

ANALYSING THE RISK OF DROWNING AT SURF BEACHES

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Abstract

A clear understanding of the nature of risk in outdoor adventure tourism activities will assist the development of injury prevention strategies and so increase tourist safety. Using the example of surf beach drowning, a risk analysis process is outlined to identify the source and nature of hazards and related risks inherent to this setting. The process applies *Haddon's Matrix* to identify candidate risk factors related to either participants engaged in water-based activities or the surf beach environment. Causal risk factors are then distinguished using a *risk-balloon* analogy. The final phase of the process assesses whether causal risk factors are modifiable for the purpose of developing injury prevention programs.

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