THE IMPACT OF CREATING OAHU OCEAN GUIDE MAGAZINE AND WEBSITE FOR TOURISTS IN WATER SPORT

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Abstract: Tourists come from all over the world to visit Hawaii. When we mention Hawaii the first thing that brings to our minds the beaches, surfing, diving, and many different water sports. As well when we mention Water sports are associated with many hazards.

Which led me to do this research after living in Hawaii for 3 years.

I found out high proportion of injuries, drowning and deaths, because of:

1- Lack of awareness of the dangers of water sports

2- Lack of knowledge of the beaches suitable for the exercise of any kind of sport.

3- Not take precautions of security and peace.

I decided to pay back to Hawaii and for the beautiful years I spent there, by creating an educational magazine to educating tourists and those whose interested in water sports, specifically in Oahu, Hawaii. I named it "Oahu Ocean Guide"

My research is focused on collecting information on safety tips and fishing systems as well as water activities such as swimming, windsurfing and scuba diving. Along with these activities come risks and how to prevent these dangers. In order to reach a wider audience, I have created a website that includes all ocean activities in addition to a guide explaining the risks of Hawaii's oceans.

The magazine and the site together outline many risks as well as prevent them so that the tourist gets a safe holiday.

Keywords: Hawaii, Water Sports, Surfing, dangers.

تأثير إنشاء مجلة وموقع إلكتروني دليل محيطات اواهو على السياح في الرياضات المائية

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الملخص: يأتي السياح من جميع أنحاء العالم لزيارة هاواي، حينما نذكر هاواي أول ما يتبادر على أذهاننا الشواطئ وركوب الامواج والغوص، والعديد من الرياضات البحرية، وحينما نذكر الرياضات البحرية لابد أن يصاحبها العديد من الأخطار.

الذي دفعني لإجراء هذا البحث بعد فترة إقامتي في هاواي لمدة ثلاث سنوات وجدت ارتفاع نسبة الإصابات وحالات الغرق والوفيات لأنها جزيره سياحية يرتادها السياح والمهتمين بالأنشطة البحرية لذلك قررت إنشاء بحث ومجلة وموقع إلكتروني لتزويدهم بمعلومات توعوية ليكونوا آمنين خلال فتره إقامتهم في هاواي أو أثناء ممارستهم لهذه الرياضات البحرية.

مجلة تثقفية توعوية تهتم بتثقيف السياح والمهتمين بالرياضات المائية وتحديدا في اواهو في هاواي."Oahu Ocean Guide"

يتركز بحثي على جمع معلومات عن نصائح السلامة وأنظمة الصيد وكذلك الأنشطة المائية كالسباحة وركوب الأمواج والغوص. جنبا إلى جنب مع هذه الأنشطة تأتي المخاطر، والتي يمكن أن تؤدي إلى الغرق أو الموت في بعض الأحيان. ولرغبتي في الوصول إلى شريحة أكبر من

الجمهور قمت بإنشاء الموقع الإلكتروني الذي يتضمن بالتفصيل جميع أنشطة المحيطات بالإضافة إلى دليل يشرح مخاطر محيطات هاواي،

المجلة والموقع سويا يستعرضان العديد من المخاطر وكذلك الوقاية منها حتى يحصل السائح على عطلة آمنة.

الكلمات المفتاحية: هاواي، الرياضات المائية، ركوب الأمواج، مخاطرة.

Introduction

I was live in Hawaii and one of the famous Hawaiian words is Aloha and Aloha holds valuable meanings and one of them is "giving" so I decided to give back aloha to the tourists through presenting important information in "Oahu Ocean Guide" to keep them safe from any risk. The first word that any visitor to Hawaii will hear is aloha. Aloha is used in greetings and farewells and in expressing love.

We all love the beach. The sun, the sand, and the surf. But just because we are having fun, does not mean we can forget about safety. [1]As long as we are talking about water sports there are different types of risks, bur there are helpful tips about beach safety.

Tips can help you to keep your vacation safe:

- Apply sunscreen.
- If you are not familiar with the shoreline, do not visit unguarded beaches.
- Always talk to a lifeguard to determine the safety level of the ocean and shoreline. Find out about surf and wind conditions for the whole day.
- When the waves are coming, never turn your back to the ocean.
- Have a clear understanding of the water's depth. There may be rocks, a reef, or other obstructions hidden by a dark spot or waves.
- Take time to master the basics of any new watersport, and have the right equipment for any water sport (Navigating Hawaii's Oceans, 2015).
- Hazard Matrix: To view the rules that govern beach hazard flag assignment, visit the hazard matrix for each island.
- **If you need help, call or wave for assistance** - if there are large surf or shoreline hazards, wave your hands for help and wait for assistance.
- If you hear a tsunami alarm or alert, get to higher ground and stay away from the ocean.

Importance:

The importance of this research is in:

Spread awareness among people and tourists specifically.

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(1) http://oceanservice.noaa.gov/facts/ripcurrent.html

Educate people about the types and dangers of water sports and how to protect ourselves from risk.

Informed tourists in Oahu and give them list of beaches name for beginners in surfing.

Through my research I found a high proportion of injuries, such as breaking the neck and back of surfing, as well as drowning by Snorkeling.

All this prompted me to conduct this research and prepare an attractive magazine called **Oahu Ocean Guide** especially for tourists as well as a website to reach more people.

Goals, and Objectives

1- Increase the awareness of ocean safety.

2- Giving tourists this kind of information will increase their safety awareness when they do any water activities.

3- Enform tourists of ocean safety and activities as will as maps and contact information for various water activities.

4- Make my magazine the most popular and most helpful among similar magazines.

5- Make a website which has the same material as the magazine to reach a larger audience because the internet has become a big part of everyday life.

6- Websites have many advantages over printed resources because I will be able to use different types of media such as videos, and also I can use links to connect to other helpful websites.

Hypotheses

- The lack of magazines and pamphlets to warn tourists about the dangers of water sports.

- Most of the magazines urge tourists to practice these water activities and give them guide of places and a number for the water activities without Give information about the dangers and prevention of them.

- Lack of booklets or leaflets in the language of tourists (most tourists in Hawaii are Japanese and do not speak English)

- High Percentage of injuries and deaths in Hawaii because of the lack of awareness of how to practice water sports.

- The lack of specialized websites In teaching tourists to practice water sports and show them steps to keep them safe in the water

High drowning rate in Hawaii.

Rip currents are responsible for deaths on our nation's beaches every year, and for most of the rescues performed by lifeguards. Beachgoers should be aware of how dangerous rip currents are, and swim only at beaches with lifeguards in the designated swimming area. Rip currents can form in any large

open water area, such as low spots and breaks in sandbars, or near structures such as jetties and piers (Red Cross, n.d.).

Safety organizations and professionals vie to find the best safety approach. Choosing the right approach is a very important decision because of the well-being of the people this approach is for. Some approaches leaders rely on are: behavior based programs, comprehensive ergonomics, engineering changes, and group problem solving. The choice is made based on the research behind these approaches as well as the study of the human beings involved and what will best suit them (Geller, 2001).

Previous Studies

A great example of an ocean safety organization is the non-profit Hawaii Ocean Safety team; whose purpose is to enhance ocean safety in Hawaii. They identify any problems and try to find the best solution for them in order to keep Hawaii's oceans pollution free and safe for all (Host Hawaii, 2015).

The Hawaiian lifeguard association is another example of informing people of the all the needed ocean safety information. They calculate the hazard levels on the beaches of Hawaii using the current weather, surf and public safety alerts in order to inform people where to keep away from and where it is safe to swim or do any other ocean activity (Hawaii Beach Safety, 2015). The following chart shows that the leading causes of spinal injuries are ocean activities:

Spinal injuries
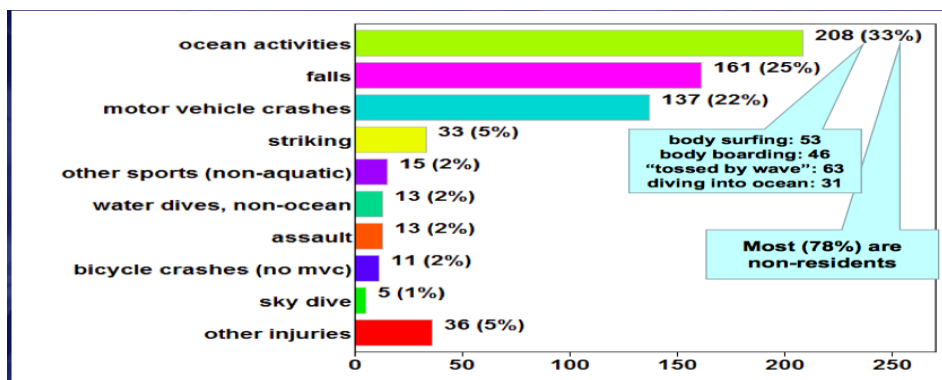
Studies have been conducted on the percentage of drownings in Hawaii, and during a 9-year time span (from 2004-2013) 259 drownings were recorded. Studies have also shown that 25% of drownings occur because of snorkeling and 23% occur because of swimming (Galanis, 2015). In Hawaii, drowning is the second leading cause of unintentional injuries among $0 - 17$ year olds which, is why it is crucial to be taught to swim. It is not a skill that is inherited Water Safety, 2015).

Monty Downs, an emergency room physician at Wilcox Memorial Hospital and ocean safety advocate, advises anyone who visits Hawaii's oceans to always stay calm and never panic because staying calm is the key to survival (Health Pursuits, 2015).

The Risks Associated with Water Sports:

As long as we are talking about water sports there are different tips of risks.

According to Hawaii Water Sport Center (2015).

There are many risks in water sports such as, slips and falls; collision with fixed or movable objects or other watercraft; boat capsize and entrapment; travel in remote areas; rapidly changing adverse weather and water conditions; water crafts are slippery when wet and accidents can occur getting in or out; damage to equipment or personal injury; accidental drowning; crashing; forces of nature including extreme weather, lightning and rapid weather changes, exposure to sun, strong wind, cold, large waves, eddies and whirlpools, tidal conditions, surf and currents; exposure to temperature and weather extremes which could cause cold water shock, hyperthermia (heat related illnesses), heat exhaustion, sunburn, dehydration, insect bites, and hazardous plant life; aggressive and/or poisonous marine life; wrist, arm, shoulder, and/or back injuries(para.3).

From 2009 until now sixteen tourists died while they were snorkeling. They drowned from aspirating the water into their lungs.

Waves

Hawaii's waves and currents can be big and powerful because it is located in the middle of a vast ocean and the ocean bottom drops off quickly. Some beaches are considered unsafe throughout the year while others are dangerous at a certain time of the year.(Dangers in Hawaii, 2015).

For your safety, do not swim at beaches that do not have a lifeguard. When you want to swim make sure there are people in the water. If there is nobody there then do not swim. There are certain periods of time when the waves are bigger than the rest of the months, and they are from November to February mostly in the North shore, and from June until August mostly in the South Shore (Dangers in Hawaii, n.d.).

"Example: Sandy Beach on Oahu is known as the "beach of broken necks and bones" for a reason. The shore break is very powerful here and many accidents have happened. There are red warning flags on the beach at every day of the year, warning beachgoers of the hazards. It is a beach for experienced body boarders and surfers only, and even they haven't escaped serious injuries in the past" (Dangers in Hawaii, n.d.).

The Three Theories That Best Inform and Present My Project:

1. Persuasion.
2. Message Design.
3. Cultural Identity.

Persuasion

Persuasion is typically defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" (Simons, 1976). To distribute a small magazine, I need to learn how to deal with people in high positions and use persuasion skills to have them distribute my magazine in their places of business. There are some persuasion aspects that are important such as: persuasion is not manipulation, persuade the persuadable, context and timing, you have to be interested to be persuaded, reciprocity compels, persistence pays, compliment sincerely, set expectations, do not assume, create scarcity, create urgency, images matter, truth-tell, build rapport. Personal skills involved are: learn to transfer energy, communicating clearly is key, being prepared gives you the advantage, detach and stay calm in conflict, Use anger purposefully, confidence and certainty.

The above-mentioned skills are all very helpful and clear skills in persuasion, however I chose the following aspects, which I believe will have the biggest influence in attracting people to my product (magazine and website) and making it unique.

Methodology

1. Persuasion is not manipulation:

The most important thing in persuasion, in my opinion, is being clear and honest about my product. If I manipulate the customers they might lose faith and trust in my product, which in turn will affect my plan.

2. Persuade the persuadable:

Targeting the right customers to persuade is essential because resistant customers should be avoided. Knowing the types of customers I am dealing with will assist me in persuading them and convincing them.

3. You have to be interested to be persuaded:

Interest plays a big role in being persuaded because only the interested customers will be willing to take the magazine and visit the website.

4. Reciprocity compels:

This aspect will assist me in persuading the hotels I am planning to distribute the magazine to because I will explain how this magazine can serve the hotel by having the magazine on their stands.

5. Persistence pays:

This aspect will serve me with the hotels and customers. First of all, the persistence with the hotels will be by using different methods of communication starting with a letter to the hotel, then talking to the managers and meeting with them face to face. If they initially refuse then I can send the magazine by mail so they can see it and be more convinced by it. As for the customers, persistence will be demonstrated by

the means of advertising either by the people who I will assign to advertise the magazines at magazine stand at Waikiki hotels and in Waikiki Aquarium.

6. Compliment sincerely:

Compliments are one of the most effective techniques in attracting people to the product. With the hotels, I start by complimenting the hotel itself and its reputation and success. With the customers, it will be by complimenting them face to face by the person assigned to advertising.

7. Images matter:

Visual ideas and images help in the attraction of customers to both the magazine and the websites because anything that will catch your eye will spark your interest. Therefore, it will become easier to be persuaded by what you are interested in, so using the appropriate colors, format, and pictures which match will assist in the persuasion.

8. Learn to transfer energy:

Positive energy plays a big role by persuasion. For example, if a manager I'm talking to is under a lot of stress, I can transfer my positivity to him which may lessen the stress and which will assist me in persuading him to distribute my magazine.

9. Be prepared:

Preparation and thinking ahead assists in thinking of alternatives during the persuasion process, and it will also make you more confident about what you are presenting and will help you to be ready to answer all their questions (Nazar, 2013).

According to O'Keefe (2015): persuasion can be accepted by one person and rejected by another, leading to different reactions for the same message. Preparedness can help with dealing with people who have different perspectives. Persuading people and convincing them to understand and accept what you present to them can be a tedious task if the person performing it lacks people skills. Knowing how you can convince people to be safe is a very important thing, because being safe requires a bit of cautiousness on their part, which some people might not care about.

According to Lee, author of "How to be an Expert Persuader", the "magic button" to influence people is having an anchor. An anchor is an influential connection/association of something seen, heard, touched, smelled, or tasted with a significant memory. So it's basically associating an action to a memory, building up enthusiasm and excitement to that association, and relaying it to others in an upbeat and encouraging manner, which, in turn, will attract them and indirectly convince them. This can be used by those who want to convince others to be safe by thinking of an exciting way to relay the positivity of safety and cautiousness to others so they in turn, will actually want to feel whatever the persuader is feeling when thinking of safety.

There are many different theories for persuasion and they are: attribution theory, conditioning theories, cognitive dissonance theory, elaboration model, functional theories, inoculation theory, narrative

transportation theory, and social judgment theory. The theories I believe are appropriate for my project are the Conditioning Theory and the Social Judgment Theory (O'Keefe, 2015).

According to Cherry (2014) Classical conditioning is a type of learning that had a major influence on the school of thought in psychology known as behaviorism. Discovered by Russian physiologist Ivan Pavlov, classical conditioning is a learning process that occurs through associations between an environmental stimulus and a naturally occurring stimulus. Behaviorism is based on the assumption that learning occurs through interactions with the environment. Two other assumptions of this theory are that the environment shapes behavior and that taking internal mental states such as thoughts, feelings, and emotions into consideration is useless in explaining behavior (PP.1-3).

The important thing is to make a connection to the consumer. I decided to use this theory because I would like to have a strong connection with the customers and the people reading my magazine by using positive, beautiful ocean-related images of Oahu, using a simple and comprehensible language, and to present attractive topics.

The Social Judgment theory relies on the people's natural reaction when presented with an idea. Usually, when people are presented with any kind of proposal they seek a way to sort the information and they react to it. The information is then evaluated and compared with the information previously known and compared with the attitude they already have. This is called the initial attitude or the anchor point (Nazar, 2013).

Objectives of the Social Judgment Theory (SJT):

SJT is intended to be life relevant. It is also not a law seeking theory finding the laws of human judgment, rather it is intended to be descriptive. Social judgment theorists intend not only to understand human judgment but also to create and develop ways of improving it (Hammond &Stewart, 1975).

There are Five Principles of Social Judgment Theory:

- Principle 1: We have categories of judgment by which we evaluate persuasive positions.

    According to Social Judgment Theory, we can categorize reactions into one of three zones:

- The latitude of acceptance (zone of positions we accept).

- The latitude of non-commitment (zone of positions we neither accept nor reject).

- The latitude of rejection (zone of positions we reject).

The concept of ego-involvement suggests that a person's level of ego-involvement on a subject or towards a proposal will influence the judgmental atitude on that subject. Basically, if the level of ego-involvement increases, the size of the atitude of rejection will also increase, while the size of the atitude of acceptance and non-commitment will decrease.

- Principle 2: When we receive persuasive information, we locate it on our categories of judgment.

- Principle 3. Our level of "ego-involvement" affects the size of our atitudes.

- Principle 4. We tend to distort incoming information to fit our categories of judgment.
- Principle 5. Small to moderate discrepancies between our anchor positions and the one advocated will cause us to change; large discrepancies will not (Social Judgment Theory, n.d.).

Message Design:

"Message Design is the systematic and purposeful process of making decisions about communication. This involves decisions about both the content ("what") and the delivery ("how") of a message" (Day, 1997).

Source → Message → Channel → Receiver
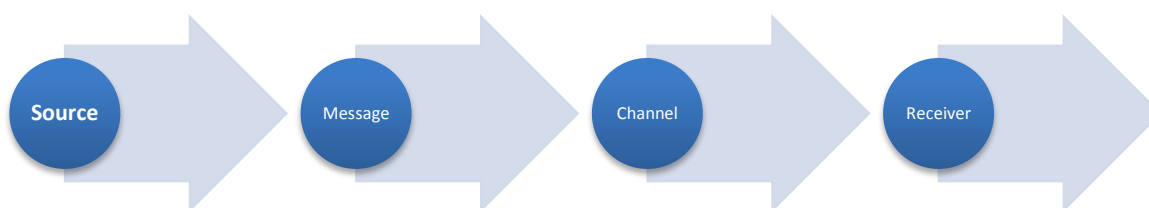
Cultural Identity Theory:

"Culture is the values, beliefs, thinking patterns and behavior that are learned and shared and that is characteristic of a group of people. It serves to give an identity to a group, ensures survival and enhances the feeling of belonging. Identity is the definition of ones- self. It is a person's frame of reference by which he perceives himself. Identities are constructed by an integral connection of language, social structures, gender orientation and cultural patterns. There is a complex relationship between culture and identity"

(Cultural Identity Theory, 2015).

Hawaii is one of the most visited places in the world. Tourists from all over the world come to spend their vacation in Hawaii. Some of them understand basic English only, therefore the language used in my magazine and website will be simplified so that the tourists with low English proficiency can understand the content easily. "Cultural identity search is characterized by the exploration and questioning of your culture in order to learn more about it and to understand the implications of belonging to it" (Miladinovic, 2013).

Aside from the language, different cultures have different ways of connecting with others so I will research about the cultures with the highest number of visitors in Hawaii and I will research more about their culture so I can have a better understanding of how to communicate with them through my product.

Result and Recommends

I did a lot of Research through network and explored magazine and pamphlet stand in Oahu, specifically in Waikiki, the first destination for tourists and the largest tourist gathering place, I found out:

- There is a lack of magazines and pamphlets to warn tourists about the dangers of water sports.

- Most of the magazines and publications that I have found are primarily accredited to advertisements for tourism agencies

- These magazine are focuses on display water sports without exaggeration to the awareness and education to protect against the dangers of water sports because their purpose is profit.

- According to the statistics I have come up with in my research is

- The highest percentage of death from the water sports in Hawaii is Snorkeling.

- There is few Warning magazines It was not written in Japanese although the Japanese language is the most tourist in Hawaii.

- I found that websites that are aware of the dangers of water sports more than magazines but most of them are government.

Recommendations:

- I suggested to the researchers to give more attention to the awareness of water sports for tourists in their future research.

- Keep in mind when we do research to tourists have to be as short as we can because the tourist generally seeks to get away from reading long papers before or during their vacation.

- Through my research I found a few books in this subject because of the lack of researchers interested in writing about these types of writings in the field of tourism,

- I have some suggested topics for your future research:

  The effect of the lack of awareness of tourists on the dangers of water sports on their holidays.

  Water sports with less hazards.

  Ride the waves without breaking the necks.

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