# Article information:

Establishing a pre-COVID-19 baseline for surf tourism: Trip expenditure and attitudes, behaviors and willingness to pay for sustainability - ScienceDirect  
<https://www.sciencedirect.com/science/article/pii/S2666957921000021>

# Article summary:

1. This article provides the only empirically derived pre-COVID-19 global estimation of international surf travel spending and the first assessment of sustainable surf tourism attitudes, behaviors, and willingness to pay.

2. International surf tourism expenditure was valued between $31.5 to $64.9 billion USD per year and surfers reported being willing to pay between $1.99 and $4.1 billion USD more annually for sustainable surf tourism products.

3. Understanding demand for sustainable tourism products is important in order to incentivize investments in this direction, particularly as post-COVID-19 tourism recovery is likely to be led by younger, more adventurous tourists travelling to sparsely populated, remote destinations that offer built in social distancing

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy as it provides a detailed overview of the current state of pre-COVID-19 international surf travel spending and the first assessment of sustainable surf tourism attitudes, behaviors, and willingness to pay. The authors provide an empirical estimation for how much surfers spent annually on international surf tourism before the COVID-19 pandemic which can serve as a point of comparison as, and after, surf tourism returns post-COVID-19. Furthermore, they provide an understanding of surfer’s attitudes towards sustainability which can help steer policy and entrepreneurial practices in the direction of sustainable outcomes for communities engaging in efforts to derive local benefits from surf resources as tourism begins to recover.

The article does not appear to have any potential biases or one sided reporting as it presents both sides equally with regards to understanding demand for sustainable products and destinations in order to incentivize investments in this direction while also noting potential risks associated with surfing such as coral reef damage, untreated effluent in waterways, unscrupulous coastal development etc.. The authors also provide evidence for their claims such as citing studies exploring a diverse range of topics from surf park preferences (Ponting, 2017) to the use of surf forecasting technology (Mach et al., 2018).

The article does not appear to have any missing points or counterarguments but could benefit from further exploration into other methods used for estimating individual values such as non market value or hedonic price method (Scorse & Hodges 2017; Scorse et al., 2015). Additionally, there could be further discussion around how different demographics are impacted by sustainability knowledge when it comes to their willingness to pay for sustainable tourism products (López-S

# Topics for further research:

* Non-market value estimation
* Hedonic price method
* Sustainable tourism preferences
* Surf forecasting technology
* Impact of sustainability knowledge on willingness to pay
* Demographic differences in sustainable tourism attitudes

# Report location:

<https://www.fullpicture.app/item/ab19ab8e81638d49330ba982dcf443e9>