and leave me alone. ... It was the only bad thing happened to me here. And also, the mirror on my motorbike and the hat, and all the stuff were stolen.*

Despite the inappropriate behaviour, she highlighted that those issues did not change her positive assessment/views about the destination, as she realised those might be happen anywhere in the world.

> *Amelia:*   *So, yeah. So, this kind of things makes unsatisfied. But it's everywhere. It's not specific.*

4.4.2.2.6 Weather conditions

Some participants were attracted by the climate and characteristics of Nemberala, Rote Island. One participant highlighted both the weather and the atmosphere associated with small islands:

> *James:* *I guess a very important part of it is the weather. I like warm weather surf, so I like to surf just in board shorts without a wet suit and I like to surf in an area that has a bit of a different culture of where I'm from, where I've been before. And I also like small island destinations. I like the atmosphere and then the feeling of these places.*

The weather similarities between the country of origin and in Nemberala, Rote Island, also contributed to the satisfaction of the surfers. For example, one surfer said:

> *Charly:* *I come from South France where the weather can be very dry months and here is dry also, so I quite like it.*

However, there was also a point highlighted by Charly related to the weather condition that affects the surfers' time in Nemberala

> *Charly:* *This area is very much affected by the winds. The 'angin Timor', in June, July, August, so for two, three months, there's such a strong wind brings people crazy, some other ferry as I said there's a fast boat, and the fast boat doesn't work and in the water it's cold and it's almost stopping this. The surf. So, it's almost stops us for surfing.*

4.4.2.2.7 Infrastructure and amenities

Even though infrastructure and amenities were not any of the travel motivation factors, two participants highlighted those factors in their expectations. A couple, Olivia and William, mentioned surfboard repair stores as an important need for Nemberala since many surf travelers always bring their own surf equipment including surfboards while travelling to Nemberala. Most of the hotels and resorts provide surfboard rental but there are still no surfboard repair shops yet. Furthermore, they also expected to have comfortable accommodation since they found accommodation rates in Nemberala to be expensive.

Apart from the amenities, there was also a participant who shared his anxiety about access to Rote Island. He described how he thought it would be difficult to reach Rote:

> Thomas: *I expected it to take a couple of days to get here. I expected, you know, travelling through even if you can sometimes be difficult and sometimes, I think, if the Indonesians can find a hard way to do it that's how they'll do it. I mean that in a very nice way, but you know I mean the way.*

Meanwhile, Mia acknowledged that she expected Rote to be a tropical and private place after a friend shared his experience on Rote. Despite the varied expectations stated by the participants above, there were also six participants who came to Nemberala without any particular expectation. For example:

> Liam: *I didn't really expect anything. I just go along with what was available. I didn't really expect anything in particular.*

> Sam: *I've got no expectations about surf. I prefer I don't have expectations.*

Despite the isolated location and the limitation of the infrastructure, many of the surfers considered the infrastructure provided in Nemberala, Rote Island to be adequate for them:

> Thomas: *Infrastructure here? Yeah. It's okay. To me it's typical Indonesia I mean it's very ... It's not like Bali. You know, I think if people expect Nemberala to do like Legian or Kuta or Sanur, they're going to be sadly mistaken. But this for me, this is what I like. You know, this is the infrastructure for me the word ... It's adequate. For me, for my needs. It's very adequate.*

Furthermore, some participants suggested that more developments are likely to influence their surfing experience in Nemberala.

> Ethan: *I think as it stands now here, there's more than enough infrastructure to facilitate surfing. As it stands, I don't think you can increase the facilities anymore. I think that would be a little bit detrimental to the surf experience. See before ... Up until 10 years ago I guess everyone had to walk out on the reef to go surf and paddle back in again. Now each of the resorts have a boat that will go down to the boat like it dropped off and picked up, etc and the others well that's an infrastructure that's infrastructure and that's creating ...It's making it very easy to go and search out the waves out there. That's too easy.*

Ethan also observed that now the accommodation in Nemberala was varied enough to tourists to choose based on their budget.

> *Ethan:*   *The accommodation very strong, very cheap to basic accommodation to luxury accommodation. So, if you have enough money to spend. The rich of course, spend money at the rich and some wealthy people spend money at a cheaper accommodation.*

> *Sam:*   *The infrastructure, we are in Seed Resort, so we have all good and we don't have nothing to say. I think we prefer this kind of infrastructure than something with many developments. I like this.*

The infrastructure development in Nemberala has been providing opportunities for the participants to choose their preferred accommodation and restaurants. As stated by one of the participants:

> *Mia:*   *It's nice that you come here, and you got like a couple accommodation and like definitely restaurants. It's nice to go for somewhere different to eat. So, it's all … it's developed a lot, since last time I came. The service, the girls are amazing … they serve good. They treat us very nicely, they always make the most amazing food, and I love all the nuts and fruits that they have here. So, it's something different to home because we really eat that fresh.*

However, there were also some complaints about the transportation and facilities. The comments below illustrate those complaints:

> *Charly:*   *I would also add the access, it's good for us but unfortunately far from Bali, you need … although now there are planes, but you need one day to go to Kupang and next day to go to catch the fast boat and to come here, so it's close down a little bit. Also there's a plane but it's in Ba'a, they don't take many surfboards, sometimes people get their surfboards the next day and now there's morning plane started this year, but people till last year they have to stay one night in Kupang and they didn't like it too much, because it takes two days on the way and two days on the way back. So, it's not accessible compared to other places in Indonesia where you can fly there in the morning and surf in the afternoon. And then, when you go back, you come again. When it's very windy here, the fast, the slow ferry doesn't … doesn't work, you cannot move or catch the plane, not many people come every day because*

> *there's only 40 seats on the plane. So, that's one problem is the access in windy season or in the rainy season.*

One participant suggested the internet connection needed to be improved. Olivia pointed Indonesia in general still had internet connection issues:

> *Olivia:* *Here has no good internet. No. that's one thing that really needs to be improved in this area is internet. Every accommodation, this is like classic throughout Indonesia. Everywhere says they have internet, but they never actually have internet.*

Another issue raised by one of the participants was the restaurants prices:

> *Amelia:* *When you want to eat outside, little bit difficult to find a place ... Not cheap. It's very expensive. Yeah.*

4.4.2.2.8 Perfect place for rest and relaxation

A comfortable place for rest and relaxation was another factor mentioned by the participants. Spending time in that place with their loved ones, sharing stories with other surfers and enjoying local food were all the good moments for the participants:

> *Jackson:* *It's like you're in the ... what to say ... sort of live in a little bit of utopia. Place to sleep, food is good, surf good, you can sit around, you can relax, you can go to sleep. At night time you go to the hut over there. We have a chin-wag and the other people turn up, so it's just all really like key sort of stuff. We play music. We meet other like-minded people and we meet other locals who are in the place. So, it's the best thing about it. There is I suppose, you don't have to do anything or at all.*

4.4.2.2.9 Social experiences

Most participants confirmed that their time in Nemberala changed their relationship with their families, and they have become good friends with other surfers. Some of them explained that surfing had connected them with like-minded people who shared the same interest in surfing. This connectedness brought satisfaction to some of the participants.

> *Ethan:* *Friendship, good communication, lots of talk.*

> *Lucas:* *An afternoon we go down to the wharf. We share stories about waves and then we come off here, it's like family. Sit around, dinner. That's the whole experience is very satisfying. I feel like a part like a family, you know. It's the family. Everyone's common interests to surf and health and you know, we all get to share those stories when you're surfing in a nice beautiful wave and I'm surfing with my son and I see him get a big beautiful wave. That's the best ... That's the best when I see my son get a cracker (laugh). That's the best.*

> *Mia:* *The sunset, I think that's the most amazing thing 'cos we have the most beautiful sunset here, and … then being able to surf and come back and have a beer, just the life style that you have when you here, it's super relaxing and it's a small community as well, so you getting to know everybody, I think the big thing. Yeah….*

Some participants expressed their satisfaction about Nemberala despite some limitations as a small village:

> *Thomas:* *Look, it's just Indonesia. You know that's ... for me in Indonesia that's normal power goes down. You have a blackout. Sometimes the internet is not very good. Sometimes it rains a lot. Yeah, you just ... That's to me, it's not a problem. And yeah, I don't get unhappy here.*

> *James:* *Honestly, I cannot. I cannot say anything negative so far. I broke my tooth, while I was here, so I had to go to Kupang to see the dentist. So, this was a bit expensive. And what I wanted to go one day but the ferries were cancelled because of the bad weather and the flights were full. But this is also, I think an uncommon situation. So, it hasn't made me unsatisfied. I think it comes with the destination and to be expected.*

4.4.3 Relationship between Motivation, Expectation and Satisfaction

In an attempt to obtain a deeper understanding of the surf tourists' behaviour in Nemberala, the researcher sought to understand the relationship between their motivation for travel, destination expectations and satisfaction. This was achieved by asking the surf tourists about their intention to return to Rote and their willingness to recommend it to other people.

4.4.3.1.1 Intention to revisit

Even though some participants described the problems they encountered during their stay in Nemberala, it is somewhat surprising that they all provided positive responses when they were asked if they were willing to revisit the place, although some considered waves not to be the priority for their return:

> *Noah: I'll come back. Yeah, always until there's too many people.*

A similar answer was provided by Ethan, who said that he still plans to revisit Nemberala. However, he also highlighted that he might not return if it is getting more crowded.

> *Ethan: Yes, I plan to come here probably in the next five years. I think by then, it will be all over, all that I've said is gonna happen here. And then I won't coming here anymore because it will be too crowded out in the water.*

Meanwhile Henry, who always spends at least two months every year in Nemberala, stated that if Nemberala has more surf tourists in the future, he will make his stay even shorter.

> *Henry: Yes, I wanna keep coming. Yeah, even though it gets crowd I'm coming now every year two months, but if get busier, maybe I come just … only June, only one month. Because too busy, two months is too much. No much chance for the catch of waves. That's why, I make shorter.*

For Sam, no matter what the wave condition is, he still plans to return to Rote.

> *Sam: I wanna come back again. If the waves aren't ok, I will say oh the kids are great. If the waves are great and the people are friendly, accept us as well. I want to come again.*

4.4.3.1.2 Willingness to recommend Rote to others

The other advantage derived from tourists' satisfaction is their willingness to recommend Rote to others. Some participants agreed to share information about Rote with others when they were asked about their willingness. For the reason that he wanted to keep irresponsible tourists away from Nemberala, James hesitantly answered that he will recommend it only to his close friends:

> *James: Very close friends. I wouldn't publicise it to people that I don't know well. Because I feel that a destination could be a little fragile, and I think if you start having the wrong … start having people coming here with the wrong kind of attitude, maybe not the right sense of maturity, then it could be damaging in the long run. Having said that, I think it is inevitable the place becomes more and more popular in the future. So maybe it is just a selfish reason. But I would not advertise it.*

> *Amelia: Yes, sure I ever done that. Recommend some friends to come here. It just with my friends. Just because if you talk about this place to everybody could be crowded and could be a nightmare after. So, we need to be balanced.*

> *Liam:*   *Yes. Yup. A couple of the guys here come because on my recommendation that sort of heard me since I've been coming every year I figured it must be a good place to come to. So, a couple of the guys here, come as a result of me coming over. You can't blame somebody for wanting to go try and you ... Because I haven't. I haven't necessarily kept it a secret. But then again at the same time I haven't gone to worldly advertising either.*

Despite all the satisfaction expressed by the participants, the majority of them were unwilling to recommend Nemberala, Rote, to other people for the reason of avoiding making it crowded in Nemberala.

> *Jack:*   *I don't like the crowd to get more so … I'm very careful to who I say, yeah. It's like you can't stop progress you know, but you can slow it down (laugh). If you … where I'm from is a very busy surfing place, and if I told everyone there that is surfing to come here and all the things they like in this place, if everyone did this, this place would be enormous, you know. It would be like Bali, I don't want that. So, I don't do that.*

> *Thomas:*   *Yes, but I like to keep it quiet. Because I'm being selfish. I don't want them to know this place.*

Henry used a small piece of cake as a metaphor for Nemberala. According to him, when a piece of cake that is only enough for him but has to be shared among ten people, they cannot really enjoy the taste of the cake.

> *Henry: I wanna recommend it, but when I recommend it, more people come. That's problem. That's worry thing for me, yeah if they ask, have you been Rote or something, if they ask…I can tell, you know, I recommend it. But if people not ask, I'm not telling anyone. Something like you have only some good food for you, ok, maybe like this, small size cake, you want to eat on yourself or ten people. Which is better? Something like this.*

4.4.4   Attitudes towards Surf Tourism Development in Nemberala, Rote Island

In the interviews, the participants were also asked about the tourism development in Nemberala. A variety of perspectives were expressed regarding this. The following section present these key words the highlighted in key themes and sub-themes

4.4.4.1.1 Exotic and friendly swell

Natural features are demonstrably the building blocks of Rote's image according to the participants. As stated by Charly *"It's an exotic, extreme destination"*. In addition, some surfers acknowledged that the wave conditions in Nemberala are much more suitable

for intermediate and also older-aged surfers since the waves are not as big as in other places which means it is not risky for them to ride:

> Olivia: It's good for family, older surfers, and girl friends who wanna surf with their partner.

> Liam: The good thing about the waves here ... The waves here are good for my age. Because the wave is not as powerful as some waves in Indonesia. So, this wave out here is an easier way to ride and we've got less chance of getting hurt.

4.4.4.1.2 Geographic location/limited waves/inconsistent swells

One of the participants explained the inconsistence of the swells as a result of the geographic location of Rote Island.

> Olivia: Rote is located really east in Indonesia, that means like the swell to get here it has to be really west. So that's like a lot of swell created don't reach Rote but they reach everywhere else in Indonesia because Australia blocks it. So, like it can be like really big else where in Indonesia but it really small here. Unless the swell is like the perfect direction.

The surfer goes on to describe the waves condition in Nemberala using the word 'fickle':

> Olivia: Like fickle means let's say for example 20% of the time has really good waves. Whereas in other places of Indonesia, probably 50, 60% of the time the waves are working all the time.

Another comparison was made by a participant in talking about the wave conditions:

> Charly: The number of waves in one day, that will be five hundred in Bali, there will be only two hundred here, so if we are too many people, in one hour, there's 20 waves, we are 30, 40, 50. So that means half of the people they don't catch one wave.

4.4.4.1.3 Getting more crowded/starting its development

Another concern raised in the interviews was related to the development and the growing number of tourists in Nemberala. Lucas reflected upon anxieties related to the developments in Nemberala. Ethan in particular said that the increasing development of Nemberala might bring more people there; he said that would be disturbing for him and he was planning not to return to Rote if that happened:

> *Ethan: Foreigners coming and creating more infrastructure to make more money, so they can come in and create a surf tourism industry. They built formal resorts along here big resorts and they facilitated easy access into Rote, so more people will come, and they get more restaurants etc. So, it's gonna leave more people out on the water. And so, it's gonna be less enjoyable surfing out there. So, you think I want to come back? Because I go out there to enjoy myself. I like enjoying myself. I won't come here to enjoy the other facilities of it.*

> *Thomas: So, I'd hate to see Rote become like ... like Bali. It will be disappointing. I think they've almost got it right now. That would be my preference but I'm being selfish. That's probably not the best for the local people. It's just the best for me.*

> *Ethan: There gonna be more people, and it's gonna be more crowded down in the water and the surfers coming here to surf, it's gonna denigrate his trip but for the others who don't come here to surf, might come here to go fishing or sailing etc.*

Ethan also highlighted the benefit of the growing number of tourists coming to Nemberala. At the same time, he also expressed the surfers' anxiety about it becoming a crowded surf spot affected by development:

> *Ethan: For the surfers, their enjoyment gonna be impacted by bringing too many people on but it would have a negative impact on the surfers; that's not for the other profiteers. But for the surfers that will happen and it's happening now, actually beginning to happen now.*

Another participant indicated that Rote has the potential to be developed as a tourism destination. However, the issue of carrying capacity might be a problem since it is only a very small island:

> *Ava: I think it has a lot of potential but it's a small island, so I don't know if they have like space for so many tourists. So, and I don't know if it is that cool anymore if there are so many people here because it would be really crowded and then ... I don't know. I think a lot of people don't want to come here anymore if there are too many people surfing. Because now it's okay. But I think if there comes a lot of people, you have to build new places and if they're coming so many people, not so many people who want to come here anymore because it's crowded.*

One of the surfers who has often visited Nemberala spoke about the rapid development in the place compared to the last time she visited. One of the examples is the emergence of new restaurants:

> Mia: I think it's gonna progress. I think it's gonna get busier, because so much to offer and you see, it's slowly … it's developed so much from my last trip, there's so many new restaurants, I think Nemberala is gonna get a lot of surfers here, yeah … it's just gonna keep getting busier.

Climate change

Other points raised by a repeat surf tourist to Nemberala was the effect of climate change and development:

> Charly: We don't know why but there's … since maybe Antarctica is not as cold, it's not making as low pressure as before, and we don't get many good days. So, if the weather, the climate changes, there's more like the climate changes we might get less waves and if tourism is growing up, it may get more surfers and less waves for surfers. So, that's again the problem.

4.4.4.1.4 Controlling progress

Six of the participants who were repeat visitors recognised the progress in the area and they highlighted that slowing down this progress was an important point to be considered.

> Jack: I wish it would slow down, the less people, the better. Like last year, it's changing very quickly. May be in the few years, I don't come back, you know. If it keeps getting busy busy busy, I not come. I'll go find a new place. Like I know there many places I go, so I would just change to one of the places more like slower, less people, great surfing and crowds are not good.

Another argument was that there would be large buildings around the beach that would affect the originality of the place. Amelia said:

> Amelia: We just hope that there's no big building was concrete on the beach because it's so beautiful and we come here because there is no big building with concrete in front of the beach. That's it. And if there's some building like that, me, I go to Simeuleu or another island to find. You know.

One participant claimed to have a dilemma because on the one hand, he wished the place to remain as it originally:

> Sam: I prefer this like, I prefer these. Like these. But, for the people to have new resorts and much more works, it would be good.

But on the other hand he also acknowledged that the tourism development in that area could benefit the local people.

4.5   Summary

Semi-structured interviews were conducted with 16 participants to explore their motivation and expectations regarding Nemberala, Rote, as their surf destination. The findings suggest a variety of reasons such as the weather condition and the local culture, that lead to surfers choosing Nemberala as their travel destination. The findings also show the expectations of the surf tourists and their destination satisfaction. It is worth noting that, in addition to surf-related attributes, there are other factors such as social experiences that contribute to the surfers' travel satisfaction in Nemberala. Furthermore, the findings also suggest that there is an association between the travel motivation of surf tourists, expectation and satisfaction. The most important points and issues raised in the interviews will be presented and discussed further, and combined with insights from the literature review, in Chapter 5.

Chapter 5 Discussion

5.1   Introduction

This chapter discusses the significant findings of the research. All the issues related to the research aims and objectives are briefly discussed with regard to the research questions. Results are summarised and interpreted into the key themes related to the existing literature. Firstly, the characteristics of the surf travellers participating in this study are explained. Secondly, the discussion focuses on the participants' experiences during their surf travel in Nemberala and the relationship between the three factors motivation, expectation and satisfaction. Thirdly, the discussion further considers the participants' perspectives on the surf tourism development in the destination.

5.2   Participants' Socio-Demographic Information

Nemberala attracts surfers from various countries around the world. In order to better understand the surfing market demand in Nemberala, Rote Island, the researcher identified surfers as key persons in the development of the surf industry in Nemberala. Demographic data were gathered from the 16 participants, representing several countries (Australia, France, Fiji, Germany, Japan, Portugal and Seychelles) and varied demographic data, including age , gender, professions and surf abilities. However, it is noted that the majority of participants originated from Australia. This finding was also reported by Towner (2016) in Mentawai, Indonesia. This representation was not surprising as nearby Bali is a popular destination for Australians (BPS, 2018). Further, Rote Island, as the southernmost island of Indonesia, is situated close to the Australian continent, at only 500 kilometres from mainland Australia (Wright & Lewis, 2012).

The available data from Rote-Ndao Tourism Department (2018) indicate that most people visiting the island are from Australia. This further supports the finding that the majority of participants are from Australia. There has been little change in the number of surf travellers visiting from other continents such as Europe, Africa and even Southeast Asia.

Since most of the surfing locations in Bali are becoming more heavily populated by tourists, these surfers have started looking for new spots around Indonesia without crowded line-ups (Sutawa, 2012). Indonesia is a country of more than 17,000 islands

(Bempah, 2017, August 21) and the diversity of the archipelago provides various opportunities for willing surfers to explore less-travelled islands. Such explorative travel outside the more popular islands (such as Bali) has the potential to bring economic benefits to outer islands. Rote Island, has the potential for surfing tourism, since it has at least seven surf spots around the western part of the island (WannaSurf, 2017). Slowly, it has now also become one of the destinations of these surfers. What remains less clear are the motivations of surf travellers who come to Rote.

The age range of participants recruited for this study was 22-65 years old. Research conducted by Kruger and Saayman (2017) indicated the typical age of adventure tourists such as surfers is likely to be up to 30 years old (Kruger & Saayman, 2017) and that these tourists had been surfing since their childhood. In short, the surf traveller community is not only comprised of young people but covers almost all generations (Buckley, 2002; Reynolds & Hritz, 2012).

With regard to the skill level, seven participants categorised themselves as intermediate surfers, including four female surfers. Meanwhile the other nine participants each had an average of 25 years' surfing experience. These participants considered themselves as advanced surfers. Similar to previous research on surfers, the sample was predominantly male (12 out of 16) (Kruger & Saayman, 2017; Porter & Usher, 2018). The 25% of participants (4 out of 16) being female. Due to the small number of participants, only a fraction of foreign surfers in Nemberala was represented.

In relation to education, surf tourists visiting Nemberala are generally well-educated with at least diploma level education or a degree. These findings are in accordance with previous studies which have found this to be a characteristic of surf tourists visiting marine destinations (e.g., Porter & Usher, 2018; Van der Merwe, Slabbert, & Saayman, 2011). In terms of annual income, there was a considerable variation among the surfers, ranging from $10,000 to $71,000 with the most common income being $30,000. The participants with the lowest income were mostly retirees. It can be assumed that the low income of some of these retirees only represents their savings towards their travel to surf destinations or the notion that they do not draw an income other than a pension. Nonetheless, this amount of income may be considered sufficient for the cost of visiting Rote, Indonesia, because as reported by Ponting (2008), Bali is an affordable surfing

destination. The participants were spending an average of $30 per day, with the highest expenditure being $120 per day for one of the participants who was staying in a luxury resort. This higher figure may be attributed to the higher accommodation cost in the resort. The majority of accommodation choices in Nemberala provide breakfast as a part of the accommodation package, as well as boat transportation to the surf spots.

The majority of the participants (n=11) were mostly repeat visitors to Nemberala and had been there three or more times. With regard to the length of stay, they spent at least one week there, with the longest stay being more than three months. This is in line with the findings of Barbieri and Sotomayor (2013) that the average length of stay for 43% of the participants was one week minimum, while 7.8% spent at least two months at surf destinations.

5.3 Participants' Perspectives on their Surf Travel Experiences in Nemberala

The research sought to identify the variety of surf motivations, expectations, and satisfaction of the participants, and their impressions of the tourism development in Nemberala. The following sub-sections review and discuss the various findings on these topics.

5.3.1 Surfing Motivation

The number of people participating in adventure sports such as snowboarding, surfing, climbing and many other similar activities is increasing (Buckley, 2015). There are many explanations for why people are interested in these sports. With regard to surfing motivation in general, the participants in Nemberala associated that activity with enjoyment, culture/lifestyle, health and fitness, socialisation and also being close to nature, which is consistent with the previous literature (Anderson, 2014b; Buckley, 2012; Ratten, 2018; Reynolds & Hritz, 2012).

The first question in the interviews held in this study aimed to better understand the value of surfing for surf travellers in Nemberala. With regards to the surfing behaviour of the participants, all participants acknowledged their regular participation (weekly, or three to seven times a week, as seen in Table 2) in surfing at their home break. These findings are similar to a previous study by Barbieri and Sotomayor (2013) which recorded the surfing behaviour of their participants starting with three days per week and increasing to five or more days per week.

5.3.1.1 Enjoyment

In this study, enjoyment was a common theme highlighted by the participants. The positive feeling of pleasure or enjoyment experienced while participating in an outdoor activity, including surfing, is categorised as an intrinsic motivation (Ritchie et al., 2010). The participants described the feeling of excitement and enjoyment as a reason for surfing. Participant responses indicated enjoyment was the positive feeling they got after successfully participating in surfing activities. This is supported by previous research that has demonstrated how managing and controlling the risks in such challenging activities bring excitement for the participants (Lynch & Dibben, 2016). This was summarised by Amelia saying that: *"I'll get to feel happiness because when you take a wave, it's so great and have some adrenaline."* Ignoring the risk and tackling the sense of fear are likely to be significant achievements for the surfers (Taylor, 2007). The participants described surfing as how they managed to overcome fear and indulge in every process of surfing, which can be risky. Elsewhere, Kruger and Saayman (2017) highlighted enjoyment as a crucial contributor for participating in surfing.

5.3.1.2 Relief

Letting go of negativity and tension, such as stress, was also confirmed by the surfers in Nemberala as a reason for them to surf. This study is in line with the study conducted by Bush (2016) who found that surfing has the potential to alleviate negative feelings due to the experience of life challenges. Stress might become destructive over certain periods. By doing something active and enjoyable, such as surfing, the human body becomes better at controlling the cortisol level or the stress hormone, which will reduce the tension and the stress (Stubbs et al., 2017). The participants' descriptions also point to a notion that surfing is an addictive sport in which participation resulted in the desire for more of the same. This addictive behaviour has been observed by Buckley (2015). It can be assumed that all the surfers' negative emotions will be released once they are able to engage in surfing.

Elsewhere a participant, William, pointed out that missing a surfing session resulted in mood swings: *"I'm not in the ocean, I tend to get grumpy."* This finding was also reported by Anderson (2013) and Buckley (2015). In his study, Buckley (2015) included mood modification as one of six criteria of addictive behaviour in adventure activities. In accordance with the present findings, Taylor (2007) equated participating in surfing to

"going to church" (p. 940) in which participants can experience such transformative and healing processes provided by the ocean.

5.3.1.3   Culture and upbringing context

Many participants have been surfing from a young age. They attributed this to living near a coastline. In addition, culture and lifestyle appear to have influenced their motivation to engage in surfing. As Jack revealed: "*most people live on the coast, they surf [....] I think it's just popular past time. My father is a surfer. So, I become a surfer.*" This finding supports the studies of Donnelly et al. (2011) and Idang (2015) which suggested that each group has a different culture that may influence the behaviour of the members of the group, such as children tending to imbibe their parents' activities. Similarly, this finding was also reported by Wheaton (2017a). In her study she highlighted that many of her participants were based in coastal areas, and they acknowledged the first reason for them to go to the beach was their family doing so.

5.3.1.4   Health and fitness

Despite the research on the health benefits of surfing (Bush, 2016; Suendermann, 2015), most participants did not discuss this as a benefit. This is because they prioritised enjoyment over the health benefits. Only two participants highlighted physical health benefits as a motivating factor to surf. Thus, consistent with the literature, the intrinsic motives are likely to be more dominant than extrinsic motives for surfers (Diehm & Armatas, 2004; Kruger & Saayman, 2017).

5.3.1.5   Close to nature/environmental connection

Besides the health benefits which can be associated with surfing, the intimate relationship between surfers and the sea is found in some of the surf tourism literature. Most findings highlight closeness to nature as one of the motivations to undertake the sport (Suendermann, 2015; Taylor, 2007). As experienced by the participants in this study, surfing gives a sense of belonging and positive connection to the sea. Amelia spoke strongly about her surfing motivation: "*I need to be in the ocean. I need to feel nature around me. It's like meditation for me. So yeah, I surf only for that. Just to feel nature around me.*" This finding reflects Taylor (2007) who reported that surfing is able to create a sacred relationship between the surfers and the sea.

Moreover, for the participants, surfing was considered something that is not easy to express in words. What is of interest to them as surfers is enjoying every process in the sport, being in the sea, and trying to catch the waves. This has previously been highlighted by other scholars, (e.g., Anderson, 2014a; Suendermann, 2015). However, surfing is not only about riding the waves but also relates to a sense of amazement arising from a combination of thrill, the power of nature, and enjoyment (Anderson, 2013). Amelia described how she experienced a rush of adrenaline from the power of nature. Therefore, positive effects might be obtained by surfers through the connection with nature (Taylor, 2007). In addition, surfing can provide a moment of self-reflection for surfers (Brymer & Gray, 2009), acknowledged as "meditation" by the participants in this study. Taylor (2007) described surfing as a religious experience, in which people experience enjoyment involving risky activities. He further argued that surfing is about letting oneself immerse in the energy of nature, thus relieving one of all the negative feelings. In conclusion, the sentiments expressed by participants may be linked to other studies on surfing as a spiritual connection with nature (e.g., Caddick & Smith, 2017; Cosgriff, 2011; Taylor, 2007).

5.3.1.6 Summary of discussion on motivating factors

The findings on surfing motivation indicate that perceived enjoyment, culture/lifestyle and being close to nature were more important motivators than perceived health and fitness benefits. Due to the value participants attached to surfing, a considerable amount of time was allocated for time to surf regularly, on average three to six days per week. As Wheaton (2000) outlined, this is a "culture of commitment" (p. 267). Surfing has become a lifestyle for the participants, in which they are highly committed in terms of their time in order to experience the 'stoke' of the activity (Wheaton et al., 2017).

It can, therefore, be assumed that surfing derives from a variety of motivations which are a combination of reasons related to nature and adventure, and intrinsic and extrinsic motivation. However, in this study, the intrinsic factors are likely to be more dominant than extrinsic factors. The practice of and engagement in a sport such as surfing is more than just riding waves. It also helps people in controlling their negative emotions and enhances their identity as surfers (Bush, 2016; Wheaton, 2000). This due to the commitment to the sport, which is said by Wheaton (2000) affect the whole lifestyle of

the participants. Therefore, commitment and skill are more important in constructing the identity than image and style (Wheaton, 2000).

5.3.2   Nemberala, Rote Island Push and Pull Factors

Nemberala as a surfing destination has been known for several years. However, no single study exists which explored exactly who was the first surf traveller to visit Rote Island and when they arrived. Given the lack of literature on surf tourism and Rote Island, the researcher sought to determine the motivations of the surf tourists in Nemberala. In literature, the push and pull framework is considered appropriate for examining tourists' motivations and behaviour (Crompton, 1979). The findings may have applications for the local government to plan a more effective marketing strategy.

There are many factors that motivate tourists to undertake travel to a destination. Travel motivation has previously been suggested as being crucial for tourists' decisions in choosing a destination (Chen & Chen, 2015) and the body of research exploring surf tourists' motivation for travel is growing (Reynolds & Hritz, 2012; Towner, 2016; Wagner, Nelsen, & Walker, 2011). The 16 participants of this study were asked about why they chose Nemberala, Rote Island, as their travel destination.

Table 4 Intrinsic and extrinsic factors

Key themes		Sub-themes
Intrinsic/push factors	Rest and relaxation	
Extrinsic/pull factors	Curiosity	Word-of-mouth
	Destination attributes	Wave conditions
		Uncrowded place
		Local people/culture
		Weather conditions
		Infrastructure
		Perfect place for rest and relaxation
	Social experience	

The factors identified in this study may be classified as intrinsic or push factors (Table 4), extrinsic or pull factors. The destination attributes mentioned by the participants were the wave conditions, being an uncrowded place, culture/local people, the warm weather and the sense of curiosity, which appears to be influenced by the positive word-of-

mouth and recommendations from friends and family members who have been to Rote Island before. Meanwhile the push factors included rest and relaxation.

5.3.2.1.1 Push factors

A push factor refers to the internal aspects of a person which lead to a decision to travel, and these aspects tend to be influenced by socio-psychological factors (Mohd Isa & Ramli, 2014) such as trying to escape from a mundane routine (Dann, 1977). Rest and relaxation is one of the most popular reasons found by researchers with regard to travel push factors (e.g., Cohen, 2010; Valls et al., 2018). There are similarities between the motivation factors expressed by the participants in this study and those described by Valls et al. (2018). For example, Ethan highlighted that wave conditions were not the main points for him, but having the perfect relaxing time was. In his study, Towner (2016) categorised those surfers with such motivation as "escapers" who were travelling to Indonesia trying to escape from their working life.

Apart from relaxation, another factor that motivated surfers to visit Nemberala was the sense of curiosity about the place. This finding was also reported by Foubert (2018). In his study he observed that curiosity has been a travel motivation since the first century C.E. Since most adventure tourists tend to be very passionate about searching for new destinations, these tourists value the opinions and recommendations of friends and family members. This was also found in this study of Nemberala, where almost 80% of Nemberala's tourists became aware of Nemberala through friends and family at home which eventually led to a sense of curiosity among the surfers to see and experience what they had been told about Rote and particularly Nemberala. There are similarities between the attitude expressed by the participants in this study and Ponting's (2008) of how surfers found out about Lagundry Bay, in Mentawai.

Word-of-mouth communications have long been recognised as a powerful marketing tool in the tourism industry (Oviedo-García et al., 2016). The findings of this study imply that the vast majority of surfers who were in Nemberala as a surfing destination, whose travel was motivated by a range of factors, were also influenced by such informal information from their social environment. When the surfers were asked how they learned about Nemberala, the majority of visitors acknowledged that they came to Nemberala on the recommendation of people who had visited Nemberala before; one

participant said that he came to Nemberala because of his family, who had been going to Nemberala for a few years, and not because of other promotions such as in magazines. Surprisingly, only a few participants' decisions for travel were based on the influence of other media. It was also acknowledged by the participants that the promotion of Rote Island and its surf spot is still limited. This result implies that, word-of-mouth is more influential and credible compared to other media such as magazines and television. Additionally, it can be regarded as a cost-effective promotion approach. This is consistent with other recent research which found friends and family members' recommendations greatly influence the decisions of surf tourists in choosing a destination for surfing (Hritz & Franzidis, 2016; Portugal et al., 2017; Reynolds & Hritz, 2012). Consequently, it is likely that word-of-mouth prevails given the limited promotional material on Rote Island.

5.3.2.1.2 Pull factors

In addition to push factors, there are also pull factors which relate to the travel destination and its attributes. The findings suggest that primary pull factors for the surfers going to Nemberala are destination attributes. Each destination has its own uniqueness and attributes that distinguish it from other destinations. For this reason, potential tourists tend to compare the attributes of destinations. Furthermore, they are likely to choose destinations with a positive image as their tourism destination (Saayman et al., 2009). Several factors relevant to the destination were found to influence the choice of Nemberala as the surfers' travel destination. These included waves, being an uncrowded place, the culture of the local people, and weather conditions. These factors are discussed in more detail in the following sections.

5.3.3   Travel Motivation, Destination Expectations, and Satisfaction

In this research, it appears that traveller motivations, expectations, and satisfaction are generally related to the same push and pull factors, especially destination attributes. The findings on the motivations, expectations and satisfaction of the surfers in Nemberala are in agreement with the findings of Ponting (2008) which showed four themes related to surfing: uncrowded waves, a tropical climate environment, being surrounded by friendly local people, and adventure. Similarly, Towner (2016) also suggested that surf travellers in Mentawai were motivated by its uncrowded high-quality waves and warm tropical climate. The surfers in Nemberala were generally

satisfied with Nemberala as a surf destination. It also appears that these surf tourists were coming to Nemberala with relatively high expectations about the surf experience. Consequently, some of the destination attributes related to such experiences created a high level of expectation among the surfers. These findings broadly support the work of other studies in this area linking expectation and satisfaction through EDP (e.g., Oliver, 1980; Oviedo-García et al., 2016).

5.3.3.1 Destination attributes

5.3.3.1.1 Surfing conditions at a remote island

Two participants were motivated by finding perfect waves in an uncrowded place. A number of studies have described the search for perfect waves and surfing spots , for the sake of an optimal surfing experience and the idea of potentially being able to attain the unattainable, as a primary motivation in surfing (e.g. Ponting & McDonald, 2013; Ponting & O'Brien, 2015). A similar motivation for visiting has been reported in this study, where some surfers regarded Nemberala as a destination with the potential for good, and uncrowded waves. The geographical location of Rote Island, which is the southernmost part of Indonesia and is not widely known for its surfing spot, makes the participants want to try it. These findings are in line with that of Ponting (2008) who noted that crowded line-ups and the adventurous spirits of surfers in finding a 'nirvana' are the reasons for surfers to travel around the world.

The quietness of the island and the limitations of service and infrastructure were perceived as the uniqueness of the destination by the participants and became their motivation for visiting Nemberala. As stated by Thomas: *"Lack of people, lack of other services, and it's a beautiful place. It's a nice place to come, Rote."* Indeed, Buckley's (2002) findings showed remoteness and islandness as an asset in the surf tourism industry when looking to generate more economic benefits. Islandness refers to a location being far away and small with limited access (Sufrauj, 2011). It can be assumed that since the participants are from large countries, such as Australia, Japan and France, that might be crowded and busy, they might look for an escape for a while; therefore, a small island such as Rote, with all its limitations, can provide them with a sense of peace.

As they are leaving their country of origin and travelling over long distances in order to experience surfing in a new place, it is generally assumed that surfers have researched

the wave conditions well and subsequently have certain expectations about the destination's wave conditions. The participants, who mostly were intermediate to advanced surfers, also expected the wave conditions in Nemberala to be suitable for their surfing ability. However, the low consistency of waves has been identified as a common concern about surfing in Nemberala. For some advanced surfers, the swell size in Nemberala was not as they expected for their surfing ability, and they wanted more challenging surf waves. Olivia stated: "*but for example for William, who wants more powerful waves compared to other places in Indonesia, he doesn't like the waves here as much.*" Some participants acknowledged unexpected satisfaction with the swell size. These findings are likely to be related to the surfer's destination expectations before arriving on Rote. As an advanced surfer, Olivia's partner expected a high-quality of surf which is suitable for his surfing skills.

Meanwhile, another retired age surfer, Noah, even though categorised as an advanced surfer, did not express any dissatisfaction regarding the wave quality at Rote. He acknowledged that he is over 50 and his physical condition might not allow him to ride waves that are too big. However, age is not a reason for older people like him to stop surfing as it is an important part of his life. This has been observed by Wheaton (2017b) who found that even though surfing priorities change over time, they are not a reason for staying at home. Furthermore, surfing was not the main motivation for Noah's travel, as he wanted a good place to rest as well. Noah also acknowledged the wave conditions at Nemberala were better than his home break.

With regards to the inconsistency of the swell, James, as a returning visitor, highlighted his satisfaction in this recent trip to Nemberala since, in the two weeks he spent in there compared to his previous trip to Rote, he kept experiencing good surf. The reason for this is that the swells are seasonal and dependent on natural factors such as weather and types of waves (Mach et al., 2018). However, despite the advanced technology which allows people to predict the swell consistency using indicator buoys, actual weather condition might still be different from the forecast. Therefore, satisfaction and surf destination assessment tend to be subjective and influenced by numerous factors.

5.3.3.1.2 Culture and local people

In addition to surfing, participants reported the importance of the people and culture of Nemberala. One of the dominant themes that arose in this research was the hospitality of the local people. The significance of the local community and their culture in relation to foreign visitors' travel motivations has been previously observed (e.g., Presenza, Del Chiappa, & Sheehan, 2013; Reitsamer & Brunner-Sperdin, 2015). The local culture, according to Croes, Lee, and Olson (2013), refers to something that belongs to a place, including the way of life, that distinguishes it from other places.

Despite one of the surf tourists in this study, Amelia, sharing her experience of being the victim of sexual harassment and theft, she did not report major dissatisfaction with the destination. Nemberala is still highly regarded by almost all participants as a safe place. A possible explanation for this might be that the friendliness of the local community is one of the important points for visitors. As Amelia stated: "*Most of the time they are friendly.*" She also placed safety and hospitality ahead of wave quality. This preference can be noted in the comparison made by the participant between the attitude of the host community on Rote Island and that found at other tourism destinations which, according to her, have better waves for surfing. As a result of the remoteness of Rote Island, the local people appear to have an authentic, traditional way of life, friendliness and high cultural tolerance towards tourism development and the foreign tourists in their region.

This can also be seen in the good relationship among the returning visitors and the locals highlighted by Thomas. He stated that "*You know, especially in places like this, you know they just care about their chickens, their goats, their pigs, their cows, and kids going to school. You know, it's very different to ... you know they have basic needs and they get fulfilled before they're happy to help you.*" This example illustrates how the perceived traditional simplicity of the host community is considered unique for the foreign surfers. There are similarities between the attitudes expressed by Thomas and the study by Ponting and McDonald (2013), who highlighted the simplicity of the host community is perceived as a happy life by the surfers with the assumption that they do not have to compete for a life of greater consumerism.

Apart from the pros and cons regarding the perceived simplicity of life among the surf tourists and the locals, it might be true that this simplicity can help develop the tourism industry. As Croes et al. (2013) indicated, everyday customs and behaviour might become a crucial point for tourism development in a small island such as Rote Island. In addition to this, it can be noted from the findings that the motivational factors related to culture and local people, and the natural conditions, are the factors which contributed the most to satisfaction. These findings may be contrasted to a previous study in Mentawai, Sumatra, by Towner (2016) who found limited connection between the local communities and their culture on the one hand, and the travel motivation of surfers on the other. However, this might be attributed to the fact that surf tourism in Mentawai is boat-based, which limited the interactions with the locals.

The surfers on Rote experienced a very warm welcome from the locals. As Amelia stated: "*I feel very well here because everybody is friendly. It's very different from Sumatra, for example. Very different. Or Lombok.*" In addition, it may be that the presence of foreign tourists in Nemberala is considered to be an opportunity to make a positive contribution to the host community, such as providing economic benefits, by creating job opportunities, enhancing their quality of life and improving the community infrastructure (Presenza et al., 2013). Many of the locals are now improving their economic conditions by working in the hospitality industry such as accommodation, restaurants, and transportation. According to the provided data by Rote-Ndao Bureau of Statistics (2018), the total number of people working in the hospitality industry in 2017 was 8,885 people, and this is believed to contribute to the host community being receptive towards foreign tourists. These findings are in agreement with those obtained by McDowall and Choi (2010) who suggested that a good interaction and more favourable attitudes towards tourists might be developed by the host community when they perceive the positive benefits of tourism development.

In addition, the perceived simplicity of the local way of life, as described by the participants, combined with the perceived local community's hospitality towards foreigners can create such great satisfaction for the surfers during their stay in Nemberala. Such findings suggest that not only are destinations and activities important in a surf tourism destination, but community is also an important element. The

friendliness of the local people was reported to be one of the prominent features of Nemberala, Rote Island.

5.3.3.1.3 Weather conditions

Climate and weather play an important role in the process of destination selection by tourists and also destination attractiveness, particularly for beach-related tourism, given that the activities are dependent on the oceanic conditions (Rutty & Scott, 2013). Likewise, research has shown surfing experience and satisfaction to be influenced by many climatic indicators such as water temperature and wind speed (Mach et al., 2018). Similar expectations of experiencing certain weather conditions were confirmed by the participants in this study. It was found that warm weather appears to be a crucial pull factor in the surfers' decision to travel to Rote Island. For surfers, a small island with a tropical climate is the perfect surf destination, as James described: *"I guess a very important part of it is the weather. I like warm weather surf, so I like to surf just in board shorts without a wet suit".* This is supported by Towner (2016) whose findings in Mentawai showed that many surfers highlighted tropical climate and water temperature as the biggest motivation for travelling to Indonesia.

For this reason, surf tourism in Nemberala is considered to be seasonal. Dry season occurs between April and October, which is the busy period for surfing. The largest swell season at Rote is typically May to October (Nemberala Beach Resort, 2019), which again are the busiest months for the surf travellers (Rote-Ndao Tourism Department, 2018). The wet season is between November and March, and this is the off-season. Most of the village services related to tourism decline or even stop altogether because of poor weather and less accessibility during that time. In addition, weather conditions at Rote do not only impact on satisfaction levels in regard to the swell conditions for surfing, but can also be linked to adverse effects such as transportation cancellations. Charly described how sometimes the weather conditions at Rote in June, July and August turn into unpredictable storms which result in the cancellation of transportation from Kupang on the mainland.

5.3.3.1.4 Infrastructure and amenities

With regard to the infrastructure and amenities of Nemberala as a tourist destination, positive feedback was highlighted by the majority of the foreign surfers. As a small

island, Rote-Ndao could be categorised as still having limited infrastructure and tourism amenities. However, the participants were willing to accept and enjoy the limited infrastructure and amenities. This has been found in a study conducted by Buckley (2002) in Indo-Pacific Islands which recognised that the limited services and infrastructure are no longer a barrier to surf travelers visiting a surfing destination.

5.3.3.1.5 Social experiences and relaxation

From this study, it is found that enhancing social bonds and making friends are important elements of surf travel to Nemberala. Lucas stated:

> *Lucas: At afternoon we go down to the wharf. We share stories about waves and then we come off here, it's like family. Sit around and have dinner. That's the whole experience; it is very satisfying. I feel like a part like a family, you know. It's the family. Everyone's common interests to surf and get to share those stories when you're surfing in a nice beautiful wave and I'm surfing with my son and I see him get a big beautiful wave; that's the best... That's the best.*

This finding supports previous research by Dolinting et al. (2015) who suggested meeting new people in an unfamiliar place to be the travel motivation of sport tourists. Even though the participants do not express social experiences as their motivation for coming to Nemberala, Rote Island, it is interesting to note that the majority of older-age surfers were satisfied with the experience. Participants reported forging new friendships during surf sessions and in communal spaces where their travel and surf stories were shared. Another possible explanation is that Nemberala being a small place with a limited number of foreign surfers, which makes it easier for these surfers to get to know one another.

5.3.4 Relationship between Motivation, Expectation and Satisfaction

It can be surmised that the three aspects of tourists' behaviour, motivation, expectation, and satisfaction are intertwined. Thus, the findings of this study support previous research into this field which links these three factors (e.g., Snepenger et al., 2006; Wong et al., 2013). The reasons for the surfers visiting Nemberala arise from internal factors which are relaxation and curiosity, influenced by positive word-of-mouth (Abubakar & Mavondo, 2014), while external/pull factors are related to the destination attributes. The positive word-of-mouth then forms the image of Nemberala in the surfers'

expectation (Akama & Kieti, 2003). These reasons were also found to affect the level of satisfaction of the surf tourists in many cases. This reflects the work of Oviedo-García et al. (2016) who demonstrated the level of satisfaction could be explained by using EDP of Oliver (1980). EDP relates the incompatibility of two different concepts, a pre-purchasing expectation and the actual performance (Oviedo-García et al., 2016). When the surfers' expectations and satisfaction are compared, it can be seen that most of the surfers' expectations were met. However, the high expectations related to wave conditions were not always fulfilled; the satisfaction level in this attribute was low. In contrast with the lower expectations in terms of the island's infrastructure, this attribute related to a higher level of satisfaction.

Figure 5, below, is a conceptualisation of the relationship between the three themes, motivation, expectation and satisfaction, derived from the findings in this study, as described above.
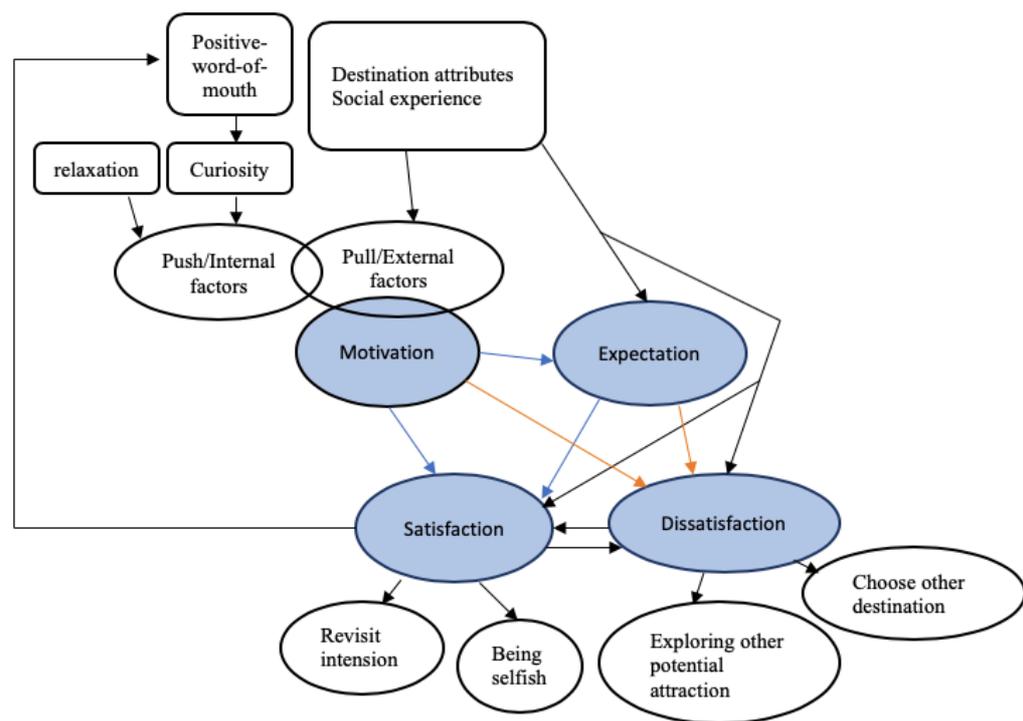

Figure 5 Relationship between motivation, expectation and satisfaction

5.3.5 Relationship between Destination Satisfaction, Word-of-Mouth and Surf Travellers' Intension to Revisit Nemberala

Understanding the relationship between the three factors of destination satisfaction, word-of-mouth and revisit intention among surf tourists is important when trying to further sustain the industry (Snepenger et al., 2006).

5.3.5.1 Satisfaction and word-of-mouth

The majority of the surfers interviewed for this study came to Nemberala because of positive word-of-mouth and recommendations from their family and friends. However, it seems that one of the most interesting findings was that many of the surfers preferred to give out limited information about Nemberala, and to certain people only – or even keep it as their secret in order to avoid more people coming to Nemberala. Such behaviour has been reported by authors such as Orams (2017) and Ponting (2008).

This finding, even though common to the surf literature, contrasts broader tourism literature which found that satisfaction may leads to positive word-of-mouth. The possible reason for this is that positive word-of-mouth might increase numbers of surfers, thus jeopardising the 'exclusive' notion of Rote Island for the surfers (Abubakar & Mavondo, 2014; Bowen & Chen McCain, 2015; Orams, 2017). However, what is surprising in this case is that almost all participants admitted that they had come to Rote because of positive recommendations from friends who had visited Rote before. Henry's comments best expressed this contradiction:

> *"I wanna recommend it, but when I recommend it, more people come. That's a problem. Something like … ok … you have only some good food for you, ok, maybe like this, small-size cake, you want to eat all yourself or ten people. Which is better? Something like this."*

It seems possible that these responses may be explained by the fact that the quality of satisfaction in surfing is affected by the number of people in the water (Orams, 2017; Ponting & McDonald, 2013; Silva & Ferreira, 2013; Towner, 2016). This is common in surf culture because crowding is an influential factor in the surfing experience. The smaller the number of surfers in a surfing spot, the more waves are available to them (Ponting, 2008).

Given its small size, Rote offers a limited number of surf breaks. This may further contribute to the unwillingness of participants to share information about this surf destination. The more people come to surf in Nemberala, the more people there will be competing for waves.

5.3.5.2 Satisfaction and intention to revisit

Intention to return to the destination and positive word-of-mouth are considered to be the main features of destination loyalty (Khuong & Ha, 2014). The intention to revisit may be linked to satisfaction with the destination, which can be seen from the participants' past travel behaviour. Most participants have visited Nemberala three or more times. The majority of the surfers stated that they intended to revisit. While this might be regarded as an indication of satisfaction, it also shows that Nemberala may be what Ponting (2008) described as "nirvana", implying that the "search" for such a perfect place could be over. In addition, most of the participants hope to be able to return and surf again in Nemberala, even though some do not see this as likely if Nemberala becomes more crowded.

5.3.5.3 Attitude towards Surf Tourism Development in Nemberala, Rote Island

Surf tourism continues to grow (Orams, 2017). However, what constitutes a place of interest according to each tourist is different, as each place has its own uniqueness. A place that is considered as an attractive destination for one person might not be attractive for others. As highlighted by Morgan, Moore, and Mansell (2000), a small island destination with a different culture, climate, time zone and way of communication can often be considered an exotic tourist destination. This was noted by Charly: *"It's an exotic, extreme destination"*. This finding broadly supports the idea of Scheyvens and Momsen (2008) linking "small" and "isolation" with "beautiful and exotic". According to Scheyvens and Momsen (2008), small islands might provide a niche market, since exotic and uncrowded surfing destinations are a surfer's dream (Buckley, 2002).

Surprisingly, given that Rote as a surfing destination, the majority of the participants described its swell conditions as inconsistent, suggesting it as a destination more suitable for the retired ages-group and for recreational surfers. As Olivia stated: *"It's good for family, older surfers, and girlfriends who wanna surf with their partner."* A note of caution is due here since this finding is slightly different to the information provided

on some surfing websites which provide details of surf break locations and quality, such as *www.wannasurf.com* and *surf-forecast.com.* These sites record Nemberala surf breaks as having very consistent swells and being suitable for experienced surfers. However, some of the returning surfers highlighted that they experienced better quality surf during their visit at the time the research interviews were conducted compared to their previous visits at the same time of year. Apart from possibly inaccurate information regarding the wave conditions, these surf websites are quite beneficial for small island destinations which are still limited in terms of their tourism promotion and development (Ponting et al., 2005).

The complaints of the surfers related to the inconsistent wave conditions, which may be due to changes in the weather since surf waves are produced by winds and storms hundreds and thousands of kilometres away. These waves spread across the ocean before reaching the coastline as regular period swell. The quality of those waves is affected by the upwind fetch (Buckley, 2017), the geographic location of the island and also the local topography. However, these conditions might be regarded as an advantage for intermediate and advanced surfers in the retired age-group. This is shown in the results of the interviews, in which most of the complaints about the waves came from surfers who are advanced surfers, while some other surfers of retirement age acknowledged that the wave conditions at Nemberala are suitable for them as there is only a small chance of injury.

Furthermore, it is important to highlight that these weather conditions are likely to occur more often in the future due to climate change (Reineman, Thomas, & Caldwell, 2017). This issue has become one of concern not only for foreign tourists but also for tourism actors in small islands such as Rote Island. Charly acknowledged: *"there's more like the climate changes we might get less waves and if tourism is growing up, it may get more surfers and less waves for surfers."* Small islands and coastal areas have been predicted to be the most affected by climate change such as sea level rise (Huebner, 2012; Reineman et al., 2017). Surf spots are considered vulnerable to sea level rise. Reineman et al. (2017, p. 184) drew a distinction between the different vulnerability levels of various surf spots by 2100:

- Highly endangered surf-spots, currently best at very low tides and break over hard seafloor.

- Endangered surf-spots, currently best at low tides and break over hard sea-floor.

- Threatened surf-spots, currently best at low tides and break over soft seafloor.

Meanwhile, surf spots which are good during high tides might have the potential to improve with sea level rise (Reineman et al., 2017). Since the characteristic of surf spots in Nemberala consist of rocks and have better swell at low tide (WannaSurf, 2017), they can be classified as endangered surf-spots. In addition, endangered surf-spots are predicted to experience a degradation and submerge as a result of sea level rise (Reineman et al., 2017).

With regard to the growing development of Nemberala, crowding has become the biggest concern for tourists. When asking about their concerns regarding the village, the participants were pessimistic, referring mainly to the rapid development and the problems that might arise from it. All said that the growing industry in Nemberala and the increasing number of tourists coming was of concern to them. Most of the surf tourists wanted to sustain the current situation or felt the development should be limited. This was exemplified by comment from Thomas who stated: *"I'd hate to see Rote become like Bali"*. A possible explanation for this is that since waves are the most pivotal element in surf tourism, especially for a small island like Rote which only has very limited waves, it could easily become overcrowded (Buckley, 2015). By way of illustration, Charly explained how it is impossible to share 20 waves in an hour with 30 surfers. This development scenario was perceived by participants to potentially negatively affect both the quality of surfers' experiences in Nemberala and the uniqueness of Nemberala itself (Silva & Ferreira, 2013).

The findings from this study, and other research, have shown that increasing crowds might result in a decline in the surfers' satisfaction (Kainzinger et al., 2015). Moreover, rapid development of the coastal area of the tourism destination in order to meet tourism industry needs may result in negative impacts on the local environment. The environmental issues caused by tourism overdevelopment have been well documented in much literature (e.g., Belsoy, Korir, & Yego, 2012; Sutawa, 2012). A notable example of this can be seen in the case of Bali, where a number of agriculture land blocks have

been turned into hotels, restaurants and many other tourism amenities (Sutawa, 2012). As a new developing tourism destination, Nemberala has seen many changes, as acknowledged by the participants, who mostly were repeat visitors. The access to the waves, which a few years ago had to be reached by a 30-minute walk, is now being facilitated by small boats provided by every accommodation establishment. These boat services are a part of the accommodation packages. This progress might be considered giving positive impact for the marine environment since the reef will not be harmed by the surfers walking activities in order to reach the surfing spots. Another benefit of the boat service is that it provides job opportunities for the locals as boat crew.

Given the likelihood of continued tourism development in Nemberala, findings from this study indicate the need for local government and tourism providers to carefully manage the destination. Further, it will be important for policymakers to look beyond the waves and utilise the local's cultural attractions which are considered valuable by visitors. The development of the tourism industry can have a positive economic impact on the local community of Nemberala. Most of the local hotels, villas and restaurants in the village employ members of the local communities, especially women. In addition, it has also has generated some small-scale economic activities such as traditional merchandise. While there is some critique of tourism development in lesser-developed regions as being exploitative (e.g., Sutawa, 2012; Walpole & Goodwin, 2001), so far, to the best of the researcher's knowledge, no research has indicated this for Rote Island.

Another point which needs to be considered is the issue of carrying capacity. The crucial point of carrying capacity is that it represents the number of tourists a destination such as Nemberala can tolerate without causing significant degradation (Zhang & Chung, 2015). With the total area of Nemberala being 116.28 km^2 (BPS, 2018), the carrying capacity may be a factor worth considering for the future development of the place. An increase of the number of tourists, especially during the peak surfing season, may adversely affect the 'exotic and private' experience of the surfers.

5.4   Summary

This chapter provided an in-depth discussion related to the research questions based on the data analysis of the 16 interviews. The key themes from this research relate to surfing motivation, enjoyment, release, and environmental connection. It can be said

that the reason for engaging in surfing activities, besides the location and culture, is likely to be more related to intrinsic factors, such as overcoming the sense of fear and other negative emotions. As a result, surfing generates a sense of accomplishment and enjoyment for the surfers.

Meanwhile, travel motivation, expectations and satisfaction of foreign surfers in Nemberala are related to push and pull factors. The findings show that word-of-mouth continues to be an important promotional medium for surfers in choosing Rote as their travel destination. It appears that there is a strong relationship between motivation, expectation and satisfaction. The destination expectation is first formed based on these positive word-of-mouth communications, which results in destination selection, and finally the level of satisfaction is formed after experiencing the services and products provided at the destination. The findings confirm the surfers' high level of satisfaction with the local community; as for the surfers, the surfing experience is not the only experience they are looking for in Nemberala. The reason for this is the fact that most of the participants are returning surfers, so they already know before what they will experience at the destination. This resulted in no over-expectation about the destination.

Despite all the reasons highlighted as satisfaction factors, there are also some participants who indicated negative experiences including: inconsistent waves, inappropriate behaviour of some locals, aggressive local surfers, limited transportation, poor internet connection and increasing tourism development. However, these negative experiences did not result in an overall dissatisfaction with Rote Island and Nemberala specifically.

Rote Island, as a small island destination, has the potential to be developed as an international destination. However, realising that the surf season at Rote is not all year round and is vulnerable to sea level rise, the local government should start exploring other resources which can be developed to be tourist attractions. The reason for this is that the modification and degradation of surfing spots caused by climate change are likely to influence the visitors' experience of and the satisfaction with the destination. Thus, this step might be beneficial in order to develop the industry on Rote Island while facing the effects of climate change, so that there will be more choice of tourist

activities. In addition, such development steps need to be done in a sustainable way to protect the island's authenticity from deterioration.

Chapter 6 Conclusion

Nemberala has the potential to be developed into a surfing destination especially for retirement age surfers who surf periodically for enjoyment. Surf tourism on Rote began in the early 1980s. Recently, it has started to show significant changes, especially in Nemberala village. More accommodation facilities such as villas and resorts continue to be built since the number of tourist arrivals is growing by year.

Tourists' travel behaviour plays a pivotal role in defining the potential market of an industry such as tourism industry. Despite an increasing number of studies related to how tourists' motivation, expectation and the level of satisfaction link to each other within the field of tourism, so far, no single study exists which has been conducted in Nemberala, Rote Island, Indonesia.

This research assessed the motivational factors of foreign surfers in Nemberala and the extent to which those factors influence their level of satisfaction regarding the destination. A qualitative research design was adopted to provide an in-depth analysis of this topic. Sixteen interviews with foreign surfers were conducted. In this thesis, the background of the research has been defined, the literature related to the topic has been explored, the methodology explained, and the empirical findings revealed and then discussed accordingly. This chapter provides a summary of the major findings from this study, followed by the research limitations, and recommendations on a surf tourism strategy for Nemberala, Rote Island.

6.1 Research Summary

This study was conducted to answer two research questions. The first question of the present research was to examine the motivational factors of surf tourists in choosing a travel destination. A qualitative approach was applied through semi-structured interviews with 16 participants. Based on the transcripts of the interviews, five factors highlighted as the key themes of surfing motivation in general; enjoyment, relief, culture and upbringing context, health and fitness, and environmental connection. With regard to the motivation to Nemberala, the researcher grouped the findings into push and pull factors. The key themes from intrinsic/push factor included rest and relaxation. Meanwhile, extrinsic/pull factors included curiosity, which originally generated by all the

stories brought by friends and family who had already visited Nemberala, and destination attributes, which consist of several sub-themes.

The second aim was to assess how motivational and expectation factors influence the surf tourists' level of satisfaction. There was clear evidence that push and pull factors in motivation and expectation collectively influence the surf travellers' level of satisfaction with a destination. The positive word-of-mouth that generates the surfers' motivation to travel to Rote Island then forms an image of the destination in their minds as their expectation about what they might experience on Rote. The perceived experience and the expectation regarding the destination are the evaluation factors. A positive response might result when the quality of the perceived experiences is higher than the expectations. This positive response is defined as satisfaction. Surf travellers' satisfaction is one of the crucial aspects in the development of surf tourism industry. This is because satisfaction can lead to destination loyalty and positive-word-of mouth. As found in this study, 11 surfers out of the 16 who were interviewed were repeat travellers. Moreover, positive word-of-mouth can be an effective and efficient promotional tool for the marketing of the industry.

In this study, a number of perspectives on surf tourism development in Nemberala were reviewed. Apart from the inconsistency of the surf swell, the participants considered the geographic location of Rote Island gives it high potential to be more developed as a tourist destination. Nemberala is also getting more crowded and more coastal development is occurring. This has resulted in the surfers' concern about the sustainability of the island and the island's special charm. In the future, these developments may affect the surfers' experiences and might stop the surfers from revisiting Rote Island.

6.2   Implications

Based on the findings of the study, the following implications can be identified:

1. The consistent return of surfers is an important asset for the development of the surf industry on the island.

2. Available data from Rote-Ndao Tourism Department (2018) shows that Australia is the largest source market for Rote. While participants in this

research were few numerically, the findings seem to agree with the available data.

3. The remoteness of the island and the limited services available at the destination can be a "blessing" as it may connote authenticity. The authenticity of a destination can be exploited as a unique tourism proposition. However, Rote is a small island and hence is vulnerable to economic and environmental difficulties due to its dependence on the mainland. Most of the basic necessities must come from the mainland. Compounding this are the vulnerabilities associated with climate change. Surf spots in Rote Island are categorised as endanger surf-spots, which might experience a degradation because of sea level rise

6.3   Limitations

The generalisability of the findings is subject to certain limitations. This study used a qualitative method, with semi-structured interviews with 16 participants as the only data collection method. With the small number of participants used in this study, the findings do not represent a sufficient number of tourists' countries of origin. In addition to this, the findings cannot be generalised to a wider area due to the qualitative nature of the study. However, the findings could have similarities with other adventure tourism on small islands.

This study also recruited only foreign surfers aged above 18 years. Thus, this study only takes into account the views of foreign visitors regarding the surf tourism development in Nemberala. Further information and perspectives from the local community would enrich the findings of the study. This is because the local community is part of the tourism development in that area. Another limitation was that the local government, as the decision maker, was also not included in this study. So, it was not possible to assess their strategic plans for the local tourism industry. The last limitation of this study could have been the researcher's bias as an insider in the community, which may have affected the analysis and the interpretation of the data.

6.4   Contribution

In spite of the growing body of literature that examines tourist travel behaviour, there has been no previous study undertaken on Rote Island especially related to surf tourism

or the surfers travel behaviour. This study adds to existing literature on Rote Island surf tourism and related development strategies. Moreover, this study is not only a contribution to the surf industry in particular, but also provides good insights for Rote Island tourism planning and development in general.

6.5   Recommendations

From the findings of the study, the following recommendations are made for all tourism providers in Nemberala, and on Rote Island in general. It is also provides some recommendations for future studies:

1. Considering surfing is dependent of weather conditions, all the related parties need to be able to offer other appealing aspects of Nemberala, such as the diversity of its culture and also other aspects of the local attributes, to create greater destination satisfaction among tourists. Meanwhile, for local government should further assess the potential of other marine recreational activities, such as diving, in order to provide other options when surfing is too crowded.

2. Local government needs to develop a master plan for the future development of the island, including a system to monitor and control the numbers of visitors in order to prevent the overcrowding which might result in a fall in the value of the surf travellers' experience.

3. Further research could be conducted on a large scale using mixed methods. Mixed methods research may help determine the extent to which the findings presented in this thesis may represent a larger number of countries, a more balanced gender sample, a wider age range, and more diverse motivations to travel to Nemberala, and further explore the level of satisfaction regarding the destination. Another advantage of using this research approach would be in capturing specific demographic information such as the dominant age of the surfers in Nemberala. That information might be beneficial for Rote Island's tourism market segmentation and targeted market.

4. It is recommended to undertake further studies on the local community as an integral part of the surf tourism development and local government perspectives related to tourism development in Nemberala. Moreover, a further study needs to be conducted in relation to the potential problems with the exploitation of workers related to the tourism development on Rote Island.

In summary, the objectives of the study have been achieved. This study also resulted in some important recommendations and implications which might benefit the local government and tourism providers in better understanding the travel behaviour of surf travellers. This knowledge can be used in measuring how far the local surf tourism has been developed. In the end, it might result in a better implementation of steps towards the development of the industry.

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Appendices

Appendix 1: Ethics Approval

AUTEC Secretariat

Auckland University of Technology
D-88, WU406 Level 4 WU Building City Campus
T: +64 9 921 9999 ext. 8316
E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

11 April 2018

Michael Lueck
Faculty of Culture and Society

Dear Michael

Re Ethics Application: **18/115 Exploring factors that influence the satisfaction on non-resident surfers in Nemberala, Rote Island**

Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Subcommittee.

Your ethics application has been approved for three years until 4 April 2021.

Non-Standard Conditions of Approval

1. Ensure that the minimum age is on the Information Sheet.

Non-standard conditions must be completed before commencing your study. Non-standard conditions do not need to be submitted to or reviewed by AUTEC before commencing your study.

Standard Conditions of Approval

1. A progress report is due annually on the anniversary of the approval date, using form EA2, which is available online through http://www.aut.ac.nz/researchethics.
2. A final report is due at the expiration of the approval period, or, upon completion of project, using form EA3, which is available online through http://www.aut.ac.nz/researchethics.
3. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form: http://www.aut.ac.nz/researchethics.
4. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
5. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.

Please quote the application number and title on all future correspondence related to this project.

AUTEC grants ethical approval only. If you require management approval for access for your research from another institution or organisation then you are responsible for obtaining it. If the research is undertaken outside New Zealand, you need to meet all locality legal and ethical obligations and requirements. You are reminded that it is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard.

For any enquiries, please contact ethics@aut.ac.nz

Yours sincerely,

Kate O'Connor
Executive Manager
Auckland University of Technology Ethics Committee

Cc: xtj8933@autuni.ac.nz

Appendix 2 Permission Letter from Local Government

PEMERINTAH KABUPATEN ROTE NDAO
DINAS PENANAMAN MODAL DAN PELAYANAN TERPADU SATU PINTU
(DPMPTSP)
Kompleks Perkantoran Bumi Ti'i Langga Permai
Jln. Lekunik, Ba'a-Rote Telp/Fax (0380) 8571005
www.facebook.com/DPMPTSPRN, e-mail : kp2trotendao@gmail.com

Ba'a, 21 April 2018

Nomor : DPMPTSP.070/80/Kab.RN/2018
Lampiran : -
Hal : **Rekomendasi Penelitian**

Kepada
Yth. Kepala Desa Nemberala Kec.Rote Barat
di-
Tempat

Menindaklanjuti surat dari DPMPTSP Provinsi NTT Nomor 070/1270/DPMPTSP/2018,Tanggal 20 April 2018 Hal Izin Penelitian maka dengan ini diberikan Rekomendasi Penelitian kepada:

Nama : RAHMAWATI TAQWA
NIM : 16933744
Jurusan/Prodi : Hospitality and Tourism
Kebangsaan : Indonesia

Untuk melaksanakan Penelitian dengan judul :

"EXPLORING THE FACTORS THAT INFLUENCE THE SATISFACTOIN OF FOREIGN SURFERS IN NEMBERALA ROTE ISLAND"

Lokasi : Desa Nemberala Kecamatan Rote Barat
Lama Penelitian : 23 April s/d 20 Mei 2018
Penanggung Jawab : Postdoctoral Research Fellow Auckland University Of Technology

Peneliti berkewajiban mentaati peraturan dan tata tertib yang berlaku di daerah setempat dan melaporkan hasil penelitiannya kepada Bupati Rote Ndao.

Demikian Rekomendasi Penelitian ini dibuat untuk dapat dipergunakan seperlunya.

Kepala Dinas Penanaman Modal dan PTSP
Kabupaten Rote Ndao

Benay Forah
Pembina Tk.1
NIP. 19680121 199403 1 015

Tembusan :
1. Bupati Rote Ndao di Ba'a (sebagai laporan);
2. Kepala Badan Kesbang Pol Kab Rote Ndao;
3. Camat Rote Barat;
4. Postdoctoral Research Fellow Auckland University Of Technology di New Zeland;
5. Yang Bersangkutan.

Appendix 3 Poster

Appendix 4 Participant Information Sheet

Participant Information Sheet

AUT
TE WĀNANGA ARONUI
O TĀMAKI MAKAU RAU

Date Information Sheet Produced:

...... April 2018

Project Title

Exploring the factors that influence the satisfaction of foreign surfers in Nemberala, Rote Island.

An Invitation

Halo, Selamat Pagi, Good Day!!!

I am Rahmawati Taqwa., a Masters student at Auckland University of Technology, New Zealand, majoring in International Tourism Management. I am working on my thesis as the requirement of the programme and I am interested in why people come to Nemberala and in the factors influencing their satisfaction on Nemberala, Rote Island. I would like to invite you to participate in my data collection and help me in answering some questions regarding this.

Your experience as surfer in Nemberala would help me to understand surfers' motivations, and how motivation and expectation influence their satisfaction.

What is the purpose of this research?

The purpose of the research is to learn about the factors that influence the satisfaction of international surfers on Rote island. The findings will be a major part of my Masters thesis, and they may also be used for academic publications. Furthermore, this study is expected to result in a recommendation for the future development of surf tourism on Rote island.

How was I identified and why am I being invited to participate in this research?

You have been invited to participate in this research because you are an international surfer in Nemberala, Rote Island.

How do I agree to participate in this research?

Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you. You are able to withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that is identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

What will happen in this research?

If you decide to take part in this research, we will arrange the most suitable time for you to do the interview. You will be interviewed by the researcher regarding your surfing motivation and experience in Nemberala. The duration for the interview will be around 30 minutes. Feel free to ask any questions before you agree to participate.

The interview will be recorded and notes may be taken during the interview. If you feel uncomfortable being recorded during the interview process, please let me know.

What are the benefits?

Your participation will help me in completing the master qualification in International Tourism Management.

By engaging in this research, you will also help in identifying factors for the improvement regarding surf tourism in this area, for the local government, tourism providers and the local community.

How will my privacy be protected?

Your identity will be protected by using pseudonyms for any data analysis, the thesis, and publication. No identifiable information will be used at any time.

What are the costs of participating in this research?

No cost included. However, the only cost will be your 30-minute time for the interview and the researcher will provide light refreshment as appreciation.

What opportunity do I have to consider this invitation?

You will be given one day to decide whether you would like to participate in this research. During this time, you can contact me by email or phone if there is any question or anything to clarify.

Will I receive feedback on the results of this research?

If you would like to receive the transcript of the interview and summary of the research findings, please provide your email address on the consent form and you will receive the transcript after the transcribing process done while the research summary once the project is completed.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisors, Professor Michael Lueck, mlueck@aut.ac.nz, +64 9-921-9999 ext. 5833 or Dr. Brooke Porter, bporter@aut.ac.nz

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEC, Kate O'Connor, ethics@aut.ac.nz , 921 9999 ext 6038.

Whom do I contact for further information about this research?

Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Rahmawati Taqwa, xtj8933@autuni.ac.nz

Project Supervisor Contact Details:

Professor Michael Lueck, mlueck@aut.ac.nz

Dr. Brooke Porter, bporter@aut.ac.nz

Approved by the Auckland University of Technology Ethics Committee on *type the date final ethics approval was granted*, AUTEC Reference number *type the reference number.*

Appendix 5 Consent Form

Consent Form

AUT
TE WĀNANGA ARONUI
O TĀMAKI MAKAU RAU

Project title: **Exploring the factors that influence the satisfaction of foreign surfers in Nemberala, Rote Island.**

Project Supervisor: **Professor Michael Lueck (Primary Supervisor)**

     Dr. Brooke Porter (Secondary Supervisor)

Researcher: **Rahmawati Taqwa**

○   I have read and understood the information provided about this research project in the Information Sheet dated .... April 2018.

○   I have had an opportunity to ask questions and to have them answered.

○   I understand that notes may be taken during the interviews and that they will also be audio-taped and transcribed.

○   I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.

○   I understand that if I withdraw from the study then I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.

○   I agree to take part in this research.

○   I wish to receive and review the transcript of the interview (please tick one)   : Yes○   No○

○   I wish to receive a summary of the research findings (please tick one)   : Yes○   No○

     (If Yes, please provide your email address: _____)

Participant's signature :   ....

Participant's name :   ....

Date :

Approved by the Auckland University of Technology Ethics Committee on type the date on which the final approval was granted *AUTEC Reference number* type the AUTEC reference number

Note: The Participant should retain a copy of this form.

07 March 2018   page 1 of 1   This version was last edited in June 2016

Appendix 6 Demographic and Indicative questions

DEMOGRAPHIC SHEETS

Socio-Demographic Sheet
Surfer Participants

AUT UNIVERSITY
TE WĀNANGA ARONUI O TĀMAKI MAKAU RAU

Age range:	Between 17 – 24 years old	Between 25 – 49 years old
	More than 50 years old	
Gender	Male	Female
Country of origin		
What was the highest school/education you have been to?	None	Postgraduate
	Primary School	
	Undergraduate	
What is your daily job/average income per year		

Surfing Behaviour

1. How long have you been surfing?

   Answer:

2. How many days a week?

   Answer:

| Length of stay in Rote/Nemberala | |
| Total money spent per day | |

Indicative Questions:

1. Why do you surf? Tell me what first attracted you do surf?

2. I am interested to know what skills and abilities you categorise yourself? Beginner, intermediate/amateur, advance/professional?
   - What is your preferred wave type?

3. Do you always travel abroad for surfing?
   - How often?
   - How do you normally choose a travel destination for surfing?

4. Where did you hear about surf spots in Rote?
   - What encourages you to choose Rote as the place for surfing?

5. What do you expect about surf travel to Rote before you come?

6. How do you feel after arrived in Rote? What do you think about surfing destination attributes in Rote?
   - Surfing natural condition (wave)
   - Access and infrastructure (surfing)
   - Accommodation – services
   - Hospitality of the local people/surfers

7. The things that make you most satisfied during your stay. Reason

8. The things that make you feel most dissatisfied. Reason

9. What do you think surf tourism in Rote should be like?

10. Do you plan to come to Rote for surfing in the future?

11. Would you recommend others to visit and surf in Rote?
    - What makes you decide to do so?