

CLIMATE CHANGE ADAPTATION IN COASTAL TOURISM - NETWORKING TOWARDS THE UNKNOWN

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Coastal areas are attractive for tourism



Tourism figures and relevance at the German Baltic coast

- Second most popular domestic holiday destination
- 30 million coastal overnight stays / year (70% summer tourists)
- Growth market / increasing visitor numbers
- Share of up to 11% of state GNP (Mecklenburg-Vorpommern)
- Numerous coastal resorts with diversified offers
- Designated tourism priority areas in many coastal regions

Coastal tourism is vulnerable to climate impacts



Possible climate impacts at the German Baltic coast

- Temperature changes (milder winters, warmer summers)
- Changes in precipitation (wetter winters, dryer summers)
- Sea level rise
- Change of frequency / intensity of extreme weather events
- Regional changes in coastal erosion
- Influences on beach and water quality

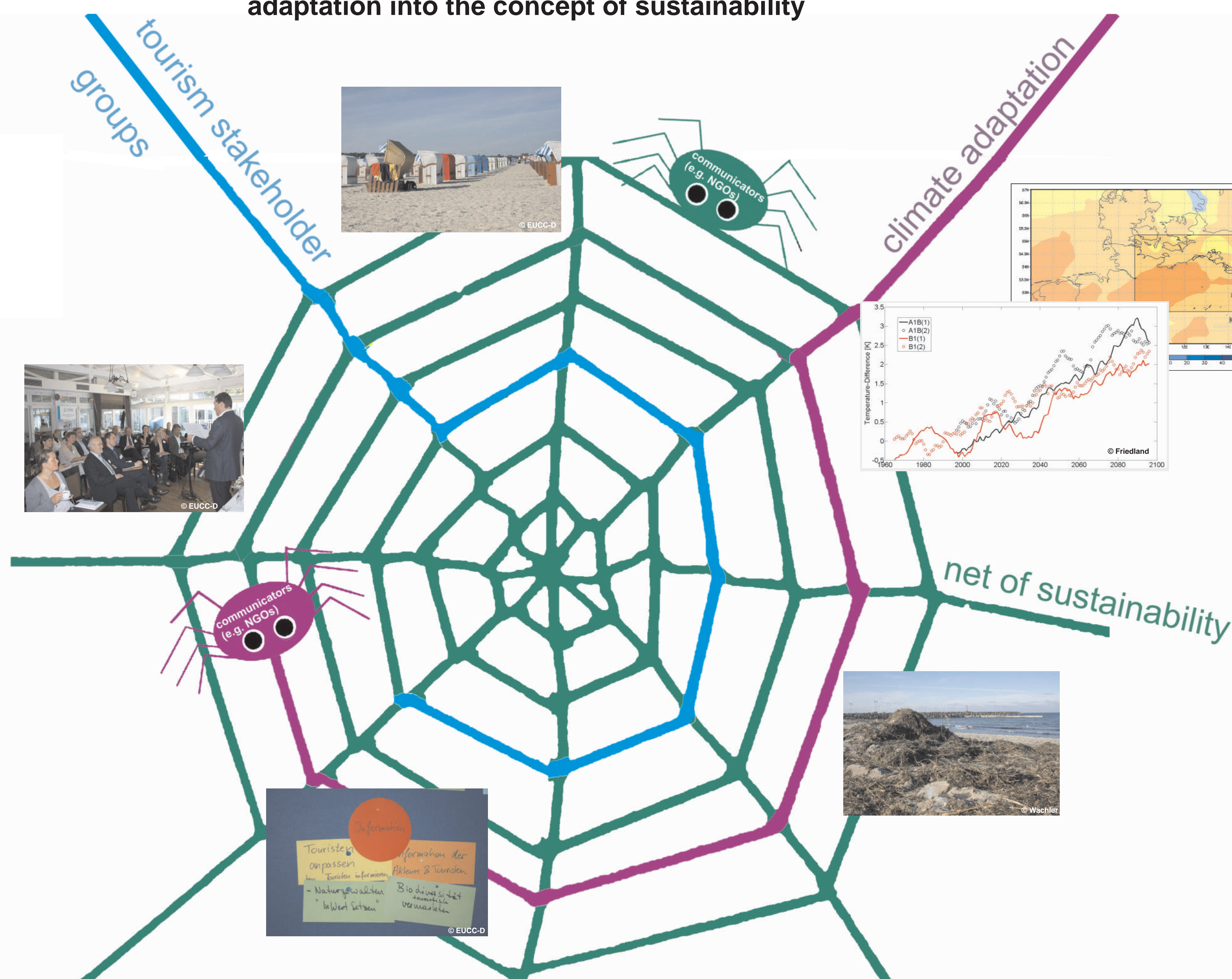
Mechanisms of tourism industry

- Short-/medium term planning
- Profit orientation
- Reactive behaviour

Mechanisms of climate change adaptation

- Long-term planning
- Damage reduction orientation
- Pro-active / adaptive behaviour

How to bridge the differences?
Our networking approach: Implementing climate adaptation into the concept of sustainability



Discussed topics:
BEACH MANAGEMENT
WATER MANAGEMENT
INFRASTRUCTURE
REGIONAL PLANNING
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How could sustainable climate adaptation in coastal tourism look like?

- Uncertainties and ranges in climate models do not limit pro-active actions
- Lessons from past challenges are transferred and adopted to future challenges
- Climate impacts are accepted as an additional part of the future 'unknown package'
- Networks foster exchange of experiences, knowledge and common sustainable strategies
- A sustainable development approach supports successful climate adaptability