

ENVIRONMENTAL CRISIS AND NATURE-RELATED SPORTS: CAN SURFING PROMOTE SUSTAINABILITY?

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Surfing is a sport related to and dependent on nature, not existing without waves provided by the sea. Thus, surfers are typically predisposed towards preserving and protecting the natural environment in which their sport takes place. However, the commodification of the sport and its manifestation as a capitalist endeavour presents challenges to surf tourism as a sustainable activity. Despite the contradictions and challenges presented, surf tourism is an activity that connects people and nature from contrasting parts of the world, offering the potential to promote sustainable action, which is most needed. To become a sustainable activity, surf tourism must consider its consumption patterns, especially regarding surf equipment, human relationships, and travelling. Environmental education could also be combined with surf tourism, especially in surf schools and board rider clubs, to encourage ecological action and changes in surfers' behaviour to promote sustainable action.

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