



The consideration of climate change and adaptation in practical level tourism development

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The idea of sustainability in tourism

Global in scale, considered to be driven by all levels of policy making

Mainly focus on tourism destinations and tourism practices on local scale

-> evident in tourism development documents

Lately, concerns on climate change and its connection to sustainability have become more common in tourism





Infiltration of climate change awareness into practical level tourism development?

1. National and international policy processes create structures that guide, promote and limit tourism development and consumption
 2. Regional and local policy governance, tourism developers and tourism entrepreneurs implement these structures and guidelines
- But does this actually happen in the context of climate change?





Data

Development papers and reports:

1. national and regional tourism development strategies
2. local (city/community/tourism destination) development plans and project reports

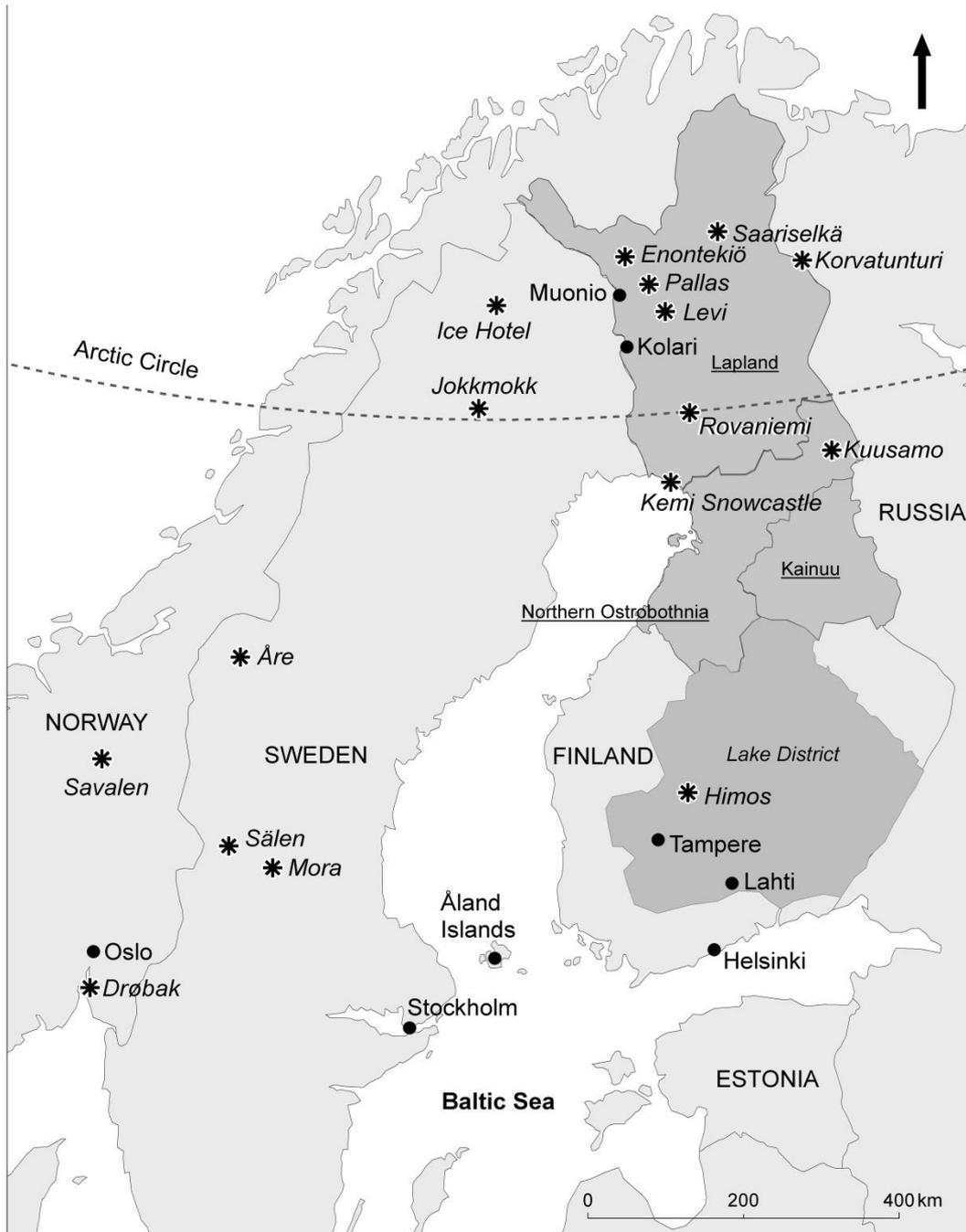
Interviews to tourism stakeholders

- 13 tourism entrepreneurs
- 5 tourism developers
- 1 related industry representative



National level strategies

FINLAND		
Tourism Strategy to 2020 & Action Plan for 2007–2013 (2006)	Changing season lengths	The lengths of the seasons must be taken into consideration in the construction of tourist destinations and product development The development of supplementary products, especially required in Southern Finland Strengthening anticipation, provision and adaptation Increasing international cooperation
NORWAY		
The Government's Tourism Strategy. Valuable Experiences – National Strategy for the Tourism Industry (2008)	The climate becomes more unstable	The sustainable tourism policy must support Norway's climate policy in reducing (transport) emissions The general awareness of climate change will increase



Regional strategies

<p>Central Finland's Strategy for Tourism Industry 2015</p>	<p>Not possible to assess yet, a new rise in ecotourism? The (cool) Finnish summer may lure more tourists Warming, a challenge for winter tourism</p>	<p>Actions should be planned The shortening of the winter season should be taken into consideration in product development</p>
<p>Lapland's Tourism Strategy 2007–2010</p>	<p>Gives Lapland a competitive advantage due to snow deficiency elsewhere and since the winters are becoming milder Problems due to early seasons with no snow More summer tourists to Lapland Tourists become more aware of environmental matters The future of aviation?</p>	<p>Solving the question requires extensive collaboration Proposed actions: product development (snow independent products) and market communication (the focus on other factors than just the snow)</p>



Local strategies

E.g.

Levi 3, Kehittämissuunnitelman loppuraportti (the Final report on development plan Levi3);

Jämsän seudun matkailun master plan (Master plan for tourism in the Jämsä region)

-> No information regarding climate change, its nature or its potential impacts

General goals follow the principles presented in higher level strategies: growth in tourism revenues and the number of tourists visiting the region, the establishment of the region's image and brand, the enhancement of the service quality, improving collaboration, increasing all year and international tourism, the implementation of sustainable tourism practices





Local development projects

CLIM-atic: to ease the adaptation of northern peripheral communities to climate change

Himoskylä 2012: from visions to practice

How do the local stakeholders consider and react to these projects, how evident is the role of climate change for them?





Remarks on local tourism development

Overall development goals are well-known

Sustainability and all-year tourism is gaining most attention

The knowledge of individual projects is poor among tourism entrepreneurs



Remarks on climate change

Regarded as an important issue to tourism at the destination (and in the whole country)

Considered to be both a threat and a possibility (mainly in regard to the changing seasons)

No actions implemented

The importance of snow-making facilities for future tourism considered high

Climate change is a minor factor affecting the tourism development of the destinations, contradictory perceptions on its importance and role

It is trendy to refer to climate change

No information delivered from official (state, municipality etc) sources



Realised adaptation

Holding on to winter season

**Investments and innovations in snow technology
(focus on energy use, operation temperature)**

**Reduced pricing in late winter season (in order to
shift emphasis from early winter to spring)**

**Organising high-level international winter events
to maintain the destination's winter image (e.g.
World Cup openings)**

**Shorter work contracts for seasonal workers (to
coincide with winter season length)**





Anticipated adaptation

Destination development and marketing

Updating tourism supply to coincide with climatic conditions/variability (e.g. construction of a spa)

Emphasising summer and shoulder seasons

Product development

Innovations

Attracting the potential ecotourists

Low carbon footprint marketing

Emphasising energy efficiency

Innovations





Reasoning for remarks

- Lack of knowledge, poor level of information
- Climate change too complex, broad, scary and paralysing an issue to handle
- Climate change connected to and included in the general pursuit of sustainable tourism in destinations
- The slow pace of the change, and the nature of the industry (“financially it is better to wait and see than to rush”, the flexibility of the SMEs)





Concluding remarks

The nature and weight of the consideration and implementation of climate change -related actions differs in different policy levels

Climate change has remained theoretical, abstract and left aside from local level strategies (while sustainability is driven in all levels of policy making)

->the theoretical idea of local and regional scale policy documents working as intermediates between local and global scales is not manifested.





What to do?

- Emphasising these aspects (climate change, adaptation, mitigation) on the national level strategies, or by incorporating tourism-specific issues in climate change policies (Gössling & Hall 2008; Becken & Clapcott 2011; Becken & Hay 2012)
- Delay in reaching local level?
- Practical advice and information needed
- Identification and involvement of key stakeholders
- Decision-makers' role in enabling development that considers climate change





THANK YOU FOR YOUR
ATTENTION!

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