

# **Developing a sustainability index for kiteboarding**

Dissertation

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## **Abstract**

Sustainability is becoming a key concept for the society. Attention to sustainability is no longer paid only at the state or corporate level, but also in leisure activities such as sport. Nevertheless, smaller sports are often overlooked in this respect. However, the impacts of small sports can be significant and therefore it is necessary to map sustainability aspects here as well. The authors of the study operationalise the topic of sustainability of kiteboarding and create an awareness index of the impacts of this sport.

In the first phase, the authors search 158 sources and categorize relevant topics according to the Triple Bottom Line concept. They further complement these topics by comparing them with the concept of sustainable surfing. They then focus on the impacts of kiteboarding, which they complement and evaluate using the Delphi method. Based on the partial results, they construct an awareness index by formulating indicators and finally test the awareness potential of this tool among kiteboarding operators.

The main findings of the study are that kiteboarding can have serious impacts. However, awareness of these is not widespread among users of the sport nor even among experts. Informal online education through an assessment index proved to be a suitable tool to popularise the issue and motivate sustainable practice of the sport among young kiteboarders.

key words: kiteboarding, kitesurfing, index, awareness, sustainability.