# British tourist assaulted over sunbed dispute at Alanya beach as tensions rise



A recent incident at Damlatas Beach in Alanya, Turkey, has sparked outrage after a British tourist was allegedly assaulted by a staff member over a dispute regarding the cost of a sunbed. This confrontation, which escalated dramatically, has resonated with holidaymakers and raised broader questions about the nature of beach etiquette and conflicts in popular tourist destinations.

The altercation took place on Friday when the tourist, reportedly unhappy with the rental price of a sun lounger, opted to leave his belongings on the sand while he took a swim. According to witnesses, a staff member then confronted him, demanding he relocate his items. Despite warnings, the situation deteriorated, culminating in the staff member assaulting the tourist in front of horrified onlookers.

Footage of the confrontation has since gone viral on social media platforms, leading to widespread condemnation. Alanya's District Governor, Fatih Ürkmezer, responded swiftly by announcing that the beach business involved would be closed pending investigation. He remarked that such behaviour does not reflect the city's values or its commitment to tourism, asserting that any actions contrary to the hospitality expected in Alanya would be zero-tolerated.

In a somewhat contradictory response, business owner Serhan Koçaroğlu attributed the escalation to the tourist’s alleged intoxication. He claimed that the visitor had initiated the confrontation by hurling a sunbed at a Turkish customer. Koçaroğlu expressed regret over the incident's portrayal, aiming to distance the event from the larger image of Turkish hospitality and tourism. He stated, "I did not file a complaint in order not to damage the tourism image of Alanya," while also reserving his legal rights against what he deemed unfounded allegations circulating in the media.

This incident is part of a troubling trend of violent confrontations linked to sunbed disputes in holiday hotspots. Earlier this month, a similar incident occurred in Fuerteventura, Spain, where British tourists reportedly tipped a Spanish mother off her sunbed, prompting fears of charges against them from the affected family. The persistence of such altercations draws attention to the fraught dynamics of shared holiday spaces, where personal boundaries and cultural expectations often clash.

This is not an isolated issue, as history shows that disputes over sunbeds can escalate dangerously. In 2014, two British brothers were severely injured during a sunbed row at a five-star hotel in Bodrum, marking one of the more extreme outcomes of this ongoing dilemma. That confrontation illustrated how quickly disagreements over something seemingly trivial can spiral into violence, affecting not only those directly involved but also bystanders, including children.

Moreover, similar incidents have occurred regularly in other Mediterranean destinations. In 2013, three British men faced a violent backlash from bar staff in Fethiye after they allegedly harassed local women, demonstrating a broader pattern of escalating tensions between tourists and service staff in various settings. Such incidents underscore the significant cultural misunderstandings that can occur in high-pressure environments like busy beaches or resorts.

As the summer continues and more tourists flock to popular destinations, an urgent conversation about behavioural expectations and conflict resolution in hospitality settings is necessary. Authorities in tourist-heavy regions must work together with local businesses to foster respectful interactions, ensuring that incidents like those at Damlatas Beach remain rare exceptions rather than common occurrences. With holidaymakers returning to the Mediterranean in increasing numbers following the pandemic, ensuring a safe and enjoyable experience for all is more critical than ever.

### Reference Map

* Paragraph 1: [[1]](https://www.dailymail.co.uk/news/article-14728003/Sunbed-wars-Brit-beaten-beach-staff-lounger.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2: [[1]](https://www.dailymail.co.uk/news/article-14728003/Sunbed-wars-Brit-beaten-beach-staff-lounger.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3: [[1]](https://www.dailymail.co.uk/news/article-14728003/Sunbed-wars-Brit-beaten-beach-staff-lounger.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 4: [[1]](https://www.dailymail.co.uk/news/article-14728003/Sunbed-wars-Brit-beaten-beach-staff-lounger.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 5: [[1]](https://www.dailymail.co.uk/news/article-14728003/Sunbed-wars-Brit-beaten-beach-staff-lounger.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.canarianweekly.com/posts/Sunbed-wars-turn-nasty-as-British-tourists-tip-Spanish-mother-off-sun-lounger)
* Paragraph 6: [[2]](https://www.hurriyetdailynews.com/two-wounded-in-sunbed-fight-between-british-tourists-in-turkish-resort-70192)
* Paragraph 7: [[3]](https://www.hurriyetdailynews.com/fethiye-bar-staff-beat-british-men-after-altercation-with-women-52766)
* Paragraph 8: [[5]](https://www.turizmekonomi.com/fight-breaks-out-between-british-guests-and-turkish-hotel-staff)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14728003/Sunbed-wars-Brit-beaten-beach-staff-lounger.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.hurriyetdailynews.com/two-wounded-in-sunbed-fight-between-british-tourists-in-turkish-resort-70192> - In August 2014, two British brothers were stabbed during a dispute over sunbeds at a five-star hotel near Bodrum, Turkey. The altercation escalated when a fellow holidaymaker attacked them with a knife in front of other guests. One brother underwent life-saving surgery for multiple wounds, while the other narrowly escaped serious injury. The incident was witnessed by numerous guests, including children, and was reported by The Daily Mirror on August 8, 2014.
3. <https://www.hurriyetdailynews.com/fethiye-bar-staff-beat-british-men-after-altercation-with-women-52766> - In August 2013, three British men were allegedly beaten by bar staff in Fethiye, Turkey, after persistently attempting to dance with two British women who had declined their advances. The altercation led to a physical confrontation, with staff reportedly kicking the tourists even after they had fallen to the ground. The incident was reported by the Doğan News Agency on August 19, 2013.
4. <https://www.canarianweekly.com/posts/Sunbed-wars-turn-nasty-as-British-tourists-tip-Spanish-mother-off-sun-lounger> - In August 2023, two British tourists in their 60s and 30s were involved in a violent incident in Fuerteventura, Spain, where they allegedly tipped a Spanish mother off her sunbed at a hotel pool in Corralejo. The Spanish family, who did not speak English, were reportedly 'afraid' and planned to press charges against the two Brits. The incident was reported by the Canarian Weekly on August 8, 2023.
5. <https://www.turizmekonomi.com/fight-breaks-out-between-british-guests-and-turkish-hotel-staff> - In August 2023, a mass brawl erupted between British holidaymakers and hotel staff at a Turkish hotel in Marmaris-İçmeler. The altercation began over an argument between a waiter and a relative of a British tourist and escalated into a physical confrontation involving punches and chairs. The incident was reported by Turizm Ekonomi on August 19, 2023.
6. <https://metro.co.uk/2017/07/22/hotel-blamed-holidaymakers-after-sexual-assault-by-staff-6799088/> - In July 2017, a group of British teenagers claimed they were sexually assaulted twice during a holiday in Turkey. One was allegedly groped on a beach, and another had to push a hotel worker off her. The hotel reportedly blamed the victims for the attacks, with staff claiming they were 'looking for group sex.' The incident was reported by Metro News on July 22, 2017.
7. <https://www.express.co.uk/news/uk/1798946/Spain-hotel-pool-sunbed-war-canary-islands> - In August 2023, two British tourists were involved in a violent incident in Fuerteventura, Spain, where they allegedly tipped a Spanish mother off her sun lounger at a hotel pool in Corralejo. The Spanish family, who did not speak English, were reportedly 'afraid' and planned to press charges against the two Brits. The incident was reported by the Express on August 8, 2023.